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PART ONE OF 2 PARTS

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

*Where there's a  
Storz Station ...there's*  
**DOMINANCE**



*(Dominance for the station ... dominance for your message)*

In each of these major markets . . .

more radios are tuned to the Storz Station than any other

**MINNEAPOLIS-ST. PAUL** WDGY is first . . . all-day average. Proof: Hooper (32.7%) . . . Trendex . . . Pulse. See Blair or General Manager Jack Thayer.

**KANSAS CITY.** WHB is first . . . All-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse. All-day averages as high as 47.0% (Nielsen). See Blair or General Manager George W. Armstrong.

**NEW ORLEANS.** WTIK is first . . . All-day Proof: Hooper (WTIX 2 to 1) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

**MIAMI.** WQAM is first . . . All-day. Proof: Hooper (42.1%) . . . Pulse . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

**STORZ  
STATIONS**

DAY'S RADIO FOR TODAY'S SELLING

WDGY Minneapolis St. Paul  
WHB Kansas City  
WQAM Miami  
REPRESENTED BY JOHN BLAIR & CO.

**TODD STORZ, PRESIDENT**

WTIX New Orleans  
REPRESENTED BY ADAM YOUNG INC.

## THE MARKETING VEEP: HOW HE OPERATES

A new figure now holds the tv purse-strings as big-business management settles into a marketing conscious advertising pattern.

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## Saturation and the new radio

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## Will tv get its own "bureau of circulation"?

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## New season's network tv lineup

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