



*from any point of view* (Hooper, Pulse, Trendex)

## *the answer in Omaha is* **KOWH**

Take Pulse, for example. KOWH is first in every daytime quarter hour save 12. And even in *those* 12 KOWH is a close second. Think of it—228 out of 240 weekly quarter hours . . . more evidence, added to previous data, of KOWH's decisive dominance of Omaha radio.

Hooper has KOWH far, far out in front, too. Latest all-day average: 39.0% and first in every time period.

Trendex gives KOWH top spot in every time period, too.

This is the kind of market-dominance which Storz Station ideas, programming and broad (660 kc.) coverage make possible for national and local advertisers. Results prove it, too.

Get Adam Young's point of view . . . or talk it over with General Manager Virgil Sharpe.

**The Storz Stations**  
*Today's Radio for Today's Selling*

TODD STORZ,  
*President*

**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

**WTIX**  
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