



246
OUT OF
264

KOWH, Omaha, is first in audience 246 out of 264 Pulse daytime quarter-hours.* That's a dominance story if you've ever seen one.

KOWH is first in the morning, . . . and first in the afternoon, says Pulse . . . for an all-day first place average of 31.0%.

This is the kind of leadership **KOWH** has been putting at the service of many national and local advertisers for the past six years.

This is the kind of leadership **KOWH** can put at your service, either through the good offices of Adam Young, Inc., or General Manager Virgil Sharpe.

**Pulse, 7 a.m.-6 p.m., Monday-Saturday, March 1957*

K O W H
OMAHA

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.

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