

# THERE'S NOTHING BETTER THAN...

## FIRST PLACE!

KOWH OFFERS EIGHT FIRST PLACE AVAILABILITIES  
FOR MINUTE PARTICIPATIONS . . .

Hooper - Omaha, Nebr. - Council Bluffs, Iowa - Oct. - Nov., 1951, Mon. - Fri.

TIME	KOWH PROGRAM	SHARE	RATING	OTHER STATION RATINGS				
				"A"	"B"	"C"	"D"	"E"
10:30 A.M.	Time Out	39.5	7.1	5.3	3.3	1.3	0.4	0.2
11:30 A.M.	Sammy Kaye Show	34.3	5.1	3.6	2.6	1.9	1.1	0.0
12:45 P.M.	12 O'clock Already	40.3	7.4	4.9	2.5	1.8	1.3	0.0
1:45 P.M.	Make Believe Ballroom	34.6	5.5	5.5	1.6	1.2	1.0	0.6
2:45 P.M.	Sandy Jackson Show	60.9	9.0	2.8	0.9	0.9	0.4	0.0
3:00 P.M.	Sandy Jackson Show	54.5	7.5	3.1	1.7	0.4	0.4	0.0
4:15 P.M.	Paging the Stars	42.8	5.6	2.9	2.1	1.2	0.6	0.4
4:30 P.M.	Sweet Music	46.6	7.3	2.8	2.6	1.1	0.9	0.4

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday!
- Largest share-of-audience, in any individual time period, of any independent station in all America! \*

\*Based on the latest available Hooper share of audience for unaffiliated stations including the Omaha and Council Bluffs market (Sept.-Oct., 1951) . . . 12 noon through 6 P. M.

Represented Nationally By

*The Bolling Co.*



# Kowh

**O M A H A**

TODD STORZ  
General Manager

*"America's Most Listened-To Independent Station"*