

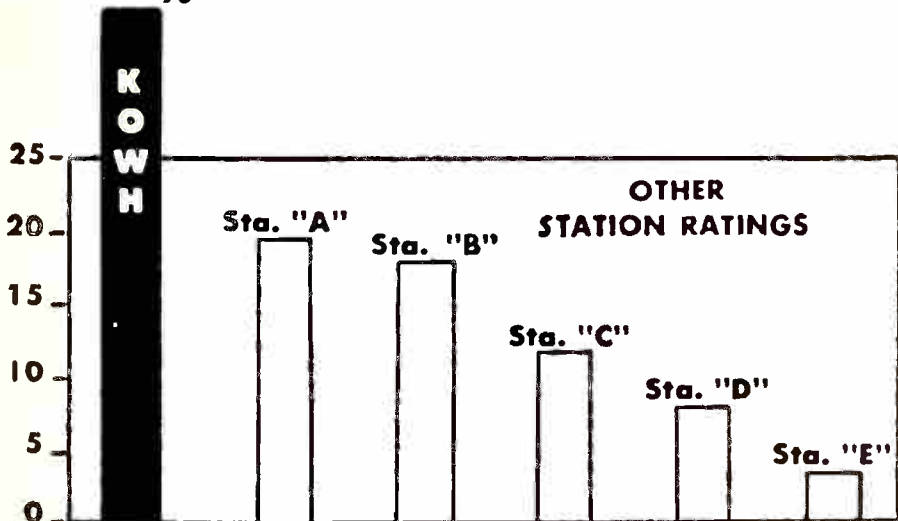
All It Took was a Haircut...



To unseat Samson as the most powerful member of the "long-hair" set.

"Long hair" might have helped Samson perform wonders with the jawbone of an ass, but it doesn't build a radio audience. KOWH bypassed the "Highbrow" in favor of rollicking entertainment. Everybody gets in the act—and the Omaha, Council Bluffs area loves it! You'll love the resulting Hooper, averaged below for the eleven-month period from October, 1951, to August, 1952. Big happy audience. Lots of money. Big sales!

36.3%



- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1951, thru August, 1952.)

- *Largest share of audience*, in any individual time period, of any independent station in all America! (August, 1952.)

Kowh

O M A H A



"America's Most Listened-to Independent Station"

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