

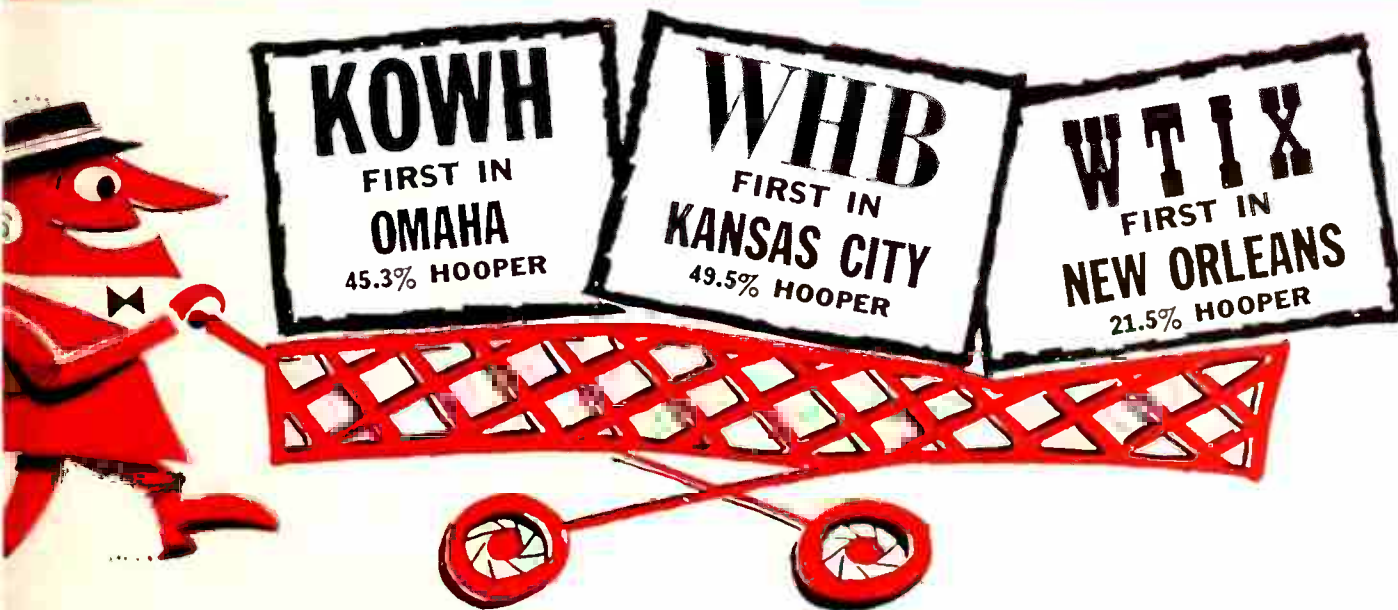
SP D 12-54
MR WM S HEDGES
NBC-ROOM 604
30 ROCKEFELLER PLAZA
NEW YORK 20 N Y

SPONSOR

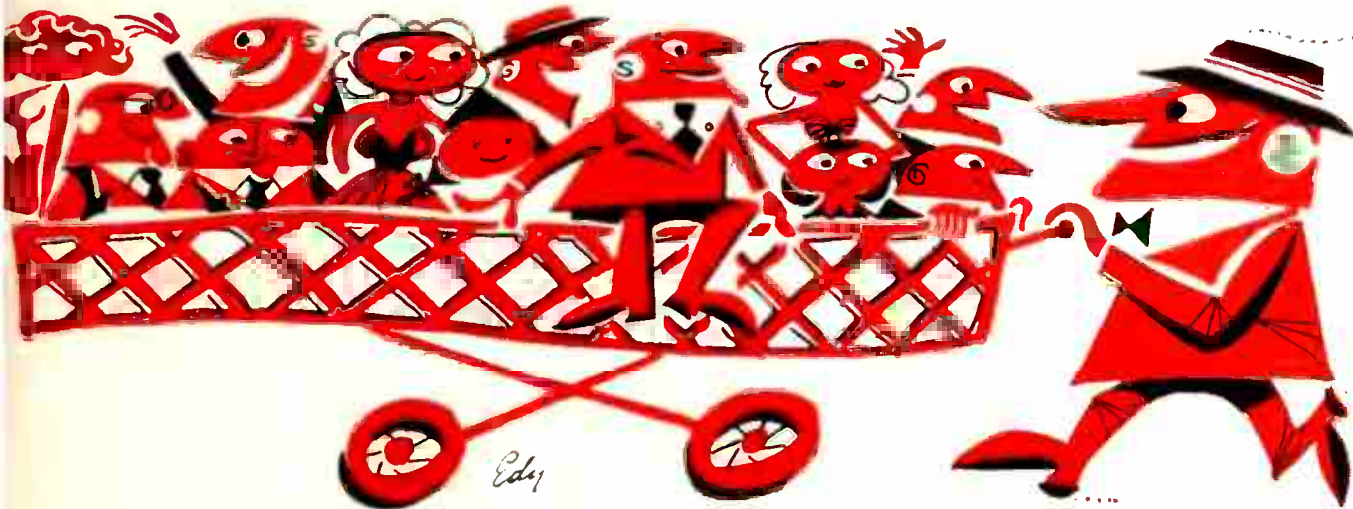
magazine radio and tv advertisers use

30 MAY 1955

50¢ per copy • \$8 per year



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, Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

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

Top 100 advertisers,
before and after tv
page 35

**HOW P & G BUYS
SPOT: Part 2**
page 38

NBC TV test shows how
tv hits a new market, what
the effect is on consumers
page 40

Spot radio must list
its customers
page 42

B&M up sharply again
in week 16 of campaign
page 48

Spot radio-tv lift
new fresh orange juice
page 50

How Boston auto lot
built its personality
with radio campaign
page 52