

no matter who asks the question . . .

in Omaha

the answer is KOWH

(Example: Hooper says 47.7%)



HOOPER



PULSE



TRENDEX

This is the 58th—yes, the 58th consecutive month of KOWH leadership in Omaha. And not just hair-splitting leadership, mind you—but, way-out-front, *dominating* leadership—throughout the radio day.

Hooper (July-August) gives KOWH 47.7% daytime!

Latest *Trendex* gives KOWH top spot in every time period!

Latest *Pulse* gives KOWH top spot in 204 out of 240 daytime quarter hours.

This is the kind of market-dominance which Storz station ideas, programming and excitement and broad (660 kc.) coverage make possible for national and local advertisers.

Results prove it, too. Ask the Adam Young man, or General Manager Virgil Sharpe for details.

KOWH OMAHA

————— “THE STORZ Stations” Todd Storz, President —————

PROGRAMMED FOR TODAY'S LISTENING AND TODAY'S SELLING

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.