

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
25 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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

Page 29

The man behind those agency mergers

Page 34

Was the Liebmann quote just an accident?

Page 40

The STORZ Stations

today's Radio for today's selling

Tood Storz, President
Home Office Omaha

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

Tv basics: '59 viewing level holding firm

Page 41