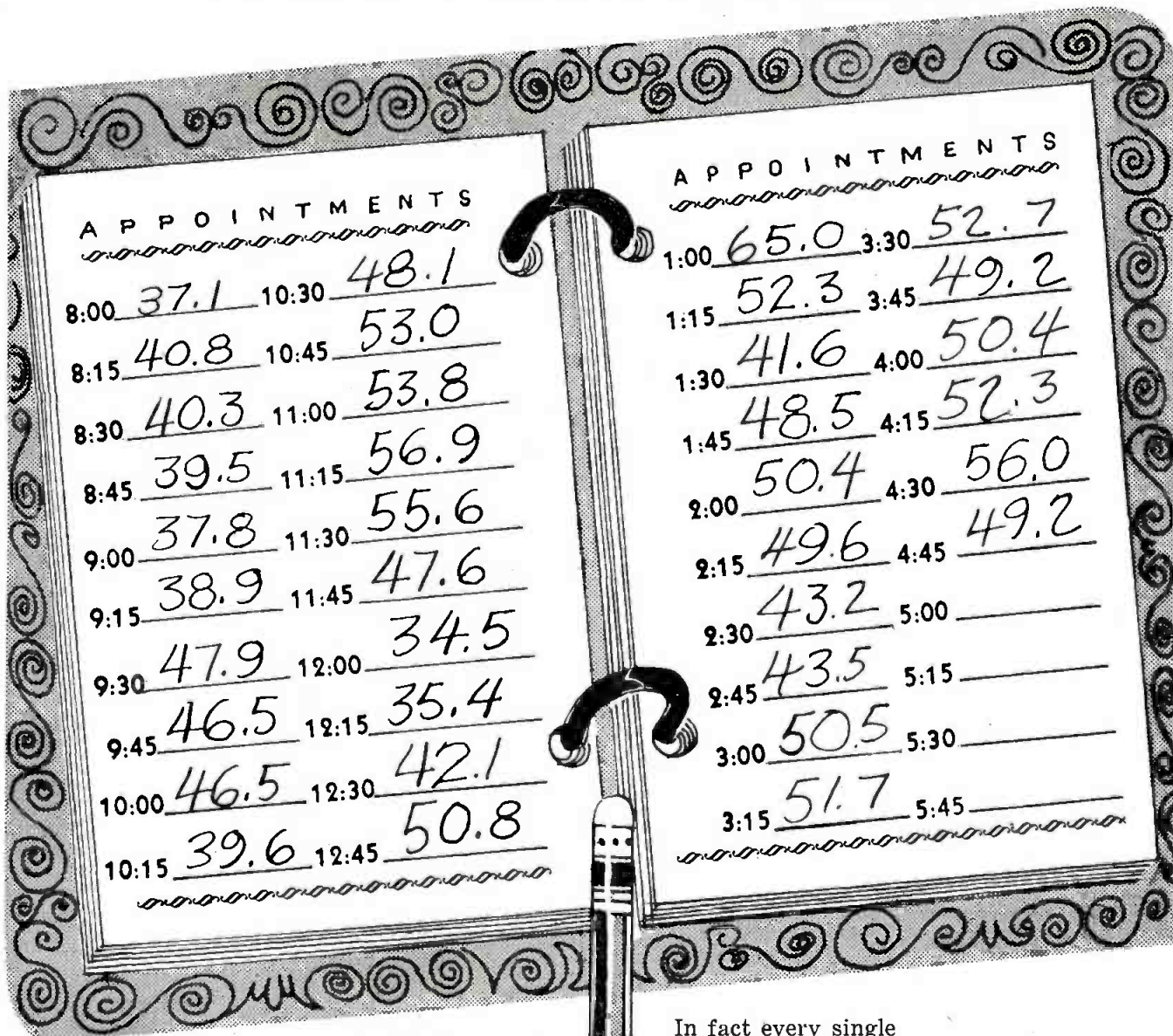


To avoid dis-appointment in Omaha, remember: On KOWH . . .

## ONE GOOD TIME LEADS TO ANOTHER



Anytime's a good time for an appointment with Omaha on KOWH, where the lowest average quarter-hour share-of-audience is 34.5%, where the highest is 65% that's sixty-five per cent; where the average audiences are 45.3% a.m., 47.6% p.m., 46.7% all-day (next station 21.3%).\*

In fact every single quarter hour of the Omaha daytime belongs to KOWH. Let the H-R man show you why it's impossible to get a bad time on KOWH; or talk to 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.

# KOWH

## OMAHA