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31 HOOPER
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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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MEDIA CHIEFS SIZE UP 1958's TV COSTS

Agency media men underscore tv's cost efficiency, point to its lower cost-per-1000 vs. other media. But tv costs face study

Page 23

Pepsi, Annie and the soft, soft sell

Page 26

Nighttime radio: progress roundup, outlook for 1958

Page 30

Motivational St. Nick at the agency Xmas party

Page 34

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

*. . . immediacy
which in each
of these major
markets attracts more
listeners to the
Storz Stations than
to any other*

MINNEAPOLIS-ST. PAUL . . . WDGY #1
is first . . . All-day average. Proof: Hooper (31.3%) . . .
Trendex . . . Pulse. See Blair or General Manager Jack Thayer.

KANSAS CITY . . . WHB #1
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 #1
is first . . . All-day. Proof: Hooper (25.9%) . . . Pulse. See
Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM #1
is first . . . All-day. Proof: Hooper (38.1%) . . . Pulse . . .
Southern Florida Area Pulse . . . Trendex See Blair
or General Manager Jack Sandler

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING
DORIS 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.