

SP 10-30 1247  
 WM S HEDGES  
 N B C  
 30 ROCKEFELLER PLAZA  
 NEW YORK 20 N Y

# SPONSOR

NEW YORK  
 N.Y.

magazine radio and tv advertisers use

11 JANUARY 1954

JAN 15 1954

50¢ per copy • \$8 per year

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**When Upstart and Flount**  
 nailed down the account  
 Of SNARL, "The Top Canine Fare,"



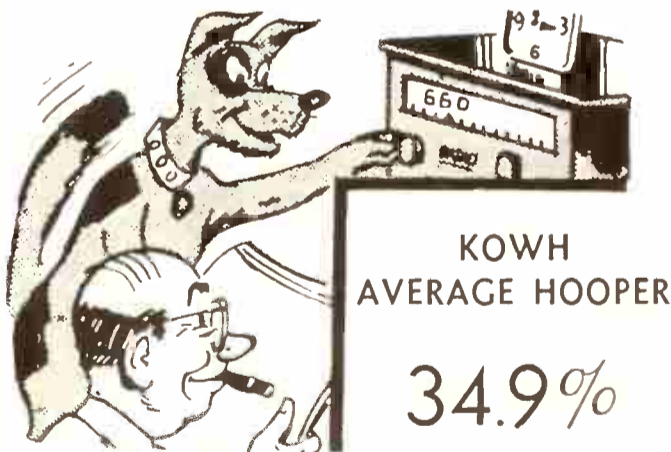
Said Flount, "Here's a thought  
 that'll get the stuff bought —  
 The chance that we have's  
 really rare!"



We can crack the Midwest with  
 an Omaha test . . .  
 There's a station out there that's  
 a gem!



Our program needs tone — we'll buy  
 KOWH alone . . .  
 Every guy and his dog tunes to them!



## Moral

EVERY GOOD TIME-BUYER  
 KNOWS KOWH HAS THE:

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Manday through Saturday! (Haaper, Oct., 1951, thru Nov., 1953.)
- \* Largest share of audience, of any independent station in America! (Nov., 1953.)

# Kowh

O M A H A

"America's Most Listened-to Independent Station"

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

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 radio to prove it  
 doesn't have horns

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 costs, audiences

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 Is cigarette copy  
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 printed media  
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