

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



MEET MR. ZIV: KING OF TV FILMS

Profile of the man who built an empire in tv film syndication — another SPONSOR first

Page 31

Gillette deep in radio with opera- tion earlybird

Page 35

Who's who in tv nets—special list for agency men

Page 38

Fall lineup shows rise in costs and hours—Tv basics

Page 43

DIGEST ON PAGE 2

ARRIVALS

SCHEDULED ARRIVAL	GATE	REMARKS
7:00		
7:05		
7:10		
7:15		
7:20		
7:25		
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12:00		

THE STORZ STATIONS

FLIGHT	DESTINATION
WDGY	Minneapolis-St. Paul
WHB	Kansas City
KOMA	Oklahoma City
WTIX	New Orleans
WQAM	Miami

Selling by air?

You'll gain more altitude with Storz Stations (the preferred in its market)

Where there's a Storz Station there's audience

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.