

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



... try a package today

I think I'll try a package

## Where there's a **Storz Station** .. there's **RESPONSE**

generated by the kind of radio which—  
in each of these major markets—  
has more listeners than any other station

**MINNEAPOLIS-ST. PAUL WDGY** is first . . . All-day average.  
Proof: Hooper (31.9%) . . . Trendex . . . Pulse. See Blair or  
General Manager Jack Thaver.

**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 WTIK** is first . . . All-day. Proof: Hooper (WTIK  
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.

## THE TV/RADIO RATINGS MADNESS

The use and adequacy  
of ratings is a hot sub-  
ject of discussion this  
week as network jitters  
appear and talks on the  
subject flood the air

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## Why Hoffman marketing demanded humor

Page 36

## How your tv commercial gets on the air

Page 40

## Christmas buys on network tv

Page 45

# 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.  
*WTIK New Orleans*  
REPRESENTED BY ADAM YOUNG INC.  
*WQAM Miami*  
REPRESENTED BY JOHN BLAIR & CO.