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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



Where there's
Storz Station ...
there's
ENTHUSIASM!

enthusiasm of personalities
would glad to be alive ...
talk people, and show it ...
know how to get across
audience.
... in each of these
important markets ... more
people listen to the Storz
than to any other

MINNEAPOLIS-ST. PAUL ... WDGY is first ... all-day average. Proof: Pulse. To talk to the twins ... talk to Blair, or General Manager Jack Thayer.

KANSAS CITY ... WHB is first ... all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage *and* audience on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS ... WTIX is first ... all-day. Proof: Hooper (32.2%) — Pulse, too. See Adam Young or General Manager Fred Berthelson.

MIAMI ... WQAM is first ... all-day. Proof: Hooper (36.7%) ... Pulse (410 of 432 quarter-hours) ... Southern Florida Area Pulse ... Trendex. See Blair ... or General Manager Jack Sandler.

WILL NEW AIR STRATEGY JACK UP AUTO SALES?

Faced with a continuing sales drop, Detroit admen are betting on air media to pull sales up. Here's a preview of fall buying patterns

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How can you make the most out of merchandising?

Page 34

How radio killed a sales slump for Beech-Nut

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Spot television's \$1,000,000 brands

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DIGEST ON PAGE 2

STORZ STATIONS
DAY'S RADIO FOR TODAY'S SELLING
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.