

Announcing

the appointment of

H-R inc.

as the National Representative

for Radio



Another step toward even better service for KOWH advertisers is the appointment of H-R Inc. as National Representatives for "America's Most Listened-To Independent Station."

And just to cinch the "Most Listened-To" title even more firmly, KOWH just completed its 32nd month in first place in Omaha by setting a new record. With a day-time *rating of 46.2%*, KOWH has just topped the mark for share of audience in a six-station area.

And with an average like that, any spot you pick at random has a better than even chance of delivering you a *bigger listening audience than a spot on all other Omaha-Council Bluffs stations combined!*



MID-CONTINENT BROADCASTING CO.

General Manager; Todd Storz

KOWH
Represented by
H-R Inc.

WTIX
Represented by
Adam J. Young, Jr.

WHB
Represented by
John Blair & Co.