

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Been hearing a lot
about the Storz Stations.
Which ones we
sing?"



"All 5 of them!"

with KOMA, Oklahoma City—
are 5 markets where all you have
to get the big audiences—and the
results—is to pick the Storz Station.

CC, Minneapolis-St. Paul. 275 first
hours; only 85 for 2nd station. First in
audience. (Pulse.) 50,000 watt station,
50,000 watt personalities. Call John
Co., or GM Jack Thayer.

Kansas City. 3-way dominance! Far
in every ¼ hour of every metro and
every. Audiences in the 40% bracket.
even and women than the next 3 stations
d. Call John Blair & Co., or GM George
V. Strong.

M., Oklahoma City's only 50,000 watt
And clear-channel, too! Watch KOMA
ward the top—and take you along with
John Blair & Co., or GM Jack Sampson.

WTIX, New Orleans. New 52-county Area
Pulse shows WTIX first 360 out of 360 ¼ hours;
first morning, afternoon, evening. 2,500,000
people now in the WTIX area since the change-
over to 5,000 watts and 690 kc. Call Adam Young
Inc., or GM Fred Berthelson.

WQAM, Miami. First 240 of 240 ¼ hours.
(Latest South & Central Florida Area Pulse.) First
280 of 280 daytime ¼ hours. (Pulse.) First
with 40.5% and 264 of 264 daytime ¼ hours.
(Hooper.) Call John Blair & Co., or GM Jack
Sandler.

The Storz Stations

TODD STORZ, *President*

Home Office: Omaha

WILL MEDIA AND MARKETING BLEND?

SPONSOR studies the
changing media mar-
keting set-up in today's
agencies and what may
happen in the future

Page 29

Merchandise your tv star to sell your products

Page 32

Tv Basics: Fall net shows at the halfway mark

Page 37

Special SPONSOR report on 1959's tv commercials

Page 47

DIGEST ON PAGE 2