

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

To find the audience . . .
look it up under "Storz Stations"
(each a best-seller in its own market)



ANA SPEAKS OUT ON TV OBLIGATIONS

Advertisers face the tv issues squarely; reject suggestion they "get out of show business"

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What a buyer wants to learn from a station

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How big is radio's audience duplication?

Page 36

Daytime viewing up 20%—Nielsen: Tv Basics

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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.

DIRECT ON PAGE 2

Where there's a Storz Station . . .
there's resultful advertising!