

KOWH OMAHA

Even if you pick blind-folded
you can't miss the right key
on KOWH.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WHD, Kansas City
Represented by
John Blair & Co.

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

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

Every Omaha daytime quarter hour—save four—belongs to KOWH. In 18 quarters, KOWH has more than half the available audience.* Average a.m. audience: 46.6%; afternoon, 49.4%; all-day 48.3%. You can't buy a bad time. Now is the time for KOWH to come to your aid. Call for an H-R man, or KOWH General Manager, Virg Sharpe.

*Hooper Continuing Measurements, 8 a.m.-6 p.m. Mon.-Sat., Feb.-May, 1955