

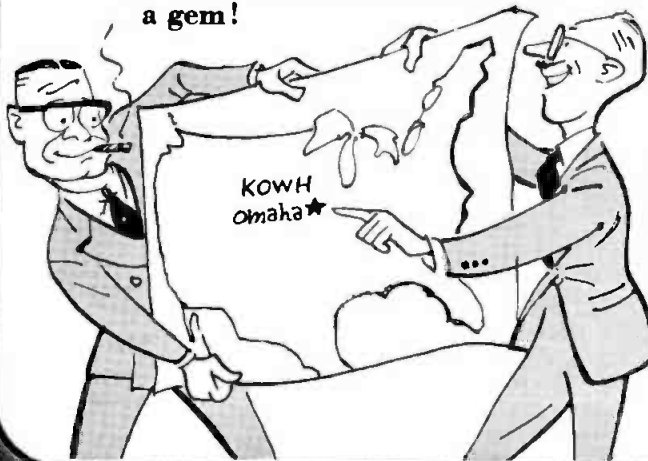
When Upstart and Flount
nailed down the account
Of SNARL, "The Top Canine Fare,"



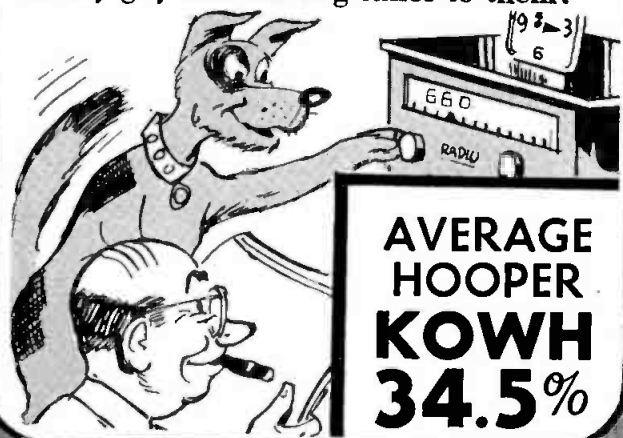
Said Flount, "Here's a thought
that'll get the stuff bought —
The chance that we have's
really rare!"



We can crack the Midwest with
an Omaha test . . .
There's a station out there that's
a gem!



Our program needs tone — we'll buy
KOWH alone . . .
Every guy and his dog tunes to them!



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 November, 1953).*
- *Largest share of audience, of any independent station in America! (November, 1953.)*

Kowh

OMAHA

"America's Most Listened-to Independent Station"



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