

No matter who asks the question in OMAHA
the answer is KOWH



46.8%!—that's the average share of audience Hooper (June-July) gives KOWH. Latest Trendex for Omaha-Council Bluffs gives KOWH top spot in every time period. Latest Pulse gives KOWH top spot in 204 out of 240 daytime quarter-hours. KOWH has placed first in audience year after year . . . consistently 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 broad (660 KC) coverage are doing a fine job for national and local advertisers. So no matter which rating service you rate most telling, you can feel secure when you tell your story via KOWH—because all three see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

KOWH OMAHA

————— "The STORZ Stations" Todd Storz, President —————

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

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

WHB, Kansas City
Represented by
John Blair & Co.

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

WQAM,* Miami
Represented by
John Blair & Co.

* Transfer subject to FCC approval.