here there's a Storz Station . . . there's immediacy


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

KANSAS CITY . . . WHB 1
is first . . . All-Jay. Proof: Metro Pulse, Nielsen, Trendex,
Hooper, Area Nielsen, Pulse. All-Jay average as high as 48.5%
(Nielsen). See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTX 1
is first . . . All-Jay. Proof: Hooper (25.9%) . . . Pulse. See
ADAM Young or General Manager Fred Berthelson.

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

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Agency media men underscore tv's cost
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