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NEW YORK 20 N Y

# SPONSOR

the magazine radio and tv advertisers use

15 OCTOBER 1956

50¢ per copy • \$8 per year

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## Storz Stations Status Report

OCT 15 1956

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### WDGY

MINNEAPOLIS-ST. PAUL

Now in first place, per all-day Hooper average! Spectacular growth per latest Nielsen, and per latest Pulse. Talk to JOHN BLAIR or WDGY GM Steve Labunski.

### KOWH

OMAHA

Now in its sixth year of first place dominance. Latest Hooper—47.7%. First on latest Pulse and latest Trendex, in all time periods. Contact ADAM YOUNG INC. or KOWH General Manager Virgil Sharpe.

### WHB

KANSAS CITY

First per Hooper, first per Area Nielsen, first per Area Pulse, first per Metro Pulse. 85% renewal rate among top 40 advertisers proves vitality. See JOHN BLAIR or WHB GM George W. Armstrong.

### WTIX

NEW ORLEANS

Still rocketing, still leading, with increasing margins all the time, per latest Hooper. And wait 'til you see that newest Pulse. Ask ADAM YOUNG INC. or WTIX GM Fred Berthelson.

### WQAM

MIAMI

Now bringing Storz music, news, ideas, excitement to all of Southern Florida, with 5,000 watts on 560 kc. WQAM is already a fine Miami buy, as JOHN BLAIR or GM Jack Sandler will demonstrate.

*So today, in all of these important markets,  
you choose well when you choose*

**The Storz Stations**

*Today's Radio for Today's Selling*

Todd Storz, President

### FEATURE FILM'S IMPACT ON TV

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Is auto spot  
a Model-T?

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The customers  
Elvis can deliver

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Helene Curtis'  
race with tv

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Freirich beat  
the tv-jeebies

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### FARM RADIO-TV SECTION

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Does the U.S.  
farmer still  
have money?

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