



# **The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s**

*Richard W. Fatherley, David T. MacFarland*

Download now

[Click here](#) if your download doesn't start automatically

# The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s

*Richard W. Fatherley, David T. MacFarland*

**The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s** Richard W. Fatherley, David T. MacFarland

"Top 40" was the pre-eminent American radio format of the 1950s and 1960s. Although several radio station group owners offered their own versions of the format, the AM stations owned by Todd Storz and his father were acknowledged as the principle developers of Top 40 radio, and the prime movers in making it a nationwide ratings and revenue success.

The Storz Stations in St. Louis, Omaha, New Orleans, Minneapolis-St. Paul, Kansas City, Oklahoma City and Miami are profiled in this book. A daunting written exam that had to be passed by Storz air personalities offers rare insight into the actual complexity of what detractors portrayed as a simplistic format. There is a detailed chapter on the unique "Storz Station sound." Another covers Storz advertising in radio trade magazines, which cemented the company's image as the format's most successful station group and Top 40 as the dominant programming of the day. There are extensive quotations from the memoirs of several of the founders of the format; four of this volume's five principal writers were managers or program directors at Storz stations during their heyday.

 [Download The Birth of Top 40 Radio: The Storz Stations' Revoluti ...pdf](#)

 [Read Online The Birth of Top 40 Radio: The Storz Stations' Revolu ...pdf](#)

**Download and Read Free Online The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s** Richard W. Fatherley, David T. MacFarland

---

## **Download and Read Free Online The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s Richard W. Fatherley, David T. MacFarland**

---

### **From reader reviews:**

#### **Alan Johnson:**

Book is to be different for every single grade. Book for children right up until adult are different content. As we know that book is very important for people. The book The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s has been making you to know about other understanding and of course you can take more information. It is rather advantages for you. The book The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s is not only giving you more new information but also for being your friend when you experience bored. You can spend your personal spend time to read your reserve. Try to make relationship using the book The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s. You never really feel lose out for everything should you read some books.

#### **Thomas West:**

Here thing why that The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s are different and reliable to be yours. First of all examining a book is good nevertheless it depends in the content from it which is the content is as delightful as food or not. The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s giving you information deeper including different ways, you can find any guide out there but there is no reserve that similar with The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s. It gives you thrill examining journey, its open up your personal eyes about the thing which happened in the world which is might be can be happened around you. It is possible to bring everywhere like in recreation area, café, or even in your approach home by train. When you are having difficulties in bringing the paper book maybe the form of The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s in e-book can be your choice.

#### **Dorothy Delarosa:**

Typically the book The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s will bring that you the new experience of reading any book. The author style to clarify the idea is very unique. If you try to find new book you just read, this book very ideal to you. The book The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s is much recommended to you to learn. You can also get the e-book from your official web site, so you can easier to read the book.

#### **Nancy Thornton:**

Playing with family in the park, coming to see the ocean world or hanging out with good friends is thing that usually you could have done when you have spare time, in that case why you don't try factor that really opposite from that. One particular activity that make you not feeling tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s, it is possible to enjoy both. It is excellent combination right, you still want to miss it? What kind of hang type is it? Oh can occur its mind hangout

folks. What? Still don't have it, oh come on its named reading friends.

**Download and Read Online The Birth of Top 40 Radio: The Storz  
Stations' Revolution of the 1950s and 1960s Richard W. Fatherley,  
David T. MacFarland #PH0VF6U18QE**

## **Read The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s by Richard W. Fatherley, David T. MacFarland for online ebook**

The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s by Richard W. Fatherley, David T. MacFarland Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s by Richard W. Fatherley, David T. MacFarland books to read online.

### **Online The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s by Richard W. Fatherley, David T. MacFarland ebook PDF download**

**The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s by Richard W. Fatherley, David T. MacFarland Doc**

**The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s by Richard W. Fatherley, David T. MacFarland Mobipocket**

**The Birth of Top 40 Radio: The Storz Stations' Revolution of the 1950s and 1960s by Richard W. Fatherley, David T. MacFarland EPub**