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DECEMBER 2, 1957

THIRTY-FIVE CENTS



# BROADCASTING

THE BUSINESSWEEK

AND RADIO

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## Where there's a *Storz Station* . . . there's **RESPONSE**

generated by the kind of radio which—in each of these major markets—has more listeners than any other station

**MINNEAPOLIS-ST. PAUL WDGY** is first . . . all-day average. Proof: Hooper (31.9%) . . . 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 WTIK** is first All-day. Proof: Hooper (WTIX 2 to 1) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

**MIAMI WQAM** is first . . . All-day. Proof: Hooper (42.1%) . . . 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.