



*(Dominance for the station . . . dominance for your message)*

In each of these major markets . . .  
more radios are tuned to the Storz Station than to any other.

**MINNEAPOLIS-ST. PAUL . . . WDGY** is first . . . all day average. Proof: 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 averages as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

**NEW ORLEANS . . . WTIX** is first . . . all-day. Proof: Hooper (32.6%) —a new high . . . Pulse, too. See Adam Young or General Manager Fred Berthelson.

**MIAMI . . . WQAM** is first . . . all-day. Proof: Hooper (36.7%) . . . Pulse (+10 of 432 quarter-hours) . . . 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.