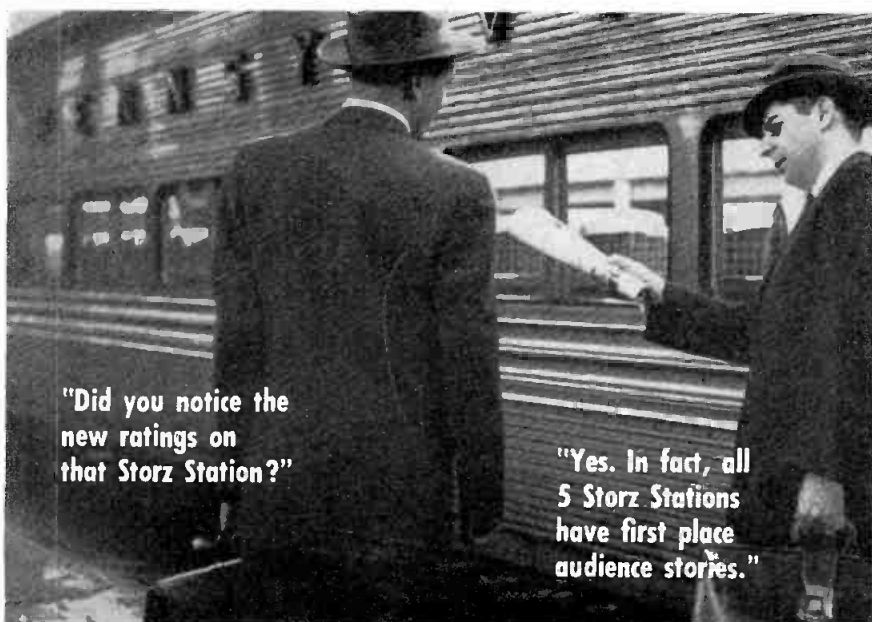
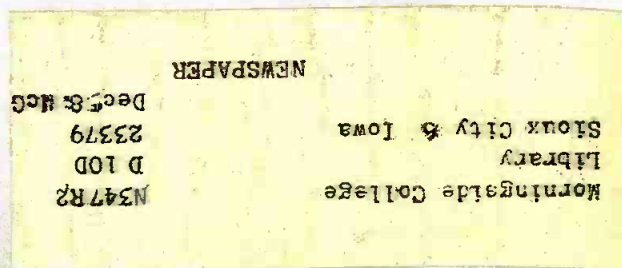




# BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION      APRIL 22, 1957      35¢ PER COPY

Block booking suits hit five more	Page 27
Awards: Peabody, SDX, Headliners	Page 44
\$18 million in sales pass FCC	Page 56
Petry urges lower night radio rates	Page 103



"Did you notice the new ratings on that Storz Station?"

"Yes. In fact, all 5 Storz Stations have first place audience stories."

MORNINGSIDE COLLEGE  
LIBRARY  
SIOUX CITY IOWA

IN ANY  
OF THESE FIVE  
IMPORTANT MARKETS . . .  
YOU TALK TO  
THE BIGGEST AUDIENCE  
WITH THE  
"STORZ STATION"!

**MINNEAPOLIS-ST. PAUL . . . with WDGY** Latest Trendex puts WDGY first! Whether you prefer Pulse, Trendex, Hooper or Nielsen, WDGY has prime availabilities in many first place segments in every recent report. 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. Contact Adam Young Inc., or KOWH General Manager Virgil Sharpe.

**KANSAS CITY . . . with WHB** First per Hooper, first per area Nielsen, first per Pulse, first per Trendex. 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** Month after month WTIX maintains or widens its first place position in New Orleans listening. First by a wide margin, per latest Hooper. And first on Pulse (6 a. m.—6 p. m., Mon-Fri.) Ask Adam Young Inc. or WTIX GM Fred Berthelson.

**MIAMI . . . with WQAM** Way out front. With "Storz Station" programming WQAM has leaped to first in the morning . . . first afternoon . . . and all day on latest Hooper (30.6%) and Trendex (34.1%). 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