

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

Push
any
button...

... for creative, people-reaching,
product-selling radio in these
six great radio markets.

*Where there's a Storz Station ...
there's audience.*

5 6 7 8 9 10 11 12

WQAM
MIAMI

WKXOK
ST. LOUIS

WTTX
NEW ORLEANS

WHP
KANSAS CITY

WDGY
MPLS.-ST. PAUL

KOMA
OKLAHOMA CITY

The Storz Stations 1962 Radio for 1962 Selling

Todd Storz, President Home Office: Miami Beach

WDGY, WHP, KOMA, WQAM, WKXOK represented by John Blair & Co.

WTTX represented by Robert Eastman

THE RADIO/TV OUTLOOK: UP 9% IN BILLINGS

Economist Richard P. Doherty predicts air media share of total ads will rise 20.2%

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Northwest kicks off its biggest radio campaign

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Why 1961 was LeRoy Collins' 'jungle year'

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They're the tops (on the West Coast)

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