

All It Took was Yew...

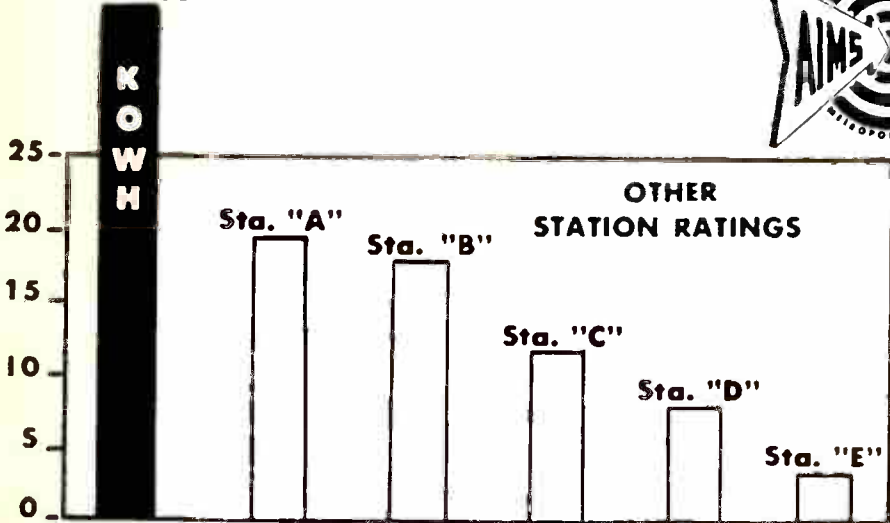


... Yew-wood longbows, lofting a borroge of orrows of Agincourt, to bring the armored horseman down off his "high horse" and revolutionize the science of warfare. The French, despite a five-to-one superiority in numbers, were forced to leave the English in full command of the battlefield!

Rodio KOWH, faced with the same odds in a six-station market, dominates the Omaha, Council Bluffs field, too—as proven by the Hooper averaged below for the ten-month period from October, 1951, to July, 1952. It takes a steady barrage of talent to capture that big an audience!

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

36.3%



Kowh

O M A H A

"America's Most Listened-to Independent Station"

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