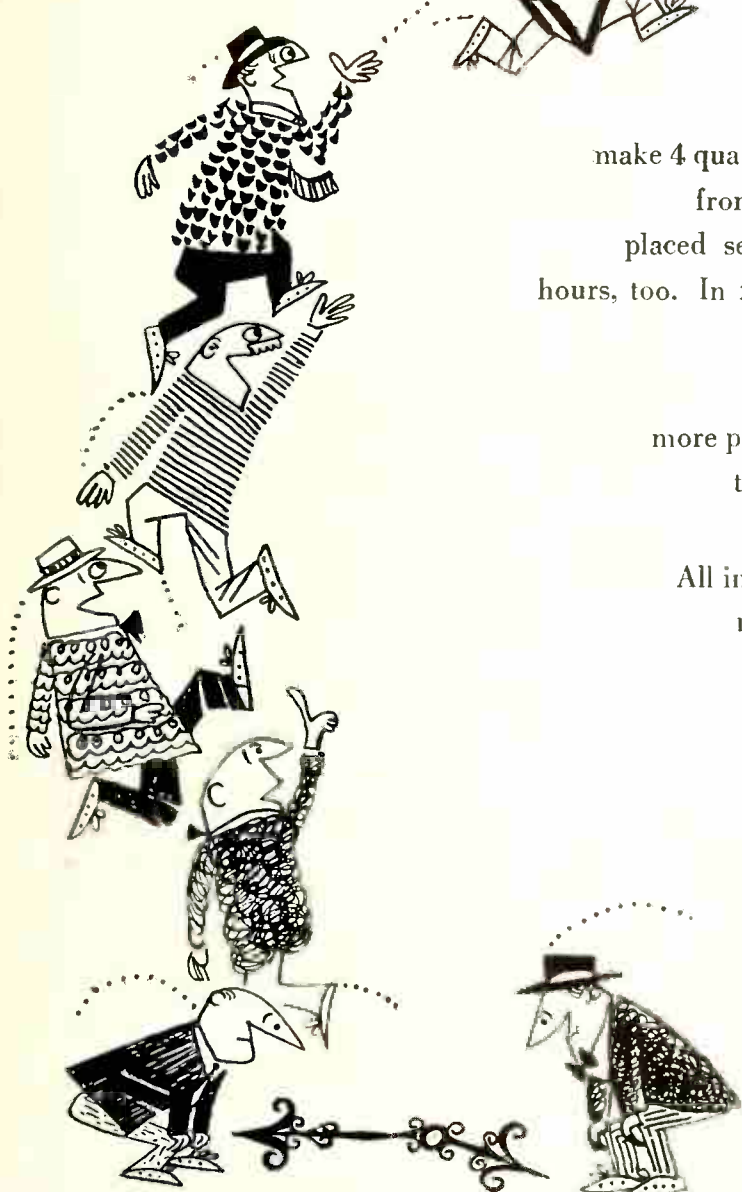
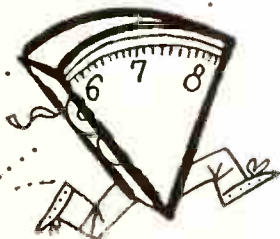
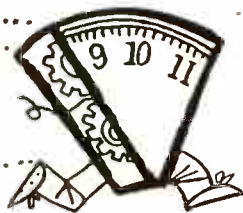


# the 4 quarter hours

# that got away



Some 15 minutes you can't talk to the most people on KOWH.

Hooper's June-September quarter-hour averages make 4 quarter hours conspicuous by the absence of KOWH from top position. KOWH only tied for first in one, placed second in three. But there are other quarter-hours, too. In fact, there are 40 daytime quarter hours in all.

36 belong to KOWH. In 18, KOWH talked to more people than all the other stations combined. Even the 4 that got away show ratings well above 30%.

All in all, KOWH personalities, music, news and ideas make it impossible for an advertiser to be given a bad time. Talk to the H-R man, or KOWH General Manager, Virgil Sharpe.

HOOPER—June through September, 1954 8 a.m.-6 p.m., Monday through Saturday, Omaha, Nebraska		
Average share of audience	No. of 1sts (Quarter-hour averages)	
KOWH .....	47.3%	36 and 1 tie
Station "A" .....	17.4%	3 and 1 tie
Station "B" .....	10.6%	0
Station "C" .....	9.9%	0
Station "D" .....	7.1%	0
Station "E" .....	6.3%	0



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

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

**WHB, Kansas City**  
Represented by  
John Blair & Co.

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

# KOWH

**OMAHA**