

All three agree!



KOWH is No. 1 in Omaha audience!

Take Pulse, for example. KOWH is first in 216 out of 240 daytime quarter hours. More evidence, added to previous data, of KOWH's decisive dominance of Omaha radio.

Feb.-March Hooper has KOWH out in front, too, as ever!

Trendex gives KOWH top spot, too.

This is the kind of market-dominance which Storz Station ideas, programming and broad (660 kc.) coverage *continue* to make possible for national and local advertisers. Results prove it, too.

Get Adam Young's point of view . . . or talk it over with General Manager Virgil Sharpe.

Latest Pulse says:

KOWH leads next independent by nearly

2 to 1

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.