

BROADCASTING TELECASTING

NEWSPAPER
Apr 56
Cleveland 14 Ohio
1956 Union Commerce
D 7-8
N436
Baker Hostetler & Patterson

1955

NARTB
CONVENTION
ISSUE

Complete Index
Page 10

IN THIS ISSUE:

ABC, CBS Assail
Pay-See Tv
Page 27

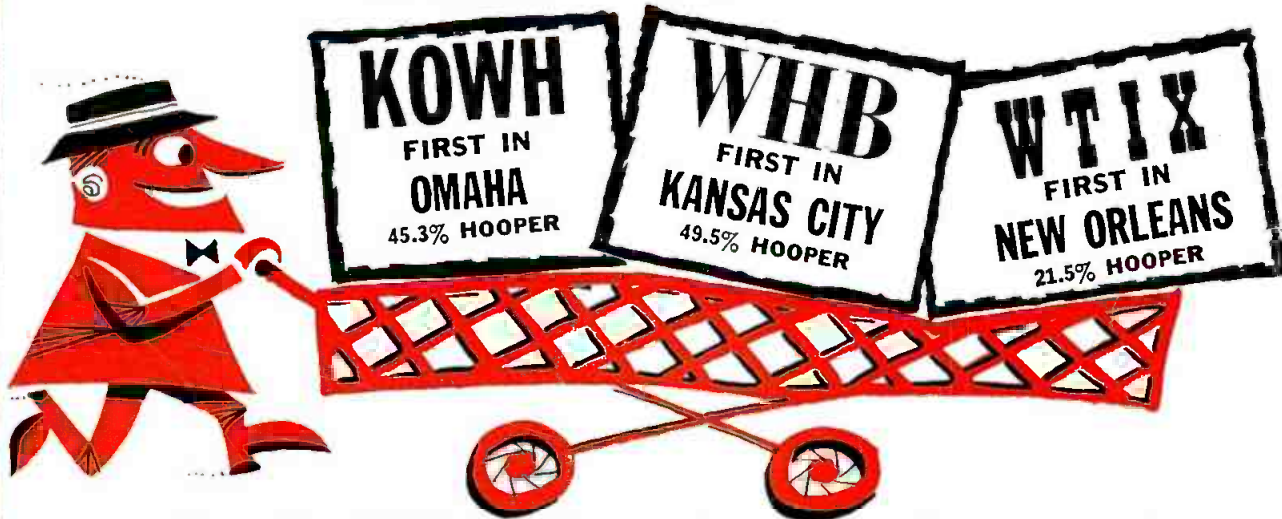
Advance Look at
NARTB Convention
Starts on Page 30

Westinghouse, NBC
Swap Stations
Page 65

CBS Radio Unveils
Single Rate Plan
Page 114

24TH
year

THE NEWSWEEKLY
OF RADIO AND TV



Buy the Mid-Continent Station and you get the biggest audience in each of these 3 markets



OMAHA. For 42 consecutive months KOWH has been No. 1 . . . March-April 1955 daytime average Hooper: 45.3%. KOWH "owns" every single daytime quarter hour in the Omaha air day. Wide coverage, too, on 660 kc. KOWH gets live results for its local and national advertisers. Get H-R or General Manager Virgil Sharpe to tell you about it.

KANSAS CITY. It's unanimous in Kansas City. WHB leads in all 3 major surveys — Hooper (49.5%, March-April 1955 daytime average) . . . Pulse and Trendex. And remember, WHB has been under Mid-Continent ownership management less than a year. 10,000 watts, on 710 kc. Talk to John Blair, or General Manager George W. Armstrong about K.C. sales.

NEW ORLEANS. From 11th to 1st among 11 stations in only a year—that's the record of WTIX, now first in New Orleans with a daytime Hooper of 21.5% (April, 1955). Second station, 15.1%. An old New Orleans tradition is giving way to a new one—for listening, for time-buying. Chat with Adam J. Young, Jr. or General Manager Fred Berthelson.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, Omaha
Represented by
H-R Reprs., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

BAKER, HOSTETLER & PATTERSON
1956 UNION COMMERCE BLDG.
CLEVELAND 14, OHIO

MAY 23 1955