



BROADCAST

THE BUSINESSWEEKLY OF TELEVISION

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NEWSPAPER
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Where there's
a Storz Station ...

... there's

LOYALTY

Folks in the Twin Cities . . . Kansas City . . . New Orleans . . . and Miami know there's never a let-down on a Storz Station . . .

that's why . . . in each of these four major markets . . . more people listen to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL . . . WDGY is now first morning . . . first afternoon . . . first . . . all-day Hooper average. First on Pulse, too. 50,000 watts plus 50,000 watt personalities. Talk to 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). Remember—you get coverage and audience on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIK is 20 times more powerful . . . with 5,000 watts on 690 kc. First . . . all-day. Proof: Hooper (32.2%)—Pulse, too. In fact, WTIK is first in 462 of 504 Pulse quarter-hours, and first in every single daytime quarter. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (40.1% . . . and first in 264 of 264 quarter-hours) . . . Pulse (432 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.
WTIK *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.