

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

STORZ
ATIONS

1 national brand
5 different flavors
(each preferred in its market)

WDGY
Minneapolis-St. Paul

WHB
Kansas City

KOMA
Oklahoma City

WTIX
New Orleans

Where there's a
Storz Station...
there's Audience!

WQAM
Miami

the
STORZ
Stations

Todd Storz, President
Home Office: Omaha
WDGY Mpls.-St. Paul
WHB Kansas City
KOMA Oklahoma City
WTIX New Orleans
WQAM Miami

WDGY, WHB, KOMA, WQAM
represented by John Blair & Co.

NEW CLIENTS MOVE INTO TV SYNDICATION

Syndicated tv film industry may well hit \$120 million in 1959. A SPONSOR report

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How to give radio spot a brand new prestige image

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Eggheads and ostriches on Madison Ave.

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Radio licks the 2¢ stamp, beats direct mail costs

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