

IN BUFFALO
THE LAS VEGAS SHOW

will be on WBEN-TV Monday through Friday from 11:30 pm

Starting MAY 1 we'll be carrying THE LAS VEGAS SHOW every weekday evening from 11:30pm on.

This new late night extravaganza, the most exciting new programming idea to come along in years,

looked good to us—because we know it will look good to our 11-county market. Why not take advantage of the excitement and initial impact this show is bound to have? Buy in now. We'll be

putting a hard-hitting, audience promotion effort behind it.

Sound like a good idea? Act now. Call Harrington, Righter & Parsons, our national reps., or contact WBEN-TV Sales Dept.



WBEN-TV

The BUFFALO EVENING NEWS Stations
 WBEN AM-FM-TV

CH. **4** in Buffalo