

WOW NEWS TOWER

(Reg. U. S. Pat. Off.)

Issued to Increase Enjoyment of Radio and Television Programs

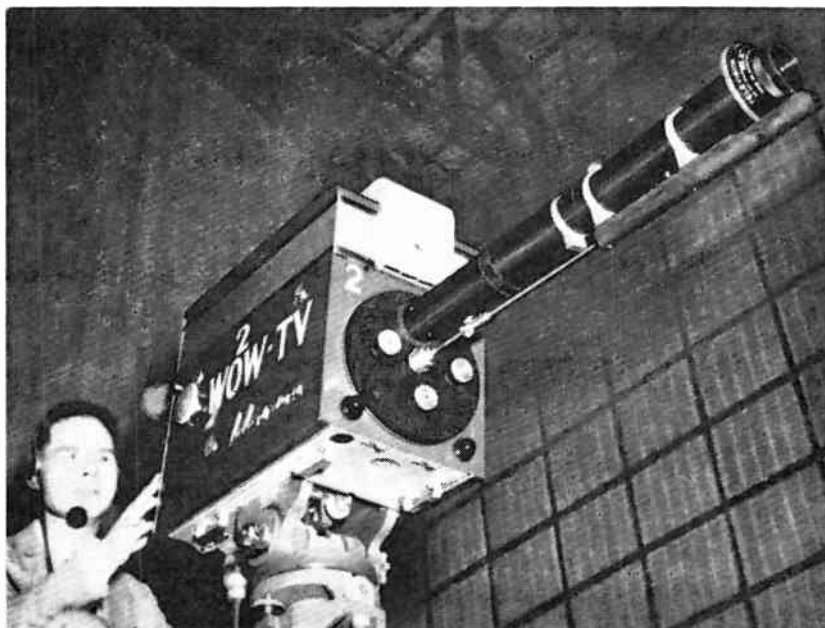
Vol. 14, No. 4

OMAHA, NEBRASKA, JANUARY 1, 1950

Published Monthly

WOW-TV HAS 'BIG EYE' LENS

Shows Action of Entire Contest



WOW-TV Engineer Dick Peck at the controls behind the "big eye" lens. This miraculous instrument is responsible for the superiority of WOW-TV's picture in hockey, wrestling, football and studio use.

One of the miracle scientific instruments of the age—the "Zoomar lens" often called the "magic eye" or "the big eye" is now in use by WOW-TV. The zoomar pictured elsewhere on this page is the device which enables WOW-TV to give excellent coverage of a complete hockey game or football game.

It "works" equally effectively for studio television pick-ups.

"The big eye" operated by WOW-TV is one of only 25 such instruments in use in the nation and the only one owned and used by a television station between Chicago and the West Coast.

The lens' name, zoomar, suggests its function: that of zooming from close distances to far, and vice versa. It is a vari-focal lens in that by a simple mechanical adjustment the focal length of the lens may be varied within certain limits.

Changing the focal length thus, an apparent change in the proximity of the viewer of the film or of the television screen takes place. In other words, if the change is from the minimum focal length to the maximum, it appears to the viewer that he has started way back from his subject and has been carried up close for a better view, without the customary cuts from long to medium to closeups shots which is general practice in TV. All this of course, without the camera's physical position being altered.

There are 26 elements in the zoomar lens compared to the average of perhaps six or eight in the more complicated or ordinary camera lenses of fixed focal length.

The zoomar is particularly efficient at hockey games because it shows the entire rink. By watching WOW-TV zoomar coverage the hockey fan can see the whole game and follow each play without being bothered by frequent camera switches which often cause blurs and nearly always loses the action in the game.

Hundreds of hockey fans already commented on the use of the new lens. Hockey moves so swiftly that the camera changes usually destroy the viewers ability to see complete plays from origination to finish. The zoomar eliminates this difficulty entirely.

—WOW—

Averback Restricted

Hy Averback, announcer and comedian with Bob Hope, can be heard in dramatic roles on several network shows from time to time in addition to other announcer assignments. But only on the Hope show can he play comedy. It's in the contract.

—WOW—

Colmans Do 'HALLS OF IVY'

NBC's first big new show of 1950 ushers in January 6—and a new sponsor takes over another top network program the same evening.

Mr. and Mrs. Ronald Colman co-star for the first time in their own comedy show "The Halls of Ivy" beginning Friday, January 6 at 7 o'clock on WOW. The new feature, sponsored by the Jos. Schlitz Brewing Company of Milwaukee, Wis., will be a weekly situational comedy series concerning the lives of a college president and his wife.

The laugh-provoking adventures of Dr. William Hall, played by Ronald Colman, and his wife Victoria, portrayed by Mrs. Colman, are authored by scripter Don Quinn who is famous for his fine work on the "Fibber McGee and Molly" show.

"The Halls of Ivy" presents a light and pleasant insight into the campus life of the couple. Continuity follows the normal activities of the college year.

One of the students in the cast is a lad named "Pushy" whose flair for the theater is encouraged and aided by Mrs. Hall, herself an English actress before her marriage to the president.

Other characters include two gentlemen, Mr. Merryweather and Mr. Well-

man, members of Ivy's Board of Directors.

RCA Victor takes over the sponsorship of the NBC Friday night drama presentation "Screen Directors' Playhouse." The program, which also airs on WOW at a new time, 8 o'clock, features Hollywood stars in adaptations of their film successes. Outstanding

(Continued on page 3)



Mr. and Mrs. Ronald Colman begin a new Friday night comedy series on WOW January 6.

As We See It...

by BILL WISEMAN

It's Been a Great Year! . . .

Good old 1949 is gone, and it's been a great year for both radio and television.

More radio sets were manufactured and sold in 1949 than in any previous year in history, according to a recent Associated Press survey.

Of course, the sale of television sets boomed beyond the wildest expectations of everybody in the industry.

Radio programs have been better and there have been more of them. The number of hours of listening to radio has increased materially, which, in itself, proves that more folks are turning, more frequently to radio for their entertainment.

The story of television's progress in 1949 is almost unbelievable.

The sets are being manufactured now at the rate of 90,000 per week! Nearly 4 million are now in use nationally! Right here in WOW-TV-Land the popular priced sets are as scarce as water in New York state. One distributor said he could have delivered 2,500 more sets just before Christmas if he could have gotten them.

Television programming has improved, too. WOW-TV carried 11 full-length football games in its first three months on the air. It's hockey, "rasslin," basketball, and minor sports events coverage has not been excelled anywhere in this country.

Television network programming has increased every week on WOW-TV and more NBC shows are being added regularly. As this was written WOW-TV was carrying 11 hours of fine NBC programming per week.

Yes, it's been a great year for radio and television—especially here in WOW-Land!

—WOW—

New Farm Tour? . . .

WOW is considering another great farm study tour for early spring. This time, it is planned to take about 200 farmers and their wives on a trip through the "New Southland." The tour as planned will include such interesting places as West Texas, New Orleans, Florida, the Tennessee Valley Authority, and even Havana, Cuba!

If equipment can be secured, and the plans materialize, this will be another great opportunity for our farmers to see "how the other fellow operates" in another section of the great big U.S.A.

—WOW—

And the Same to You, Too!

Here's wishing a very Happy New Year to all the hundreds of folks who remembered all of us here at WOW and WOW-TV this holiday season.

'Dragnet' . . .



Jack Webb portrays Detective Sergeant Joe Friday on "Dragnet," anti-crime series Thursday nights on WOW at 9:30. The programs are dramatizations of cases from Los Angeles Police Department files.

—WOW—

Aunt Sally...

KNOCK . . . KNOCK!
MAY I COME IN?

Happy New Year Neighbors! Yes, I see the date but it is never too late for good wishes so I am wishing all good things for you in 1950. I hope this will be the best year you have ever had. Do you know what to do for a good start?

Trim off all the hate of the old year, all the resentment for the unkindness that was handed you. Leave it all behind in 1949. Forgive and forget and say, "I don't have to think of that any more for that was LAST year." Get a fresh start with a clear mind and a heart swept clean of all bitterness and step forward neighbor and meet the happiness ahead.

This letter was supposed to bring you the news about the new plan for the Sunshine Service, to explain the reason for cutting down on the membership of the shut-ins, and to give the names of those who would have to be removed. It seems, however, that I had an exaggerated idea of how much one human can do. When I finished the Christmas work, I couldn't wiggle a finger to write so much.

After January 1, there will be a letter of information to all shut-ins and to all members of the Sunshine Service. Anyone else being interested may write for a copy of THE SUNSHINE SERVICE of 1950.

Until the files are adjusted, there will be no birthday lists sent out.

Well, bye for now,

YOUR AUNT SALLY.

Rev. R. R. Brown...

Pastor WOW World Radio Congregation

Let us remember that success in the race depends upon the start. There will be multiplied numbers of foolish resolutions made, but I do not think it unwise for us at the turning of a year to make some determinations on our own accounts. I have been saying in my heart and mind, "I resolve." Let me share them with you.

I resolve to do all I can to preserve our freedom. I am not going to sell my birthright for a mess of political pottage which will make me the servant of the state. I resolve by personal word and work to contend for our God-given heritage in the land of the free and the home of the brave.

I resolve to live with a preference to the good of others, rather than my own interest. I must remember that my life can be happier and fuller only when the lives of others are satisfied. I want to live so that it will be easier for men to know and live God-like. I want to live a full, abundant life, not by satisfying my personal craving, but by disowning myself and living a Christ-centered, instead of a self-centered, life.

I resolve to respect and obey law, civil, moral and spiritual. I resolve by practice and teaching to help others to see that work is honorable and that no civilization can survive without honest toil. I refuse to encourage myself into thinking that the world owes me a living. I must remember that it only owes me an opportunity to make a living.

I resolve to give God, the Bible, prayer, the church and my home priority in my daily program. It will be my purpose to cultivate my spiritual life and to influence others to think of the highest and best things.

Finally, I recognize that I can only accomplish my objectives through God and by His grace. "I can do all things through Christ which strengtheneth me."

From my heart and the hearts of the Brown family and my associates, a very happy New Year to all of you.

Tune in each Sunday morning, 8:30 to 9:30, to the Chapel Service of the World Radio Congregation.

—WOW—

Patients Perform

Five iron lung patients at Children's Hospital in Omaha became television actors December 22.

The youngsters went before the TV cameras in brief interview sessions on a special holiday WOW Calling hour.

—WOW—

Nation's Youngest

A small child brought a new first to television Wednesday, December 14. Five-day old Jimmy from St. Catherine's Hospital in Omaha "goo goed" for WOW-TV television cameras.

The baby took part in a Creighton University telecast on "How to Care for the Baby." Jimmy's appearance brought him the title "Nation's Youngest Television Performer."



FRED WARING—Joan Wheatley sings the ballads with the Waring musical organization every Saturday morning on WOW at 9 o'clock.

Wee Tots Gain

Some wee tots in Omaha orphanages may have received a man's dress shirt, complete with studs, and six ladies' sewing kits in their Christmas stockings!

Why? During a recent collection of "keystrips" from coffee cans for the Butter-Nut Christmas Club plan, boxes packed with the strips were piled high on the WOW mail desk. Somewhere under that stack was Program Manager Lyle DeMoss' packaged dress shirt and Secretary Betty Bauer's sewing kits. When the boxes were carted away—so went the shirt and kits too!



WELCOME TRAVELERS—Tommy Bartlett interviews travelers passing through Chicago Monday through Friday at 9 a.m. over WOW.



JOHNNY CARSON heads his own show each morning beginning at 8:15. The WOW performer presents music and humor in 45-minute sessions.

DAYTIME STARS

News Tower pages four and five devote space to pictures of favorite WOW and WOW-TV daytime stars.

The performers are but 12 of the many personalities and programs that make up entertaining morning and afternoon listening and viewing when you twist your dial to 590 or channel 6.

—wow—

"Light of the World" scripter Margaret Sangster writes approximately 70,000 words a week. To do her prolific writing chores, she dictates to three secretaries.



ELAINE'S SCRAPBOOK—WOW's Elaine Jabenis turns the pages of her scrapbook for the Crestwood Shops each Saturday at 8:45 a.m.



ROAD OF LIFE—Jan Miner plays the role of Beth Lambert in this week-day drama series heard on WOW each afternoon at 2:15.

Sings Hymns

John Charles Thomas sings "Hymns of the World" each Sunday afternoon at 3:15. The famous baritone shares the spotlight with The Kings Men, one of the nation's outstanding male quartettes. Omaha Flour Mills Company sponsors the series which began Christmas Day.

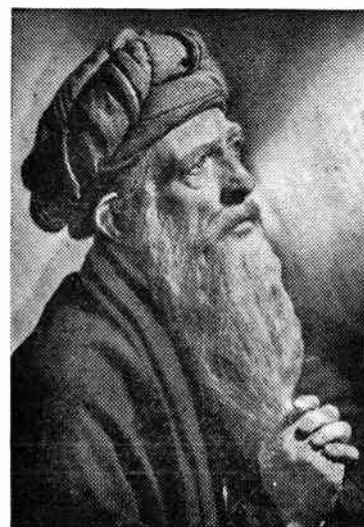
—wow—

Time Change

The "Life of Riley" radio show moves to a new time. Beginning January 6 the program, starring William Bendix, will be heard at 9 p.m. each Friday.



JACK BERCH is the genial good neighbor who sings five mornings a week on WOW at 10:30. It's a quarter-hour of melody and song.



LIGHT OF THE WORLD—Bill Adams stars in the 11 o'clock Monday through Friday serial drama based on stories from the Bible.

Young Wins 1949 Father Award

Being a family man both in radio and real life has won an award for NBC's Robert Young. The head man of "Father Knows Best," Thursday, 7 p.m., has been recognized by the Parents League of America as the "Outstanding Father of 1949."

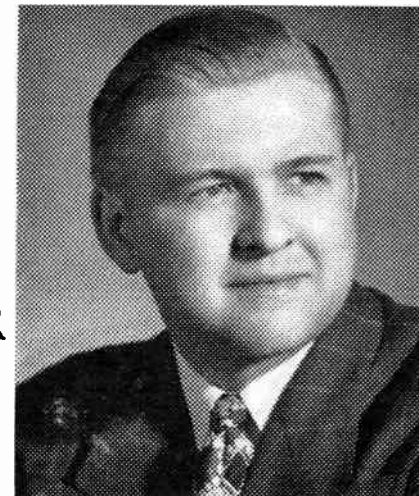
Young received the honor for "setting a good example to parents both in his professional and private life." In private life, he is the father of four daughters; in radio, the parent of the three Anderson children.

—wow—

Opry vs. Opera

Here's a fellow who chose opry in place of opera.

Joe McPherson, a member of the Old Hickory Singers quartet heard on "Grand Ole Opry" each Saturday night, formerly sang with the Metropolitan Opera Company. He says, though, he enjoys folk tunes more than arias.



THE WEATHERMAN—WOW's own Bill McBride gives out with the official weather news each noon over WOW-TV. Tune to Channel 6 tomorrow.

JANUARY, 1950



PEPPER YOUNG'S FAMILY—Betty Wragge plays daughter Peggy in this five-a-week series heard at 2:30 p.m. on WOW.

TELEVISION SCOOP

WOW-TV's camera crew scored a television news beat December 14 when it covered the Sioux City Swift and Company explosion.

Headed by film chief Harold Storm, cameraman John Quigley and engineer Cy Hagrman planned to the disaster scene. Leaving Sioux City at 5 o'clock, the men returned to Omaha with 11½ minutes of on-the-spot pictures. One hour later the films were showing in WOW-TV homes.

—wow—

Another Day

Dennis Day, star of NBC's Saturday night "A Day in the Life of Dennis Day," became a father for the second time Monday, December 12 with the birth of Dennis Eugene (8 pounds, 14 ounces) at St. Vincent's Hospital in Los Angeles. His first son, Patrick James, is 13 months old.



DAVID HARUM—Charme Allen and the popular serial return to NBC and WOW January 9 at 10:45 a.m. Charmie plays Aunt Polly Benson.



SMILIN' ED McCONNELL poses with Froggy the Gremlin, one of the Buster Brown Gang, on the air each Saturday morning at 10:30.

Lack of Script No Trouble

Johnny Carson, head man of the "Johnny Carson Show" each week-day morning at 8:15, got caught short without a script for a recent broadcast.

The ingenious WOW performer armed himself with a stack of magazines and managed to chat his way through his 45-minute show with bits of information taken from the pages of the publications.

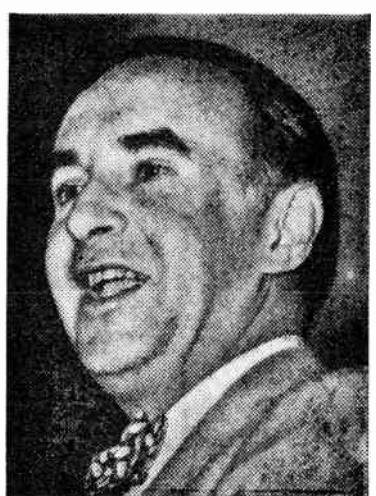
"It may not have been a good script," laughed John, "but it was thick."

—wow—

Nice Fellows

It's often hard to recognize a good man on the first handshake—but not so with two WOW personalities.

The National Association of Poultry Raisers presented cards to Special Events Director Soren Munkhof and Farm Director Mal Hansen of WOW-TV making them officially "Good Eggs."



DOUBLE OR NOTHING—Walter O'Keefe asks the questions on this favorite daytime half-hour quiz show heard over WOW at 1 o'clock.

WOW NEWS TOWER

Iowa Firm Sponsors Hansen

Walnut Grove Buys Quarter Hour

The Walnut Grove Products Company, of Atlantic, Ia., a pioneer mid-west company, will soon become a sponsor of Mal Hansen's "Farm Service Reporter" program. The company manufactures and distributes a well and favorably known line of mineral food products for livestock and poultry.

The Walnut Grove company will be the first sponsor on "The Farm Service Reporter" program. Its sponsorship will cover the first quarter hour, 6:30 a.m. to 6:45 a.m. each weekday.

The company is headed by E. A. Kelloway, a former secretary of the Omaha Livestock Exchange and son of the founder of the business. Howard Herbert is sales manager, and Robert Marshall, director of advertising and sales promotion.

At one time the Walnut Grove company operated its own radio station, called "KICK", at Anita, former headquarters of the company. This was one of the first radio stations in Iowa.

The company maintains a staff of livestock nutritional experts. It works in close cooperation with agricultural institutions and state experimental stations and farm organizations of all types, particularly 4-H and the Future Farmers of America.

"We believe that our sponsorship of Mr. Hansen's program will permit us to increase our service to farmers," Mr. Kelloway said. "Mal has been doing a wonderful work in giving specialized news and information service to farmers and our company will do everything it can to make Mal's program of ever greater value to all midwest agriculture."

Mr. Kelloway pointed out that Walnut Grove products are already well known to thousands of stock raisers over a large area. During the war years which brought on production difficulties, the company's service area had to be curtailed some. The company hopes that many farmers will get reacquainted with the merits of the Walnut line as a result of its new

Saggau Sports

(Continued from page 3)

another around until 7 or 7:30 in the evening. By the time you drag yourself back to your room, you are just a bit bushed. As a matter of fact, when you hit the books you had a bit of trouble keeping your eyes open.

However, I loved every minute of it, and I also felt that I was giving a little more something than the student not out for athletics, and I feel other kids in sports today feel the same way. A college education for outstanding ability in sports seems little enough to give to a college kid when he and others like him pack 30,000 people into a stadium on Saturday afternoon.



E. A. Kelloway, head of Walnut Grove Products Company, signs contract for sponsorship of Mal Hansen's "Farm Service Reporter" program for President John J. Gillin, Jr., of WOW (right) and Mal Hansen.

association with the WOW farm department activities.

Hansen visited the Walnut Grove plant recently in Atlantic.

"It's a fine company with a wonderful line of products," Hansen said. "I am most happy to be associated with Walnut Grove."

The Walnut Grove products are sold directly to farmers on their farms by company representatives. The representatives are trained livestock experts, usually stock-raisers themselves. This method of distribution enables the company to give a personal service to farmers.

-WOW-

South Dakota Boy is 4-H Winner

Roy Hanson, a Butte County boy, attended the 1949 4-H Club Congress as the WOW trip winner. Roy was selected as the South Dakota Soil Conservation winner and spent one week in Chicago.

Each year Radio Station WOW, through its Farm Department, awards trips or special prizes to outstanding 4-H members who work in soil conservation in Nebraska, Kansas, Iowa, and South Dakota.

This is the third year that a South Dakota boy has attended the Chicago meetings on WOW trips.

-WOW-

Farm Breakfast

Homer Fickett, director of NBC's "Theater Guild on the Air," sent a good old American farm breakfast as a Christmas present to his "News of the World" friend Merrill Mueller in London. The package contained buckwheat cakes, maple syrup, sausages, ham and eggs, cereal, coffee, sugar, milk and jam.

Mal Hansen...

WOW Farm Service Reporter

We hope you are one of the lucky families that got a television set for Christmas. That is especially true of farm folks who we still think will get more benefit from TV than any other group in WOW-Land.

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After programing for the farmer on our Grass Roots program for four months, we are convinced that television can do more for the farmer from the standpoint of education than any other medium. On television the farmer can see how to mix a feed formula; the farm wife can pick up hints on better ironing; and the farm youth can learn how to square dance.

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And when it comes to entertainment, especially during these long winter nights, it's wonderful to sit home by the fireside and see Milton Berle do a show that's much better than most movies. And you don't have to drive 20 miles either.

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Our only hope is that television will move fast enough, from the standpoint of both profit and engineering progress, so that all of the folks in WOW-Land will enjoy it before too many years have past.

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It's interesting to drive through the country now and see the clusters of TV antennas. Apparently television spreads by degrees in certain neighborhoods. One family gets it, they invite the neighbors in, and before long sets are numerous in one community.

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Over in Ohio and Indiana, and Illinois as well, the farm audience for television is growing by leaps and bounds. Of course, television is a little older in that section. We predict the same thing within a 75 mile radius of Omaha this winter as more families learn about the medium and their travel is restricted by snow and mud.

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Incidentally, our Grass Roots program is now sponsored on Mondays by the Staley Milling Company, indicating that one of our progressive feed companies is looking toward the future of television in the farm home. And we think they are on the right track.

-WOW-

Drama Winner

"NBC Theatre" won the 1948-49 award of the National Council of Teachers of English at the 39th annual conference of the organization in Buffalo, N. Y.

The full-hour drama program on WOW, Sunday, 1 p.m., was honored as the program which did the most to promote greater understanding and appreciation of our literary heritage.

NBC Stars Top Popularity Poll

Lead in Both Radio and Television

Ten radio and television stars and programs heard on WOW and WOW-TV chalked up top honors in the Motion Picture Daily's 1949 poll for fame. Newspaper and magazine radio and TV editors and critics voted in the poll.

In radio, first place positions were won by Gordon MacRae of "The Railroad Hour," as Most Promising Star of Tomorrow; "Fibber McGee and Molly," Best Comedy Team; James Melton of "Harvest of Stars," Best Classical Male Vocalist; Dorothy Kirsten of "Light Up Time," Best Classical Female Vocalist; Bill Stern, Best Sportscaster; "The Telephone Hour," Best Musical Show, and "Truth or Consequences," Best Audience Participation Program.

In the video spotlight, Milton Berle and his "Texaco Star Theater" accounted for five of the first place awards. The show was named Best Network Program, Best Variety Program, Best Comedy Show and as possessing the Best Commercial Presentation from an audience viewpoint. Berle himself was voted Best Television Performer.

"Kukla, Fran and Ollie" was named as Best Children's Program, and "Who Said That?" was chosen as Best Quiz Show.

-WOW-

Riley Fans

William Bendix's earliest ambition was to be a big league ballplayer, and he got his start on a diamond career as bat boy for the New York Giants. However, his parents refused to allow the present star of NBC's "The Life of Riley" to accompany the squad on out-of-town trips, and his ambition was smothered.

Two New Shows Join Television

Two new television shows joined WOW-TV's ever-growing parade of great entertainment.

Viewers saw the drama program "Chevrolet Tele-Theater" for the first time December 12. The weekly NBC video program, now in its second year, features the top stars of Hollywood and Broadway in a half-hour of good theater each Monday evening at 7 o'clock.

In the past, the General Motors sponsored show has starred such notable actors as Paul Muni, Luise Rainer, Jimmy Dunn, Margaret Sullivan and Brian Donlevy. Producer Vic McLeod has several fine performers lined up for future programs.

Old Gold Cigarette's "Original Amateur Hour" premiered on WOW-TV December 20. The top-rated television show follows the successful format introduced to radio by the late Major Bowes.

Ted Mack emcees the program which introduces sparkling new talent in a full hour of colorful competition each Tuesday at 9 p.m. Since its inception, the program has provided wide opportunity for young amateurs to succeed in show business.

-WOW-

Halls of Ivy

(Continued from page 1)

ing film directors will continue to select their best films for presentation on the series, which has proved to be one of the network's most popular dramatic programs.

A distinctive playhouse feature is the appearance on each broadcast of the director of the original film. Among the directors who have appeared on the series are Alfred Hitchcock, Frank Capra, Clarence Brown, William Wyler and George Marshall.

Tip Saggau Lauds Kaggie 'Open' Pro Policy

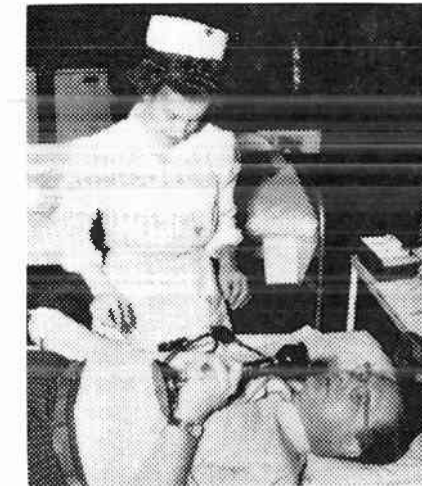
By TIP TAGGAU

Hats off to Kansas State College for their above board policy in regard to athletic scholarships. In this writer's humble opinion, the above board policy made known to the public is one of the surest ways to stop professionalism in college sports.

Anyone who closely follows sports knows almost every college and university in the United States gives athletic scholarships to deserving young men who "play" to seek higher education in a university. It is also a known fact that if John Brown has a "B" average and can hit the line like a "battering ram" his chances of getting a scholarship are far better than those of Pete Smith who also has a "B" average but never played left fiddle on a tiddle team.

I was in Kansas City for the Big Seven Basketball Tournament during the last week in December, and I had the opportunity to talk with Thurlo McCrady, director of athletics at Kan-

Direct Gift . . .



Ray Clark interviews Nurse May Schluter while giving his own blood donation.

-WOW-

Clark is Donor

Standard Oil Company's 3-a-week feature news show "Direct Report" went direct as possible December 7.

WOW commentator Ray Clark ventured straight to the source for a report on the function of the Omaha Regional Blood Center. For five minutes Ray interviewed Miss May Schluter, chief Red Cross nurse, concerning the continuous need for donors and other important information about the giving of blood and the operation of the bank. While they conversed, she prepared and administered his own donation.

The special broadcast took place when the blood center moved to the Omaha City Hall and set up facilities for a one-day session in the Council Chambers.

sas State College. Mac, a good friend of mine, told me that he hoped Kansas State is the leader in an above board policy for granting scholarships to deserving young athletes.

I might add for your information that what Kansas State plans to do in regard to scholarships complies in every way with the N.C.A.A. Code. In my opinion it amounts to this. If every school has an above board policy and specifies specifically what they are going to give a deserving athlete, a youngster who is athletically inclined will go to a school because he wants to further his education along with playing athletics, and not because Pennsylvania will give him a better deal than Slippery Rock.

This is guess work on my part but I don't doubt that athletes have come to, we'll say, Kansas State, asked for a job, have one offered to them, and then say no, because Oklahoma will give them more. If all schools in the

Big Seven ran the same type of scholarships, that sort of thing would not happen, which, in my humble opinion would be a great thing for the Big Seven Conference.

While I am talking scholarships, the now few lines are for those who are of the opinion that kids out for athletics should be granted no more privileges than those going to school and not participating in any extra curricular activities. When I was in school, and I don't mean this to toot my horn, I was granted a scholarship for football and my job consisted of sweeping out the gymnasium. It was very easy work. However, the time I spent on the football field was not.

For example, our classes were so arranged that I was on the football field at 3:30 every afternoon. We would practice until dark at which time the lights would be turned on and we would continue knocking one

(Continued on page 6)

WOW-TV

Television Schedule...January

CHANNEL SIX

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	STANDARD TEST PATTERN 11 A.M. TO 12 NOON; 2 P.M. TO 3:30 P.M.; 5:25 P.M. TO 5:30 P.M.						
12 ⁰⁰	THE WEATHERMAN—BILL McBRIDE						
12 ⁰⁵	MAL'S FARM REPORT—Staley Milling Co.						
12 ¹⁵	COFFEE COUNTER—DON KEOUGH						
12 ³⁰	WOW CALLING						
1 ⁰⁰	COMING ATTRACTIONS AND SIGN OFF						
3 ³⁰	MARTHA'S KITCHEN—Mondays through Fridays General Electric, O.P.P.D., C. A. Swanson, Butter-Nut Coffee						
4 ⁰⁰	RAY CLARK—NEWS; ROVING CAMERA; LOCAL FEATURES						
5 ³⁰	CARTOON AND FAMILY MATINEE SERIALS						
6 ⁰⁰	NBC—"KUKLA, FRAN AND OLLIE"—RCA AND SEALTEST						
6 ³⁰	TRAVELOGUE; 6:40—NEBRASKA'S SPORTS ALBUM—Tuesdays and Thursdays MOHAWK SHOWROOM—Mondays, Wednesdays, Fridays						
6 ⁴⁵	RAY CLARK AND COMPLETE NEWS ROUNDUP						
7 ⁰⁰	CHEVROLET TELE- THEATER—Chevrolet	MILTON BERLE TEXACO STAR THEATRE NBC	FEATURE FILM SHORT	ROSELLA—Byrne Jewelry SAGGAU—SPORTS	YESTERDAY'S NEWS REELS AND FILM SHORTS		COMO CHESTERFIELD SUPPER CLUB—NBC
7 ³⁰	FILM SHORT		THE CLOCK Lever Bros., NBC	WAYNE KING—NBC STANDARD OIL			PHILCO PLAYHOUSE NBC
8 ⁰⁰	LIGHTS OUT Admiral	LIFE OF RILEY Pabst—NBC	WHO SAID THAT Crosley—NBC	FEATURE MOVIE	FEATURE MOVIE		
8 ³⁰	FILM SHORT	FILM SHORT	FILM SHORT				
9 ⁰⁰	SPORTS SPECIALS	ORIGINAL AMATEUR HOUR—Old Gold Cigarettes	NEWS SIGN OFF	TV SHOWCASE Local Stars	NEWS SIGN OFF		NEWS SIGN OFF
9 ³⁰	Falstaff			NEWS SIGN OFF			
10 ⁰⁰	NEWS SIGN OFF	NEWS SIGN OFF	OFF	OFF	OFF		OFF
							KNIGHTS HOCKEY Falstaff
							NEWS SIGN OFF

SEE THE SHOPPING GUIDE, WORLD-HERALD OR YOUR LOCAL PAPER FOR PROGRAM CHANGES

Only WOW-TV Has the 'Big Eye'

WOW-TV is Omaha's only television station with the "Big Eye" (Zoomar) lens which enables the viewer to see the entire action—the whole field of play—in hockey, baseball, football, or other sports events. (See page 1.)

WOW-TV's First Great Newscast

WOW-TV is the only Omaha television station with the man-power, equipment and facilities to cover local and regional news events by its own trained newsreel staff. See "News Headlines" with Ray Clark at 6:45 each week-day evening.

5,000 WATTS

WOW'S JANUARY NIGHT SCHEDULE

590 Kc.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5 ³⁰	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	HOLLYWOOD CALLING
5 ⁵⁵	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	HOLLYWOOD CALLING
6 ⁰⁰	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	ALBUM TIME	Gruen
6 ¹⁵	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer		
6 ³⁰	DIRECT REPORT Standard Oil	590 MELODY LANE	DIRECT REPORT Standard Oil	GUY LOMBARDO SHOW Metz	DIRECT REPORT Standard Oil	590 MELODY LANE	PHIL HARRIS SHOW Rexall
6 ⁴⁵	MUSIC BY MARTIN		MUSIC BY MARTIN		MUSIC BY MARTIN		
7 ⁰⁰	RAILROAD HOUR	CAVALCADE OF AMERICA—Dupont	THIS IS YOUR LIFE Philip Morris	ALDRICH FAMILY General Foods	HALLS OF IVY Schlitz	HOLLYWOOD STAR THEATRE—A. Home Prod.	ADVENTURES OF SAM SPADE—Wildroot
7 ³⁰	VOICE OF FIRESTONE CONCERT	FANNY BRICE, BABY SNOOKS—Tums	GREAT GILDERSLEEVE Kraft	FATHER KNOWS BEST General Foods	RICHARD DIAMOND— PRIVATE DETECTIVE	TRUTH OR CONSE- QUENCES—P. & G.	THEATER GUILD U. S. Steel
8 ⁰⁰	TELEPHONE HOUR Bell Telephone	BOB HOPE Swan Soap	BREAK THE BANK Bristol-Myers	SCREEN GUILD THEATRE—R. J. Reynolds	SCREEN DIRECTORS' PLAYHOUSE—RCA Victor	HIT PARADE Lucky Strike	
8 ³⁰	BAND OF AMERICA Cities Service	FIBBER MCGEE-MOLLY Johnson's Wax	MR. DIST. ATTORNEY Sal Hepatica, Ipana	DUFFY'S TAVERN Blatz	JIMMY DURANTE R. J. Reynolds	DENNIS DAY Colgate	ALBUM OF FAMILIAR MUSIC—Bayer Aspirin
9 ⁰⁰	MARTIN AND LEWIS SHOW	BIG TOWN Lifebuoy	BIG STORY Pall Malls	CHESTERFIELD SUPPER CLUB	LIFE OF RILEY Pabst	JUDY CANOVA Colgate	TAKE IT OR LEAVE IT Eversharp
9 ³⁰	DAVE GARROWAY SHOW	PEOPLE ARE FUNNY Raleigh	CURTAIN TIME Mars, Inc.	DRAGNET Liggett and Myers	BILL STERN—Colgate	GRAND OLE OPRY Prince Albert	BOB CROSBY Pet Milk
9 ⁴⁵					UNITED NATIONS		
10 ⁰⁰	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER
10 ¹⁵	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SAT. SPORTS PARADE	HEADLINES
10 ³⁰		MORTON DOWNEY Coca-Cola	ESPECIALLY FOR YOU	MORTON DOWNEY Coca-Cola	HOTEL ROOSEVELT ORCHESTRA	MORTON DOWNEY Coca-Cola	AUTUMN SERENADE
11 ⁰⁰	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call..... Daily ex. Sun.	10:15 A. M.—Your Melody Time..... Mon. thru Fri.	1:30 P. M.—Today's Children—General Mills..... Mon. thru Fri.
5:40 A. M.—Slim Eberhart—Carter Products..... Mon., Wed., Fri.	Creighton University of the Air..... Sat.	Town and Country..... Sat.
5:55 A. M.—Weather Report..... Daily ex. Sun.	Treasury Salute..... Sun.	Music of Manhattan..... Sun.
6:00 A. M.—Sunrise News Tower..... Daily ex. Sun.	10:30 A. M.—Jack Berch Show—Prudential Ins. Co... Mon. thru Fri.	1:45 P. M.—Judy and Jane—Folgers Coffee..... Mon. thru Fri.
6:15 A. M.—Welcome to the West—Imdrin..... Mon. thru Fri.	Smilin' Ed McConnel—Buster Brown..... Sat.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap... Mon. thru Fri.
6:30 A. M.—WOW Farm Service Reporter, Markets—Walnut Grove Products..... Daily ex. Sun.	From the Masters Pen..... Sun.	One Man's Family..... Sun.
Sunday Serenade..... Sun.	10:45 A. M.—Lora Lawton—Babo..... Mon. thru Fri.	2:15 P. M.—Road of Life—P. & G. Oxydol..... Mon. thru Fri.
6:55 A. M.—Reveille—Fair Store..... Daily ex. Sun.	Solitaire Time—Campana..... Sun.	2:30 P. M.—Pepper Young's Family—P. & G. Soap... Mon. thru Fri.
7:00 A. M.—Alex Dreier—Skelly..... Mon. thru Fri.	11:00 A. M.—Light of the World—General Mills..... Mon. thru Fri.	Quiz Kids—Miles Lab..... Sun.
L. Burlingham, This Farming Business—Skelly... Sat.	Homemakers Club—Omaha Public Power..... Sat.	2:45 P. M.—Right to Happiness—P. & G. Soap... Mon. thru Fri.
Revival Hour—Gospel Br'dcast'g Assn., Weather... Sun.	11:15 A. M.—Perry Mason—P. & G. Tide..... Mon. thru Fri.	3:00 P. M.—Backstage Wife—Sterling Products..... Mon. thru Fri.
7:15 A. M.—Breakfast Bandstand..... Daily ex. Sun.	Silver Strings..... Sun.	WOW News Tower..... Sun.
7:30 A. M.—WOW News Tower..... Daily ex. Sun.	11:30 A. M.—Mid-Morning Moods..... Mon. thru Fri.	3:15 P. M.—Stella Dallas—Sterling Products..... Mon. thru Fri.
7:45 A. M.—Morning Merry-Go-Round..... Mon. thru Fri.	Music in Three-Quarter Time..... Sat.	3:15 P. M.—Hymns of the World—Omaha Flour Mills..... Sun.
8:00 A. M.—Breakfast Club—General Mills..... Mon., thru Fri.	National Guard..... Sun.	3:30 P. M.—Lorenzo Jones—P. & G. Drefl..... Mon. thru Fri.
Aunt Sally..... Sat.	11:45 A. M.—Ma Perkins—P. & G. Oxydol..... Mon. thru Fri.	Contrasts..... Sat.
Sunday with Sally..... Sun.	Walter Cronkite Reports..... Sun.	Wayne King—Davidson Furniture..... Sun.
8:15 A. M.—John Carson Show..... Mon. thru Fri.	12:00 Noon—Four-Bell News, Markets..... Daily ex. Sun.	3:45 P. M.—Young Widder Brown—Sterling Prods... Mon. thru Fri.
Pot Luck with Holtz..... Sat.	WOW News Tower..... Sun.	4:00 P. M.—When a Girl Marries—General Foods... Mon. thru Fri.
8:30 A. M.—John Carson Show..... Mon. thru Fri.	12:15 P. M.—Great Corn Stories—Robinson Seed..... Sun.	Mind Your Manners..... Sat.
8:45 A. M.—E. Jabenis Scrapbook—Crestwood Shops..... Sat.	12:30 P. M.—WOW Calling—Merch. Biscuits..... Daily ex. Sun.	One Man's Family..... Sun.
Chapel Service, Dr. R. R. Brown..... Sun.	Your University Speaks—Uni. of Nebraska..... Sun.	4:15 P. M.—Portia Faces Life—General Foods..... Mon. thru Fri.
9:00 A. M.—Welcome, Travelers—P. & G..... Mon. thru Fri.	12:45 P. M.—WOW Calling—Nutrena..... Daily ex. Sun.	4:30 P. M.—Just Plain Bill—Anacin..... Mon. thru Fri.
Fred Waring—Minnesota Canning..... Sat.	The Music Room—Schmoller & Mueller..... Sun.	Russ Morgan..... Sat.
9:30 A. M.—Marriage for Two..... Mon. thru Fri.	1:00 P. M.—Double or Nothing—Campbell Soup... Mon. thru Fri.	Harvest of Stars—International Harvester Co... Sun.
Mary Lee Taylor—Pet Milk..... Sat.	National Farm and Home Hour—Allis Chalmers... Sat.	4:45 P. M.—Front Page Farrell—Whitehall Pharm... Mon. thru Fri.
Family Time..... Sun.	NBC Theater..... Sun.	5:00 P. M.—Rosemary—P. & G. Ivory..... Mon. thru Fri.
9:45 A. M.—Dorothy Dix at Home—Sealtest..... Mon. thru Fri.		Public Affairs..... Sat.
10:00 A. M.—We Love and Learn Manhattan Soap... Mon. thru Fri.		Catholic Hour..... Sun.
Lassie—Morrell..... Sat.		5:15 P. M.—Guiding Light—P. & G. Dux..... Mon. thru Fri.
WOW News Tower..... Sun.		Personality Time..... Sat.

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