

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 14, No. 6

OMAHA, NEBRASKA, MARCH 1, 1950

Published Monthly

WOW 1st By 100,000 Families

SRO For WOW Farm Trip

The "standing room only" sign was posted for the WOW Farmers' "New South" Farm Study Tour and it appeared (February 25) that nearly 50 late applications would have to be rejected for lack of Pullman space, Mal Hansen the WOW Farm Director and tour leader announced.

The all-Pullman, 17-car special train will leave Omaha's Burlington Station at 3:30 p.m., March 15 for 16 days through 18 states. On each stop the 200 midwest farmers aboard will visit farms, ranches, experimental stations, ag colleges, oil fields, plantations, works projects, and still have time to see "the sights" in New Orleans, Miami, Havana, Cuba and other colorful cities.

One-day stops will be made in order in Oklahoma City, Dallas-Fort Worth, Houston, Baton Rouge, New Orleans, Montgomery, Miami, Havana, Atlanta, Chattanooga, Oak Ridge and TVA, Lexington, and St. Louis.

WOW folks who can't go will not be forgotten. Each day on the tour Hansen will make broadcasts for his "Farm Service Reporter" program (6:30 a.m. to 7 a.m., weekdays) and for his WOW-TV viewers. Additionally, Bill Wiseman will "cover" the tour daily for all WOW newscasts, for midwest newspapers, press associations, and networks. Lawrence Youngman, president of Travel and Transport, Inc., will be along, in full charge of all arrangements.

Both of Hansen's new sponsors will be represented on the tour with Bob Garst aboard for Garst & Thomas and Bob Marshall along for the Walnut Grove Products Company.

E. E. "Blue" Howell, city manager for the Woodmen of the World will be the official representative of the Omaha Chamber of Commerce.

Ak-Sar-Ben will provide choice Nebraska steaks for Mal to give to celebrity hosts. Among them will be Oklahoma's Governor Turner who will lead the trippers through his great ranch, called "Hereford Heaven."

The tour is due to return to Omaha the morning of March 30 (Thursday).

-WOW-

BATTER UP!

General Mills plans to help send the 1950 baseball season off to a great start with a special program on April 17 entitled "Welcome Back Baseball."

The one-time-only half-hour broadcast will feature such stars at Bob Hope, Bing Crosby and Commissioner A. B. Chandler.

The Slipper Fit...



Emcee Art Linkletter of "People Are Funny" tried the slipper on Omaha's Raleigh "Cinderella Girl" and it fit. She got her greatest wish!

-WOW-

Omaha Girl to Study in Europe

With \$2,000 in cash in her purse—a gift from Raleigh Cigarettes—Serena McKinney, Omaha's "Cinderella Girl" plans to leave soon to begin six years' intensive study in Europe.

That's what she wanted. That's what she got, in part, when she, a WOW entrant, tried on a slipper and found that it fit, on a recent "People Are Funny" (9:30 p.m., Tuesday, NBC and WOW), program. She gave a firm "no" to possible movie contracts.

In addition to the cash award she got an audition with the great Kurt Adler of the San Francisco Opera Company who told her she may have what it takes to succeed if she's willing to work hard for at least six years. His decision pleased Miss McKinney as much as the cash award, for Adler is reputed to tell nine out of ten auditioners they ought to give up.

Miss Serena is now in California to compete for as much as \$3,000 more in cash in the Atwater Kent Auditions.

State's Largest Day and Night

Radio Station WOW is Nebraska's largest station by a margin of more than 100,000 listener-families!

What's more WOW's audience both day and night was nearly nine per cent greater during 1949 than it was three years ago!

WOW's superior position was revealed by Broadcast Measurement Bureau figures, recently announced. The Bureau, usually called "BMB" for short, is the official audience measurement for the radio industry. The BMB survey was setup by all three branches of radio—the stations, the advertisers, and the advertising agencies—and all three paid equal amounts toward the cost of the survey. The survey was made in the spring of 1949 and first certified results were received by WOW on February 14.

The BMB figures gave WOW a total weekly daytime audience of 485,380 families in 205 counties. The second Nebraska station (which has 10 times WOW's power output) announced it was given 360,540 daytime families in 155 counties.

The BMB night-time figures prove the same superiority for WOW. BMB gave WOW a total weekly night-time audience of 476,110 in 198 counties. The second station announced it had 328,060 listening-families in 133 counties.

Thus WOW had almost a 125,000 family edge, daytime, and nearly a 150,000 family edge at night.

In the "composition" of the audience, the same superiority for WOW prevailed in all categories.

A total of 104,000 more families tune to WOW six to seven days a week and 108,000 more tune to WOW three to seven days a week.

More than six out of every ten WOW families tune in six or seven days a week daytime, the survey showed.

Similarly, 100,000 more families tune to WOW six to seven nights a week, and, 115,000 more families tune to WOW, three to seven nights per week.

Significant was the fact that the WOW audience, in families, was greater by 50,000, both day and night, than the announcement daily circulation of Nebraska's largest newspaper.

Complete BMB breakdowns, with maps, are being prepared and will be available for advertisers and agencies soon.

Nebraskan Stars With Lombardo

Now a Royal Canadian, Guy Lombardo's vocalist Kenny Gardner used to spend a great deal of time in Nebraska. Kenny was born in Lakeview, Ia., and came to Neligh, Neb., as a small child.

After high school he came to Omaha to usher at the Paramount Theater. He moved to California and attended San Diego State College. One year later he started singing professionally in night clubs.

A Los Angeles Paramount Theater one-week engagement stretched to 22. In 1939 he joined NBC Hollywood and later transferred to New York. Guy Lombardo heard him sing on the air and offered him his present job.

In June, 1942, Kenny entered the army and rose from a private to captain in the infantry. He received a battlefield promotion for gallantry in action in Austria. While in the army he married Guy's sister Elaine. He rejoined the band in May, 1946.

Listen to Kenny and the Metz "Guy Lombardo Show" each Thursday at 6:30 p.m.

-wow-

DRAMA LAUDED

The WOW 10 a.m. serial drama "We Love and Learn" often stresses the importance of tolerance during the show. A recent lesson in Americanism on the five-a-week quarter-hour won commendation in letters from listeners.

Madame Sophie, the central character played by Lili Darvas, gave a lesson to a business man who refused to deal with aliens. In the mail was praise sent by a Michigan church group who expressed "commendation and deep appreciation for the morning's very obvious and effective lesson in understanding."

Regional News Reports Increase

Time makes the pages of radio's news reports. Unlike a newspaper which can increase or decrease pages as the news warrants, radio's 15 to 30 minute newscasts remain stationary—local, regional, national and world news stories must be limited in number and length and given proper proportions.

To assure the best use of WOW news time, Editor Harold Baker keeps a close tabulation on the number of items gathered and presented by the station's news staff. He makes sure that all newscasts are kept in good balance so listeners receive a brief but comprehensive digest of world happenings. Records are kept to see that not too much space be given to world news at the sacrifice of local or regional reports.

In quarterly checks made in 1949, Mr. Baker came up with these figures: Average number of news stories per

Edwards Has Surprises Programs Have Local Appeal

Hastings Woman Winner of \$150

The "WOW Calling" jackpot had climbed to \$150 before halting Monday, February 6.

Mrs. Blanch E. Snyder of Hastings, Neb., correctly named the author of lines taken from the poem "I Like Americans" as Nancy Boyd, a pen name of Edna St. Vincent Millay.

The award, however, came following the day's program when WOW reversed an earlier decision and accepted Nancy Boyd as the correct answer—a decision that seemed to have met the approval of many listeners who have written the station.

A few minutes following the show, WOW learned that some books carrying the poem listed Miss Millay's name as Nancy Boyd, a name she had used earlier in her writing career.

A hasty call to Hastings corrected the mistake and, needless to say, brought \$150 of happiness to Mrs. Snyder.

In a letter to WOW, Mrs. Snyder said, "We are going to use part of the money to buy a new typewriter."

-wow-

ARTICLES AIR

Theodore Granik, founder and moderator of "American Forum of the Air," entered into a cooperative arrangement with Reader's Digest calling for use of certain of the magazine's articles and authors on the Sunday broadcast at least once a month.

The program devotes time to free and open discussion of important domestic and foreign issues by outstanding speakers. The show broadcasts at 11 a.m., Sundays.

-wow-

PROTECTIVE CLOTH

NBC newsman Merrill Mueller reports from London that Britain is experimenting with some plastic material to find a cloth that would mask the human body from dangerous radioactive rays resulting from atomic blasts.



Ralph Edwards

from Omaha and Kansas City, he was immediately heckled by "Kansas City Kitty."

The heckling continued, but Bruner took it in his stride. It wasn't until later that the optimist learned that his speech was being heard by 20 million folks through Ralph Edwards "Truth or Consequences" show.

Working through WOW, Ralph Edwards and crew rigged up the scheme. A woman in California did the heckling. For Mr. Bruner's good sportsmanship on the February 11 program, "Truth or Consequences" sent a television set to the Masonic Boys Home in Omaha.

Ralph Edwards surprised a WOW audience a second time this past month with his "This is Your Life" program. The popular emcee picked a Charter Oak, Ia., woman as one out of 40 million telephone subscribers to have her past revealed on the program of Wednesday, February 22.

The woman, Mrs. Maurine Hannah, was brought to Hollywood for the show. Her life story helped to glorify Small Town, America. On the show she was greeted by remote control from Charter Oak's Main Street where the mayor, the town marshal, her minister, a former school teacher, and numerous friends assembled to honor her and review her story.

-wow-

JAZZ PIANIST

Charlie Cantor, who portrays goofy "Clifton Finnegan" on NBC's "Duffy's Tavern" each Thursday night, is an excellent jazz pianist. Before becoming an actor, he was a song plugger on Broadway.

Harris-Faye Sign NBC Contract

Couple Keeps Sunday Time

The comedy favorite "Phil Harris and Alice Faye" remains a fixture in WOW's Sunday lineup of good listening. Phil and Alice signed an exclusive contract with the National Broadcasting Company early last month.

The network also has first call on the popular couple should they decide to move the show into television too.

Since its inception in the fall of 1946, the program, heard at 6:30 p.m., has climbed steadily in popularity. Writers Ray Singer and Dick Chevillat have successfully developed Phil's brusqueness and Alice's patience into 30 minutes of high-quality situational comedy.

Currently drawing the laughs along with Phil and Alice are Elliott Lewis as Frankie, Walter Tetley as Julius Abruzzio, and the two Harris children, Jeannine Roose (Alice) and Anne Whitfield (Phyllis).

-WOW-

BOOST WATER SUPPLY

Radio station WOW helped ease New York City's water shortage by— one ounce.

NBC's Omaha outlet was on the itinerary of the traveling canteen sent by Summerfield's Water Commissioner "The Great Gildersleeve" to 16 cities to remind New York visitors of the acute water shortage in the metropolis.

The canteen reached Omaha on Thursday, February 9, and the ounce of water was added in a ceremony on the simulcast show "WOW Calling."

-WOW-

THEATER MARQUEE

"NBC Theater" recently began the spring semester on a survey of modern British fiction from Kipling and Conrad to Graham Greene. Hour-long dramas scheduled for the month of March include "Tono Bungay" by H. G. Wells, "Harriet Hume" by Rebecca West, "Angel Pavement" by J. B. Priestley and "Howard's End" by E. M. Forster.

The program broadcasts Sundays at 1 p.m.

-WOW-

NEW MISS DUFFY

Hazel Shermet takes over new duties as Miss Duffy on the Thursday night NBC feature "Duffy's Tavern." She replaces Pauline Drake.

Miss Shermet says she won her audition with Ed "Archie" Gardner because he saw a picture of her with her eyes crossed, a rose clasped in her hands and the caption, "Miss Subways."

Before taking up acting, she used to write radio ad copy and do publicity for the Sherry-Netherland Hotel and Schrafft's restaurants.

-WOW-

USE SPOTS

The George H. Lee Company recently launched a series of spot announcements on WOW. The Omaha concern produces Lee's Germozone, a poultry remedy.

DeMoss Receives 400 Club Honor

Lyle DeMoss, WOW assistant general manager, became the possessor of a very select honor recently—an honorary lifetime membership in the 400 Club.

The nationally known South Omaha group awarded the honor to Mr. DeMoss for his years of unselfish work and help in promoting the ideals of the organization. The 400 Club is noted for its charitable work.

Mr. Phil W. Moore, vice president of the Journal Stockman and secretary of the club, presented the award—the fifth of its kind—to the WOW man at a party for the group sponsored by Johnny's Cafe and the Roth Packing Company Saturday night, February 18.

Other select few in the roster of 612 members include Ray Burke, livestock agent, Burlington Railroad, Chicago; Paul Jordan, general livestock agent, Billings, Mont.; Harry E. Dickenson, former general manager of North Western Railroad; Edward S. Waterbury, former manager of Armour and Company.

-WOW-

TREE TROUBLE

"Fibber McGee and Molly" writer Don Quinn and wife Edith recently moved into a new ranch home in Montacito, Calif. The country place had the stone fire-place they always wanted—but no garage.

A number of eucalyptus trees were cut down to make room for a garage. The wood they burned in their fire-place. That is, until Edith began to cough, wheez and cry a stream of tears. The family physician reported nothing wrong with her—except she's allergic to eucalyptus fumes.

-WOW-

ALL-TIME FAVORITES

WOW's Saturday night "Your Hit Parade" has offered more than 8,700 popular tunes in its 14 years on the air. Since its first edition, April 20, 1935, when the show proclaimed "Soon" as the top song of the week, over 835,200 chords have been sounded.

Three most popular hits were "White Christmas," "I'll Be Seeing You," and "A Tree in the Meadow." "White Christmas" holds the record with 26 consecutive weeks followed by 24 and 21 weeks respectively for the other two. Each played 10 weeks or more in first place.

-WOW-

AIDS CAMPAIGN

The King's Men Quartet, heard on the Tuesday night "Fibber McGee and Molly" show and "Hymns of the World" each Sunday, recorded a new version of "I Can't Give You Anything But Love, Baby" for the March of Dimes campaign. The theme, with new lyrics by Jimmy McHugh, re-titled "I Can't Give You Anything But Cash, Baby" was used by radio stations to help the infantile paralysis fund drive.



Alice Faye and Phil Harris

-WOW-

BOB HOPE HONORED

NBC's comedian Bob Hope recently received the Air Forces Exceptional Service Award in Washington, D. C.

The award was presented by Secretary of the Air Force W. Stuart Symington during Hope's visit to the capitol to emcee the Radio Correspondents Association's annual dinner.

Hope was the second civilian ever to receive the award which was tendered by the Air Force and the U. S. government on behalf of the service personnel Hope has entertained during his visits to troops stationed in all parts of the world.

-WOW-

Bob Dooley Joins WOW Sales

Robert M. Dooley became National Sales Manager for Radio Station WOW, Inc., in February. The well known Omaha radio man's appointment was announced by President John J. Gillin, Jr.

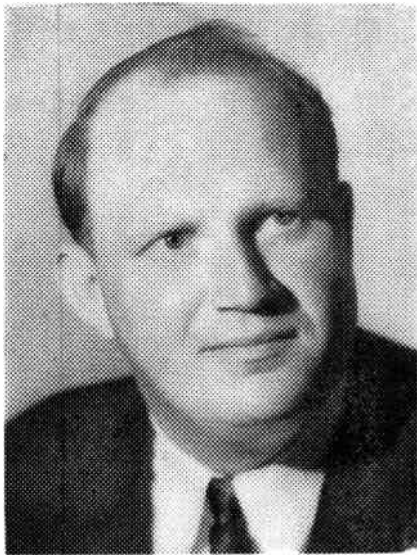


Robert M. Dooley

Dooley took over his duties for WOW, WOW-TV and KODY North Platte, Neb., after serving six years as national sales manager for station KFAB in Omaha and Lincoln.

A native of Des Moines, Bob was graduated from Grinnell College with a degree in business economics, and was elected to Phi Beta Kappa. He first came to Omaha in 1944 to do sales work for KOIL, KFOR and KFAB following three years service with the Armstrong Cork Company.

Mr. Dooley is married to Jane Walton of Des Moines, and the couple have two children, David 5, and Diana 3.



590 MELODY LANE—WOW's Thomson Holtz emcees this half-hour of smooth, easy-to-listen-to music at 6:30 p.m. It's a time for relaxation.



FIBBER MCGEE AND MOLLY—Marian Jordan stars with her husband Jim in 30 minutes of top-notch fun each Tuesday night at 8:30.



BOB HOPE SHOW—Here is the head man himself, Bob Hope. The zany rapid-fire gagster entertains with laughs each Tuesday night at 8.

Tuesday Night Listeners Welcome These Stars

Tuesday's after dark shows on WOW bring a wealth of entertainment in the form of drama, comedy and music.

Evening listening begins with a 30-minute stanza of easy-going music on "590 Melody Lane." WOW's Thomson Holtz emcees this period of recorded music designed to make you relax beginning at 6:30.

At 7 o'clock "Cavalcade of America" presents a half-hour of fine drama about men and women who have contributed some outstanding deed for the good of the nation. This DuPont sponsored show stars a top movie or Broadway actor in the lead role for each performance.

Comedienne Fanny Brice brings laughter into WOW homes each Tuesday night at 7:30 when she takes over her role as the mischievous Baby Snooks. Co-starring with Miss Brice is Hanley Stafford whose interpretation of the tormented "Daddy" brings howls of glee to many a listener.

More comedy follows at 8 o'clock. It's time for Bob Hope. The Lever Brothers' funmaker presents a show loaded with gags and music. Assisting the scoop-nosed star is vocalist Doris Day, comedienne Irene Ryan, and "Put something in the pot, boy" Jack Kirkwood, and Les Brown and his orchestra.

"Fibber McGee and Molly" continue the full hour and a half mirth parade

at 8:30. Marian and Jim Jordan co-star as the couple from 79 Wistful Vista who manage to involve themselves in some kind of a mess each week. The McGees have been a Tuesday night feature since March, 1938.

Ed Pawley and Fran Carlon step into character as Steve Wilson, editor, and Lorelei Kilbourne, reporter, for 30 exciting minutes in "Big Town." The couple fights against the underworld which menaces the citizens of Big Town.

Art Linkletter brings a program of fun and surprises at 9:30 with his "People are Funny" show. The popular emcee presents 30 unusual minutes of entertainment for Raleigh Cigarettes.



CAVALCADE OF AMERICA—Raymond Massey recently starred as Abraham Lincoln in this weekly drama series about persons and events.



BABY SNOOKS SHOW—Here's comedienne Fanny Brice all done up as the mischievous Baby Snooks. Hanley Stafford plays the tormented "Daddy."



BIG TOWN—Edward Pawley plays hard-hitting newspaper editor Steve Wilson who with his reporter Lorelei Kilbourne fight crime at 9 p.m.



JUST PLAIN BILL—Pretty Jacqueline Billingsley portrays romantic Dorothy Tate on this NBC daytimer. Hear her Monday-Fridays at 4 p.m.



ROAD OF LIFE—Barry Thomson plays the role of Kurt Rockwell in this NBC daytime serial drama heard on WOW at 2:15 p.m.



BACKSTAGE WIFE—Lovely Claire Niesen stars in the daily role of actor Larry Noble's wife, Mary, on WOW. The show broadcasts at 3 p.m.

• These Folks You Hear on Tuesday Daytime Shows

Tuesday daytime listening on WOW starts early—5:30 a.m. Folks up and around at that early hour begin their day with folk and western music played by WOW's Slim Everhardt. Slim strums the guitar and sings the kind of music that is gaining more popularity every day.

First news of the day broadcasts at 6 o'clock. Reports on international, national, regional and local happenings and events are reviewed on this quarter-hour session.

Farm listeners tune to 590 every morning except Sunday at 6:30 for the "WOW Farm Service Reporter" program. For 30 minutes Mal Hansen presents the latest weather report, markets and other information so im-

portant to farm folks. Walnut Grove Products and Garst & Thomas sponsor Mal's show.

Every Tuesday morning at 7:15 the "Breakfast Bandstand" features 15 minutes of melody and song by the "Vocalist of the Week." More popular music follows the news at 7:45 on "Morning Merry-Go-Round." Other music stanzas figure in the Tuesday daytime program parade. At 11:15 Bob Eberly with Monica Lewis or Dick Haymes and Helen Forrest present a quarter-hour of music, "Vocally Yours," for the morning listener.

As is the case with much daytime listening through the five-day span, Monday-Friday, Tuesday also devotes several hours to serial dramas. One of the day's first quarter-hour periods

comes at 9:30 when "Marriage for Two" presents the story of Viki Adams and her unstable husband Roger Hoyt. Developments in this series has the lovely but scheming Pamela Towers trying to interest Viki's husband in joining her in an advertising agency.

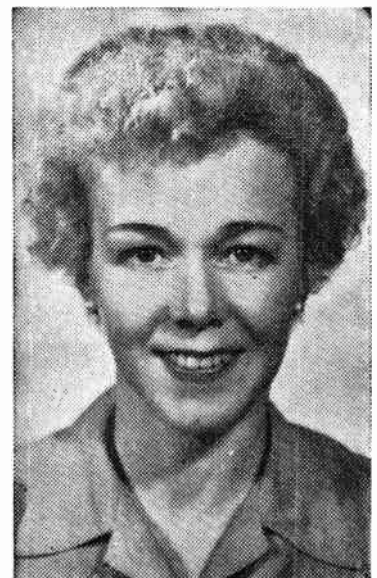
Later in the afternoon at 3 o'clock many folks listen to the adventures of "Backstage Wife" Mary Noble and her husband, actor Larry Noble. Currently the two principals are wrapped up in a new play which is being backed by Rupert Barlow. Barlow in turn has shown romantic interest in Mary. In order to win her, a job he is finding difficult, he has hired Beatrice Dunmore to attract Larry.



WE LOVE AND LEARN—Lili Darvas assumes the character of Mme. Sophie, famous modiste, on the five-a-week serial heard at 10 a.m.



MORNING NEWSCASTER—WOW's Merrill Workhoven gives the news each morning at 7:30. It's the first report for many a listener.



WHEN A GIRL MARRIES—Mary Jane Higby is heard in the role of Joan Davis five times a week on WOW at 4 p.m. It's an NBC afternoon favorite.

Adventure Dramas Join NBC

Donlevy Stars in One Series

Exciting adventures of a soldier of fortune returned to WOW Monday, February 6. "Dangerous Assignment," heard on NBC this past summer, stars actor Brian Donlevy in the role of a modern-day adventurer who finds romance and danger in strange lands.

As Steve Mitchell, Donlevy discovers intrigue and excitement behind the tactfulness and suavity of foreign diplomacy as he takes on mysterious assignments each week at 9:30 p.m. on WOW.

Bill Karn produces and directs the half-hour drama series, and Bob Ryf writes the scripts.

Film star Donlevy's new role follows other radio appearances on NBC productions including "Cavalcade of America," "Screen Guild Theatre" and several television shows.

A news series of suspense-filled mystery dramas, "Nightbeat," made its bow on WOW Monday night, February 6, at 9 o'clock. Frank Lovejoy stars as newspaper columnist Randy Stone.

The weekly half-hour shows concern the unusual adventures of a Chicago newsman as he makes his nightly rounds in search of stories for his column.

Scripts for the new adventure stints are written by Larry Marcus, and Warren Lewis directs the NBC package. John Storm announces and Frank Worth directs the music.

-WOW-

HOME TROUBLE

"Living—1950" scripter Lou Hazam does his writing at home in a Washington suburb. This, he complains, causes him some inconvenience. All the women whose husbands are away at the office knock on his door with requests like "Mr. Hazam, will you fix my refrigerator?" and "Help me chase the partridge out of the baby's playpen."

Incidentally, Hazam has the ambition to do a drama-documentary from the phone directory. "I think it might show how complex our civilization has become," he said.

BMI Publishes WOW Man's Song

WOW Engineer Roy Ekberg recently received news that a song he wrote has been published by Broadcast Music Incorporated.

Roy's song, "My Inspiration," made its air debut last year on the popular noon-time show "WOW Calling" when Helen Nash did the tune with Morton Wells and his orchestra. Skeets Mahoney made the arrangement.

Since the song has been accepted by BMI, Roy's next move is to sit back and hope the music catches the fancy of some top-flight bandleader or vocalist who can boost the song through records and other outlets.

How long does it take to have a song published? "It took me five years," answered Roy. He first wrote the song back in 1944. Its first public



GOVERNMENT AGENT—Brian Donlevy covers a "Dangerous Assignment" each Monday night at 9:30.

-WOW-

CRUSADE PROGRESSES

When NBC commentator Alex Dreier puts his bulk behind a crusade, somethings got to give. His recent broadcast about the Boy Scouts campaign to place a replica of the Statue of Liberty in every American community resulted in listeners giving a \$30,000 push to the crusade.

-WOW-

TOO FUNNY!

Comedienne Fanny Brice was once fired because she was too funny! The late George M. Cohan fired the "Baby Snooks Show" star for balling up one of his chorus line routines.

As a \$23-a-week chorus girl in a Cohan-and-Harris show she had to dance, but she was no dancer. Her awkwardness broke up the routines for several days until Cohan let her go.

-WOW-

LENGTHY LAUGH

A recent laugh evoked by character actor Bill Thompson on the "Fibber McGee and Molly" show lasted a near minute—56 seconds! The guffaws followed his portrayal of a flannel-mouthed streetcar conductor.

Musical Bridges Number 5000

The Peter Van Steeden orchestra passed a radio milestone when it played the 5,000th musical bridge on the "Mr. District Attorney" crime show.

In musical parlance a bridge is a sound effects composition used as a scene changer or to underscore a transition in mood, locale or continuity of a dramatic story.

Leader Peter Van Steeden creates 10 to 15 bridges for each broadcast. In 11 years his music adds up to 44,000 measures or the equivalent of about 250 popular songs. It is Van Steeden's prideful contention that he has never repeated a bridge on "Mr. D. A."

-WOW-

ONCE UPON A TIME

"Halls of Ivy" star Ronald Colman started his stage career on a \$57 bankroll. The money was his cash total when he landed in New York in 1920.

The young British actor rented a tiny room in Brooklyn and proceeded to make the rounds of producers and agents. The \$57 shrunk to five before he finally landed three "walk-ons" in a Broadway hit. For each part, Colman wore a beard of a different size and color.

-WOW-

NEW JOB

Eddie Cantor, star of "Take It or Leave It" each Sunday night, enlarged the scope of his activities when he became a college lecturer recently. His subject: "Show Business—Forty Years."

So enthused over his new career, Eddie plans to talk at 40 colleges and universities before May 1.

-WOW-

'QUIZ KIDS' SPECIAL

A physically handicapped Iowa child will appear on the "Quiz Kids" broadcast of Sunday, March 19. Disabled school children from 6 to 15 years of age are competing through questionnaires sent to school superintendents for suggested contestants.

-WOW-

BOOSTS CHEESE

WOW's Home Service Director Martha Bohlsen lends her efforts towards assisting Roberts Dairy Company in the promotion of cottage cheese. Her picture appears in several newspaper ads, and her salad creations grace truck cards, billboards and window streamers.

-WOW-

REAL ROLE

Tol Avery, a 6-foot, 235-pound actor, recently joined the cast of NBC's "Dragnet" in the role of Chief of Detectives Thad Brown. Avery portrays a real person in the Thursday night police documentary series. Thad Brown really is Chief of Detectives of the Los Angeles Police Department.

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



Two New NBC Shows on WOW-TV

FIRST PUPPET "ADMIRALS" ...



Television's famous "Kukla, Fran and Ollie" are now "Admirals" in the Nebraska Navy—by special commission of Governor Val Peterson. The lovable characters are the first puppets ever to be accorded the honor, and they made big "to do" about it on their NBC coast-to-coast TV show (6 p.m., Mondays through Fridays, on WOW-TV).

WOW-TV Shows Cop 'EMMYS'

The television industry handed out statuettes called "Emmys" to its stars in Hollywood the other night. NBC stars heard on WOW-TV made almost a clean sweep of the honors.

The awards made at the annual dinner of the Academy of Television arts and Sciences were foot-high gold figures of a girl, with lightning-streak wings, holding an atomic pattern cage in her outstretched hands. She's called "Emmy" as the movie academy's awards are called "Oscars."

"Mr. Television," Milton Berle, was named television's "Most outstanding personality," and his Texaco Star Theater program (7 p.m., Tuesdays on WOW-TV) was selected as the best network show (on kinescope).

Pabst's "Life of Riley" (8 p.m., Tuesdays on WOW-TV) was named the best film made for television.

A special award was made to the sensationally popular "Hopalong Cassidy," sponsored by Butter-nut Bread on WOW-TV Sundays at 5 p.m.

As usual "Kukla, Fran and Ollie," the RCA-Sealtest-Ford puppet show heard Mondays through Fridays at 6 p.m. on WOW-TV copped high honors in the childrens' shows division. Ford dealers took over Wednesday night sponsorship of this program on February 22.

—WOW-TV—

TOPS FOR STORES

Sak's 34th Street's Sales Promotion Chief Arthur M. See told a dry goods' convention: "I can say with dead earnestness that TV looks to me like a natural for retailers who want to sell merchandise hard and to move merchandise quickly."

Mrs. Roosevelt Series Set

Almost every day new NBC and "live" local program series are being added to WOW-TV, thus making a 1950 model television set more and more of a necessity in the WOW-TV area home.

Especially interesting among the new programs are two new Wednesday night NBC features, which make Wednesday night a top viewing night of the week.

One of these "Today with Mrs. Eleanor Roosevelt" is a panel-commentary on current affairs led by the distinguished wife of the late President Franklin D. Roosevelt. It will be heard starting March 8 at 8:30 p.m.

Immediately preceding Mrs. Roosevelt will be the NBC television version of the popular radio show called "Leave It to the Girls"—at 8 p.m., Wednesdays.

"Time for Beany," a children's puppet show has been scheduled for 4:15 p.m., Mondays through Fridays. A Paramount Pictures production, it recently was given a top award in a national competition.

Many other new shows and special features have been booked but not specifically scheduled including, more NBC grand opera, hockey playoffs, state and city basketball tournaments, a Mal Hansen garden program, TV reports from the WOW Farmers' "New South Trip," and a panel discussion of the Nebraska highway finance problem.

In recent weeks several news shows (details elsewhere in this issue) have been scheduled, including a weekly NBC news summary at 6:45 p.m., Saturdays; Star-Kist's "Hollywood Newsreel" at 8:30 p.m., Tuesdays; golf lessons at 7:15 p.m., Thursdays, courtesy Meeks Service Garage, and the screamingly funny "Charades" show at 8:30 p.m., Fridays.

New shows have caused a "boom" in TV sets sales locally. They were expected to reach 17,500 by March 1.

—WOW-TV—

25 MILLION!

Some 25 million families of the country's 37,280,000 families will be within the primary service areas of 108 television stations expected to be in operation by July 1. A minimum of eight million receivers will be in operation by year's end.

—WOW-TV—

A movie-industry survey in New York showed that among 1,000,000 TV families, attendance at movies dropped 20 per cent since these families acquired television sets.

Do You Need an Antenna?

Only a first-class service man can answer the antenna question for each individual set-purchaser.

Generally sets operated 15 miles or more from the transmitter must have a properly installed, efficient antenna, usually the roof-type.

But there are exceptions! Some who live closer need an antenna. Others who live farther away don't need one.

Deciding factor should be quality of the picture. If picture is perfect using a "built-in" antenna then all's well. If it isn't an antenna will probably give your picture the quality to which you are entitled.

—WOW-TV—

TV STOCKS BOOM

Omaha brokers said that "hundreds of local customers" are buying television stocks which are currently enjoying a "boom." Stocks of many TV set manufacturers have increased from 10 to 40 per cent in value since January 1.

—WOW-TV—

Comic Fred Allen, visiting in Hollywood, said he didn't think he wanted to get into television, because he fears people "get tired of you too soon when they see you every week."

—WOW-TV—

NBC is erecting a new television transmission antenna atop the Empire State Building, which will extend the height of the building 199 feet—making the topmost point 1,500 feet above sea level.

First Omaha Star ...



Introducing Omaha's first "live" television star, "Rosella." The 19-year-old brunette's surname is Hoden, and she came to television from an Omaha furniture store. She now has two programs of her own, Thursdays at 7 for John Byrne, the Jeweler, and at the same hour on Tuesdays for Commercial Savings and Loan Association. WOW-TV producers believe she has a great future as a pop singer and pianist.

Much Praise to Grand Opera

Lovers of good music and opera got one of the big thrills of their lives recently when they saw the NBC Opera Company present Puccini's "Madame Butterfly" on WOW-TV (February 26, at 9 p.m.)

The full-hour presentation was under the direction of Peter Adler, and its stars were Tomiko Kanazwa and Dennis Cunningham.

It was the second NBC Grand Opera presentation on WOW-TV. A couple of weeks ago NBC presented "Down in the Valley," but it was scheduled without much advance notice and many failed to see it.

The Grand Opera broadcasts by kinescope film (and before long by direct relay) will continue from time to time at irregular periods (marked "specials" in the schedules).

Announcement of future opera telecasts will be made on Radio WOW and WOW-TV as word about them is received.

Hundreds of high school music supervisors made the tuning to "Madame Butterfly" a classroom project.

—WOW-TV—

MILLION RESPONSES

Television trade papers report that more than a million viewers went to dealers' stores to receive premiums offered on the "Howdy Doody" NBC program in a 12-week period.

DAY-TIME

Schedule For March

WOW-TV

TIME	MONDAYS THROUGH FRIDAYS
12 ⁰⁰	THE WEATHER MAN—BILL McBRIDE (12:05)—"GRASS ROOTS"—MAL HANSEN (Staley's, Mondays)
12 ¹⁵	THE COFFEE COUNTER WITH DON KEOGH
12 ³⁰	"WOW CALLING"
3 ¹⁵	NEWS, TESTS, FILM SHORTS
3 ³⁰	MARTHA'S KITCHEN General Electric, O.P.P.D., C. A. Swanson, Butter-Nut Coffee, Peter Pan
4 ⁰⁰	RAY CLARK—NEWS; ROVING CAMERA; LOCAL FEATURES; 4:15—"TIME FOR BEANY" CREIGHTON UNIVERSITY and OMAHA UNIVERSITY, alternate Wednesdays
4 ³⁰	SUNDAYS—FILM SHORTS
5 ⁰⁰	SUNDAYS—"HOPALONG CASSIDY"—Butter-nut Bread (1 hour)
5 ³⁰	CARTOON AND FAMILY MATINEE SERIALS
6 ⁰⁰	NBC—"KUKLA, FRAN AND OLLIE"—RCA, Sealtest, Ford
6 ²⁵	SUNDAYS—SPORTS ALBUM,—Nebraska Clothing; NEWS
6 ³⁰	TRAVELOGUE; 6:40—NEBRASKA'S SPORTS ALBUM—Tuesdays and Thursdays MOHAWK SHOWROOM—Mondays, Wednesdays, Fridays; 6:30—Tuesday, ROSELLA, Commercial Savings and Loan.
6 ⁴⁵	RAY CLARK AND COMPLETE NEWS ROUNDUP; SATURDAYS—NBC NEWSREEL
	TEST PATTERN PERIODS: Mondays thru Fridays—11 a.m. to 12 noon; 2 p.m. to 3:30 p.m.; 5:25 p.m. to 5:30 p.m. Sundays—4:40 p.m. to 5 p.m. Saturday—Sign-on at 7 p.m.

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

'Kineo' is New TV Word

"Kinny" or the variation, "Kineo," are new words in the American language, fast becoming in regular use as television takes its place in the household.

Both "Kinny" and "Kineo" are variations of the word "Kinescope" which is the name of the big picture tube used in TV sets. It is called the "picture tube" because the picture is shown in its face, or flat end.

When TV programs are reproduced they are simply photographed by a sound-movie camera off the kinescope tube.

Thus filmed programs are called "kinescopes," "kinny's" or "kineos."

The art of making kinescope programs has vastly improved in recent years. Thus the network programs now being aired on WOW-TV, for the most part, are almost as good quality as original programming.

"Kinny's" play the same role in television that transcriptions play in radio.

-WOW-TV-

'QUEEN OF ICE'

Some WOW-TV-Land girl will be crowned "Miss WOW-TV—Queen of Ice," and will win a trip to Hollywood to compete for the national "Queen of Ice" title. The contest is open to single girls, 17 to 25 years of age and entry blanks are available at the Ak-Sar-Ben Coliseum. Final WOW-TV winners will be judged at upcoming "Icecapades" performances. Personality, appearance and skating ability will count equally in the judging.

Star-Kister . . .



The Hollywood movie fans rarely see—behind the scenes—is now shown by television weekly, with Erskin Johnson, famed columnist, as commentator, on Star-Kist Tuna's new "Hollywood Newsreel," Tuesdays at 8:30 on WOW-TV. The new feature is already a hit show.

-WOW-TV-

Television industry is opposing a plan proposed by administration leaders to tax sales of television sets sales 10 per cent.

Report Relay Ready Sooner

Direct network programs via microwave relays from Chicago to Omaha are scheduled for WOW-TV for October 1, but because of the mild winter there are reports the system may be opened much sooner. Construction work on the series of towers across Iowa is reported ahead of schedule.

This relay will bring network programs to WOW-TV and they will then be carried by other relays or a coaxial cable on to Kansas City.

When the relay is ready for use most network programs will come to Omaha "direct" instead of by film. This will give viewers better quality programs, more programs, and programs as they are originally produced.

The imminence of the relay service is one reason why television set sales have been booming in the past two weeks in the WOW-TV area. Many families want to get their new model sets installed and in operation before the relay starts because they feel there will be a shortage of sets later on.

-WOW-TV-

25,000 SOON

Experts in Omaha television circles estimate there will be 25,000 sets sold by May 1 in the 60-mile primary coverage area of WOW-TV. The total figure was 17,000 plus as of March 1.

The same estimates predicted there would be 30,000 to 35,000 in use by September 1, and 50,000 by year's end.

Shortages of sets which have slowed sales have been relieved somewhat in the past few weeks.

NIGHT-TIME

Schedule For March

WOW-TV

TIME	SUNDAYS	MONDAYS	TUESDAYS	WEDNESDAYS
7 ⁰⁰	COMO CHESTERFIELD SUPPER CLUB—NBC	CHEVROLET TELE- THEATER—Chevrolet	MILTON BERLE TEXACO STAR THEATRE NBC	PARAMOUNT RADIO AMATEURS
7 ³⁰	WAYNE KING NBC Standard Oil	WHO SAID THAT? NBC	LIFE OF RILEY Pabst—NBC	THE CLOCK Lever Bros., NBC
8 ⁰⁰	PHILCO PLAYHOUSE NBC	LIGHTS OUT Admiral	HOLLYWOOD NEWS Star-Kist Tuna	LEAVE IT TO THE GIRLS NBC
8 ³⁰		SPECIALS, SPORTS	ORIGINAL AMATEUR HOUR Old Gold Cigarettes	MRS. ROOSEVELT NBC
9 ⁰⁰		MOVIE		NEWS
9 ³⁰	NEWS, SPECIALS, SIGN OFF	NEWS		SIGN OFF
10 ⁰⁰		SIGN OFF	NEWS SIGN OFF	

TIME	THURSDAYS	FRIDAYS	SATURDAYS	SPECIALS
7 ⁰⁰	ROSELLA—Byrne Jewelry SAGGAU—SPORTS	NEWS—O.P.P.D. GOLF—MEEKS	MOVIE OR SPECIALS	HOCKEY PLAYOFFS NBC GRAND OPERA BASKETBALL BOXING
7 ³⁰	PRO. FOOTBALL	SPECIALS OR MOVIE	FEATURE SHORTS	
8 ⁰⁰	KAY KYSER NBC Ford Dealers	CHARADES	COLLEGE FOOTBALL	
8 ³⁰				
9 ⁰⁰	WRESTLING, SPECIALS		KNIGHTS HOCKEY Falstaff	
9 ³⁰	Falstaff	NEWS SIGN OFF		
10 ⁰⁰	NEWS SIGN OFF		NEWS SIGN OFF	Tune to WOW-TV for dates and times.

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

Color TV at Least Two Years Away!

For V-8s on TV...



You can thank your local Ford dealer for the fine new Kay Kyser "College of Musical Knowledge" show on WOW-TV, Thursdays at 8. WOW-TV viewers agree with the national sentiment that the Kyser show is one of the top shows in all television.

-WOW-TV-

Chas. Winninger on Tele-Theater

Charles Winninger, lovable star of stage, screen and movies will have the lead role in "Three Smart Girls" on the Chevrolet Tele-Theater in the next couple of weeks. This NBC feature is on WOW-TV at 7 p.m., Mondays. Winninger will play a role he portrayed 12 years ago on the screen.

Supporting players will be Pat Crowley, Isobel Elsom, Lee Goodman and Sally Moffett.

-WOW-TV-

Fair and Square...



Handsome, polite, fair and charming—that's what WOW-TV viewers say about Ted Mack, emcee on Old Gold's Original Amateur Hour, Tuesdays at 9 on WOW-TV via NBC "kinny." Contestants on his show are assured a square deal at all times.

Then It May be Optional

The question frequently asked of WOW-TV engineers is: "Should I hold off buying a television receiver because of the color hearings now going on in Washington?"

The best authorities in the industry agree that color television is some years away, with estimates varying from a minimum of two years up to 10 or more.

Many experts believe that color will never replace black-and-white television. They point out that color movies have been used for 10 years and yet only a small fraction of movies now being released are in color.

The Federal Communications Commission has been conducting hearings and experiments for months on whether color is ready to be authorized. Much data and information has been given the commission. Many demonstrations have been viewed.

Newspapers and magazines have been quick to report these hearings, and to make it appear that color television is just around the corner. There are obvious reasons why these media are not anxious to help television develop.

Martin Codel, editor of Television Digest, an authoritative news digest letter service for the industry, sums up his views as follows:

"In our book the whole color business is premature. . . . We don't think anybody's color is ready, or even in early prospect. . . ."

All experts agree that the "color question" is not a good question for delaying the purchase of a television set.

All agree that the "compatible" system will eventually be accepted and adopted. Under this system the set-owner could add color if he wanted it. If he didn't want to spend extra money, just for color, he could continue to use his present set and receive all programs (even those telecast in color) in black-and-white, just as he now receives them.

Thus, the "color hearings" may make possible some programs in color some day, the experts say, but color will in all likelihood be optional with the set buyer—just as the automobile buyer of today may buy a new car with or without an automatic gearshift or white sidewall tires.

In Washington, D. C., television sets sales are booming and dealers can't get enough of the 1950 (black and white picture) models to supply the demand. The general sentiment among Washingtonians is that color is two or more years away, and that it is "strictly something for the future."

-WOW-TV-

During February five of the top ten network television shows were on NBC, and the other five were split between the other three networks.

-WOW-TV-

Twenty-five television set manufacturers are now making the new 19-inch screen sets. Twenty-two inch direct-tube sets are still regarded as a possibility.

Bobbie Sox 'Em...



Lovely Roberta Quinlan, pianist and singer, nicknamed Bobbie, has a socko NBC show for Mohawk rugs, thrice weekly on WOW-TV at 6:15 p.m., Mondays, Wednesdays and Fridays. She's been named the "first lady" of television by the TV fan magazines.

-WOW-TV-

Wayne King on Sunday Nights

Wayne King and his orchestra, singers and dancers will board a mythical ferry boat on an upcoming program soon. This NBC program (for Standard Oil) is now heard at a new time, 7:30 p.m., Sundays, on WOW-TV. It was recently adjudged the top television production originating in Chicago.

-WOW-TV-

'Mr. Television'...



Milton Berle is known as "Mr. Television." Every poll ever conducted justifies this title. His NBC Texaco Star Theater Tuesdays at 8 on WOW-TV rates as the top program of the week, every week. Nationally he rates about 40 per cent better than his runnerup.

Rev. R. R. Brown...

Pastor WOW World Radio Congregation

Are we on the verge of a new spiritual renaissance? Is America and probably the world to undergo moral renovation that will come as the result of a great spiritual revival? Los Angeles, Boston, Wheaton College and other centers have had religious awakenings comparable to those recorded in past history.

For the first time in many years the metropolitan dailies and radio have given for the most part dignified and impressive reports of the revived interest in things religious. Those who are responding seem to be a cross section of American life. One news commentator remarked that it was refreshing to see people seeking for certainty.

It is apparent to every normal person that we need more than international agreements, covenants and formulas in a time of uncertainty and danger. Atom and hydrogen bombs as weapons of destruction in the possession of nations without a conscience make life uncertain and unpredictable.

The persistent spread of communism, determined to become a world power, does not make pleasant reading. These combined with the questions involving our economy are disturbing the souls of men. We believe that as a consequence men are inquiring about the spiritual and eternal.

The only hope of overcoming the spiritual and moral devastating influence of a material concept of life is a spiritual awakening. A new sense of brotherhood will be born when God becomes a reality in men's lives and experiences.

Remember the chapel service every Sunday morning from 8:30 to 9:30 over WOW. Twenty-seventh anniversary, April 9.

TV vs. Sports Gate Receipts

By TIP SAGGAU

Does television hurt the gate at different athletic contests? If anyone could actually answer that question he or she could knock down a tidy sum as an advisor for the television networks and the different sporting syndicates throughout the good old U.S.A.

You no doubt have read in the newspapers where television has been blamed for the lack of attendance at some sporting events. I might add, first of all, that this same group shouted and screamed when radio first started to give the fans a play-by-play account of the different games. The reason for their screaming, the opinion that radio would kill the gate. On the contrary, radio gave sports a shot in the arm to such an extent that gate receipts more than doubled following radio accounts of the action.

There is no question television is different from AM. On the same basis, there is no question in my mind that television will strike interest in any specific sport. All one needs to do is to check this year's attendance at the Omaha Knights hockey game. They have been terrific. WOW-TV has car-

Air and TV Stars Report

Grass Roots...

By MAL HANSEN, WOW Farm Director

First we thank you folks who ordered subscriptions through our 6:30 a.m. Farm Service Reporter program. It was mighty nice of you to follow through on our suggestion.

40

Most farm people we meet still think they need more moisture before spring gets too far along. We'll try to send the moisture north, while we are down south. We won't particularly appreciate moisture during that 15-day period.

40

Just a note to the folks who are going on the WOW Farmers' New South Trip with us . . . and it looks like a full train. The morning after the first night on the train you might want to turn back because you didn't sleep. But don't worry.

40

We have discovered that we'll have you so tired after the first day, because you'll see so much and travel so fast, that you'll sleep as well as you do in your own bed at home. And by the time you finish the trip, you'll be calling the train "home."

40

One of agriculture's top leaders, Claude Wickard, former Secretary of Agriculture and now chief of the REA in Washington, gives a big boost to television. He says farmers will use more and more electricity, and his reason . . . farmers will need television more than any other group of people. On that we agree 100 per cent.

They Would Like to Hear From You

On this page of the new and greater WOW News Tower Magazine you'll find monthly messages from the air stars on WOW—the home town radio personalities whose voices you hear so regularly on WOW, and hear and see on WOW-TV.

These folks are anxious to serve WOW listeners in the News Tower as well as on the air or your TV screens.

From time to time we may publish letters from listeners—letters which have general interest, and pertain to radio or television matters.

Any News Tower reader is more than welcome to send in questions, comments, or criticisms. Please don't fret if we edit them a bit.

We'd also like to receive letters on what pictures, what feature stories and what personalities News Tower readers would like to have included in the paper.

—BILL WISEMAN,
News Tower Editor.

—WOW—

Aunt Sally...

KNOCK . . . KNOCK!

Hi, Neighbors! May I come in? Sure and this be the month when all the good Irishers will be after a wearin' a bit of green. If ye should be after wonderin' about mesilf, sure and me Grandmither's name was McVay.

Sadly I report the passing of three of our members recently, Mrs. Milnes, Mrs. Blagdon and Mrs. Riddle. We shall miss these dear ones who have been in the family so long.

Arlene Akers and Helen Peitsmeyer are now at Clearview Home, Omaha, Neb. Why not send them a card or a cheery letter? Miss Jean Blawvelt of 2913 T Street, Omaha, Neb., has been on the "down" list and was in the hospital for a time. Jean has flashing dark eyes and a beautiful warm smile, and I know she would surely smile if she heard from lots of her old friends.

Frances Clinton has moved to Vail, Ia. Minnie Seigmund is now at 1303 Park Avenue, Omaha. Pansie Garst has moved to Northboro, Ia. Louise Weber makes a vacancy for some other shut-in by recovering. We are happy for Louise. Please make these corrections on your list.

Charlotte Beldon, Rush City, Minn., one of my family and a clever writer of verse has a new book out . . . "Lilac Lane." Why not order one of those books?

I would like to know how many of my family hear the Sunday morning 8 o'clock program, "Sunday With Sally." Please send me a postal today to let me know if you hear this program and how often you are with me. If your March report is not in, you may answer the question in the report.

Well, Happy St. Patrick's Day and 'bye for now.

YOUR AUNT SALLY.

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	
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	CHRISTOPHER LONDON
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 CONSEQUENCES—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	NIGHTBEAT	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	DANGEROUS ASSIGNMENT	PEOPLE ARE FUNNY Raleigh	CURTAIN TIME Mars, Inc.	DRAGNET Liggett and Myers	BILL STERN—Colgate	GRAND OLE OPRY Prince Albert	BOB CROSBY Pet Milk
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	DAVE GARROWAY SHOW	MORTON DOWNEY Coca-Cola	LIVING—1950	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.	Morning Serenade..... 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.	Smillin' 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, and Garst & Thomas..... Daily ex. Sun.	From the Masters Pen..... Sun.	One Man's Family..... Sun.
Sunday Serenade..... Sun.	10:45 A. M.—David Harum—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.
7:15 A. M.—Breakfast Bandstand..... Daily ex. Sun.	Silver Strings..... Sun.	3:00 P. M.—Backstage Wife—Sterling Products..... Mon. thru Fri.
7:30 A. M.—WOW News Tower..... Daily ex. Sun.	11:30 A. M.—Mid-Morning Moods..... Mon. thru Fri.	WOW News Tower—Hubinger Starch..... Sun.
7:45 A. M.—Morning Merry-Go-Round..... Mon. thru Fri.	Music in Three-Quarter Time..... Sat.	3:15 P. M.—Stella Dallas—Sterling Products..... Mon. thru Fri.
8:00 A. M.—Breakfast Club—General Mills..... Mon., thru Fri.	National Guard..... Sun.	3:15 P. M.—Hymns of the World—Omaha Flour Mills..... Sun.
Aunt Sally..... Sat.	11:45 A. M.—Ma Perkins—P. & G. Oxydol..... Mon. thru Fri.	3:30 P. M.—Lorenzo Jones—P. & G. Dreft..... Mon. thru Fri.
Sunday with Sally..... Sun.	Treasury Salute..... Sun.	Contrasts..... Sat.
8:15 A. M.—John Carson Show..... Mon. thru Fri.	Polka Parade..... Sat.	Wayne King—Davidson Furniture..... Sun.
Pot Luck with Holtz..... Sat.	12:00 Noon—Four-Bell News, Markets..... Daily ex. Sun.	3:45 P. M.—Young Widder Brown—Sterling Prods... Mon. thru Fri.
8:30 A. M.—John Carson Show..... Mon. thru Fri.	WOW News Tower..... Sun.	4:00 P. M.—When a Girl Marries—General Foods... Mon. thru Fri.
8:45 A. M.—E. Jabenis Scrapbook—Crestwood Shops..... Sat.	12:15 P. M.—Great Corn Stories—Robinson Seed..... Sun.	Slim Byant..... Sat.
Chapel Service, Dr. R. R. Brown..... Sun.	12:30 P. M.—WOW Calling—Merch. Biscuits..... Daily ex. Sun.	4:15 P. M.—Portia Faces Life—General Foods..... Mon. thru Fri.
9:00 A. M.—Welcome, Travelers—P. & G..... Mon. thru Fri.	Your University Speaks—Uni. of Nebraska..... Sun.	Facts Unlimited..... Sun.
Fred Waring—Minnesota Canning..... Sat.	12:45 P. M.—WOW Calling—Nutrena..... Daily ex. Sun.	4:30 P. M.—Just Plain Bill—Anacin..... Mon. thru Fri.
9:30 A. M.—Marriage for Two..... Mon. thru Fri.	The Music Room—Schmoller & Mueller..... Sun.	Russ Morgan..... Sat.
Mary Lee Taylor—Pet Milk..... Sat.	1:00 P. M.—Double or Nothing—Campbell Soup..... Mon. thru Fri.	Harvest of Stars—International Harvester Co..... Sun.
9:45 A. M.—Dorothy Dix at Home—Sealtest..... Mon. thru Fri.	National Farm and Home Hour—Allis Chalmers... Sat.	Front Page Farrell—Whitehall Pharm..... Mon. thru Fri.
10:00 A. M.—We Love and Learn—Manhattan Soap... Mon. thru Fri.	NBC Theater..... Sun.	Public Affairs..... Sat.
Lassie—Morrell..... Sat.		Catholic Hour..... Sun.
WOW News Tower..... Sun.		5:00 P. M.—Lean Back 'n' Listen..... Mon. thru Fri.
		5:15 P. M.—Guiding Light—P. & G. Duz..... Mon. thru Fri.
		Personality Time..... Sat.

EXPIRATION DATE NEAR YOUR NAME BELOW "3/50" MEANS THIS IS YOUR LAST ISSUE

RETURN POSTAGE GUARANTEED

TO: Radio Station WOW

Omaha 2, Nebr.

STRAIN MRS A E
1119 NO 45TH ST

OMAHA 3 NEBR

8-50

Sec. 562, P. L. & R.

U. S. POSTAGE

PAID

Omaha, Nebr.

Permit No. 257