

BROADCASTING TELECASTING

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23RD
year

THE NEWSWEEKLY
OF RADIO AND TV

Kowh is giving **FIVE** FOR **ONE** In OMAHA!



It's phenomenal but true! It takes a spot on each of the other five Omaha, Council Bluffs stations to get your radio message the audience an average spot delivers on KOWH! With an over-all daytime Hooper (May-June) of 46.2%, KOWH is the buy you've dreamed of . . . where one dollar does the work of nine in covering a plush market! Want the facts? Talk to H-R Inc., our reps—they're the boys with the hottest story in radio—or call KOWH Manager Virg Sharpe. Get FIVE for ONE on a "sure thing"—KOWH!



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