



No matter who asks the questions in **Omaha,**
 the answer is **KOWH**

43.7%! That's the average share of audience Hooper (October-November) 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 coverage (660 KC) are working hard and getting good results for national and local advertisers. No matter which rating habit you have—you can feel secure with KOWH because all 3 hear Omaha radio ear-to-ear-to-ear. Chat with the **H-R** man, or KOWH General Manager **Virgil Sharpe**.



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.