



That's okay, TIME Magazine . . .

. . . you transposed the call letters of Omaha's most-listened-to radio station 6 different times in the June 4th* issue . . .

. . . but Hooper, Pulse and Trendex have it straight:

The call letters of the radio station with the biggest audience all day . . . are K-O-W-H.

Hooper says so to the tune of 44.2% of the audience.

Pulse agrees to the tune of 204 out of 240 first place quarter hours for K-O-W-H.

Trendex chimes in with firsts for K-O-W-H in every time period.

For some good TIME in the right spots, call KOWH General Manager Virgil Sharpe, or the H-R man.

*. . . in a fulsome article featuring the Storz broadcasting formula—for building and keeping audiences.



MID-CONTINENT BROADCASTING COMPANY

"The Storz Stations"—Todd Storz, President

WDGY, Minneapolis St. Paul
Represented by
Avery-Knodel, Inc.

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.

WQAM*, Miami
Represented by
John Blair & Co.

* Transfer subject to FCC approval