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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."

many of these 4 important markets . . . every time
a good time . . . with the first place Storz Station

MINNEAPOLIS-ST. PAUL . . . WDGY is first morning
first afternoon . . . first all-day with a 31.4% aver-
age. First on Pulse, too. 50,000 watts plus
watt personalities. Talk to Blair, or General
Manager Jack Thayer.

KANSAS CITY . . . WHB is first all-day. Proof:
Pulse, Nielsen, Trendex, Hooper; Area Nielsen,
Hooper. All-day averages as high as 48.5% (Nielsen).
Hooper—you get coverage and audience on WHB.
Talk to 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 499 of 504 Pulse quarter-hours, and first in
every single daytime ¼. See Adam Young or General
Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper
(42.5% . . . 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.

NET TV'S "SILENT REVOLUTION"

"Buyers' market"
selling by networks
plus "market flexibil-
ity" strategies by ad-
men have created tv
climate similar to
radio's in 1936. Here
are new and important
buying, selling trends

Page 23

Radio's hardest perennial -- the barn dance

Page 26

What clients think of the top agencies

Page 30

Hot weather impact on tv show types

Page 35

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING
STORZ, PRESIDENT • HOME OFFICE • MAHA NEB • AS

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.

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