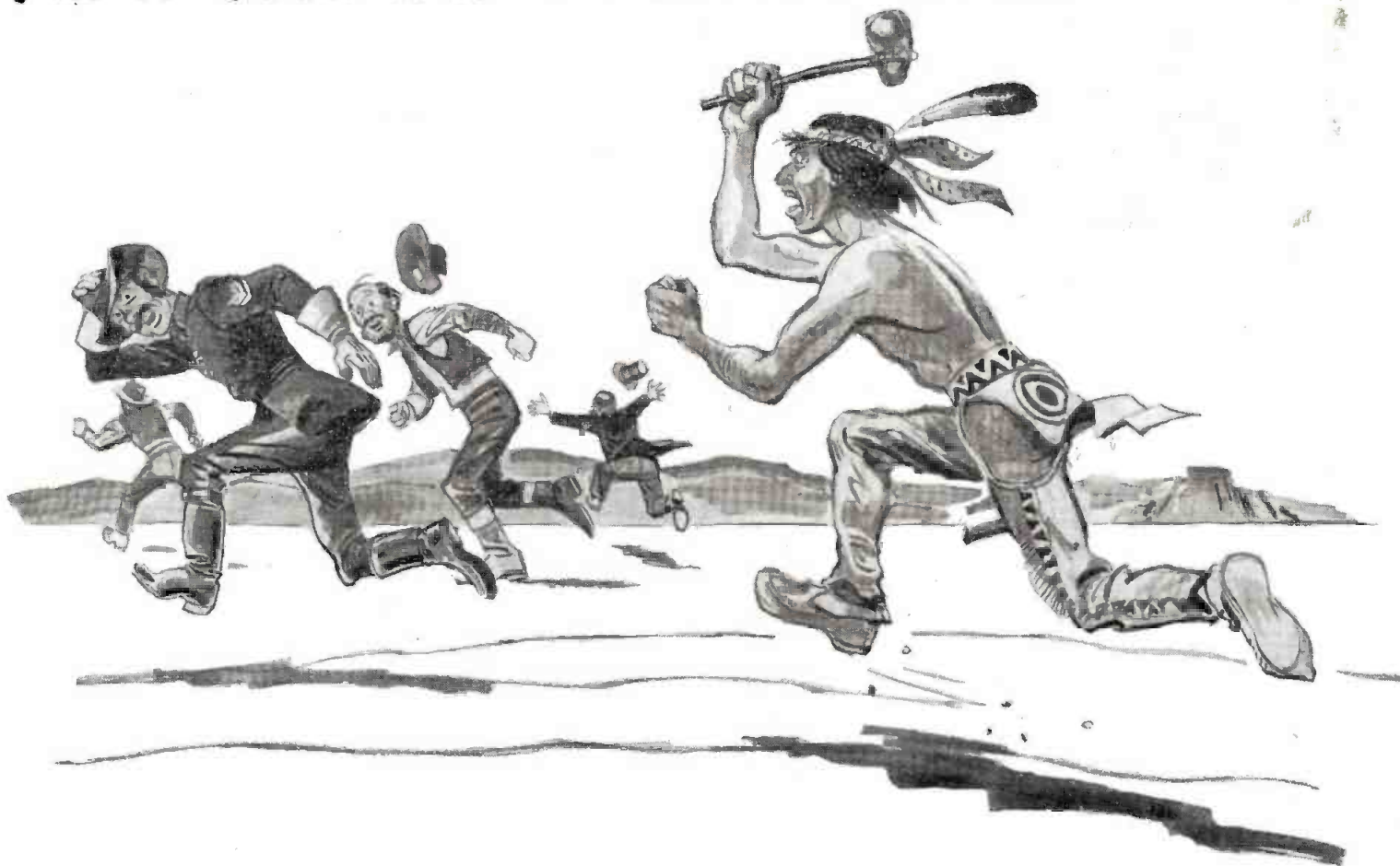


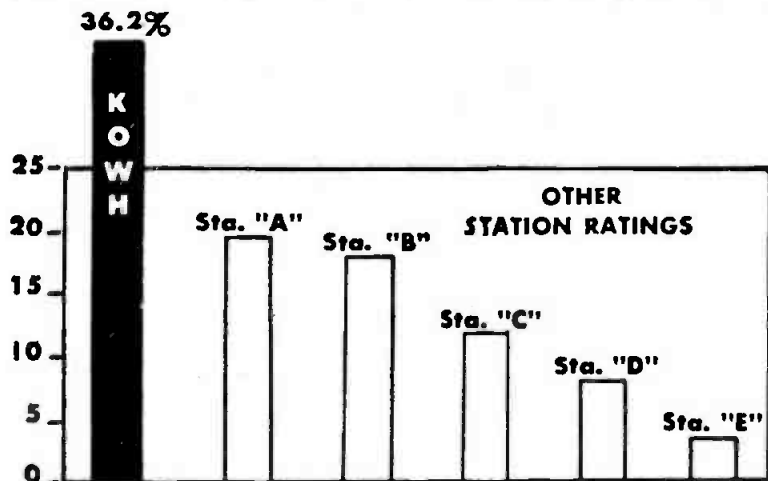
# All It Took was a Honest Buck...



To start an Indian war. His denial of having kidnaped a settler's child called a lie by a hotheaded young lieutenant, Cochise stalked from a meeting and ignored the shave-tail's ultimatum to return. When the foolish soldier hung his brother in reprisal, the Apache Chief took his tribe on the warpath. It was later established his denial was the truth.

All it takes is a couple of honest bucks (a surprising few) to start an uprising in the Omaha, Council Bluffs area . . . an uprising sales record. Just invest them in spots on KOWH, sell to the big, "buy-happy" audience indicated by the Hooper averaged below for the twelve-month period from October, 1951, to September, 1952.

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Sept., 1952.)
- *Largest share of audience*, in any individual time period, of any independent station in all America! (Sept., 1952.)



# Kowh

OMAHA



"America's Most Listened-to Independent Station"

General Manager, Todd Starz; Represented Nationally By The BOLLING CO.