

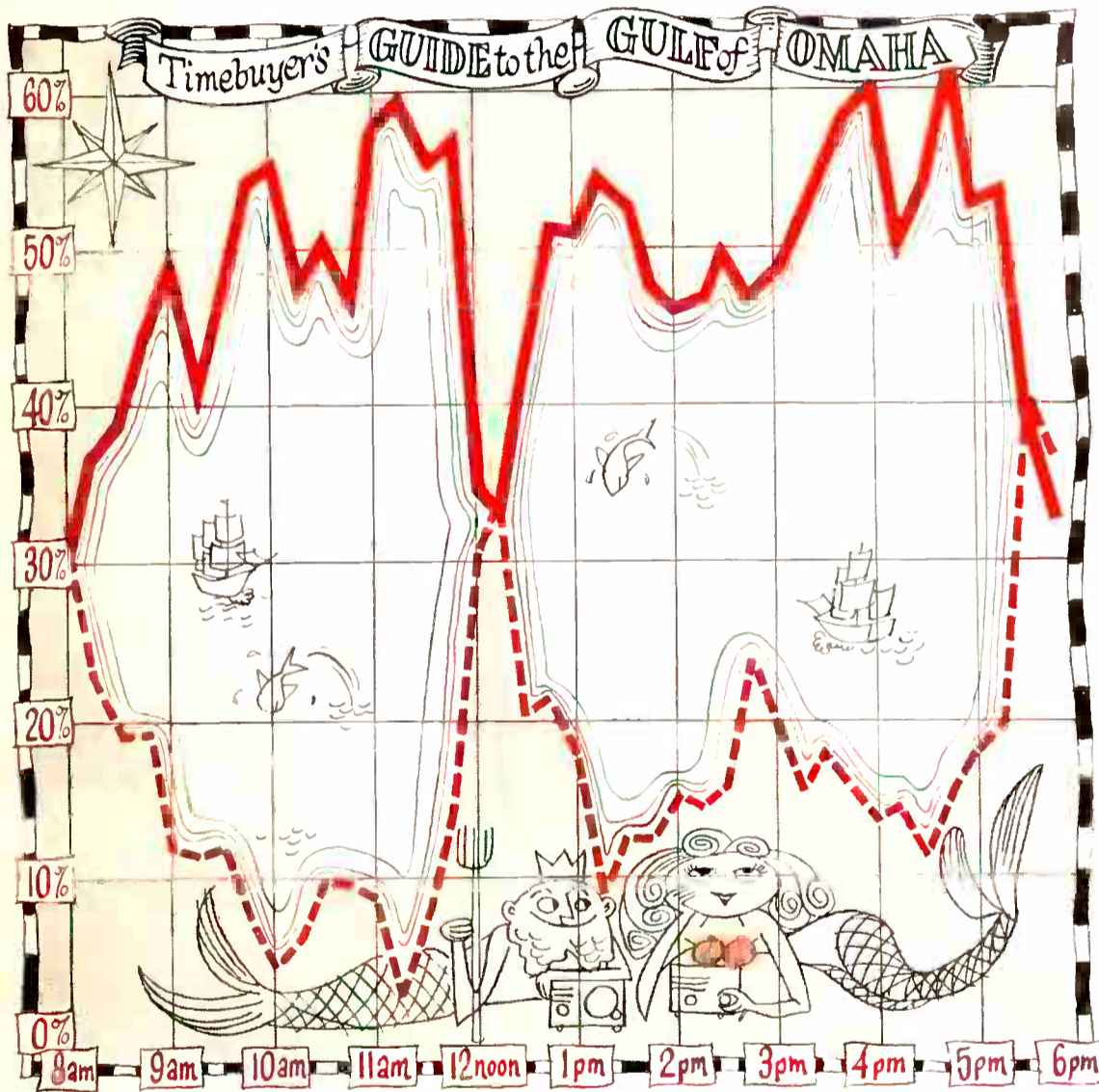
SP D 12-54
 MR WM S HEDGES
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10 JANUARY 1955

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map shows the tremendous gulf which separates Omaha's leading radio stations audience-wise.

end: Solid line—KOWH share of audience. Broken line—second station's share.*

legend: KOWH quarter-hour averages run as high as 60%, no lower than 30.5%. KOWH leads in 36 of 40 time quarters. More sets were tuned to KOWH than to

the other stations combined in 18 periods. Latest Hooper: (Nov.-Dec.) KOWH, 46.5%, second station, 22.3%.

This man-made gulf is created by the Mid-Continent formula: engaging personalities, spinning top tunes, talking good sense, handling the news to Omaha's taste. For a tour de force, see your travel agent—the H-R man, or talk to KOWH General Manager, Virgil Sharpe.

* Data from latest available Hooper "Quarter Hour Averages," 8 a.m. to 6 p.m., Monday through Saturday.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH

OMAHA

WKB, Kansas City
 Represented by
 John Blair & Co.

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

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

Key questions from admen on the radio-tv year ahead

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HOW MANY MISS COMMERCIALS?

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How radio forced distribution for cement coating

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