

SPONSOR

UNIVERSITY
NEW YORK
N. Y.
2 CENTS

USE magazine for Radio and TV advertisers

9 MARCH 1953

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

All It Took was a Ballot...

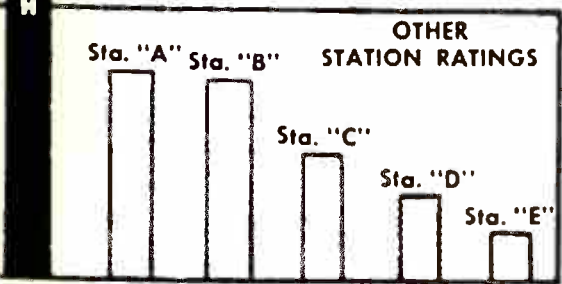


... To retain English as our official tongue. Post-revolutionary Congress voted on a war-bittered lawmaker's bill to change the language taught in our schools to German. Anti-British feeling was so common that the bill met defeat by only a single vote margin.

Popularity balloting finds radio KOWH with no such a narrow squeak. 15 consecutive Hooper Reports have placed KOWH first by a 15-point lead with Omaha, Council Bluffs listeners. The chart averaged below for the period from October, 1951, thru January, 1953, tells the story.

Es ist sehr gut!

KOWH 35.9%



Kowh

OMAHA

"America's Most Listened-to Independent Station"

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

TV SHOW COSTS NO SHARP RISE

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Can your agency use a freelance radio-TV department?

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LIFE's spot radio campaign scores with ad-lib technique

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ROLE OF THE AGENCY WIFE

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Questions and answers on use of radio by retailers

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Hamilton uses spot TV to glorify jewelers

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How SRA's Spot Estimator can work for you

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