

L. LUCIFER TWINK is the contacting link
With Spiffy Uplifties (that's, Inc.)



Though, frankly, his copy's
exceedingly sloppy



Now why do they suffer this doddering duffer?

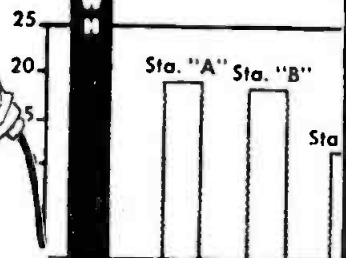


Well," says Twink's boss, "It's this way . . .

He swung a real nifty time-buy for Upliftie—
Bought KOWH—TOP STATION ALL DAY!"



AVERAGE HOOPER
35.7%



Moral

**EVERY GOOD TIME-BUYER
KNOWS KOWH HAS THE:**

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru May, 1953.)
- Largest share of audience, of any independent station in America! (May, 1953.)

Kowh

OMAHA



"America's Most Listened-to Independent Station"

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