

SPONSOR

NEW YORK
2 CENTS

Use magazine for Radio and TV advertisers

30 JUNE 1952

SP 10-49
MIST FRANCE 12220
NATIONAL BFCADCA TIN SPRAGUE
30 ROCKEFELLER PLAZA
NEW YORK 20 N Y

50c per copy • \$8 per year

All It Took was a Hot Lick...

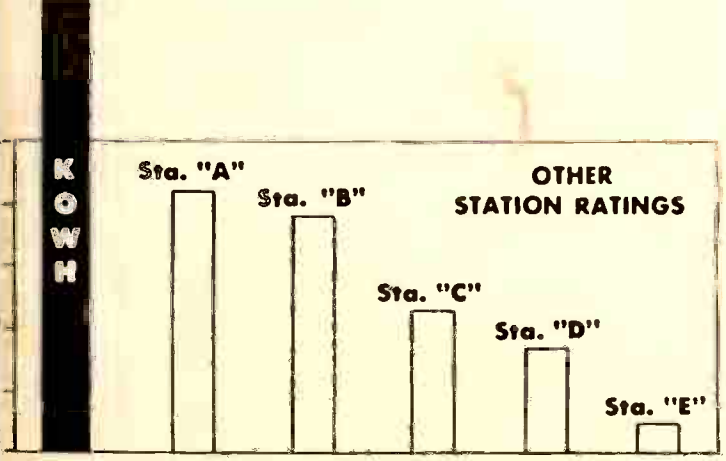


And Joshuo really "sent" Jericho—tumbling, that is.

KOWH swiped the page from history and tried it on the Omaha, Council Bluffs area. Darned if it didn't work! Popular music "hoth chorms" . . . especially when served up a la KOWH, garnished by program techniques that have placed KOWH first in the nation! For an idea of how many walls are being penetrated by KOWH, glance at the below Hooper share-of-audience chart averaged for October, 1951-April, 1952, 8 A.M.-6 P.M., Monday through Saturday.

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

36.5%



Kowh

OMAHA

"America's Most Listened-to Independent Station"

Todd Storz, General Manager; Represented by The BOLLING CO.

How Falstaff put over a regional beer
page 26

10 ways to put "sell" in a TV commercial
page 28

THE NETWORK RATE CRISIS
page 23

A SPONSOR roundup: Tea on the air
page 30

Agency radio-TV directors I like best
page 32

Local morning TV steps out
page 36

Are spot radio costs up in past decade?
page 38