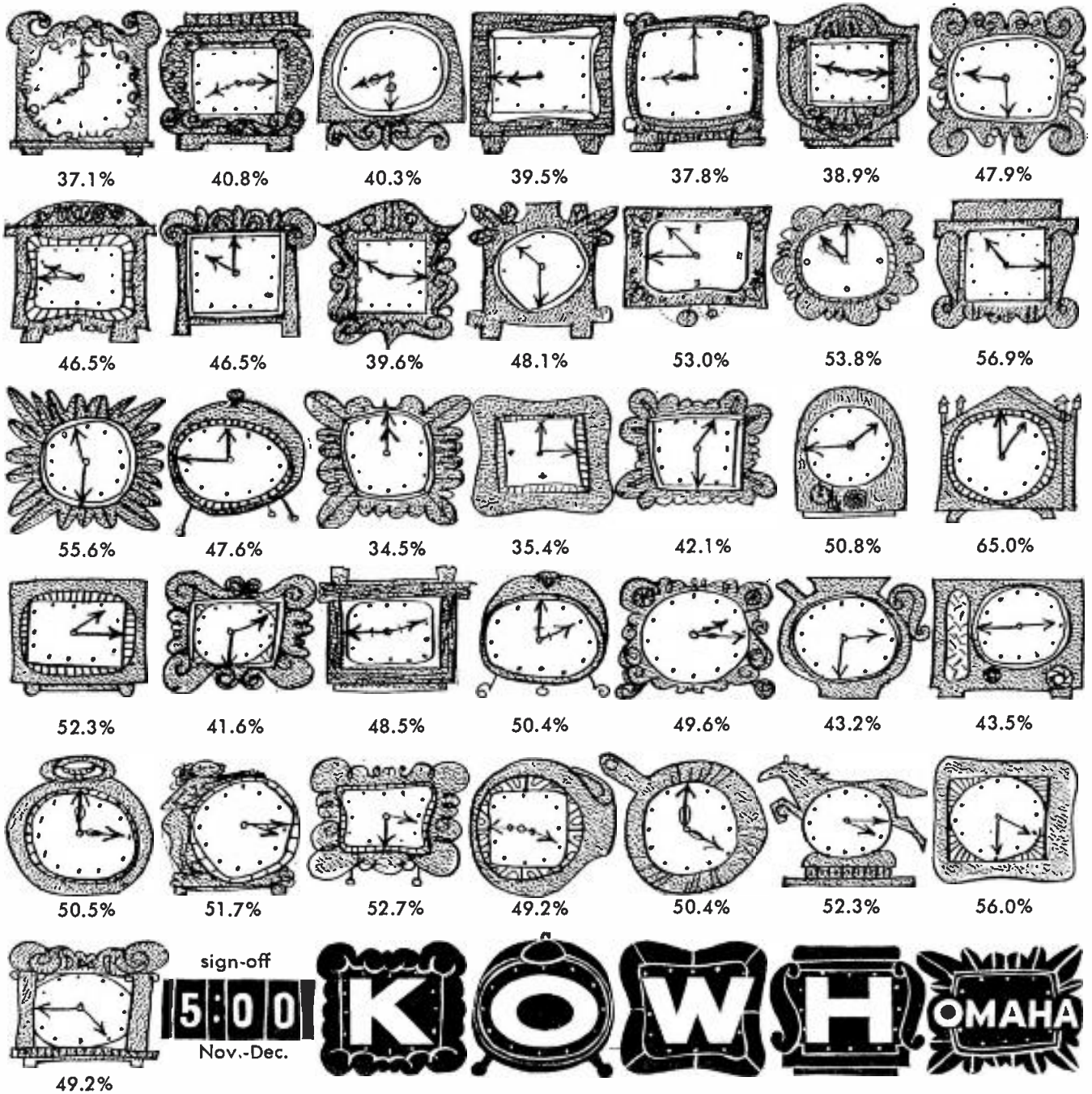


Among KOWH advertisers, at all hours of the day . . .

A GOOD TIME IS HAD BY ALL!



No advertiser gets a bad time on KOWH, proud dominator of every single daytime ¼ hour. Lowest average quarter: 34.5%. Highest: 65% RPT 65%*. A.M. average: 45.3%; P.M. average: 47.6%; All-day: 46.7%. (Next station 21.3%.)

The time was never better for a chat with the H-R man, or KOWH General Manager Virgil Sharpe.

*Hooper Continuing Measurements, 8 a.m.-6 p.m. Monday-Saturday, Oct. '54-Jan. '55.

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

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

KOWH, Omaha
Represented by
H-R Reps, Inc.