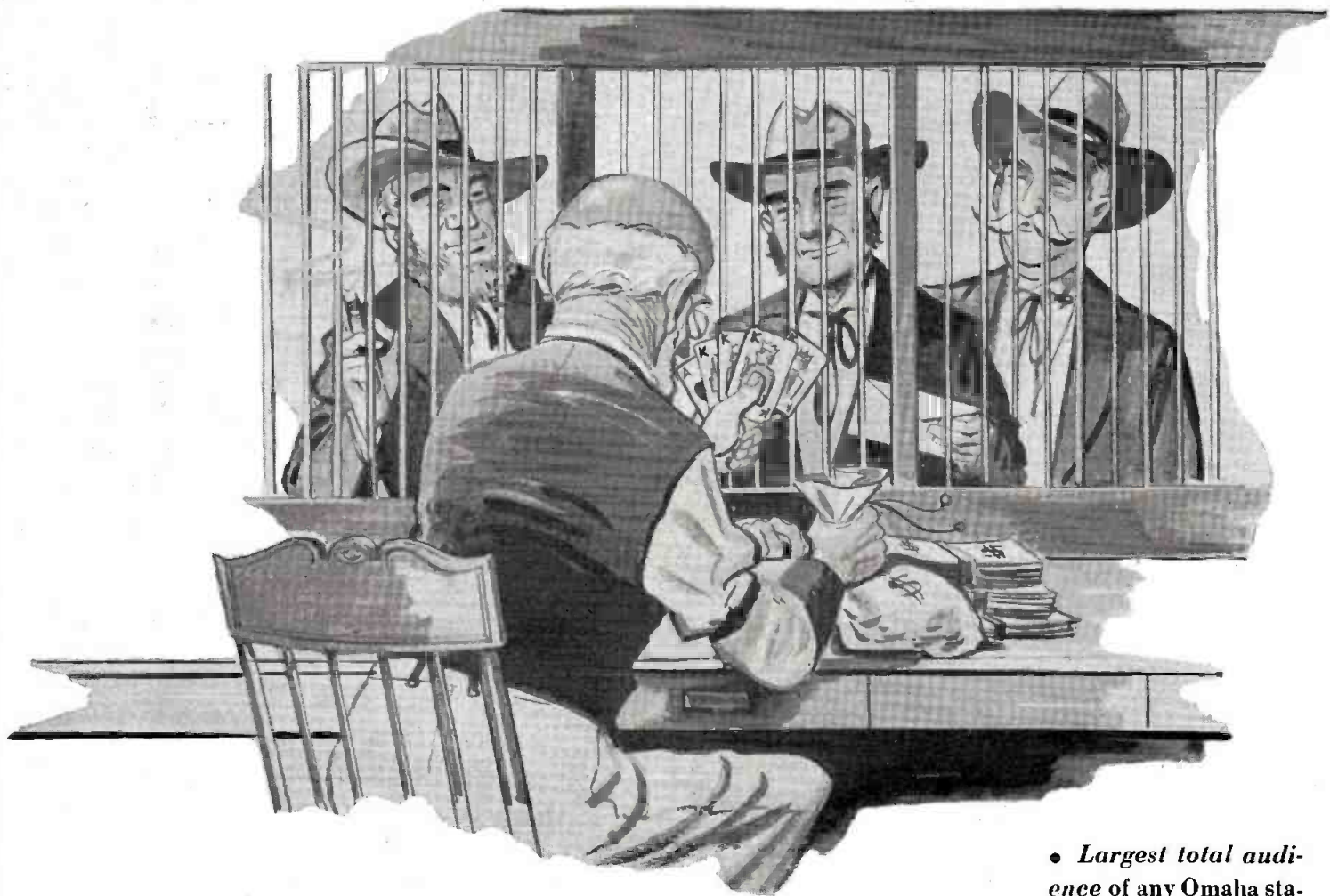


# All It Took was a Sure Thing...

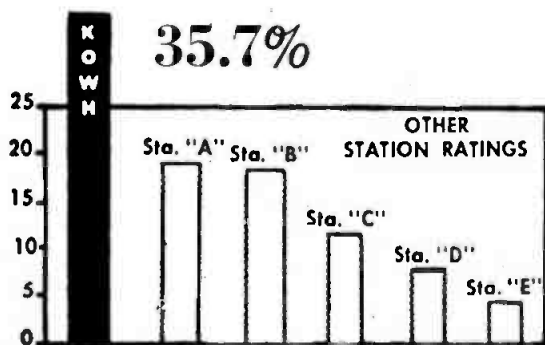


... To act as security for a bank loan. Turned down by the cashier, a poker player received a loan on his hand from the bank president—who later admonished the cashier, "In the future, Suh, consider four kings and an ace as ample security for the entire assets of this bank!"

If you want to take the "audience and sales pot" in the Omaha, Council Bluffs area—put your dough on a sure thing—KOWH! With the big Hooper averaged below for the 17-month period from Oct., 1951, to March, 1953, KOWH is a winner hands down . . . and you can bank on that!

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Mar., 1953.)

- *Largest share of audience*, in any individual time period, of any independent station in all America! (March, 1953.)



# Kowh

OMAHA



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

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