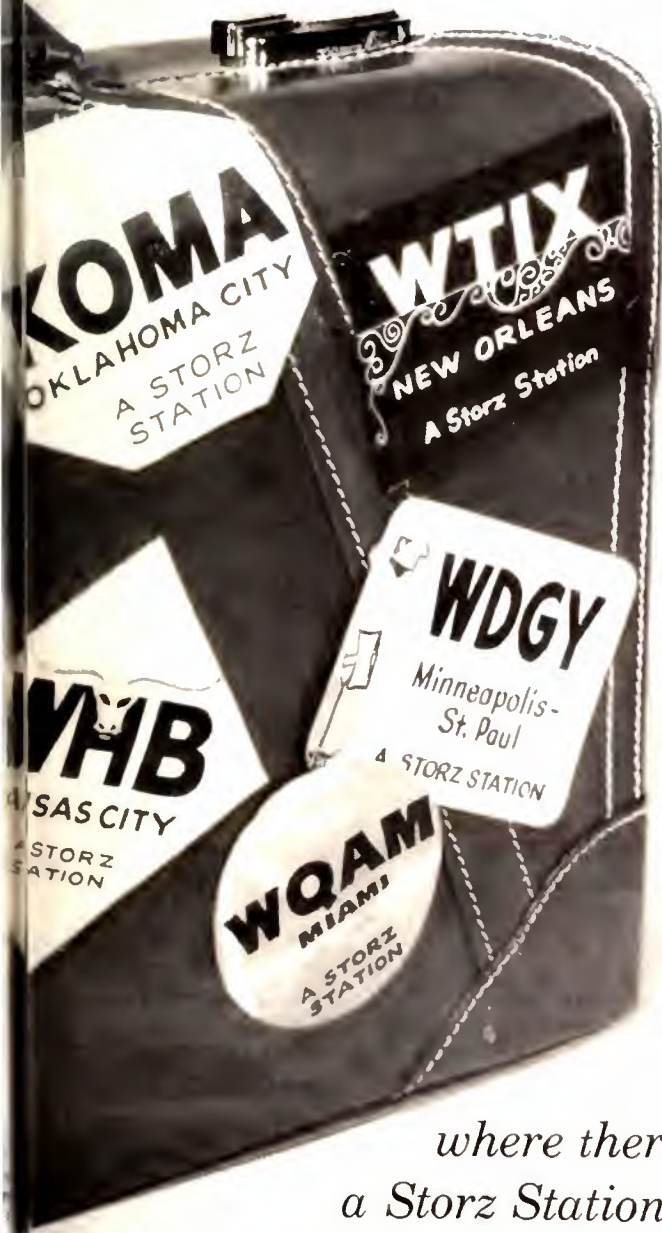


SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Successful trip . . .

you
can
tell



*where there's
a Storz Station
there's audience*

RECEIVED

APR 1 0 1 59

NBC GENERAL LIBRARY

'RADIO INDUSTRY DESERVES A SPANKING'

So says a leading marketing v.p. in an off-the-record interview on the state of radio today

Page 31

AMST: what the allocations fight means to sponsors

Page 36

How airtight planning can cut cost of tv tape

Page 42

TV basics: more one-hour shows on nighttime tv lists

Page 45

*today's
Radio for
today's selling*

Todd Storz, President
Home Office Omaha
WDGY WHB KOMA WQAM
represented by John Bair & Co.