

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

The Storz Style . . . in public service

From the files of the five Storz Stations . . . here are two recent . . . and typical . . . examples of service in the public interest:

in Miami,
WQAM helped
get out the vote



What happened when WQAM decided to conduct a presidential straw vote? More than 50,000 phone calls swamped WQAM's facilities in the 5½ day "Election Poll". The daily average: 870 calls. Each of the 600 announcements WQAM devoted to "Election Poll" urged listeners not only to take part in the *straw* vote, but to exercise their franchise on Election Day, as well.

Official returns for Dade County, Florida, showed a balloting of more than 250,000 votes—representing a decided increase over 1952 turn-out.

in New Orleans,
WTIX comforted
a mourning family



A poverty-stricken family had just buried its two youngest members, dead of rat-poisoning. One Sunday, WTIX devoted a full air day to mobilizing assistance for the desperate family. In cooperation with the American Legion Post 203, WTIX personalities urged contributions of money, clothing and food.

The response was instantaneous. More than \$2,100 . . . 400 items of clothing and 50 boxes of foodstuffs poured in to comfort the family in its unhappy hour.

BEST RADIO COMMERCIALS OF THE YEAR

Agency copy chiefs selected top 10 as radio's most memorable, credible and persuasive selling efforts in '56

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Feature film ratings—how good?

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Christmas ball of wax: planning the office party

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Monthly cost and programing Comparagraph

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The Storz Stations
Today's Radio for Today's Selling

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WVGY
Indianapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

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