

APR 103 1250
HUNDRED L
N C R 1 272
30 ROCKEFELLER PLAZA
NEW YORK 20 N.Y.

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



"Heard a couple of
Storz Stations
this trip. Never a
dull moment."

"Understand there's
never a dull moment
for advertisers,
either."

In any of these 4 important markets . . . every time's
a good time with the first place Storz Station

MINNEAPOLIS-ST. PAUL . . . WDGY is first
All-day average. Proof: 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 . . . WTIK is first . . . All-day.
Proof: Hooper (29.2%—twice the rating of the next
two stations combined) . . . Pulse. See Adam Young
or General Manager Fred Berthelson.
MIAMI . . . WQAM is first . . . All-day. Proof:
Hooper (37.0%) . . . Pulse (1st 410 of 432 1/4 hours)
. . . Southern Florida Area Pulse . . . Trendex. See
Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
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 ADAM YOUNG INC.

HOW CAN RADIO BEAT 1957?

Buyers look for more growth in '58, but to do it they feel industry must provide better research, sounder promotion, streamlined selling, showmanship

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Dutch Masters tries imagery transfer in tv

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Jack Cunningham's challenge to Madison Avenue

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How much tv does a spot dollar buy?

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