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where
there's a
Storz Station



... there's **PRECISION**

... precisely why there's never a dull moment ...

... precisely why in each of these major markets

more radios are tuned to the Storz Station than to any other

MINNEAPOLIS-ST. PAUL WDGY is first ... All-day average. Proof: Hooper (31.9%) ... 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 average as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

NEW ORLEANS WTIX 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.

FREY REPORT: WILL AGENCIES FIGHT HARD?

On the eve of the Frey report to the ANA, agency men review current compensation system, explain their stand

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Will Catholic church screen programming?

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Spanish radio: why it is growing fast

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Report on this year's show costs

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STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING
DO STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.
WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.