

BIG MIKE

...The Rancher



Livestock represents a big industry in Nebraska and the Midwest Empire. Cherry County in Nebraska produces more cattle than any other comparable area in the world. From the range lands to the Omaha Stockyards go some one and three-quarter million head of cattle every year. The Union Stockyards in Omaha, the world's largest cattle market, is the index to a billion-dollar industry—livestock raising in the great Midwest Empire. The men and women responsible for this big industry depend on BIG MIKE, the 50,000 watt KFAB, for service and entertainment all over this area. A BIG MIKE representative—Free & Peters—will be glad to tell you the story, or contact Harry Burke, General Manager.

BIG MIKE is the physical trademark of KFAB, Nebraska's most powerful station.

THE MIDWEST-EMPIRE STATION
KFAB
50,000 WATTS OMAHA CBS RADIO