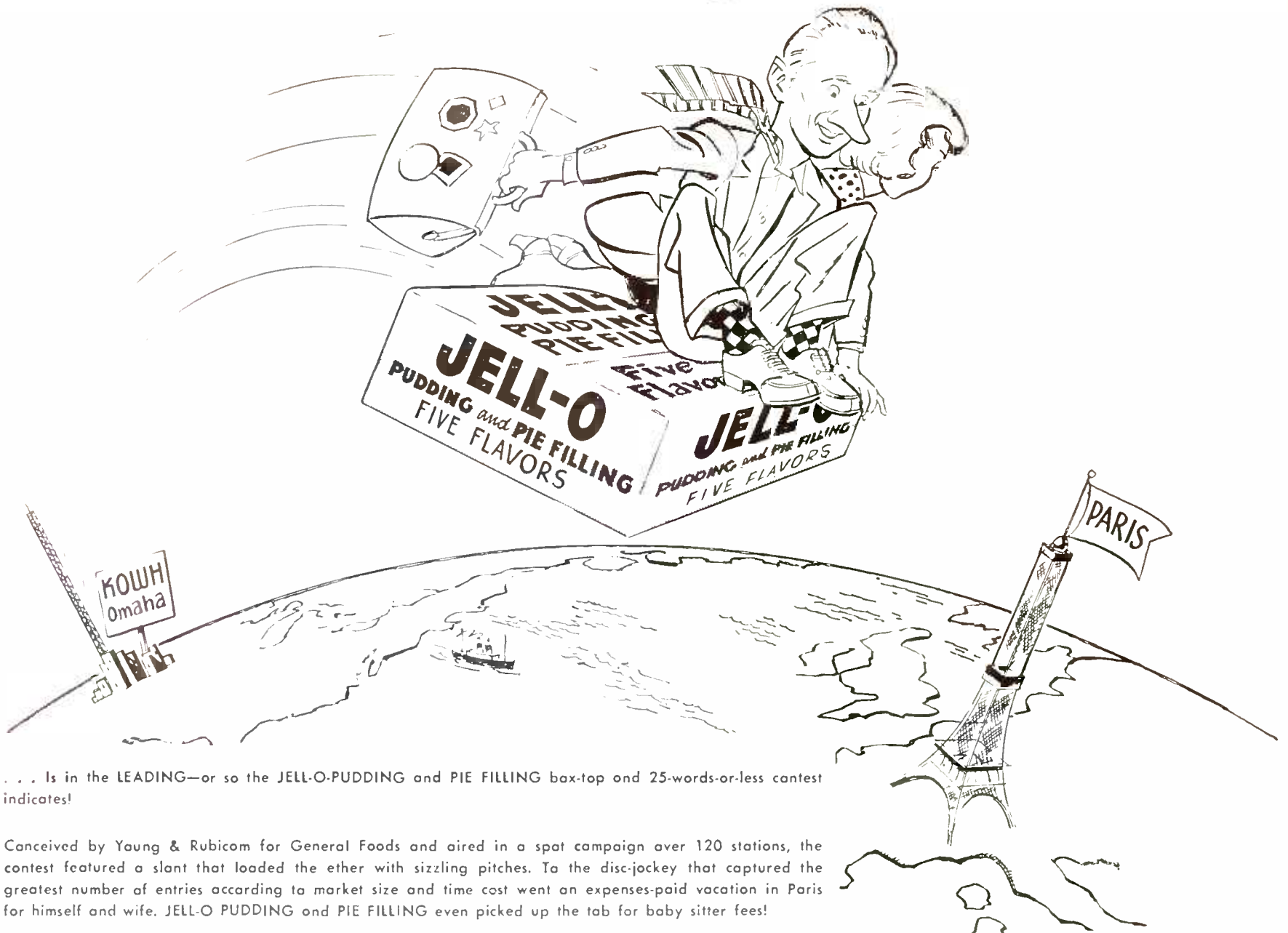


The Proof of the Pudding...



... Is in the LEADING—or so the JELL-O-PUDDING and PIE FILLING box-top and 25-words-or-less contest indicates!

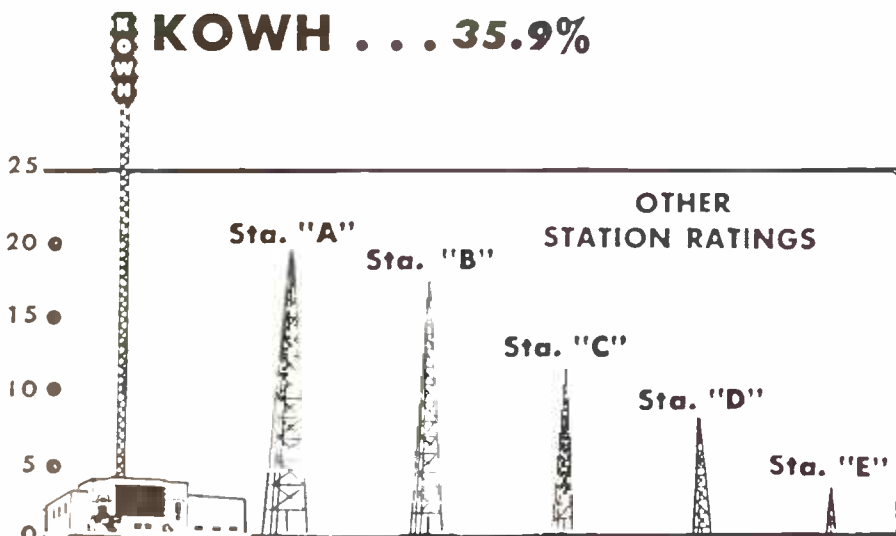
Conceived by Young & Rubicam for General Foods and aired in a spot campaign over 120 stations, the contest featured a slant that loaded the ether with sizzling pitches. To the disc-jockey that captured the greatest number of entries according to market size and time cost went an expenses-paid vacation in Paris for himself and wife. JELL-O PUDDING and PIE FILLING even picked up the tab for baby sitter fees!

T'aint fittin' to say, "We told you so," so we'll be content to hope KOWH's Hooper High Sandy Jackson and wife enjoy the trip.

Of course Sandy won—more proof that you can't do better than first place! And that's where the Hooper averaged below for the 14-month period from October, 1951, to November, 1952, puts KOWH—thanks to personalities like amiable Sandy.

C'est Magnifique!

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Nov., 1952.)
- Largest share of audience, in any individual time period, of any independent station in all America! (Nov., 1952.)



Kowh

O M A H A



"America's Most Listened-to Independent Station"

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