

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

our customers have Storz Stations

in their fall

plans ...

shouldn't

you?

## Storz Stations

**WDGY** Minneapolis - St. Paul

**WHB** Kansas City

**WTIX** New Orleans

**WQAM** Miami

**KOMA** Oklahoma City

Each preferred in its own market

### THIS IS BLUE RIBBON RADIO!

First of a six-part series on top-drawer radio ad strategy. This week: Chevrolet

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### The man behind those agency mergers

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### Was the Liebmann quote just an accident?

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### Tv basics: '59 viewing level holding firm

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The **STORZ** Stations

*today's Radio for today's selling*

Todd Storz, President  
Home Office, Omaha

**WDGY, WHB, KOMA, WQAM** represented by John Blair & Co.  
**WTIX** represented by Adam Young Inc.

