



YOU CAN THANK A TOE TAPPING WAITRESS FOR YOUR JOB

1950: Hot summer winds blew across the Nebraska plains.
Todd Storz owned KOWH. He was fascinated by a busy waitress.

Her customers played the same songs all day on the jukebox.
At the end of her shift, she dropped nickels to hear the same songs.
Her favorites played over and over.
Her nickel.

Storz thought: "Let's play favorite songs all day on KOWH. Over and over."

"Top 40" began that day in Omaha.

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