



Where there's a Storz Station . . . there's immediacy

*... immediacy
which in each
of these
major markets
attracts more
listeners to the
Storz Stations
than to any other*

MINNEAPOLIS-ST. PAUL . . . WDGY

is first . . . All-day average. Proof: . . . Trendex . . . Pulse. See Blair or General Manager Jack Thayer.

KANSAS CITY . . . WHB

is first . . . All-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse. All-day average as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIX

is first . . . All-day. Proof: Hooper (29.9%) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM

is first . . . All-day. Proof: Hooper (37.0%) . . . Pulse . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

**STORZ
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.