

CASTING COMPANY, INC  
 RY  
 A, NEW YORK, N. Y.

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12 JANUARY 1953

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## The Proof of the Pudding...



NATIONAL BROADCASTING COMPANY, INC  
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Is in the leading—or so the JELL-O PUDDING and PIE FILLING box-top and 25-words-or-less contest indicates. Conceived by Young & Rubicam for General Foods and aired in a spot campaign over 120 stations, the contest featured a slant that loaded the ether with sizzling pitches. To the disc-jockey that captured the greatest number of entries according to market size and time cost went on expenses-paid vacation in Paris for himself and wife! Of course KOWH's Sandy Jackson won—more proof that you can't do better than first place! And the Hooper averaged below for the fourteen-month period from October, 1951, to November, 1952, puts KOWH in undisputed first place—thanks to personalities like amiable Sandy.

There's Nothing Better Than First Place!

**35.9%**  
 AVERAGE HOOPER

**Kowh**  
 O M A H A

"America's Most Listened-to Independent Station"

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



500 TV STATIONS:  
 WHEN? COSTS?

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Sundial shoes switched  
 from net TV kid show to  
 spot radio. Here's why

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Will 1953 be radio's  
 big fact-finding year?

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Can you demonstrate a  
 girdle on TV and not get  
 in trouble with censors?

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What political sponsor-  
 ship did for appliances

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Special report on sales  
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 for air advertisers

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Agencyman Smithson's  
 verse to ease  
 copywriter's curse

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