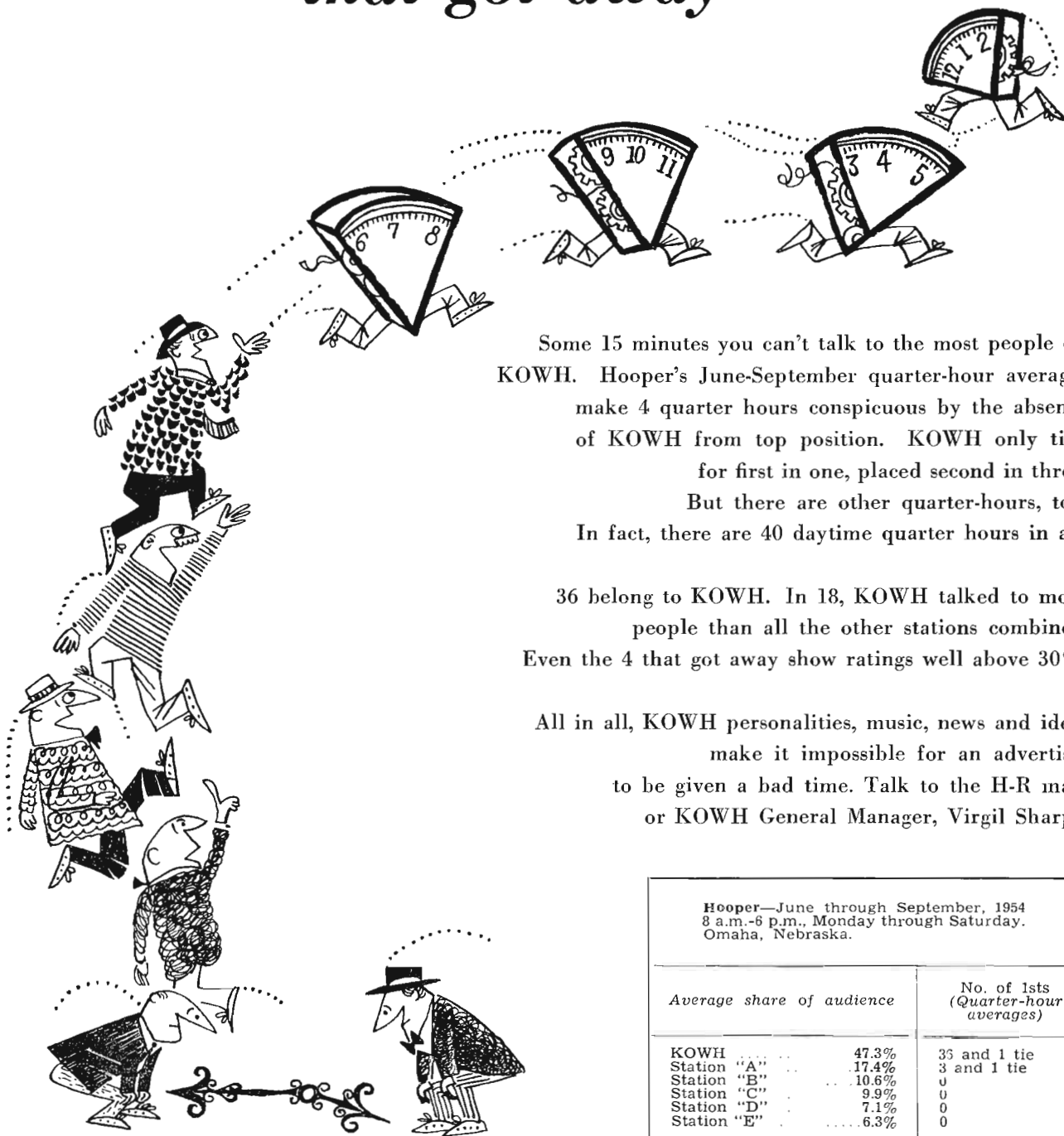


the 4 quarter hours that got away



Some 15 minutes you can't talk to the most people on KOWH. Hooper's June-September quarter-hour averages make 4 quarter hours conspicuous by the absence of KOWH from top position. KOWH only tied for first in one, placed second in three. But there are other quarter-hours, too. In fact, there are 40 daytime quarter hours in all.

36 belong to KOWH. In 18, KOWH talked to more people than all the other stations combined. Even the 4 that got away show ratings well above 30%.

All in all, KOWH personalities, music, news and ideas make it impossible for an advertiser to be given a bad time. Talk to the H-R man, or KOWH General Manager, Virgil Sharpe.

Hooper—June through September, 1954
8 a.m.-6 p.m., Monday through Saturday.
Omaha, Nebraska.

Average share of audience	No. of 1sts (Quarter-hour averages)
KOWH 47.3%	35 and 1 tie
Station "A" 17.4%	3 and 1 tie
Station "B" 10.6%	0
Station "C" 9.9%	0
Station "D" 7.1%	0
Station "E" 6.3%	0

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

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.

KOWH
OMAHA