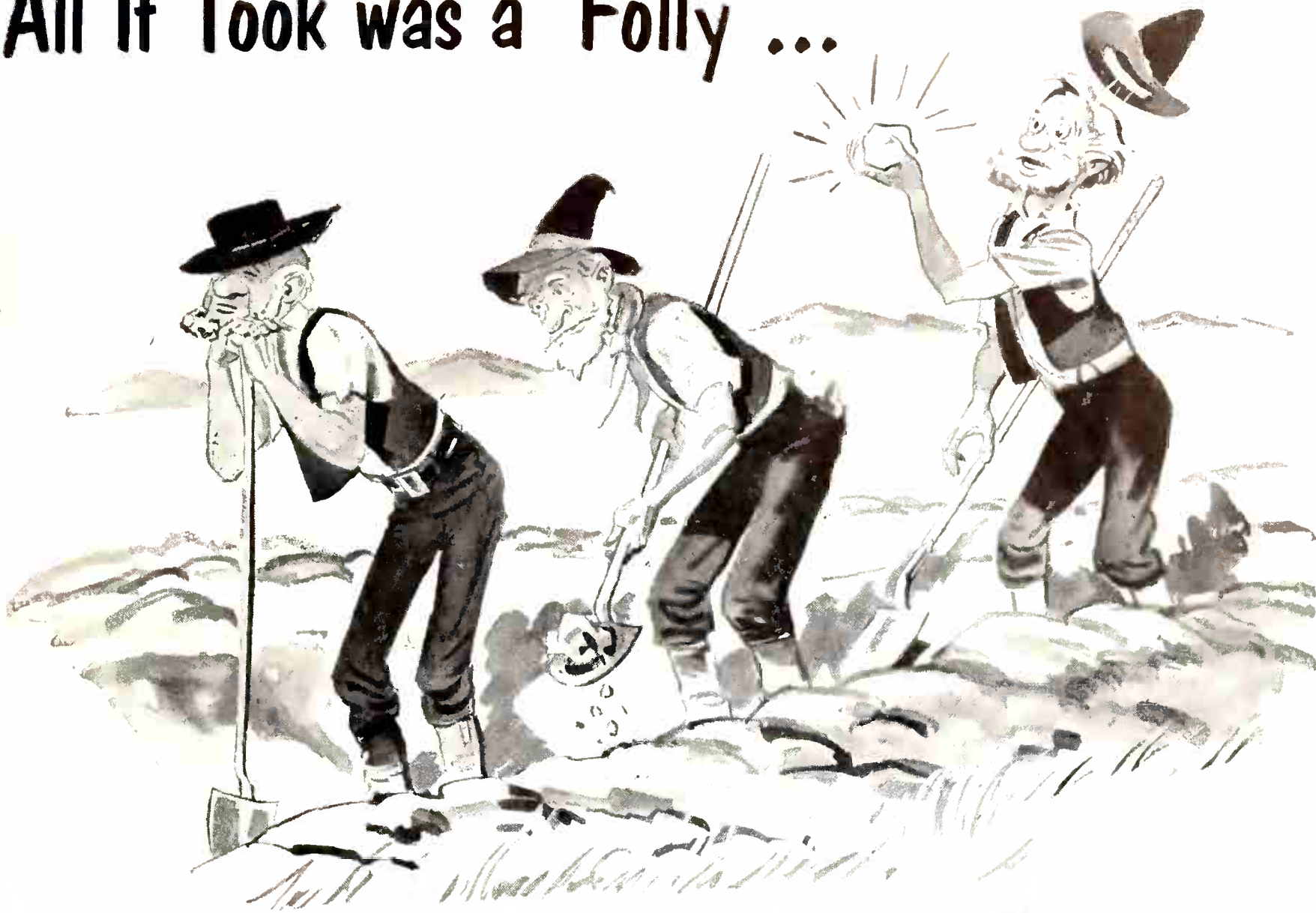


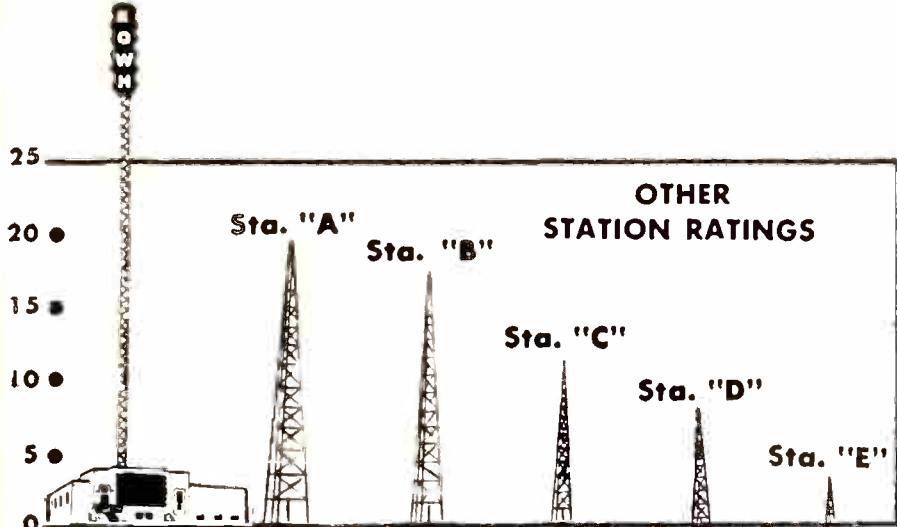
All It Took was a "Folly"...



(Or so friends called Johann Sutter's decision to build a saw mill) to start the California gold rush. During the mill's construction, one of the laborers digging the mill race found a handful of glittering pebbles. When the word leaked out the pebbles were gold, the rush was on!

There may be a shortage of gold at the grass roots in the Omaha, Council Bluffs area, but there's plenty of legal tender in the hands of KOWH's big audience. Just "dig" the Hooper averaged below for the thirteen-month period from October, 1951, to October, 1952. With an audience "lode" that's loaded, KOWH always pans out!

36.0%



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

Kowh

O M A H A



"America's Most Listened-to Independent Station"

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