

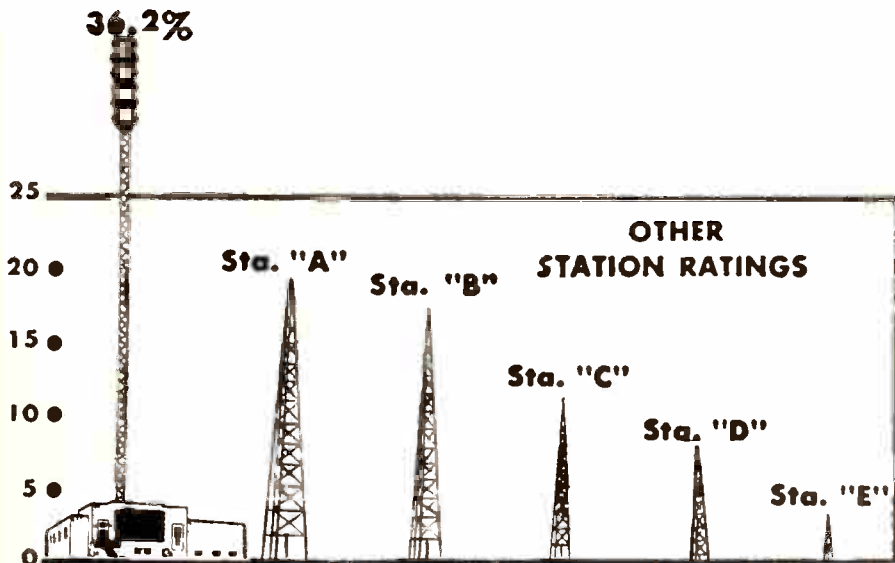
All It Took was a Patched Peeper...



To win a naval victory. When Fleet Admiral Hyde Parker's part of a two-pronged sea attack became becalmed, he signaled the other prong to retire. One-eyed Lord Nelson, reluctant either to disengage or to disobey the order, placed his telescope to his blind eye and truthfully claimed to be unable to see the signal. He continued his attack and soundly defeated the Danish fleet off Copenhagen.

Even a half a glance will tell you how to out-manuever the Omaha, Council Bluffs area, too. Just cock an opportunity-seeking eye at KOWH's position on the below Hooper chart averaged for the twelve-month period from October, 1951, to September, 1952. You'll know who's in the best position to deliver your broadside!

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



Kowh

OMAHA

"America's Most Listened-to Independent Station"

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

