

# KOWH OMAHA

Even if you pick blind-folded  
you can't miss the right key  
on KOWH.



## 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.

Every Omaha daytime quarter hour—save four—belongs to KOWH. In 18 quarters, KOWH has more than half the available audience.\* Average a.m. audience: 46.6%; afternoon 49.4%; all-day 48.3%. You can't buy a bad time. Now is the time for KOWH to come to your aid. Call for an H-R man, or KOWH General Manager, Virg Sharpe.

\* Hooper Continuing Measurements, 8 a.m.-6 p.m. Mon.-Sat., Feb.-May, 1955