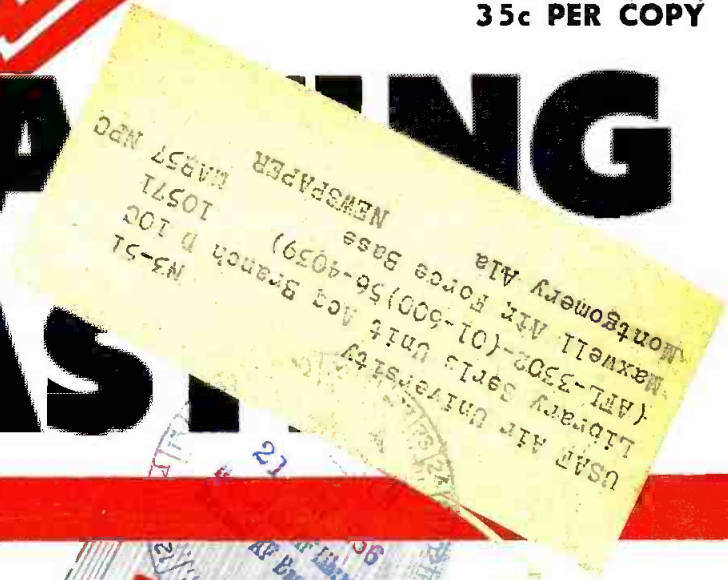


BROADCASTING TELECASTING



COMPLETE INDEX
Page 10

THIS ISSUE:

It's Official:
Craven to FCC
Page 7

Free Loading on Air
Harasses Industry
Page 31

Anton Cites Threat
Bricker Proposal
Page 66

Networks Blasted
Senate Witnesses
Page 88

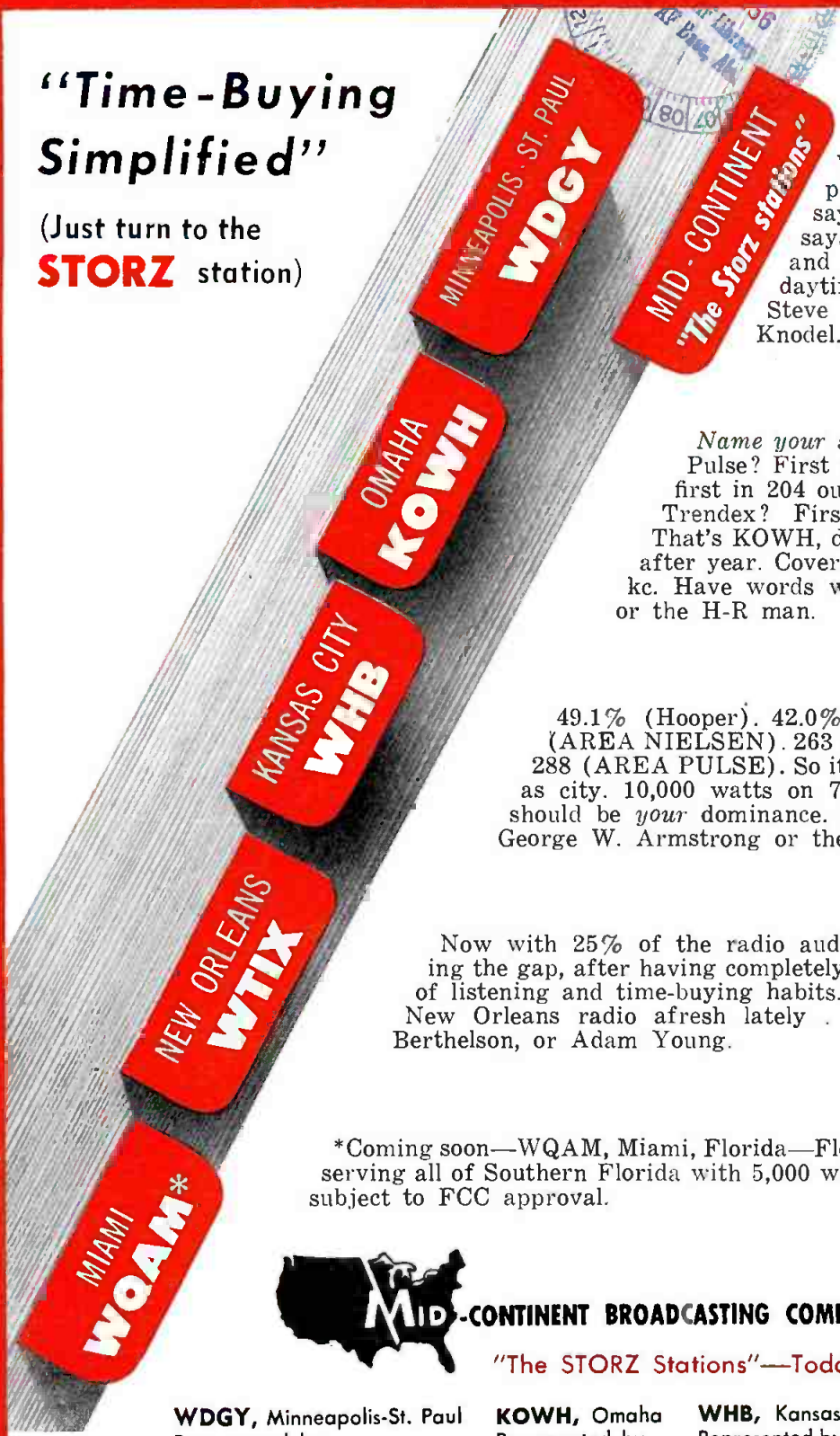
Single Day-Night Rate
Open for All Radio
Page 99

25TH year

THE NEWSWEEKLY
OF RADIO AND TV

"Time-Buying Simplified"

(Just turn to the **STORZ** station)



MID-CONTINENT
"The Storz Stations"

It's happening fast! Mid-Continent took over 3 months ago. WDGY already is in 2nd place in audience. Hooper says so. Up 93% daytime, says Nielsen. 50,000 watts, and nearly perfect-circle daytime signal. Talk to GM Steve Labunski or Avery-Knodel.

Name your survey. Hooper? 42.5%. Pulse? First morning and afternoon, first in 204 out of 240 quarter hours. Trendex? First every time period! That's KOWH, dominant in Omaha year after year. Coverage is good, too, on 660 kc. Have words with GM Virgil Sharpe, or the H-R man.

49.1% (Hooper). 42.0% (Metro Pulse). 42.9% (AREA NIELSEN). 263 1st place 1/4 hours out of 288 (AREA PULSE). So it's WHB's region as well as city. 10,000 watts on 710 kc. Such dominance should be your dominance. Chat a while with GM George W. Armstrong or the man from Blair.

Now with 25% of the radio audience—WTIX is widening the gap, after having completely overturned generations of listening and time-buying habits. If you haven't studied New Orleans radio afresh lately . . . question GM Fred Berthelson, or Adam Young.

*Coming soon—WQAM, Miami, Florida—Florida's first radio station serving all of Southern Florida with 5,000 watts on 560 kc. Transfer subject to FCC approval.



MID-CONTINENT BROADCASTING COMPANY

"The STORZ Stations"—Todd Storz, President

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

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

WHB, Kansas City
Represented by
John Blair & Co.

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