

“Look at
this **STORZ**
spot jump.
In 1955
over 50%
above 1954.”

“And
look at
SPONSOR,
350% above
the
previous
year.”



The three-station Storz income for the fiscal year 1955 was triple that of 1954, the first full year of operation. National spot income was five times that of 1954, thirty times that of 1950, and a very healthy 22.5% of total.

The investment in SPONSOR was more than tripled during 1955; was forty times that of 1951!

Storz, ever dynamic, continued to grow. WDGY in Minneapolis-St. Paul was added in January 1956. WQAM in Miami, under creative Jack Sandler, in May 1956. Today, with the sale of KOWH in 1957, there are four stations in the group, individually vital and important, collectively one of the dominant forces in American radio.

Where is SPONSOR in the STORZ story today?

The top magazine on a four-magazine schedule; with a total budget nearly equalling the other three combined. *Over one hundred pages in the single year 1957*, a schedule which proves what Todd Storz preached—namely, that a strong saturation campaign in the #1 medium (whether radio station or trade magazine) is mighty good business.