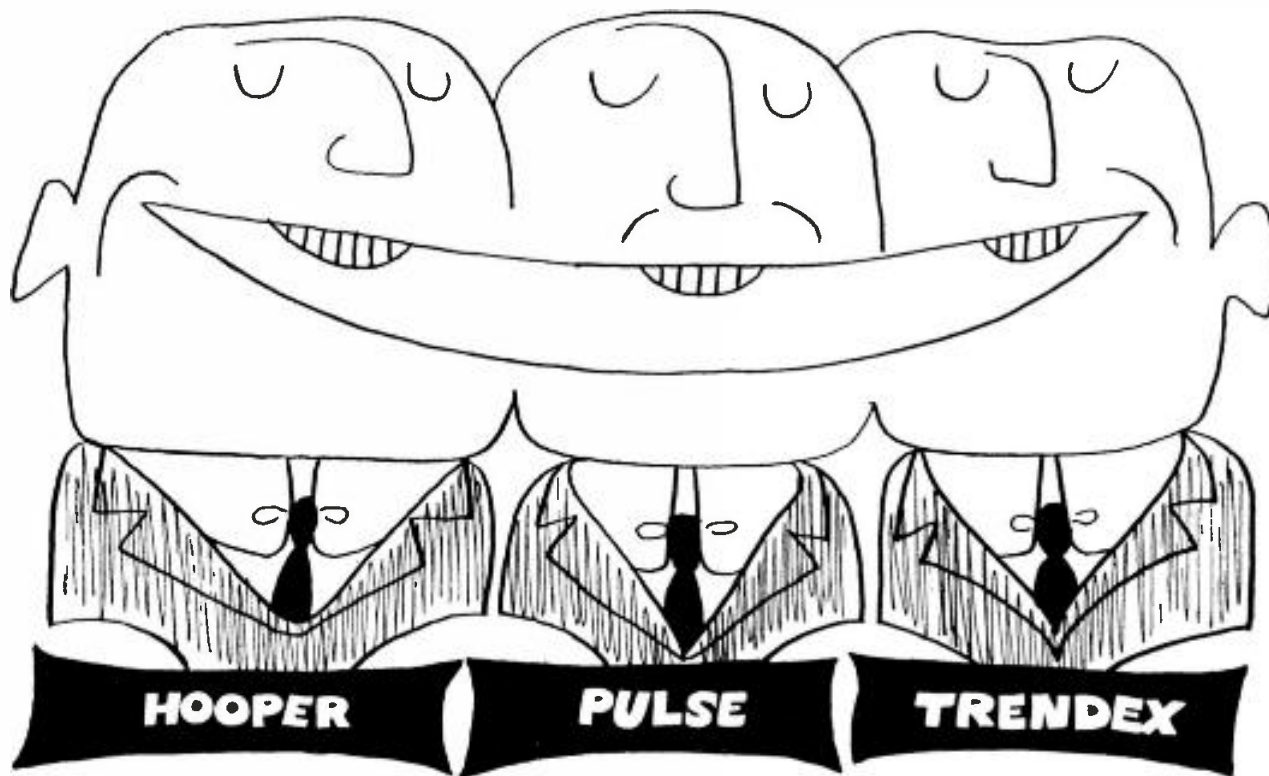


*all three say the same mouthful:*



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

Master of all who survey Omaha! That's KOWH—with 43.7% average share-of-audience by Hooper (Oct.-Nov.). The latest Pulse for Omaha-Council Bluffs has KOWH on top in every time period! So does Trendex. KOWH has placed first in audience year after year, gradually increasing first place dominance until now KOWH is first in every time period of every survey in the Omaha market. Mid-Continent programming and excitement—plus good coverage (660 KC.) are accomplishing wonders for national as well as local advertisers. So whichever rating you rate tops, you make no mistake with KOWH, which rates first with all three. Get an earful from the H-R man, or KOWH General Manager Virgil Sharpe.



**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.