

NATIONAL BROADCASTING COMPANY
 30 ROCKEFELLER PLAZA
 NEW YORK 20, N.Y.

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use magazine for Radio and TV advertisers

23 MARCH 1953

50c per copy • \$8 per year

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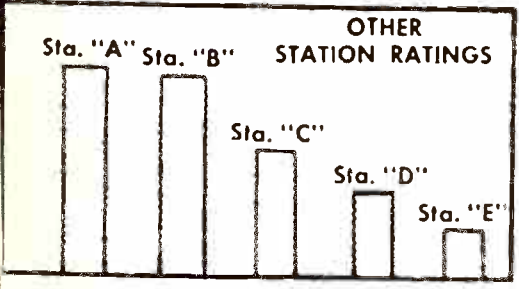
It Took was a Territory..



... To take a Tombstone poker pot. His money ready wagered, gambler John Dougherty decided a proof was needed of his hand's superiority. Wielding his pistol on the Territorial Governor, a victor, John forced him to sign over a deed to territory and used it as a raise.

"You win," grumbled his Texan opponent, "but only 'cause the Governor of Texas ain't here!" Radio KOWH hesitates to make free with the Governors of Iowa and Nebraska, but feels the below Hooper, averaged for the 15 month period from Oct., 1951, thru Jan., 1953, proves clear title to the Omaha, Council Bluffs area. Bet you'll find it profitable for your campaign!

KOWH 35.9%



Kowh

OMAHA

"America's Most Listened-to Independent Station"

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

WHAT SAG PACT WILL COST YOU

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3-D TV IS STILL BLUE SKY

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