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# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

*If you want the keys  
to sales success in  
these 5 important markets*

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## specify STORZ stations

It's very nearly unanimous. Hooper, Nielsen, Pulse *and* a host of Twin Cities advertisers agree: WDGY has the big audience for those big results! See JOHN BLAIR or WDGY GM Steve Labunski.

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.

First per Hooper, first per Area Nielsen, first per Area Pulse, first per Metro Pulse. 87% renewal rate among leading Kansas City advertisers proves dynamic sales power. See JOHN BLAIR or WIIIB GM George W. Armstrong.

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.

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

**WDGY**  
Minneapolis-St. Paul

**KOWH**  
OMAHA

**WIIIB**  
KANSAS CITY

**WTIX**  
NEW ORLEANS

**WOAM**  
MIAMI

## SPOT RADIO: YESTERDAY'S UGLY DUCKLING

Today spot radio is breaking all previous records. Here are some of the reasons for the spectacular comeback of the spot medium

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**The Storz Stations**

Day's Radio for Today's Selling

President:  
Todd Storz