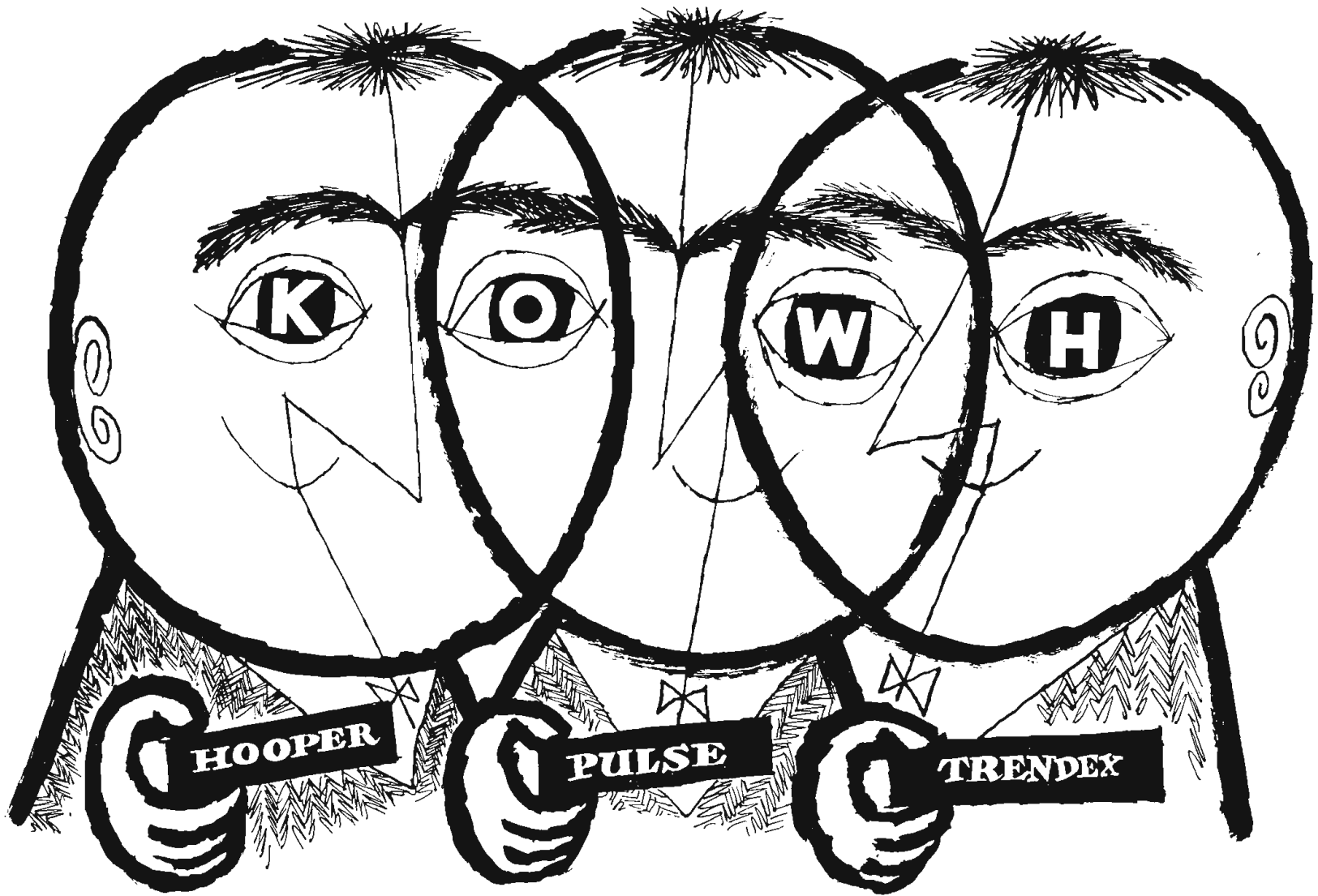


All 3 See  
EYE-TO-EYE-TO-EYE



No matter who asks the question . . .  
**KOWH** is the answer in OMAHA

52.6%! That's the average share of audience Hooper (July-August) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Ditto Trendex. KOWH has placed first in audience year after year . . . gradually increasing its first-place dominance, until now KOWH is first in *every* time period of *every* survey in the Omaha market. Mid-Continent ideas, programming and excitement plus good (66 KC) coverage are doing a fine job for national and local advertisers. So no matter which rating service you swear by, you can feel secure with KOWH because all 3 see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

**KOWH**  
**OMAHA**



**MID-CONTINENT BROADCASTING COMPANY**

President: 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 Reps, Inc.