

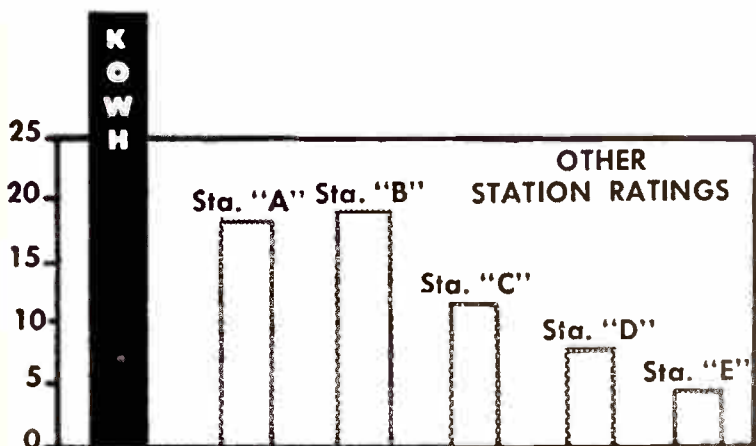
All It Took was a Bored Horde...



... And the Kubli Khan's fear that inactivity would blunt the fighting edge of his Asiatic conquerors, to send Mongol hordes swarming into southeastern Europe.

KOWH's solution for boredom is less drastic, but equally effective in rallying a horde of Omaha, Council Bluffs listeners to its banner. Proof? Slant a glance the below Hooper, averaged for the 14-month span from October, 1951, to November, 1952! If you're interested in invading our baliwick, give us a growl!

35.9%



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

Kowh

OMAHA



"America's Most Listened-to Independent Station"

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