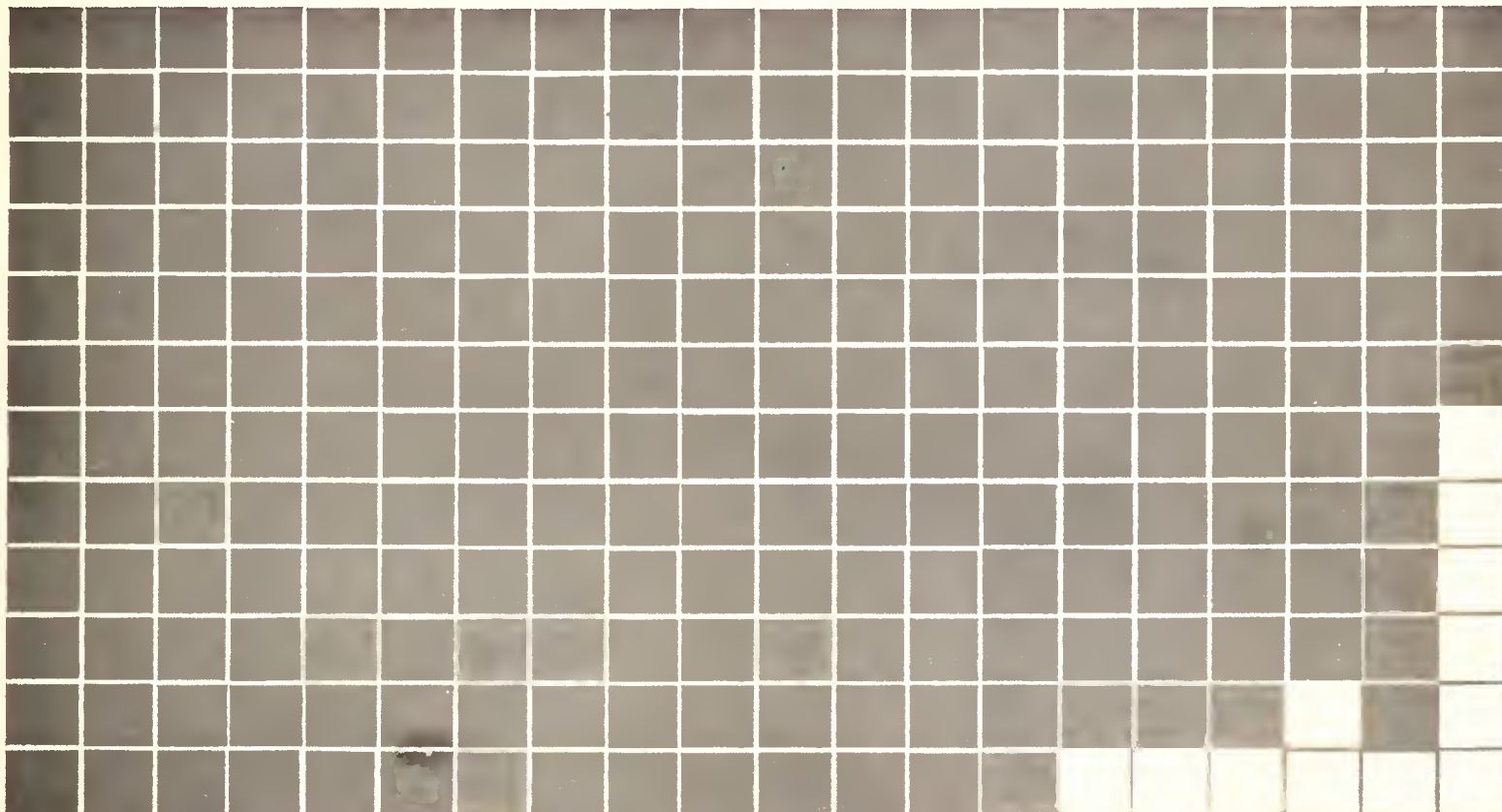


# Latest Omaha Pulse\* reveals: Except for 12 1/4 hours a week, KOWH is first in every daytime quarter hour



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



And even those 12 1/4 hours find KOWH a close second. Think of it—228 out of 240 weekly quarters—more evidence, added to previous figures, of KOWH's decisive dominance of Omaha Radio.

Hooper shows KOWH far, far out in front, too. So does Trendex, which gives KOWH top spot in every time period!

This is the kind of market-dominance which Storz Station ideas, programming 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

\*Pulse, September 1956, 7 a.m.-5 p.m.,  
Mon.-Sat. In and out of home.

**The Storz Stations**  
*Today's Radio for Today's Selling*

TODD STORZ,  
*President*

**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

**WTIX**  
New Orleans

*Represented by John Blair & Co.*

*Represented by Adam Young Inc.*