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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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... And how are the **5** Storz Stations doing?

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 Labinski.

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 in first place, 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.

Today's radio for today's selling
The Storz Stations
 Todd Storz, President

THE AGENCY RETURN TO TV SHOW CONTROL

Agencies seek supervision rights without full production headaches. "Co-production" is pattern. They won't finance shows, or sink money into talent

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How BBDO uses spot radio's flexibility

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Westinghouse nine-month comeback plan

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