

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



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

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

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
 reprinted 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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