

“Here’s the Storz Story

in dollars-and-cents.”

Fiscal Year Ending June 30	SPONSOR	Magazine “B” *	Magazine “C” *	Magazine “D”	Storz National Spot Revenue	% Spot Is of Total Revenue
1950	—	\$ 9,000	—	—	\$ 11,000	7.4%
1951	\$ 280	9,500	—	—	23,000	10.1
1952	4,233	10,000	\$ 840	—	29,000	9.4
1953	6,077	10,000	925	—	52,000	14.3
1954	2,796	10,500	925	—	62,000	13.8
1955	9,118	14,400	1,600	—	332,000	22.5
1956	24,132	23,200	2,800	—	723,000	27.6
1957	38,317	27,750	4,470	\$13,500	1,622,000	34.5

*Appropriations for Magazines “B” and “C” approximated for years prior to 1957.

KOWH

Omaha
1949-1957

WTIX

New Orleans
August, 1953

WHB

Kansas City
May, 1954

WDGY

Minneapolis-St. Paul
January, 1956

WQAM

Miami
May, 1956