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## Time-Buying Simplified

Just turn to the **STORZ** station)

MINNEAPOLIS-ST. PAUL  
**WDGY**

MID-CONTINENT  
 "The Storz stations"

OMAHA  
**KOWH**

KANSAS CITY  
**WHB**

NEW ORLEANS  
**WTIX**

**WQAM\***

*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  
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KOWH, Omaha  
 Represented by

WHB, Kansas City  
 Represented by

WTIX, New Orleans  
 Represented by

### SPOT TV, RADIO ARE SOARING

page 29

Shulton builds specs on firm spot media foundation

page 34

Let's get an award system that's really for television

page 36

Du Pont puts spot tv to the test

page 38

Fall net tv schedules firm up

page 40

Can radio sell atmosphere?

page 42

### WHAT ADMEN ARE TELLING FBI

page 32