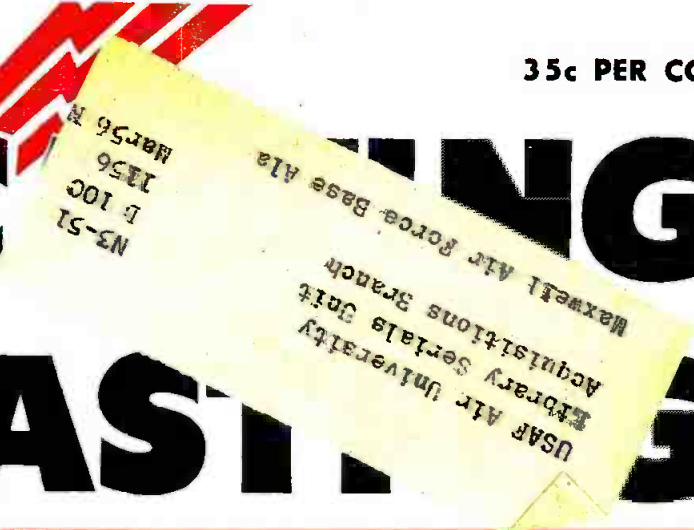
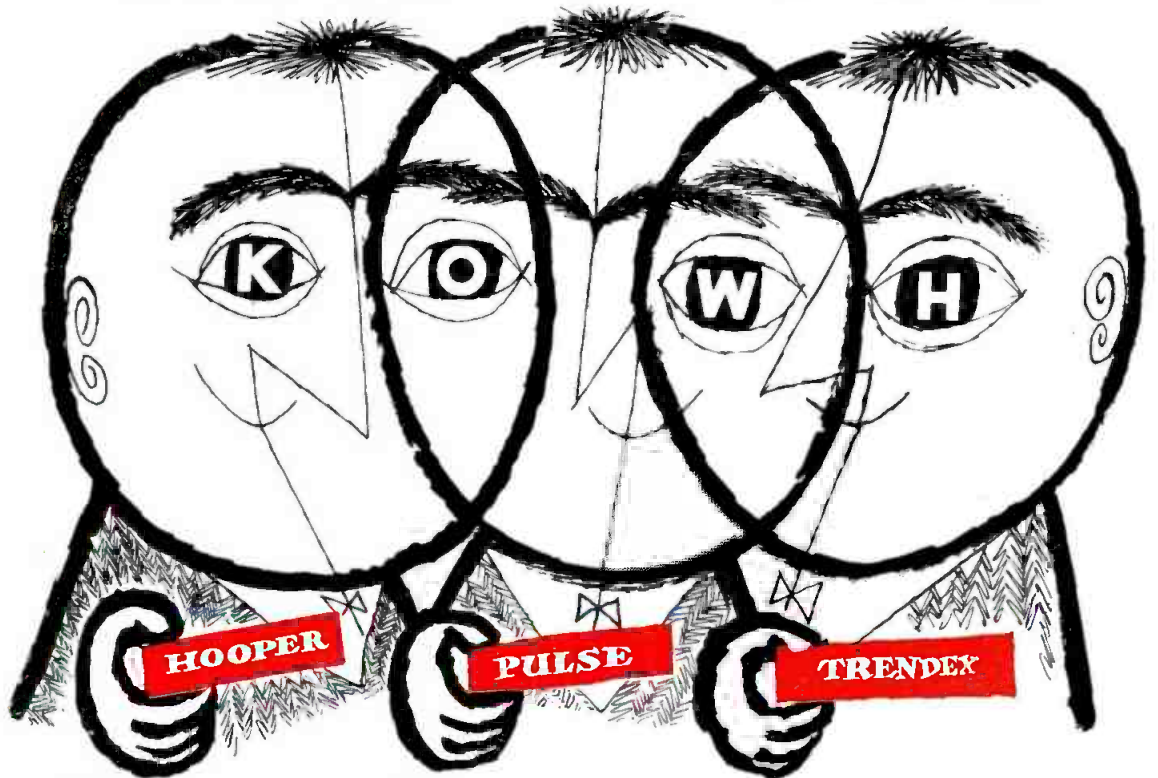


BROADCASTING TELECASTING



ALL 3 SEE EYE-TO-EYE-TO-EYE



No matter who asks the questions . . .
KOWH is the answer in OMAHA

50.3%! That's the average share of audience Hooper (August-September) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Ditto Trendex. KOWH has placed first in audience year after year . . . gradually increasing its first-place dominance, until now KOWH is first in every time period of every survey in the Omaha market. Mid-Continent ideas, programming and excitement plus good coverage (660 KC) are working hard and getting results for national and local advertisers. No matter which rating habit you have—you can feel secure with KOWH because all 3 see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

KOWH
O M A H A



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.

Complete Index
Page 10

IN THIS ISSUE:

CBS' Plan for 600
Healthy Tv's
Page 27

McCann-Erickson Gets
Coca-Cola Account
Page 31

Advertisers Recount
Radio Success Formulas
Page 32

'Videotown' Report
Again Underscores Tv
Page 50

FEATURE SECTION
Begins on page 705

25TH
year

THE NEWSWEEKLY
OF RADIO AND TV