



THERE'S NOTHING BETTER THAN...

FIRST PLACE!

Of the nation's 144 independent stations rated in this survey by Hooper, KOWH ranks as number one... *first* in afternoon audience and *first* in share of audience for any individual time period, either morning, afternoon or evening! KOWH has one of the *lowest* rate cards, delivers the *highest* daytime audience offered by any Omaha station! Advertisers now recognize that independent stations often represent the best buy in an individual market. KOWH is "tops" among the "top" independent stations in America! Sell the Omaha market the wise way... with low-cost, high-return KOWH — always first with the finest!

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

Now Represented Nationally By

The Bolling Company

"Just Call Bolling... He'll Call Us!"

Todd Storz
Station Manager



Gaylord Avery
Program Manager



The New **Kowh**
O M A H A

"America's Most Listened-to Independent Station"