

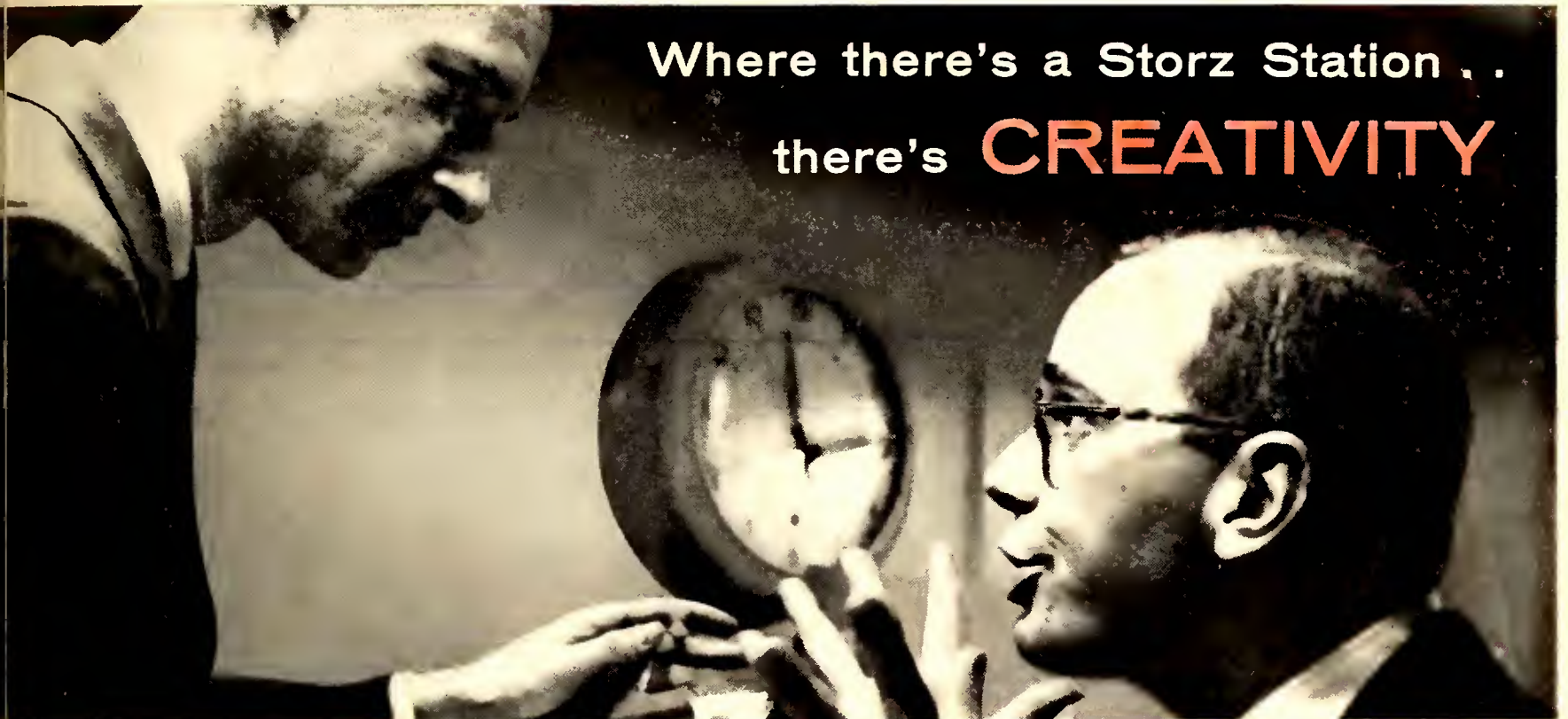
1958 FALL FACTS

NATIONAL BROADCASTING COMPANY

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30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

BASICS



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

The creativity of self-disciplined professionals who consider the open microphone a constant challenge. . . regard the old ways as not necessarily the best ways. . .

creativity which in each of these markets turns more listeners to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL . . . WDGY is first morning . . . first afternoon . . . first all-day with a 28.2% average Hooper. First on Pulse, too. 50,000 watts plus 50,000 watt personalities. 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 . . . WTIK is 20 times more powerful . . . with 5,000 watts on 690 kc. and first . . . all-day. Proof: Hooper (32.8%)—Pulse, too. In fact, WTIK is first in 462 of 504 Pulse quarter-hours, and first in every single daytime 1/4. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (40.1% . . . and first in 264 of 264 quarter-hours) . . . Pulse (432 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

TODD 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.

MARKETING *Client reports, economic trends, air copy appeals*

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RADIO *Network and spot, fm, special-appeal radio, station reps*

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TELEVISION *Network and spot, programs, color, station reps*

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FILM *Syndicated film, commercial production, feature film, top clients*

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