



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

44.7%! That's the average share of audience the latest available Hooper 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

**WDGY, Minn.-St. Paul**  
 Represented by  
 Avery Knodel

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

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

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