

Radio station with a big pizzarating ...

If the number of pizza pies it sells is not the measure of a radio station, don't tell Cauglia's Pizza House, Omaha. This restaurant-bakery is about to build another addition, fourth in a series of expansions at least partly attributable to one spot a day on Omaha's KOWH. This has been virtually all of Cauglia's advertising.

KOWH whets Omaha appetites for pizza with the same success attained for many other national, regional and local advertisers. Something would be amiss if it didn't, because much of the time KOWH is talking to more people than all the other stations put together. Operating within a format of top tunes and unexcelled local news, KOWH's air personalities out-Hooper everything else in Omaha in every single daily quarter hour save three. Average share of audience: A. M.—46%; afternoon—49.3%; all-day—48%. (July-August Hooper Monday through Saturday, 8 a.m. to 6 p.m.) Second station: 16.8%; third station, 11.3%.

KOWH has dominated Omaha radio, with first place ratings, for the past three years without a break.

Get Station Manager Virgil Sharpe to equate KOWH's cut of Omaha pie to your cut of the Omaha market. Or talk to an H-R man.

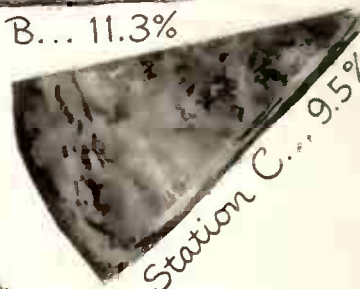


KOWH... 48%



Station A... 16.8%

Station B... 11.3%



Station C... 9.5%



Station D... 6.9%

Station E... 6.0%



MID-CONTINENT BROADCASTING COMPANY

General Manager: 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 Inc.

KOWH

OMAHA