

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

...een hearing a lot
...out the **Storz Stations.**
...hich ones we
...ng?"



"All 5 of them!"

...with **KOMA, Oklahoma City**—
...are **5 markets where all you have**
...to get the **big audiences—and the**
...ults—is to **pick the Storz Station.**

...CC, **Minneapolis-St. Paul.** 275 first
...hours; only 85 for 2nd station. First in
...audience. (Pulse.) 50,000 watt station,
...e 50,000 watt personalities. Call John
...Co., or GM Jack Thayer.

...**Kansas City.** 3-way dominance! Far
...at in every ¼ hour of every metro *and*
...vey. Audiences in the 40% bracket.
...en and women than the next 3 stations
...d. Call John Blair & Co., or GM George
...strong.

...**Oklahoma City's** only 50,000 watt
... And clear-channel, too! Watch KOMA
...ward the top—and take you along with
... John Blair & Co., or GM Jack Sampson.

...**WTIX, New Orleans.** New 52-county Area
...Pulse shows WTIX first 360 out of 360 ¼ hours;
...first morning, afternoon, evening. 2,500,000
...people now in the WTIX area since the change-
...over to 5,000 watts and 690 kc. Call Adam Young
...Inc., or GM Fred Berthelson.

...**WQAM, Miami.** First 240 of 240 ¼ hours.
... (Latest South & Central Florida Area Pulse.) First
...280 of 280 daytime ¼ hours. (Pulse.) First
...with 40.5% and 264 of 264 daytime ¼ hours.
... (Hooper.) Call John Blair & Co., or GM Jack
...Sandler.

The Storz Stations

TODD STORZ, President
Home Office: Omaha

WILL MEDIA AND MARKETING BLEND?

SPONSOR studies the changing media marketing set-up in today's agencies and what may happen in the future

Page 29

Merchandise your tv star to sell your products

Page 32

Tv Basics: Fall net shows at the halfway mark

Page 37

Special SPONSOR report on 1959's tv commercials

Page 47

DIGEST ON PAGE 2