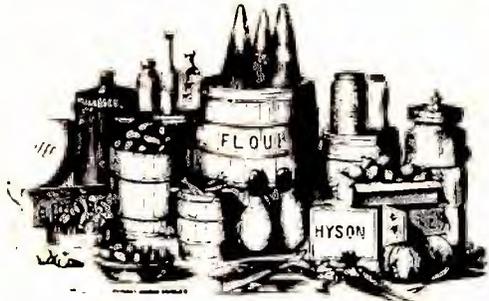


FOOD CZARS



buy WNBC-TV. Top names in the food business know it's the most efficient means of garnishing the tables of discerning New York consumers. Among the czars:

- Del Monte
- Progresso Foods
- Foods International
- Green Giant Co.
- Campbell Soup Co.
- General Mills
- Borden's
- Pepperidge Farms
- Kellogg Co.
- General Foods Corp.
- Quality Bakers of America
- National Dairy Corp.
- Levy's Bread
- Holland House Coffee
- Dugan Bros. Inc. Bakers
- Romanoff Foods

Take a tip from the food czars: whatever product or service you sell, feed more power into your selling on WNBC-TV!



WNBC-TV
NEW YORK



PUBLISHER'S REPORT

TODD STORZ SET THE PACE

TODD STORZ WAS A PARADOX. He had a quiet modest manner. But he burst across the radio firmament with the dazzling impact and speed of sound. He ventured into radio in 1949 when hundreds of radio owners were quaking in their boots with the advent of television.

He stayed with radio. If he ever gave thought to buying into television I never heard of it. He started with KOWH, a 500 watt in Omaha, his home town, and added stations in New Orleans, Kansas City, Minneapolis, St. Paul, Miami, Oklahoma City and St. Louis.

At the time of his death last week, at the age of 39, he still owned a but the first of these stations. And he made millions with them.

He established headquarters in Miami and ran his stations with the help of his dynamic executive vice president in Kansas City, George (Bud) Armstrong, and a loyal group of long-time associates.

But first and foremost he established a new kind of radio—format radio. His radio was based on fast pace, on quality control, on hit tunes on snappy disc jockeys, and on big gobs of promotion.

I always felt that his emphasis on promotion and advertising stemmed from his kinship in the Storz Brewing Company which, like all breweries used them as essential ingredients.

He helped glorify the dj. His disk jockey conventions were, like everything Todd did, prime examples of organization and promotion. But he fell a cropper at his Miami Beach Convention through no fault of his own, received a bad press, and never held another. When he moved to Miami, he removed himself from industry sight and was seldom seen thereafter.

But his stations pushed on, gathering strength. And the Storz genius was evident behind-the-scenes.

In the meantime hundreds of other stations tried to follow the Storz techniques. Storz-trained men were among the most sought-after in the industry. But most stations found it difficult to duplicate the recipe.

Word has gone out to the Storz Stations that there will be no change in ownership, management, or policy. His father, Robert H. Storz, was with him in ownership. Perhaps the industry will be hearing from Storz Senior in the days to come.

* * *

This is the year of color.

The April 13 issue of SPONSOR is loaded with assorted information about tv color. We didn't seek it out. It's coming to us.

I note that the EIA reports that 90,850 color tv sets were produced during February. That means that well over 1,000,000 will be built this year.

At the NAB convention syndicators reported that color interest was at the boiling point. RCA and other equipment manufacturers say the same.

Color broadcasts are multiplying.

But the crowning touch! I turned on my color set for the first Metropolitan Phillie baseball game of the season last night and—*surprise*—got living color. I understand I'll be getting them all season.

Now I know that General Sarnoff has done it again.

Worm Glenn