

MAIL ROOM
JAMES H. STORZ CO
20 FIFTH AVENUE PLAZA
NEW YORK 11

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



*"I wish deciding
what to order
could be as simple
as time-buying
where there's
a Storz Station."*

In any of these five
important markets . . .
you talk to the big audiences
with the "Storz Station"!

IS PRIME- TIME YOUR BLIND SPOT?

New thinking and new facts are now developing in spot radio that may spell end of the 7-9 a.m., 1-6 p.m. fad

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Should you promote a show you share?

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The 7 biggest flaws in tv commercials

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Monthly tv cost and programing Comparagraph

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MINNEAPOLIS-ST. PAUL . . . with WDCY. First per Hooper, 1957 Trendex puts WDCY first! Whether you prefer Trendex, Hooper, Nielsen or Else, WDCY has prime availabilities in all place segments in the report you like best. See JOHN BLAIR or WDCY GM Steve Labinski.

MINNEAPOLIS . . . with KOWH. Now in its sixth year of first place dominance. First on latest Hooper, Pulse and Trendex, in all time periods. See ADAM YOUNG INC. or KOWH General Manager VIRGIL SHARPE.

MINNEAPOLIS . . . with WHB. First per Hooper, first per Area Nielsen, first per Pulse, first per Trendex. 87% renewal rate among Minneapolis City's biggest advertisers proves dynamic sales power. See JOHN BLAIR or WHB General Manager GEORGE W. ARMSTRONG.

NEW ORLEANS . . . with WTIK. Month after month WTIK maintains or widens its first place position in New Orleans listening. First by a wide margin, per latest Hooper. And first on Pulse (6 a.m.-6 p.m., Mon.-Fri.). Ask ADAM YOUNG INC., or WTIK GM FRED BERTHELSON.

MIAMI . . . with WQAM. It's Happened! With "Storz Station" programming WQAM has leaped to first in the morning . . . first afternoon . . . and all day on latest Hooper (30.1%) and Trendex (34.1%). Covering all of Southern Florida with 5,000 watts on 560 kc. See JOHN BLAIR or WQAM GM JACK SANDLER.

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

TODD STORZ,
President

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