



"A role in the Storz trade paper campaign."

"SPONSOR has certainly played a vital role in our development"

TODD STORZ

"Your good publication has been the recipient of a substantial portion of this investment since the first issue"

JOHN BLAIR

THE STORZ STATIONS
222 SOUTH 15TH STREET
OMAHA 2, NEBRASKA

TODD STORZ
PRESIDENT

May 25, 1957

WYOMING SPOKESMAN
ST. PAUL
WYOMING SPOKESMAN
WYOMING SPOKESMAN
WYOMING SPOKESMAN

Dear Norman,

In the relatively short history of the Storz Stations, hardly a month has passed which hasn't demonstrated with great impact — the importance and value of our national spot promotion in the trade press.

We feel this importance and value in our phenomenal growth in national spot billings — now running at \$200,000 per month.

Without trade promotion, which relies heavily on Sponsor, all our other efforts could have failed to bear fruit. I refer to the tremendous amount of energy and thinking which we devote to the creation of a fresh, listenable, attractive sound. These efforts have brought to each of our stations the big audience in its market. These big audiences have enabled us to place in the hands of our national representatives powerful selling tools.

But even the most powerful story in the hands of our competent and resourceful reps, cannot be driven home with full force unless our prospects are exposed to a continuous preconditioning — both as to the Storz concept of selling-via-radio, and what the individual stations have accomplished in their markets. Our experience has been that when we (or our reps) call on a time-buyer, he already knows the Storz story.

That's all we've ever asked of our trade promotion — and we've been getting just that from Sponsor, in full measure.

I can't help but think back to our first days in radio. We were just beginning to create a new kind of radio, and you were just starting out to create your special kind of industry publication. It's interesting to note the parallels in our growth and yours. I don't know to what extent you can credit the Storz Stations with your development — but Sponsor has certainly played a vital role in ours.

Cordially yours,

Todd
Tedd Storz

TS/rep

PLAZA 3 4250

JOHN BLAIR & COMPANY

National Representatives of Radio Stations



415 MADISON AVENUE
NEW YORK 17, NEW YORK
May 24, 1957

Mr. Norman R. Glenn,
Editor
Sponsor Magazine
40 East 49th Street
New York 17, New York

Dear Norm:

Probably the best testimonial we can give to the effectiveness of trade paper advertising in the broadcasting field is our own continuous use of our industry trade papers for our company advertising over a period of more than 24 years. Your good publication has been the recipient of a substantial portion of this investment since the first issue.

What is true of our company should similarly be true for radio stations. A well operated radio station always has a sound, consistent sales story to present to its client's, and trade paper promotion represents an opportunity to keep the story before the trade on the same basis that makes good consumer advertising successful — consistency and continuity.

Best personal regards,

Sincerely,

John Blair
John Blair

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ATLANTA BOSTON CHICAGO DALLAS BETHLEHEM
LOS ANGELES NEW YORK ST. LOUIS SAN FRANCISCO SEATTLE