

SP D 3-52  
 MR FRANK YOUNG *400*  
 N B C  
 30 ROCKEFELLER PLAZA  
 NEW YORK 20 N Y

**SPONSOR**

NEW YORK N. Y.  
 2 CENTS

20 OCTOBER 1952

50c per copy • \$8 per year

the **use** magazine for Radio and TV advertisers

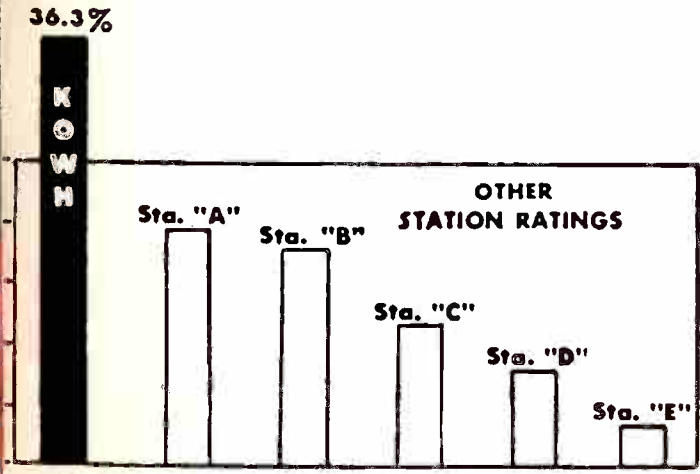
# If It Took was a Siesta...



en daily by a sizeable portion of Jamestown's population, to convince John  
 th that communism couldn't produce the food direly needed by the settlement.  
 o work . . . no eat," was the doughty Captain's dictum cancelling out America's  
 Utopian experiment.

re's no snoozing in the competitive Omaha, Council Bluffs area either . . . yet  
 e-awake KOWH manages to stay head and shoulders over all comers. Cast an  
 eprising (free, of course) eye over the Hooper averaged below for the eleven-  
 th period from October, 1951, to August, 1952.

- 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.

Whan studies give wealth of audience data on Midwest, New England  
 page 25

**IS DAYTIME TV OVERPRICED?**

How spot radio campaign aimed at women sparked Ruppert comeback  
 page 32

You can sell in 10 TV seconds  
 page 34

Why Kingan is happy with a 4.5 rating  
 page 36

Do your agency's presentations put you to sleep?  
 page 38

Five ways to promote your TV program  
 page 40