

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



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

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

creativity which in each  
of these 4 markets turns  
listeners to the Storz  
stations more than to any other.

**WDGY, Minneapolis-St. Paul** . . . is first on Hooper with 32.8% average. First on Pulse, too . . . and first 175 of 240 daytime Pulse ¼ hours. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

**WHB, Kansas City** . . . is first all ways. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, 96-county Area Pulse. 50.2% of men and women who listen to top 4 K. C. radio stations listen to WHB. See Blair or General Manager George W. Armstrong.

**WTIX, New Orleans** . . . is first metro and area. BULLETIN: New 52-County Area Pulse shows WTIX way out front every ¼ hour—morning, afternoon, evening. That's what 5,000 watts and 690 kc. have done! Other firsts: Hooper, Pulse: 360 of 360 daytime ¼ hours; 499 of 504 overall ¼ hours. Talk to Adam Young . . . or WTIX General Manager Fred Berthelson.

**WQAM, Miami** . . . is first! Proof: Hooper (40.5%) . . . and first in 264 of 264 quarter hours; Pulse . . . 432 of 432 quarter hours; South & Central Florida Area Pulse . . . also Trendex. Next time you're in Miami, hear for yourself the sounds that make it so. See Blair . . . or General Manager Jack Sandler.

## WHY YOU CAN'T BUY 1-MINUTE TV SPOTS

In many of the top 40 markets, one-minute tv spots—daytime or night—are just about sold out. Here's what caused the big rush to minute segments, and why it may mean a 20% hike in spot television costs

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## How Bosco sells by combining tv with premiums

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## The chemical industry moves in on television

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## SPONSOR's 7th annual farm radio and tv section

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**STORZ STATIONS**  
DAY'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.  
**WTIX New Orleans**  
REPRESENTED BY ADAM YOUNG INC.  
**WQAM Miami**  
REPRESENTED BY JOHN BLAIR & CO.