

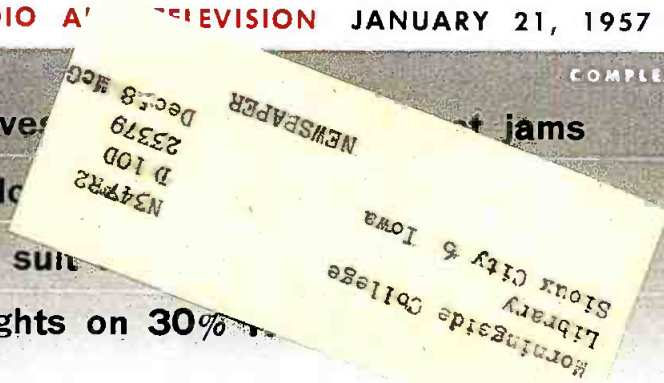
BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JANUARY 21, 1957 35¢ PER COPY

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*I wish deciding what to order
could be as simple as
time-buying where there's
a Storz Station*

MINNEAPOLIS-ST. PAUL . . . with WDGY.

It's very nearly unanimous. Hooper, Nielsen, Pulse and a host of Twin Cities advertisers agree: WDGY has the big audience for those big results! See JOHN BLAIR or WDGY GM STEVE LABUNSKI.

OMAHA . . . with KOWH.

Now in its sixth year of first place dominance. First on latest Hooper, Pulse and Trendex, in all time periods. Contact ADAM YOUNG INC. or KOWH General Manager VIRGIL SHARPE.

KANSAS CITY . . . with WHB.

First per Hooper, first per Area Nielsen, first per Area Pulse, first per Metro Pulse. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See JOHN BLAIR or WHB GM GEORGE W. ARMSTRONG.

NEW ORLEANS . . . with WTIX.

Still rocketing still in first place with increasing margins all the time, per latest Hooper. And wait 'till you see that newest Pulse. Ask Adam Young Inc., or WTIX GM FRED BERTHELSON.

MIAMI . . . with WQAM.

It's happened! With "Storz Station" programming, WQAM has leaped to first in the morning (26.6% average share . . .) first in the afternoon (32.6%) . . . and all day on latest Hooper! Covering all of Southern Florida with 5,000 watts on 560 kc. See JOHN BLAIR or WQAM GM JACK SANDLER.

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ,
President