

All It Took was Something Extra...

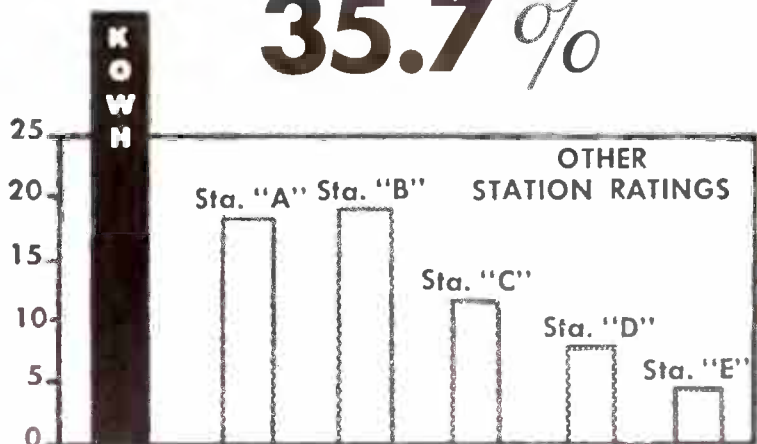


... To save Andrew Jackson's life in a duel with Tennessee's best pistol shot. When Andy faced his opponent in a great-coat several sizes too large, the marksman misjudged his target, and only wounded him. Jackson's return fire wrote *finis* to the duelist's career.

KOWH too, has been shooting for that, "Something Extra", and scoring a solid hit. Proof of a bonus audience is the Hooper averaged below for the 17-month period from October, 1951, to March, 1953. Let KOWH bullseye the Omaha-Council Bluffs area for you!

- **Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday!** (Hooper, Oct., 1951, thru Mar., 1953.)
- **Largest share of audience, in any individual time period, of any independent station in all America!** (Mar., 1953.)

35.7%



Kowh

OMAHA



"America's Most Listened-to Independent Station"

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