

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

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Published Monthly

Sponsors Laud New Farm Trip

Opera, Golf on Television

Grand opera, intercollegiate basketball, Hollywood big-time "rasslin'," and upcoming golf lessons—all exclusively on WOW-TV—are the talk of the town among television viewers these days.

Opera telecasts got underway Sunday, January 29, with the musical story "Down in the Valley." From time to time throughout the coming weeks WOW-TV will present your favorite opera as produced by NBC television. Each production is a complete story within itself and vary in length from 30 to 60 minutes. Check with the program schedule in the Omaha World-Herald or Shopping Guide for the broadcast time of future operas.

More complete information concerning the channel 6 sport parade is carried on other pages of this News Tower.

The ever-expanding lineup of new special features—almost all WOW-TV scoops—implements a month-long drive to sell television sets under the sponsorship of the Nebraska-Iowa Electrical Council. About 600 television dealers, who have been supplied with all latest news of television are cooperating in the February drive. Most of the dealers are showing 1950 lines of TV sets.

—WOW—

SAFE DRIVERS CLUB

Safe driving gets a boost from Robert Young and his "Father Knows Best" Thursday night comedy show. Parents and young drivers are invited to participate in an unusual "Man-to-Man" and "Dad-to-Daughter" good driver agreements.

The "Good Driver" contracts are printed cards bearing eight good driving tenets which the son or daughter agrees to abide by. In return, the parent agrees to allow his offspring occasional use of the family car.

Young, upon an appeal from the International Highway Safety Committee, agreed to spearhead the committee's 1950 campaign. Cards and agreements can be obtained by writing to: Robert Young, "Good Drivers Club," Radio Station WOW, Omaha, Neb.

—WOW—

ENTER 11TH YEAR

Bill Stern and Colgate Shaving Creams recently entered their 11th consecutive year of presenting the Friday night "Sports Newsreel."

Omaha Cinderella...



Because Serena McKinney, 22, Omaha stenographer and mezzo-soprano wears a 6½ shoe, is easy to look at and charming, and wrote a fine letter, she was chosen Raleigh's "Cinderella Girl," and rushed to Hollywood for the "People Are Funny" show, and a two weeks' gala vacation. A native of Lincoln and an Omaha Central High grad, Miss Serena hopes her award will be the "break" she needs toward a concert or opera career. She triumphed over candidates from 50 NBC stations.

—WOW—

REPORT ELECTION NEWS

The coming British elections, scheduled for February 23, will receive a thorough coverage by NBC's Western European News staff in three special Saturday programs.

Ed Haaker from Germany and Henry Cassidy from France join Merrill Mueller and Ed Newman in London for 15 minutes of color and comment concerning candidates and issues in the election. Leon Pearson will emcee the shows beginning at 4:30 p.m., Saturdays, February 4, 11 and 18.

"News of the World," weekdays at 6:15 p.m., and other news programs will also devote considerable time to election reports.

—WOW—

NU WRESTLING

Intercollegiate wrestling shows on WOW-TV screen Saturday night, February 11, when the Big Seven mat champs from Nebraska University meet Wisconsin University grapplers.

64 Signed Up in 10 Days

As interest soared in the WOW Farmers' "New South" Farm Study Tour, the Garst and Thomas Hybrid Corn Company, of Coon Rapids, Ia., Pioneer distributors, joined with the Walnut Grover Products Company, of Atlantic, Ia., as co-sponsors of Mal Hansen's "Farm Service Reporter" program (6:30 a.m. to 7 a.m., weekdays) on WOW.

Mal's new sponsors have been serving mid-west agriculture for many years. The Pioneer hybrid seed corn industry was started back in 1913 in a garden plot and Walnut Grove mineral nutrients have also been well and favorably known for more than 30 years. The Bob Garst and Charlie Thomas partnership was established in 1931.

The new sponsorship was to start January 30, with both firms pledged to aid Mal in every way possible to continue and increase the daily service he performs for individual farms, 4-H Clubs, Future Farmers and other farm improvement organizations.

Both Mr. Bob Garst and E. A. ("Kelly") Kelloway, president of Walnut Grove, were enthusiastic about the booming interest in the "New South" farm study tour, and its public service values to both those who make the trip and the tens of thousands who will benefit from its broadcast and television coverage.

Initial response to the New South trip announcement exceeded all expectations. Within 10 days, 64 persons signed up, and inquiries indicated 200 more farmers and farm wives want to go. Only the first 200 to sign up can be accommodated on the 17-car all-Pullman special train when it leaves Omaha March 15, Hansen said. Sixteen of the first 50 enrolled were members of the WOW Farmers' West Coast Study Tour of last fall, and several who took the WOW Farmers' European Tour in 1948 expected to enroll.

The "New South" tour announcement brought a flood of invitations and cooperation offers from tentatively-selected itinerary points, indicating the vaunted "southern hospitality" is no myth.

Lawrence Youngman, president of Travel and Transport, Inc., who again is handling all travel arrangements, was to leave Omaha about January 25, for a three weeks' advance to complete arrangements at each stopover point. These included:

Oil and cattle areas in Oklahoma; a day-long view and study of Fabulous

(Continued on page 3)

As We See It...

by BILL WISEMAN

Hooray for Friday Night! . . .

The program mail indicates that a lot of folks are joining with us in a big hoorah for the newly setup Friday night schedule on WOW.

Three good dramatic shows in a row seem to make a mighty popular hour and a half of good entertainment.

First, there's the new "Halls of Ivy" piece (for Schlitz) at 7 o'clock, starring Ronald and Bonita Colman. It's an amusing piece about campus life, and if you're not familiar with it we'd like to recommend it.

Then comes the "Screen Directors' Playhouse," now sponsored by RCA-Victor. It offers truly great radio drama every week. Add to these features the Jimmy Durante (Camels) show and the "Life of Riley" (Pabst) plus Bill Stern and you've got a very interesting evening's entertainment.

-WOW-

Congrats to Mal . . .

Farmer friends everywhere are offering their congratulations to Mal Hansen for his fine association with two new sponsors, Walnut Grove Products Company, of Atlantic Ia., and Garst and Thomas Hybrid Corn Company (Pioneer) of Coon Rapids, Ia. The sponsorship starts January 30. It's rather nice that the new sponsors take over just as the "New South" trip is getting underway, for they'll help make it an even greater trip.

-WOW-

I Can Cook Too! . . .

This is an open letter to Martha Bohlsen, Lyle DeMoss, Sam Worsham, Eldon Anspach, and all the rest of the so-called "professional cooks" on the WOW and WOW-TV staff:

Dear Folks: Count me in. With a nudge (plus a complete set of ingredients) from General Mills' Betty Crocker, I am now an expert cookie-baker.

With the stuff Betty Crocker sent, I made a batch of "1-2-3 Cookies," and several ladies on the staff tasted them and lived.

My cookies proved one thing for sure: if I can do it, anybody can!

If you experts would like the secret, tune into "Today's Children," 1:30 p.m., Mondays through Fridays.

Love and Cookies,
Bill Wiseman.

-WOW-

Television Month . . .

February has been set aside as "Television Month" by the Nebraska-Iowa Electrical Council. Almost all set-makers will have new models or new lines to offer, and the scarcity of sets should be greatly relieved.

With some 60 or more hours a week of fine network and local television programming now available to Omaha area viewers, there's no reason why every home shouldn't get a set now.

Thomas Back . . .



NEW 'ALBUM' SOLOIST — Baritone Thomas L. Thomas of concert, opera and radio fame, now is heard Sunday nights on the NBC "American Album of Familiar Music." The show broadcasts on WOW at 8:30.

-WOW-

Aunt Sally...

KNOCK . . . KNOCK!
MAY I COME IN?

Hi, Neighbors! Will you be my Valentine? The day is almost here when everyone old enough to look will be a "lookin' like everything" for a PURTY Valentine.

Now you might think the teen-agers were the ones who take Valentine's Day more seriously, but I can tell you that the oldsters, the Grandmas and the Grandpas treasure Valentines more than anyone. If you have that yearly shut-in list that I sent you last month, I wish you would look it over and send a PURTY Valentine to every one over 60.

And here's something else I wish you would do for me. There's such a darling old lady who has a birthday on February 14, and she will be 91 this year. Will you please, pretty please, send her a Valentine? I want this to be the biggest birthday this dear soul ever had . . . so if everyone who reads this letter . . . and I mean YOU . . . would send a Valentine to her, well this birthday would be something to write home about.

The name is Mrs. Ora Barnes, 4101 Ohio Street, Omaha, Neb. She lives in a tiny house by the side of the road and watches for the postman. Let's make that postman's shoulders ache with the load of Valentines he takes to that little house for this Grandmas' birthday. Thanks a lot, neighbors.

If you are a member of the Sunshine Service are you sending little ships to sea? Little ships carrying sunshine to some shut-in on our list? If you do not have a list I'll be glad to send you one.

Well, 'bye for now,

YOUR AUNT SALLY.

Rev. R. R. Brown...

Pastor WOW World Radio Congregation

Can our economy survive deficit spending? is one of the vital questions before Congress and the American people. Whatever the answer is, we hope that our law-makers will not play politics with the destiny of the nation.

The second question is—what relationship does morality have to our economy? The violation of the law of morals in this realm may prove again, as it did in the last depression, to be very costly. If it collapses, we will precipitate a great world crisis.

The third question in our minds is—can we expect peace when nations assume the attitude that the earth and its people are theirs and too often merely for exploitation and for private or political advantage.

These are vital and current issues. Recently a public speaker said, "We learn to fly like birds and swim like fish. Why can't we learn to live like men?" The answer to these questions and the solution to our problems lies first in revived convictions that there is a moral quantity in life, and, second, that when violated, we will have to reckon with moral government.

And most important of all, that God is Creator and Owner of the universe and that all life came out of Him and must give account to Him. If such a faith is restored, this would destroy racial prejudice, establish confidence and make men not only desire, but demand, peace. It must begin in the hearts of men.

During the first week of January, we participated in the Torrey Memorial Conference under the auspices of the Bible Institute of Los Angeles, a very important religious event in that area. When we spoke to a great audience, we asked how many had heard our chapel service in the midwest over WOW, and we were astonished when scores of hands were raised.

Wherever we went, it was a joy to renew friendship with friends of our WOW area. Everywhere the universal comment was one of gratitude to the station for having maintained the chapel service for so many years. Although they boast about California, they are not fully detached from this area.

We invite you to tune in every Sunday morning at 8:30 for the chapel service of the World Radio Congregation.

-WOW-

TEACHER'S PET

It's no wonder Henry Aldrich always ends up second best when he mixes with the high school faculty. It's the school teachers in his life.

The "Aldrich Family" creator Clifford Goldsmith was once a school teacher. Henry's mother, actress Katharine Raht, was herself a teacher. She obtained a master's degree from Bryn Mawr and taught at the Shipley School, Foxcroft School, Bryn Mawr and the University of Chattanooga.

-WOW-

Hal Peary moves into his 11th year in the role of "Giddy" on "The Great Gildersleeve" show. Hal and the popular Wednesday night comedy show is a regular WOW feature at 7:30.

'One Man's Family'...18th Year

Miles Labs to Begin as New Sponsors

"One Man's Family," the story of one of America's best-known radio families, the Barbours, moves into its 18th year on the air with a new sponsor—Miles Laboratories, Inc.

The drug manufacturers will continue to sponsor the NBC show for the next five years beginning February 12. The popular series airs on WOW each Sunday afternoon at 2 o'clock.

During the 18-year run of the show, scripter Carleton F. Morse has written more than nine million words, or the equivalent of 78 novels. The eight performers who portray the tightly-knit family group have all been with the program since its start.

Morse, in commenting on his plans for the new sponsored series, said, "The format will be essentially the same, but will reflect more strongly the conflict of our day, and the effect of contemporary philosophy and thinking on a typical American family."

—wow—

AIDS CHARITIES

Eddie Cantor chalked up some impressive figures on the books in 1949. The emcee of the Sunday 9 o'clock WOW feature "Take It or Leave It" traveled over 80,000 miles on tours and collected and turned over more than \$25,000,000 in donations to various philanthropic groups and organizations.

'Sanity Code'...Will Not Work!

By TIP SAGGAU

Last month this column had a bit of praise for Kansas State College and their above board policy in regard to granting athletic scholarships to deserving athletes. This month's story could be a continuation of our last session as it has to do with the National Collegiate Athletic Association's Sanity Code.

Perhaps many of you readers are not familiar with the Sanity Code, but it was drawn up to act as policing agent in regard to the amount of aid granted to any deserving athlete. When it went into effect, Saggau was of the opinion it would never work, and I feel the same way today.

You no doubt know that during the month of January seven schools, Maryland, Virginia Tech, University of Virginia, Virginia Military, Boston College, Citadel, Villanova, were accused of violating the Sanity Code. You probably also know that some members of the NCAA tried to throw them out which may or may not have been a good thing. It is not for me to decide.

However, the fact remains that the vote was 111 to 93 in favor of expelling the seven violators. As a two-thirds majority was needed, the schools mentioned are still in the NCAA. I would like to go on record, and my opinion

'Christopher London' . . .



Glenn Ford

NEW SUNDAY SHOW

Famed mystery writer Erle Stanley Gardner created a new character and plot for a thrilling mystery-adventure series, "Christopher London," which premiered on WOW, Sunday, January 22, at 6 p.m.

Screen actor Glenn Ford stars in the title role of a man with a taste for trouble and intrigue. The locale of the weekly half-hour stints is the hilly city of fog and mystery, San Francisco. Although Christopher may start his investigations in the bay city, he is apt to wander off to any part of the world.

Mal Hansen...

WOW Farm Service Reporter

As you read this it's impossible for us to tell you whether or not we have reached our quota of 200 persons on the WOW Farmers' New South Tour. Perhaps we have. But chances are good that folks on the waiting list will be able to go because there are always cancellations because of illness in the family, or perhaps the hired man broke his arm and the farm owner can't leave. So we suggest you get in touch with us if you are still interested in going. It may be that we can find a place.

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Our personal interest in the New South Tour stems around the possibilities in livestock production. It is logical that a mild climate with year 'round grazing possibilities is made to order for many thousands of head of livestock that can't be found on southern farms today. With the new grasses appearing every year, we want to find out if the south will soon be competing with WOW-Land as a livestock producing area.

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During the war we spent three years in Florida. We liked the southern part of the state, at least above Miami, on the east coast. Fort Lauderdale is a favorite city with our family. We are certainly looking forward to a return visit as well as a chance to show the winter vegetable producing section to our friends from the midlands. There is nothing more relaxing than a half day on a Florida beach in mid-winter, if the weather is right, and it usually is, so that is on our tour schedule too.

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Friends who have already been to Cuba keep telling Mrs. Hansen about the big shopping bargains in Cuba . . . and now she is starting to collect quite a list. That is one place we'll have to find time for shopping. Perhaps we'll have some company. Incidentally, one of our new sponsors, you read about them in last month's News Tower, the Walnut Grove Products Company of Atlantic, Ia., will have a gift for all participants on the tour that will really come in handy about the time we get off the ship at Miami. But for the moment we'll keep that item a secret.

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Walnut Grove, along with Garst and Thomas of Coon Rapids, Ia., producers of Pioneer Hybrid Seed Corn, are now the joint sponsors of the Farm Service Reporter program at 6:30 a.m. It's good to have such reliable firms with us on WOW, and I know they will help us to bring an improved farm program to more people. We are mighty happy that they are with us.

—wow—

Pauline Drake, now heard as Miss Duffy on NBC's "Duffy's Tavern," used to play the fluttery wife of the late Edgar Kennedy in Kennedy's movie shorts.

WOW Adds Sunday Newscast

Hubinger Buys 3 P. M. News

WOW listeners need no longer be out of touch with the news of the moment between noon on Sunday and 10 o'clock at night.

By popular demand, WOW has added a new station newscast at 3 p.m. to 3:15 p.m. on Sundays, starring Ray Clark.

The feature is a new service of Hubinger Quick Elastic Liquid Starch, a product well known to thousands of housewives and gaining in popularity daily. The sponsorship began January 29 and will continue for at least 36 weeks.

Prepared by Harold Baker, chief of WOW's news staff, the Sunday afternoon feature will give full coverage of all local, regional, national and international news.

The addition of the newscast rounds out an impressive Sunday afternoon schedule.

Starting at 1 o'clock, WOW presents the NBC theater, an hour-long dramatic program; then at 2 p.m. comes the ever-popular "One Man's Family," followed by "The Quiz Kids."

Then, after the new newscast is the John Charles Thomas show, "Hymns of the World" at 3:15 p.m., sponsored by the Omaha Flour Mills. The Wayne King program and the Edwin C. Hill commentary and other fine features lead into an unbeatable Sunday evening schedule.

Sponsorship of the Sunday afternoon news was arranged by the N. A. Winter Advertising Agency of Des Moines.

—wow—

TV BASKETBALL

A former Denison, Ia., basketball star, WOW sports announcer Tip Saggau, takes his knowledge of the court game into television to report on the action that flashes before WOW-TV cameras.

Tip was on hand Monday, January 9, to describe the play-by-play of the Creighton University and Omaha University tilt. It was the first time that a local quintet came into the video spotlight.

Sponsored by Falstaff, three more basketball contests will be covered by WOW-TV. On February 13, 27 and March 6 the TV crew will set up facilities to bring a word and picture story of the Bluejay's battles with South Dakota, Drake, and Washington universities respectively.

All three games get underway at 8:30 p.m.

—wow—

GOLF CLINIC ON TV

Following in the wake of the Ben Hogan-Sammy Snead Los Angeles Open playoff film presented Sunday, Jan. 22, WOW-TV plans a regular series of golf programs.

Bill Schuhert, golf professional at Happy Hollow Club, will hold "The Golf Clinic" each Friday night at 7:15 beginning February 10. Instruction and interviews with national and local link stars will be featured.

The weekly clinic will be sponsored by Meeks Garage.

Lyle DeMoss to New Post

Lyle DeMoss, 27-year veteran in mid-west radio, has been named acting assistant general manager of Radio Station WOW, Inc., John J. Gillin, Jr., president and general manager, announced. DeMoss will have full charge of personnel and administrative matters and will continue to be program manager, for WOW, WOW-TV, Omaha, and Station KODY, North Platte.

The promotion will permit Mr. Gillin, who is recuperating from a long serious illness, to give more attention to policy matters, the announcement said.

DeMoss is a native Kansan, entered radio in 1923 at the old experimental station 9DXH at Anthony, Kans. He came to WOW as production manager in 1937 from KFAB at Lincoln, and has been WOW's program director since 1941.

—wow—

McGEES TOUR

Fibber McGee and Molly take to the road early this month to tour with their basketball team. The stars of the popular Tuesday night comedy show plan to be on hand when their AAU quintet takes on a number of top teams in the nation.

The couple, Jim and Marion Jordan in private life, will watch their team start against outfits at Wichita, Kans., Bartlesville, Okla., McPherson, Kans., and Peoria, Ill.

Following the Peoria contest, the Jordans will go to New Orleans for the Mardi Gras festivities. They plan to return to Hollywood February 26.

—wow—

FARM TRIP

(Continued from page 1)

Texas agriculture in and near Dallas, Fort Worth, Houston and at Texas A. and M. Experimental station; visit to ante-bellum plantations and sight-seeing in and near cosmopolitan New Orleans; the "Black (soil) Belt" and booming industrial plants in Alabama; three days in sunny Florida's farming and plush beach resorts; an over-night ocean voyage to Cuba with a day in gay old-world Havana; the Channing Cope "New South" experimental farms near Atlanta; Oak Ridge, the atom-bomb city; TVA, the Kentucky Blue Grass high-bred horse stables, and the Purina experimental feed lots near St. Louis.

Specific details of each day's crowded itinerary will be wired or telephoned to Hansen daily, as Youngman completes them. These will be announced on Mal's "Farm Service Reporter" program and WOW and WOW-TV newscasts and telecasts.

Of the first 54 persons to sign up, 30 were Nebraskans, 17 from Iowa and one from South Dakota.

The "New South" like the others, is being financed on a share-the-cost basis. Costs range from \$425 (upper berth) to \$400 (room-compartment). These costs include, transportation, lodging, side trips and tips, for the entire 15-16 day tour.

Playhouse Personnel...



Screen stars Cary Grant, Ginger Rogers, Claudette Colbert and James Stewart (upper: left to right, and lower: left to right, respectively) have been featured in recent weeks on RCA Victor's "Screen Directors' Playhouse." Each Friday night at 8 o'clock on WOW, top Hollywood actors and directors present an outstanding screen success especially adapted to radio.

—wow—

FARM BOYS WIN TRIPS

Thirteen Nebraska farm boys won WOW-sponsored trips to Lincoln in June for the state 4-H Week celebration. The boys were selected by the state club office for their outstanding work in soil conservation.

Members listed by assistant state 4-H club leader William C. Smith are Doyle Beavers, Lancaster County; Wayne Sell, Seward County; Ray Harmon, Sarge County; Raymond Jensen, Stanton County; Lester Hansen, Wayne County; LeRoy Becwar, Fillmore County; Marvin Moore, Colfax County; John Pettys, Garfield County; Lawrence Nordhues, Cedar County; Lyle Dankleff, Cass County; Edwin Kokes, Loup County; Jo Ann Bunch, Dawes County and Donald Rood, Saunders County.

—wow—

DOLL AIDS FUNDS

Here's a case of from "little acorns large oak trees grow." The thousands of scraps of colored cloth which poured into Ralph Edwards' "This is Your Life" show's recent polio fund raising campaign has been made into a doll 15 feet high.

The doll contains 16 yards of patches and was fashioned by Mrs. Cecile Thompson of Pacific Palisades, Calif. It will tour the nation for the March of Dimes.

Bonnie-Jo, four-year-old daughter of a polio victim who personalized the campaign by being a subject of one of Ralph Edwards' broadcasts, was given a three-foot replica of the doll.



EASY GOING—Dave Garroway is the low pressure emcee of his "Dave Garroway Show" Monday nights at 9:30. It's 30 minutes of fun.



TELEPHONE GUEST—Soprano Barbara Gibson makes her second appearance on the "Telephone Hour" at 8 o'clock, Monday, February 27.



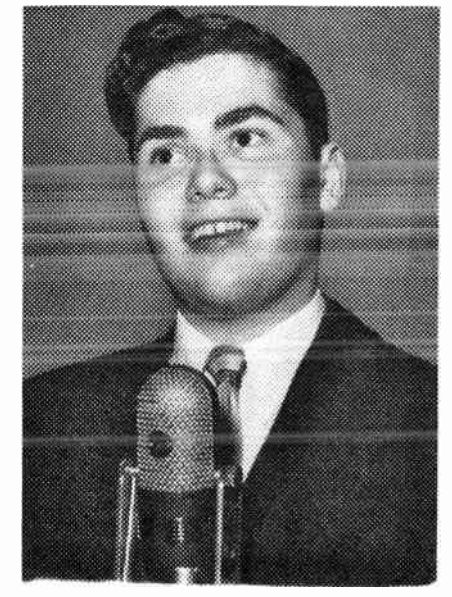
NEWS NARRATOR—Morgan Beatty brings the "News of the World" into your home five nights a week for Alka-Seltzer starting at 6:15.



DRAMA DOCTOR—Don MacLaughlin is heard each day as Dr. Jim Brent in NBC's daytime serial "Road of Life." It's on the air at 2:15.



KITCHEN HELPER—WOW-TV's Martha Bohlsen invites homemakers into her kitchen each afternoon, Monday through Friday, for cooking hints.



COLLEGE CROONER—Bob Cahill takes time out from his university studies to sing on the radio-television show "WOW Calling" at 12:30.

Here Are Some of the Monday Night WOW Favorites

A glance at NBC's Monday night roster of star-studded programs seems to say "It's a whole evening of good music." True, music does take the biggest share of the spotlight but comedy and drama have a look in also.

Frank Sinatra and lovely opera star Dorothy Kirsten lead off the music parade with the first of their five-a-week quarter-hours of light melody and patter. The show airs at 6 o'clock.

At 7 o'clock, the "Railroad Hour" serves up a delightful half-hour of drama and song. Gordon MacRae invites guest vocalists to co-star with him in radio adaptations of famous operettas and musical comedies.

"The Voice of Firestone" follows at 7:30. Music is directed by Howard

Barlow and features beautiful Metropolitan Opera star Eleanor Steber and guest artists.

Donald Voorhees conducts the Bell Symphonic Orchestra on the "Telephone Hour" at 8 o'clock. Celebrated musicians guest star on the program. Big names in February will include violinist Jascha Heifetz, pianist Oscar Levant, baritone John Charles Thomas and coloratura soprano Barbara Gibson.

Music sounds a spirited note at 8:30 when the Cities Service "Band of America" lights the NBC stage. Paul Lavalley directs the band in a half-hour of rousing music.

Drama enters the picture at 9 o'clock. Beginning February 6, screen star Brian Donlevy begins a new series

titled "Dangerous Assignment." Donlevy plays the role of a soldier of fortune whose unusual experiences in strange lands provide the theme of the program. "Dangerous Assignment" moves into the time spot formerly held by the "Martin and Lewis Show."

Comedy gets a look in at 9:30 when that low pressure emcee Dave Garroway holds forth with music and patter. It's 30 minutes of great variety entertainment.

At 10:30, WOW carries the NBC documentary program, "Living—1950." Ben Grauer narrates this prize series which dramatizes an important problem affecting America at the midpoint of the century.

All in all, Monday opens the door to a week of good listening on WOW.

Some More Monday Stars on WOW and WOW-TV

Dial twirlers who settle on 590 for Monday daytime listening discover a wealth of entertainment awaits them.

The WOW listener starts the day off well informed when he or she tunes to Skelly newsman Alex Drier for first network news of the day and follows up with local and regional reports by WOW's Merrill Workhoven at 7:30.

Comedy joins the lineup at 8:15 with music and humor by Johnny Carson. John chats and plays records until 9 o'clock when NBC's "Welcome Traveler" show takes over. Tommy Bartlett spends 30 minutes with people on the move.

Serial dramas take the stage in the

morning and follow throughout most of the day. Small-town philosopher "David Harum" recently returned to WOW to air at 10:45 a.m. A mid-afternoon favorite is "Pepper Young's Family" at 2:30. Inventor "Lorenzo Jones" entertains at 3:30. The trials and tribulations of several other radio families receive a share of Monday listeners.

Monday is a good day on television, too. At 12:30, "WOW Calling" shows on channel 6. It's a half-hour variety show with many top WOW performers. Each afternoon at 3:30, Martha Bohlsen opens the door of her kitchen to invite homemakers in for a session

of cooking hints. Two drama shows screen on TV Monday evenings. "Chevrolet Tele-Theater" presents half-hour dramatizations starring top Broadway and Hollywood actors. "Lights Out" brings tales of the supernatural and mystery into TV homes.

The viewer rounds out a day of video entertainment with news at 10:30. It's an interesting quarter-hour of national, international and local news as recorded on film by newsreel cameramen the world over.

As in night time radio, Monday daytime listening and TV schedule list many hours of fine entertainment.



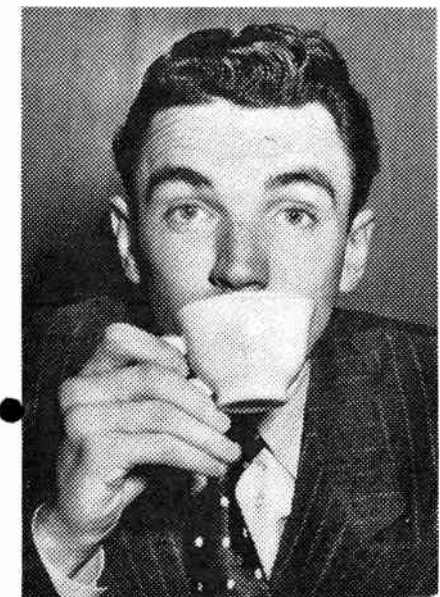
FIRESTONE STAR—Opera soprano Eleanor Steber sings with Howard Barlow and orchestra on "Voice of Firestone," Mondays at 7:30 p.m.



BANDMASTER—Paul Lavalley directs the 48-piece Cities Service "Band of America" in a half-hour of rousing music each Monday night.



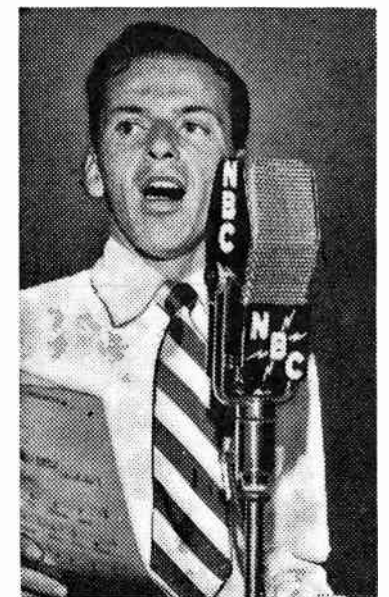
RAILROAD VISITOR—Lovely Lucille Norman frequently joins Gordon MacRae in "Railroad Hour" musical comedies and operettas.



COFFEE EMCEE—WOW-TV's Don Keough chats with guests of his "Coffee Counter" show five days a week at 12:15 on channel 6.



ROMANTIC INTEREST—Anne Marie Gayer portrays Rosalie Ferris, fiancée of Pepper's best friend, Nick Haven, on "Pepper Young's Family."



LUCKY SINGER—Frank Sinatra joins Dorothy Kirsten in 15 minutes of song each evening at 6 on WOW for Lucky Strike Cigarettes.

WOW-TV

Television Schedule...February

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			
8 ⁰⁰	LIGHTS OUT Admiral	LIFE OF RILEY Pabst—NBC	WHO SAID THAT Crosley—NBC	FEATURE MOVIE	FEATURE MOVIE		PHILCO PLAYHOUSE NBC
8 ³⁰	FILM SHORT	HOLLYWOOD NEWSREEL	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		OFF	NEWS SIGN OFF	NEWS SIGN OFF		
10 ⁰⁰	NEWS SIGN OFF	NEWS SIGN OFF	OFF	OFF	OFF		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.

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5,000 WATTS

WOW'S FEBRUARY 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	HENRY MORGAN SHOW
5 ⁵⁵	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	CHRISTOPHER LONDON
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	PHIL HARRIS SHOW Rexall
6 ¹⁵	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	590 MELODY LANE	ADVENTURES OF SAM SPADE—Wildroot
6 ³⁰	DIRECT REPORT Standard Oil	590 MELODY LANE	DIRECT REPORT Standard Oil	GUY LOMBARDO SHOW Metz	DIRECT REPORT Standard Oil	HOLLYWOOD STAR THEATRE—A. Home Prod.	THEATER GUILD U. S. Steel
7 ⁰⁰	MUSIC BY MARTIN RAILROAD HOUR	CAVALCADE OF AMERICA—Dupont	MUSIC BY MARTIN THIS IS YOUR LIFE Philip Morris	ALDRICH FAMILY General Foods	MUSIC BY MARTIN HALLS OF IVY Schlitz	TRUTH OR CONSEQUENCES—P. & G.	ALBUM OF FAMILIAR MUSIC—Bayer Aspirin
7 ³⁰	VOICE OF FIRESTONE CONCERT	FANNY BRICE, BABY SNOOKS—Tums	GREAT GILDERSLEEVE Kraft	FATHER KNOWS BEST General Foods	RICHARD DIAMOND—PRIVATE DETECTIVE	HIT PARADE Lucky Strike	TAKE IT OR LEAVE IT Eversharp
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	DENNIS DAY Colgate	BOB CROSBY Pet Milk
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	JUDY CANOVA Colgate	WOW NEWS TOWER
9 ⁰⁰	DANGEROUS ASSIGNMENT	BIG TOWN Lifebuoy	BIG STORY Pall Malls	CHESTERFIELD SUPPER CLUB	LIFE OF RILEY Pabst	GRAND OLE OPRY Prince Albert	HEADLINES AUTUMN SERENADE
9 ³⁰	DAVE GARROWAY SHOW	PEOPLE ARE FUNNY Raleigh	CURTAIN TIME Mars, Inc.	DRAGNET Liggett and Myers	BILL STERN—Colgate	WOW NEWS TOWER	NEWS
10 ⁰⁰	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	NEWS
10 ¹⁵	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SAT. SPORTS PARADE	NEWS
10 ³⁰	LIVING—1950	MORTON DOWNEY Coca-Cola	ESPECIALLY FOR YOU	MORTON DOWNEY Coca-Cola	HOTEL ROOSEVELT ORCHESTRA	MORTON DOWNEY Coca-Cola	NEWS
11 ⁰⁰	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call..... Daily ex. Sun.
 5:40 A. M.—Slim Eberhart—Carter Products..... Mon., Wed., Fri.
 5:55 A. M.—Weather Report..... Daily ex. Sun.
 6:00 A. M.—Sunrise News Tower..... Daily ex. Sun.
 6:15 A. M.—Welcome to the West—Imdria..... Mon. thru Fri.
 6:30 A. M.—WOW Farm Service Reporter, Markets—Walnut Grove Products, and Garst & Thomas..... Daily ex. Sun. Sunday Serenade..... Sun.
 6:55 A. M.—Reveille—Fair Store..... Daily ex. Sun.
 7:00 A. M.—Alex Dreier—Skelly..... Mon. thru Fri. L. Burlingham, This Farming Business—Skelly..... Sat. Revival Hour—Gospel Br'dcast'g Assn., Weather..... Sun.
 7:15 A. M.—Breakfast Bandstand..... Daily ex. Sun.
 7:30 A. M.—WOW News Tower..... Daily ex. Sun.
 7:45 A. M.—Morning Merry-Go-Round..... Mon. thru Fri.
 8:00 A. M.—Breakfast Club—General Mills..... Mon., thru Fri. Aunt Sally..... Sat. Sunday with Sally..... Sun.
 8:15 A. M.—John Carson Show..... Mon. thru Fri. Pot Luck with Holtz..... Sat.
 8:30 A. M.—John Carson Show..... Mon. thru Fri.
 8:45 A. M.—E. Jabenis Scrapbook—Crestwood Shops..... Sat. Chapel Service, Dr. R. R. Brown..... Sun.
 9:00 A. M.—Welcome, Travelers—P. & G..... Mon. thru Fri. Fred Waring—Minnesota Canning..... Sat.
 9:30 A. M.—Marriage for Two..... Mon. thru Fri. Mary Lee Taylor—Pet Milk..... Sat.
 9:45 A. M.—Dorothy Dix at Home—Sealtest..... Mon. thru Fri.
 10:00 A. M.—We Love and Learn—Manhattan Soap..... Mon. thru Fri. Lassie—Morrell..... Sat. WOW News Tower..... Sun.

10:15 A. M.—Your Melody Time..... Mon. thru Fri. Creighton University of the Air..... Sat. Morning Serenade..... Sun.
 10:30 A. M.—Jack Berch Show—Prudential Ins. Co..... Mon. thru Fri. Smilin' Ed McConnel—Buster Brown..... Sat. From the Masters Pen..... Sun.
 10:45 A. M.—David Harum—Babo..... Mon. thru Fri. Solitaire Time—Campana..... Sun.
 11:00 A. M.—Light of the World—General Mills..... Mon. thru Fri. Homemakers Club—Omaha Public Power..... Sat. Silver Strings..... Sun.
 11:30 A. M.—Mid-Morning Moods..... Mon. thru Fri. Music in Three-Quarter Time..... Sat. National Guard..... Sun.
 11:45 A. M.—Ma Perkins—P. & G. Oxydol..... Mon. thru Fri. Treasury Salute..... Sun. Polka Parade..... Sat.
 12:00 Noon—Four-Bell News, Markets..... Daily ex. Sun. WOW News Tower..... Sun.
 12:15 P. M.—Great Corn Stories—Robinson Seed..... Sun.
 12:30 P. M.—WOW Calling—Merch. Biscuits..... Daily ex. Sun. Your University Speaks—Uni. of Nebraska..... Sun.
 12:45 P. M.—WOW Calling—Nutrena..... Daily ex. Sun. The Music Room—Schmoller & Mueller..... Sun.
 1:00 P. M.—Double or Nothing—Campbell Soup..... Mon. thru Fri. National Farm and Home Hour—Allis Chalmers..... Sat. NBC Theater..... Sun.

1:30 P. M.—Today's Children—General Mills..... Mon. thru Fri. Town and Country..... Sat. Music of Manhattan..... Sun.
 1:45 P. M.—Judy and Jane—Folgers Coffee..... Mon. thru Fri.
 2:00 P. M.—Life Can Be Beautiful—P. & G. Soap..... Mon. thru Fri. One Man's Family..... Sun.
 2:15 P. M.—Road of Life—P. & G. Oxydol..... Mon. thru Fri.
 2:30 P. M.—Pepper Young's Family—P. & G. Soap..... Mon. thru Fri. Quiz Kids—Miles Lab..... Sun.
 2:45 P. M.—Right to Happiness—P. & G. Soap..... Mon. thru Fri.
 3:00 P. M.—Backstage Wife—Sterling Products..... Mon. thru Fri. WOW News Tower—Hubinger Starch..... Sun.
 3:15 P. M.—Stella Dallas—Sterling Products..... Mon. thru Fri.
 3:15 P. M.—Hymns of the World—Omaha Flour Mills..... Sun.
 3:30 P. M.—Lorenzo Jones—P. & G. Drefl..... Mon. thru Fri. Contrasts..... Sat. Wayne King—Davidson Furniture..... Sun.
 3:45 P. M.—Young Widder Brown—Sterling Prods..... Mon. thru Fri.
 4:00 P. M.—When a Girl Marries—General Foods..... Mon. thru Fri. Slim Byant..... Sat. Edwin C. Hill—Doubleday Co..... Sun.
 4:15 P. M.—Portia Faces Life—General Foods..... Mon. thru Fri. Facts Unlimited..... Sun.
 4:30 P. M.—Just Plain Bill—Anacin..... Mon. thru Fri. Russ Morgan..... Sat. Harvest of Stars—International Harvester Co..... Sun.
 4:45 P. M.—Front Page Farrell—Whitehall Pharm..... Mon. thru Fri. Public Affairs..... Sat. Catholic Hour..... Sun. Guiding Light—P. & G. Duz..... Mon. thru Fri. Personality Time..... Sat.

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