

One name:

mid-continent

is all the Buyers Guide you need
to buy best in these 4 major markets

buyers' guide

"Buyers' Guide" to
Kansas City
Mid-Continent's
WHB

10,000 watts, 710 Kcs.

It's Mid-Continent programming that does it! WHB tops metro Kansas City with 49.1% of the daytime audience, per Hooper. *But it's WHB's region, too!* 70-county area Pulse says WHB is first every time period! All-day average area Nielsen: 42.9%. Dominate the Kansas City area with the station that dominates! Call the man from Blair—or WHB General Manager George W. Armstrong.

"Buyers' Guide" to
New Orleans
Mid-Continent's
WTIX

11th to 1st in 8!

Mid-Continent programming had the power to lift WTIX from 11th among all stations to the top—in just 8 short months—and the top's where WTIX has been ever since. A whole New Orleans listening habit has been overturned—and so has the time-buying habit. Your New Orleans data need updating? Call Adam J. Young, or General Manager Fred Berthelson.

"Buyers' Guide" to
Omaha
Mid-Continent's
KOWH

Broad 660 kc. coverage

Hooper, Pulse, Trendex all see eye-to-eye-to-eye on Omaha radio—with KOWH controlling 44.7% of the daytime Hooper, and every time period of every major survey in the Omaha Council Bluffs area. It's the Mid-Continent programming that does it. Want to know more? A call to the H-R man, or KOWH General Manager Virgil Sharpe does it!

NOW "Buyers' Guide" to
Minneapolis-St. Paul
Mid-Continent's
WDGY

Big 50,000 watt coverage

And now—watch what Mid-Continent ideas, music, news, excitement, do to radio listening in the Twin Cities, with big, big 50,000 watt coverage, and a nearly perfect-circle daytime signal. Watch what WDGY starts doing for advertisers, too! Call Avery-Knodel, or get acquainted with WDGY General Manager Stephen Labunski.



MID-CONTINENT BROADCASTING CO.

President: Todd Storz