

BROADCASTING TELEVISION

USAF Air University
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Acquisitions Branch
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Maxwell Air Force Base Ala

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25TH year

THE NEWSWEEKLY
OF RADIO AND TV

now there are **4** with 50,000 watts in Minneapolis - St. Paul



1st it was KOWH, (1949) vaulting from last to first in Omaha under Mid-Continent management. Current first place daytime Hooper—43.2%.

2nd Mid-Continent buy: WTIx, (1953) New Orleans, leaping from 11th to first among 11 stations in just 7 months under Mid-Continent management. WTIx now leads morning, afternoon, all day.

3rd in order of time: WHB, Kansas City (1954). Under Mid-Continent management WHB quickly ran away with the radio day, locally and regionally. Current Hooper: 47.7%! AREA NIELSEN—42.9%! 70-COUNTY AREA PULSE—first every time period, 25% ahead of 2nd station.

and now **WDGY** MINNEAPOLIS-ST. PAUL 50,000 WATTS

Dramatically successful in Omaha, New Orleans and Kansas City, the Mid-Continent formula now brings a "new listen" to the Twin Cities—with the kind of radio most people like to hear. New programming, ideas, music, news plus great coverage will win new audiences for WDGy—and your story. This is the time to buy WDGy—a great value today, destined to be an exceptional value tomorrow! Call Avery Knodel, or WDGy General Manager Stephen Labunski.



MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

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

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

WHB, Kansas City
Represented by
John Blair & Co.

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel