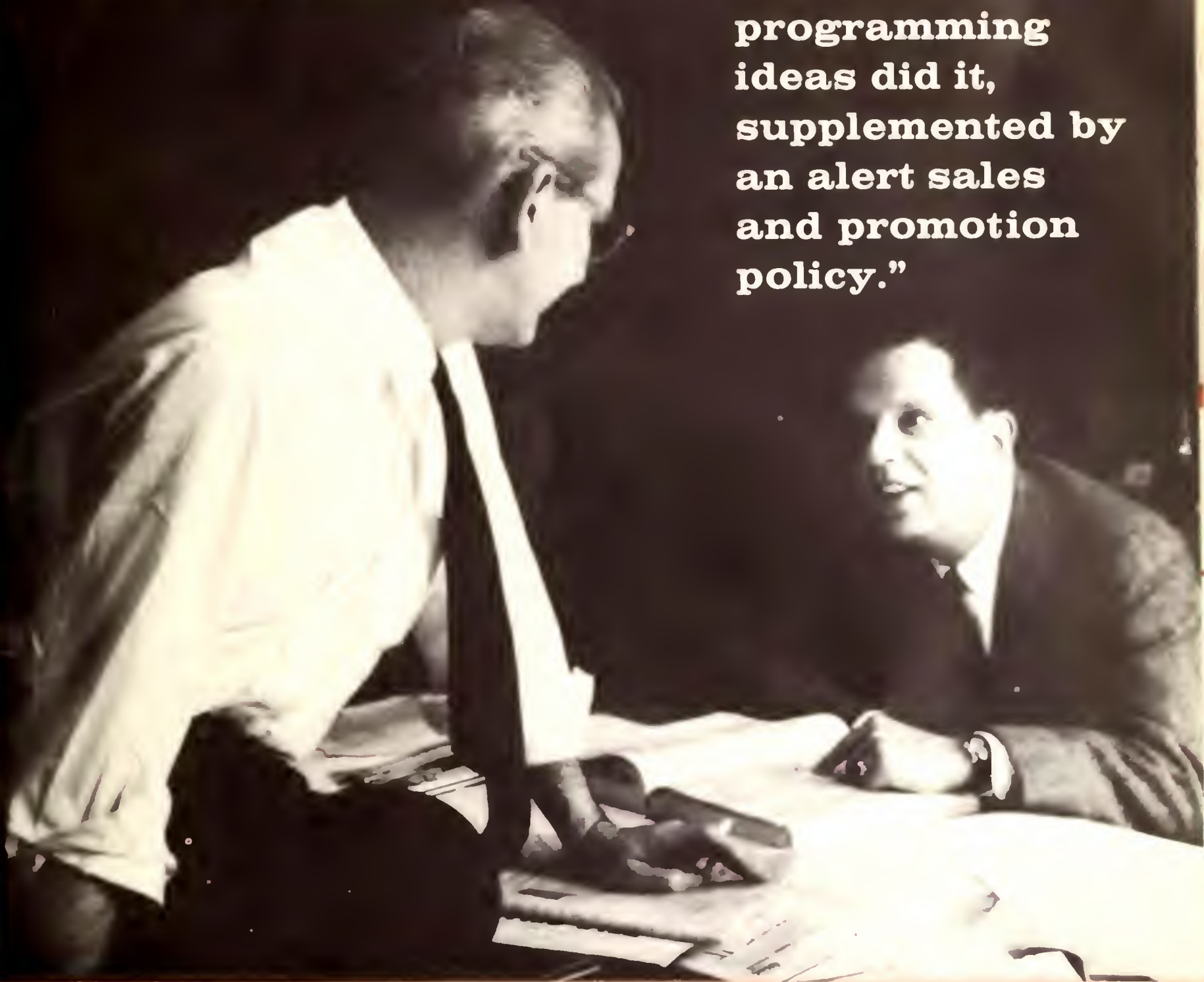


**“How did Storz
build his success
and acceptance?”**

**“Advanced
programming
ideas did it,
supplemented by
an alert sales
and promotion
policy.”**



The sales policy was simple. It was based upon hard-hitting sales representation plus aggressive trade paper advertising. SPONSOR went to work for Storz in 1951 at a modest first-year salary of \$280.50, the beginning of a long mutually-profitable relationship.

With KOWH a solid success, in 1953 Storz bought WTIX, New Orleans, and put it under the experienced leadership of Fred Berthelsen. In May 1954, 10,000-watt WHB in Kansas City came into the fold, with youthful, dynamic George W. Armstrong at the helm.

Throughout this period the Storz stations expanded their trade paper push although their big national spot recognition was still to come. By 1955 (with WHB in the fold) the Storz trade paper budget had grown to \$25,000—with national spot revenue jumping from 13.8% of total income the previous fiscal year to 22.5% in 1954-55 (July through June).