

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 14, No. 7

OMAHA, NEBRASKA, APRIL 1, 1950

Published Monthly

WOW Farmers in New Orleans

WOW on Top Both, Nights and Days

(See pages 2 and 3 for new BMB WOW coverage maps)

Six out of ten of all families which hear WOW, tune in almost every day and every night, the new Broadcast Measurement Survey, recently made public, reveals. The new official industry survey shows that 63 per cent of WOW's daytime listeners tune in six or seven days a week, and 55 per cent tune in six or seven nights a week.

In terms of listening families this indicates a daytime (every day!) audience of 306,060 families and a nighttime (every night!) audience of 259,420 listener-families.

Either day or night WOW's indicated audience is about 40,000 to 50,000 greater than the circulation of the largest Nebraska newspaper.

Here are salient facts brought to light by the new BMB:

1. This is the first and only direct measurement of the complete audience of WOW and competitive stations in this market.

2. This survey was paid for in part by two other Omaha network-affiliated stations (they have an aggregate of more than \$15,000 invested in BMB Studies Nos. 1 and 2). Additionally, several of Omaha's largest advertisers are members of the Association of National Advertisers and as such were subscribers to the BMB study.

3. The BMB Study No. 2 gives WOW about a half million listener-families both day and night in about 200 counties.

4. BMB No. 2 gives WOW about an 8 per cent to 9 per cent day and night increase since 1946—which is almost exactly the percentage-increase in total radio families in WOW counties.

5. Since 1946 there have been 130 new stations added in the six states which WOW penetrates.

6. More than 80 per cent of WOW's total audience is in Nebraska and Iowa

(Continued on page 2)

—WOW—

MENTION McGEES

NBC's "Fibber McGee and Molly" program receives mention in the Theater Guild's new Broadway offering, "Come Back, Little Sheba." In a scene depicting the effort of actor Sidney Blackmer to reach out for the finer things in life, he strolls to the radio saying that it's almost time for "Fibber McGee and Molly."

Contest Champs . . .



Farm Service Director Mal Hansen congratulates Mrs. Margaret Patterson of Gretna, Neb., writer of the winning letter in the recent morning popularity contest. Hansen is a winner too! See page 6.

—WOW—

HONOR BARTLETT

"Welcome Travelers" Tommy Bartlett received an honor from the American Foundation for the Blind recently. The genial emcee was given a plaque in recognition of his outstanding service on behalf of the blind on his morning show.

It was the first time the foundation had honored a radio program.

—WOW—

REGISTER CHIMES

NBC's famous "bing-bong-bong" station break chimes recently received the distinction of being the first "purely audible" trade mark dealt with by the U. S. Patent Office.

The network's application is the first handled by the office since a 1946 federal trade mark law allowing recognition to trade symbols other than trade marks applied directly to merchandise was enacted.

History of the chimes goes back 23 years. In 1927 NBC found the need for a "go-ahead" signal to put the programs on the air. The three notes G, E, and C in the key of C have now been labeled as the best known sound sequence in the world.

Originally, the chimes were worked by hand. Today, however, an elaborate electrical relay system sends the notes out by the mere push of a button.

Weather Fine, All Aboard Well

New Orleans, La.—March 19—The WOW Farmers' "New South" Farm Study Tour special train with 212 Midwest farmers and farm wives aboard left here tonight for Montgomery, Ala., after a scrumptious dinner at the famous Arnaud's Restaurant, and a day chock full of sight-seeing thrills.

All on board were having the "time of our lives." All were well and the weather has been grand thus far. After tomorrow in Alabama, the tour heads for Florida for three days, an ocean-trip to Cuba, and then it starts back towards Omaha with stops at the famed Vanderbilt Estate in Ashville, N. C., Oak Ridge, the TVA, the "Blue Grass country," and the great Purina Farms near St. Louis. The tour is due back in Omaha at 7 a.m. of March 30, Burlington Station.

The "New South" tour left Omaha on March 15 after a grand depot "going-away" ceremony.

The ladies wore bouquets compliments of Flowers Unlimited and Ray Clark made radio and television programs of the departure. There were several hundred friends and relatives of the trippers there for the farewell.

(Continued on page 3)

—WOW—

CANADA NAMES LAKE

Len Doyle, the two-fisted "Harrington" of the Wednesday night "Mr. District Attorney" program, has been notified that a Canadian lake has been named for him.

The sportsman fished in the then nameless lake in the wilderness of northeastern Canada last summer. Canadian officials believe him to be the first white man to do so. Lake Doyle will be so designated henceforth on all official maps of Canada.

—WOW—

NEW GIMMICK

Bristol-Myers' Wednesday night quiz show "Break the Bank" has added a new gimmick. Each week a person in the studio audience selects the telephone number of some lucky person somewhere in the U. S. A call is made, a question asked. If emcee Bert Parks gets the correct answer to his question, \$500 is awarded to the listener. Wrong answers net the telephone subscriber \$50 and a year's supply of Vitalis and Trushay.

McGees Will Salute Retailers

To Plan Spring Sales Drive

Fibber and Molly McGee will do a special half-hour "Salute to the American Retailer" on the regular Johnson Wax program on NBC and WOW, Tuesday, April 11 (8:30 p.m.)

The program will have Fibber cast in the role of proprietor of the "Bon Ton Store" and Molly and the others in the cast will be his helpers. It will illustrate (but with laughs galore), some of the problems the retailer faces and how he solves them.

The special program was arranged as a part of a national spring sales campaign in which retailers of all types are asked to feature items used in spring housecleaning, includes the full line of Johnson products. The spring campaign was outlined to Omaha area Johnson executives at a meeting at the WOW studios March 10.

Highlight of the spring campaign will be the offer of a giant size can of wax at the special price, which will give the housewife one-third more for her money during the campaign.

The spring campaign was outlined over an NBC "closed circuit" network by Ray Carlson, general sales manager of the company and NBC officials.

-WOW-

PUERTO RICO FINE

The "Duffy's Tavern" cast reports their colony in Puerto Rico finds things ideal. Ed Gardner and his staff of 16 persons, now producing the show from the historic U. S. possession, say living conditions are fine, costs lower than in the States, and fishing good at all times.

-WOW-

NEW YORK VISITORS

"Light Up Time" stars Dorothy Kirsten and Frank Sinatra do their singing from New York these days. The couple transferred from Hollywood to fulfill personal appearance engagements in the East. Miss Kirsten will star in four productions of the Metropolitan Opera, and Sinatra is in the middle of a six-week session at the Copacabana night club.

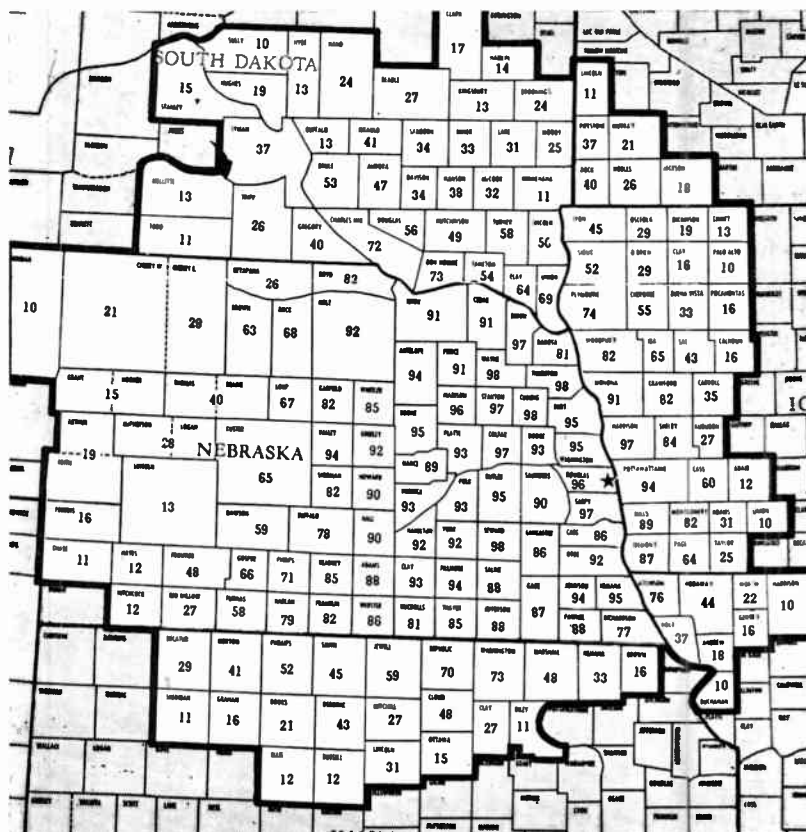
WRITERS LEAD NEAR NORMAL LIFE

A seven-day, day and night, stint seems to be the work week of most toponotch comedy show writers, but not so for the "Baby Snooks Show" sripters.

Artie Stander and Bob Fisher are probably the only two comedy writers in Hollywood who can finish a script in the standard 44-hour work week. The reason: the two fellows have been collaborating for so many years now their minds click along the same track.

Their method of going about the job, however, isn't quite orthodox. Fisher maps a brief story line, then he and Stander go over it scene by scene. Then the two writers split the plot in

WOW's NIGHT-TIME AUDIENCE...



This map shows WOW's total weekly night-time audience (476,110 families) as revealed by the new BMB survey (see page one). The figures indicate the percentage of total radio families in each county which tune to WOW one to seven nights per week.

BMB REPORT

(Continued from page 1)

—about 60 per cent in Nebraska, and 25 per cent in Iowa.

7. Eight out of ten WOW listeners tune in three to seven days and nights to WOW every week. Sixty per cent tune in six or seven days and nights per week.

8. Less than 20 per cent of WOW's audience is rated by Hooperatings! The density of WOW listening is greater

at many points outside the city-Hooperating area.

9. Speaking of density, there are 112 WOW counties where density is 50 to 100 per cent.

10. WOW has more than 100,000 more listeners every day and every night, than the second station. The published rates of WOW and second station are almost identical.

11. WOW six or seven days and nights audience is about equal to the combined daily circulation of both the two largest Nebraska newspapers—(with no allowance for the big duplicate morning-evening circulation of both!)

12. WOW's three to seven days and nights audience is 30,000 families greater than the combined circulation of the three largest dailies in the WOW area!

-WOW-

AMECHE A VET

Jimmy Durante's pal Don Ameche is now in his 20th year of broadcasting.

WOW NEWS TOWER

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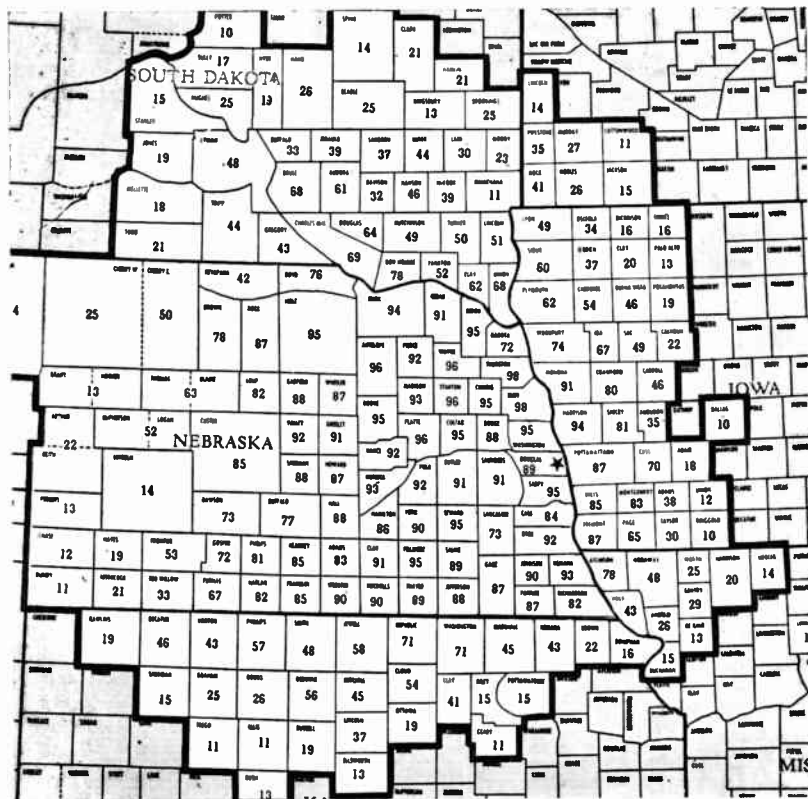
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WOW NEWS TOWER

Fine Dinner Music Weeknights

Willson Show for Falstaff

WOW's DAYTIME AUDIENCE...



This map shows WOW's total weekly daytime audience (485,380 families) as revealed by the new BMB survey (see page one). Figures indicate percentage of total radio families which tune to WOW one to seven days per week.

Rearrangement of the 6:30 to 7 early evening "slot" to include a new Meredith Willson musical show for Falstaff, will give WOW listeners a full half-hour of fine dinner music every weekday evening.

The new Falstaff Meredith Willson show will be heard at 6:45 p.m., Mondays, Wednesdays and Saturdays (starting April 3).

It was announced when the famous Mason City, Ia., composer-conductor, was a special guest at the recent Falstaff convention in Omaha March 11 and 12.

With the addition of the new Willson show, the 6:30 to 7 "slot" will be as follows:

Mondays: 6:30 to 6:45, Freddie Martin and his music with Ray Clark as master of ceremonies.

6:45, Meredith Willson show for Falstaff.

Tuesdays: 6:30 to 7, "590 Melody Lane" with Thomson Holtz as master of ceremonies.

Wednesdays: Same as Mondays.

Thursdays: Guy Lombardo and his "Sweetest Music This Side of Heaven" for Metz Beer.

Fridays: 6:30 to 7, Freddie Martin show (half hour).

Saturdays: 6:30, "590 Melody Lane." 6:45, Meredith Willson show.

Music during the entire half hour—all programs, will be popular and light-classical, of the finest types.

-WOW-

FARM TOUR

(Continued from page 1)

First stop on the tour was at Edmond, Okla. (near Oklahoma City). Oklahoma's famed Governor Roy J. Turner headed a reception committee and was the first to receive a huge Ak-Sar-Ben steak from Tour Leader Mal Hansen. The steaks provided by Omaha's Knights of Ak-Sar-Ben were to be presented to host-celebrities all along the route.

Governor Turner took the group to what Oklahoma calls "Hereford Heaven," its fine cattle producing area. The second day was in the Dallas-Fort Worth area. Here the ladies took "tea" at the fabulous Neiman-Marcus store, and the men visited the Cotton Exchange.

Saturday the trippers visited Houston "fastest growing city in the World," saw the Shamrock Hotel and Ships Canal. The entire forenoon was at Texas A. and M. College where every one learned the complete story of Texas agriculture from a score of experts.

From Houston the trip was to go next to Baton Rouge, and see the bayou country and a 21,000-acre strawberry patch, before arrival in New Orleans Sunday.

Several special guests were with us. First day out Mr. and Mrs. Bob Garst of Coon Rapids, Ia., were along. Mr. Garst is president of Garst and

Thomas a co-sponsor of Mal Hansen's Farm Service Reporter program (6:30 to 7 a.m., every weekday). The other sponsor, Walnut Grove Products of Atlantic, Ia., was represented by Bob Marshall, advertising director, who joined the trip at New Orleans. Also aboard was E. E. "Blue" Howell, Omaha city manager of the Woodmen of the World, who is the official Omaha Chamber of Commerce representative of the tour.

ALDRICH ACTOR

Actress Charita Bauer agrees with George M. Cohan that "Mary is a grand old name"—her three most important acting roles have been as Mary.

Her current "Mary" role is that of Henry's sister on the Thursday night "Aldrich Family." As a child performer she played Mary in Cohan's "Forty-five Minutes from Broadway" and as little Mary in "The Women."

PEBBLE HUNT NETS MAN AWARD

Christmas Day, 1949, the Atlantic Ocean washed the shore of a tiny island in the Azores bringing wonders of the modern world into the life of a 46-year-old Portugese farmer.

That was the day Antonio Brasil went to the beach to gather some pebbles with which to clean his wine barrel and found a plastic ball dropped into the ocean 9 months before by the "People Are Funny" radio show.

The islander kept the ball for a week before he opened it at his wife's urging. He could not read the note inside. Because he couldn't afford bus fare, Antonio walked 18 miles to a nearby town to have the note translated.

As a result, the tenant farmer left his three-room stone house in the care of his wife and 10 children and was

flown to Hollywood for an appearance on the Tuesday night, March 7, program. He also came to collect some \$2,000 in cash and prizes he had won for being the first person to find one of the dozen balls tossed into the ocean by a contestant on the Art Linkletter starrer last spring.

Antonio toured the film capital for his first look at a movie, television, venetian blinds and even plumbing. His comment at each new thing was a sighful, "Wonderful."

When the peasant left the United States and sailed for home, he carried blankets, clothing, a cowboy suit for one son, and school lunch boxes and other items for his family. The money, he would use to buy the farm on which he had toiled so long.



MUSIC MAN—Mason City's Meredith Willson presents a quarter-hour of melody for Falstaff at 6:45 p.m. Listen Mondays and Saturdays too.



GILDY'S NIECE—Lovely Louise Erickson plays the role of Marjorie on "The Great Gildersleeve." Marjorie and Bronco plan a May wedding.



THE BIG STORY—Robert Sloane narrates this exciting half-hour of real adventure Wednesdays at 9 p.m. A newsmen receives an award each week.

These Folks Make Wednesday Night Listening a Pleasure

Variety keynotes Wednesday evening listening on WOW. The "Big Three" in entertainment—music, comedy and drama—all have a chance to please this night.

Meredith Willson returns to radio this month with a three-a-week music show. His outstanding orchestral and vocal arrangements broadcast for Falstaff Mondays, Wednesdays and Saturdays at 6:45 p.m. The former Mason City, Ia., musician presents a pleasant quarter-hour of listening.

At 7 o'clock a guest of Philip Morris' "This is Your Life" takes the stage with Ralph Edwards to hear his own story pass in review. For 30 minutes Ralph delves into the past and

presents friends, relatives and others who have played a role in the subject's life.

Comedy takes to the airwaves at 7:30 when "The Great Gildersleeve" holds forth. Currently the weekly episodes are devoted to the wedding plans of "Gildy's" niece Marjorie and her fiance Bronco Thompson. The couple plan to be married May 1.

Bert Park's popular quiz show "Break the Bank" broadcasts at 8 p.m. Each week the program offers cash prizes for listeners as well as studio contestants.

"Mr. District Attorney" and his sidekick Harrington wage a fierce battle against crime each Wednesday at

8:30. Jay Jostyn stars in this Bristol-Myers' show. Len Doyle and Vicki Vola assist him. No crime has been left unsolved since the D.A. took to radio more than a decade ago.

At 9 o'clock "The Big Story" continues with more exciting drama. Narrator Robert Sloane and Pall Mall Cigarettes take listeners into the courthouse, police station, gang headquarters or wherever important news is likely to happen. Each week a \$500 award goes to the reporter whose "Big Story" is told.

"Living—1950" recently moved into the 10:30 p.m. listening spot. This prize-winning documentary series takes you behind the scenes of 20th century life.



NIGHT NEWSCASTER—WOW's Ray Clark reports on world developments twice each Wednesday and every day at 5:30 p.m. and 10 p.m.



MR. DISTRICT ATTORNEY—Vivacious Vicki Vola aids Mr. D. A. in his fight against crime each Wednesday night at 8:30. It's 30 minutes of thrills.



WEDNESDAY BANKER—Bert Parks hands out cash to "Break the Bank" contestants and listeners each week. Hear this popular quiz show at 8 p.m.



RIGHT TO HAPPINESS—Claudia Morgan stars as Carolyn Kramer in this daily series which broadcasts on WOW at 2:45 p.m.



WOW CALLING—Ray Olson shares emcee duties with Russ Baker each day at 12:30 on this noon-time radio favorite. It's on television too!



WHEN A GIRL MARRIES—Rosemary Rice is cast as Karhy Stanley on this 4 p.m. daytimer. She's a "Cavalcade of America" player too.

Wednesday Daytime Means Good Listening Too!

Wednesday daytime programs deal mostly with the midweek adventures of various soap opera folks.

At 9:45 each weekday morning, WOW listeners hear "Dorothy Dix at Home." The famous name known to millions of newspaper readers as an advisor on personal relations has been written into an entertaining quarter-hour drama. Problems of the bewildered become the problems of this woman who tries to untangle lives with a bit of worth-while advice.

Everyone's Good Neighbor Jack Berch breaks up the a.m. drama schedule at 10:30 to offer 15 minutes of music and song. Accordionist Charlie

Magnanti and his trio serve a musical backdrop to one of daytime radio's most popular singers.

Merril Workhoven presents WOW's "Midday Four Bell News Roundup" at 12-noon. All important international, national, regional and local happenings are reported in a most comprehensive 30-minute summary. Weather and market news so important to the farmers of WOW-Land are covered also.

Two of the favorite afternoon dramas are "Stella Dallas" and "Lorenzo Jones." Since her daughter Laurel's marriage to the wealthy Richard Grosvenor, Stella has attempted to remain in the background because she believes her simple, homely personality doesn't

fit into Laurel's social sphere. When, however, her daughter's happiness is threatened, Stella is ready to sacrifice her own principle to give aid. Hear "Stella Dallas" daily at 3:15.

"Lorenzo Jones" and his wife Belle have many troublesome adventures, but their woes mean fun for the listener. The mechanic whose inventions have never yet brought him that pot of gold at the end of the rainbow keeps right on trying each weekday at 3:30.

Yes, the dial twirler who settles on 590 for both day and night listening to the great WOW and NBC shows can be sure he's tuned to the very finest in entertainment.



JUST PLAIN BILL—Actor Arthur Hughes is made up for his role as the kindly, philosophical barber Bill Davidson. Listen at 4:30 p.m.



GUIDING LIGHT—Five times a week lovely Dorothy Lovett plays the part of Meta Bauer in this drama series. The show is now heard at 5 p.m.



PEPPER YOUNG—Mason Adams plays the title role in the adventures of "Pepper Young's Family." Listen to this popular series each weekday at 2:30 p.m.

Win a Weekend in Hollywood

Campbell Soup Sponsors

Walter O'Keefe's big DOUBLE OR NOTHING Hollywood Weekend Contest enters the homestretch—just two or three days remain to get entries in the mail.

Two lucky contestants will win a wonderful weekend in the film capital with all expenses paid by the quiz-master and the Campbell Soup Company for being picked as the persons with the best aptitude for being quiz contestants.

Dr. W. H. Thompson, head of the Psychology Department at Omaha University, has prepared three questions which are being used as an aid to find the two talented individuals. Contestants are to send in their answers to one or all three of the questions now being asked on "The Johnny Carson Show," Monday to Friday at 8:15 a.m. on WOW.

To the dozen or so persons sending the best answers—answers in the minds of the judges that show those writers to possess the right qualities for quiz contestants—will come the opportunity to participate in another aptitude contest at the WOW studios April 9.

The two persons coming out best in this competition will win the thrilling weekend in Hollywood.

Listeners are urged to get their entries in the mail right away. Send your letters to DOUBLE OR NOTHING Hollywood Weekend Contest, Radio Station WOW, Inc., Omaha, Neb.

—wow—

CARTRIDGES COSTLY

One of the biggest monthly costs to NBC's Sound Effects Department aside from salaries, is the purchase of blank cartridges.

Hope's Honey...



SMART CHOICE—When Doris Day switched from dancing to singing as a career, she started on the road to success. Now she is featured as vocalist on the Tuesday night "Bob Hope Show" and also trades quips with the quick-witted comic.

—wow—

SOAP FIRM RENEWS

The adventures of Mme. Sophie, famous modiste, and her friends on the daytimer "We Love and Learn" will continue to entertain many a 10 a.m. listener. Manhattan Soap renewed the popular show's contract with NBC last month.

Mal Hansen Wins in Contest Poll

Mal Hansen won the election and Mrs. Margaret Patterson of Gretna, Neb., won the RCA Victor radio-phonograph console for writing the best letter in WOW's recent morning popularity contest.

Votes by way of letters poured into the WOW studios throughout a hotly contested two weeks of campaigning for WOW's most favored a.m. star. Mal, Slim Eberhardt, Merrill Workhoven and John Carson asked for votes from listeners through their own morning shows and guest appearances on "WOW Calling" and "590 Melody Lane."

Besides Mrs. Patterson's grand prize, a consolation prize of a steam iron went to Phyllis Kirkpatrick of Omaha, a set of stainless steel cooking utensils to Mrs. Ralph Lewis of Shelton, Neb., and a stainless steel cutlery set to Mrs. J. R. Morrow of Council Bluffs, Ia.

Slim used his guitar and songs on his 5:30 a.m. show to attract votes for himself. At 6:30 each morning, Mal interrupted his farm news long enough to make a bid. Merrill campaigned at 7:30 on his news period, and John wooed letters with music and chatter at 8:15 a.m.

WOW asked the aid of Skelly newsman Alex Dreier and staff to decide the winner from well over 1,000 entries. Prize winners were announced on Thomson Holtz' "590 Melody Lane" program Tuesday, March 14.

—wow—

CANADA APPROVES

Canada and the U. S. saw eye to eye in their preference for one of NBC's daytime shows. A report of the National Listeners Panel showed "The Road of Life" being listed as one of the "five most preferred daytime drama shows." The same rating turned up in a national Canadian listeners poll.

—wow—

MOVIE STAR

Frank Lovejoy, who stars as the newsman Randy Stone on the Monday night adventure series "Nightbeat," made his motion picture debut as Sergeant Mingo in the prize-winning film "Home of the Brave."

—wow—

DURANTE RESPONSIBLE

Those garbled phrases that flow from the lips of comedian Jimmy Durante each Friday night at 8:30 are not invented by the show's writers. The "mals"—short for malpropisms—flow spontaneously from Da Schnozz himself.

Norman Paul, chief script writer, says that during a story conference he keeps his ears open and pencil poised to catch Durante's inimitable phraseology. When Jimmy utters a twisted word or phrase, such as "neuralgia" instead of "nostalgia," you have to put it down on paper right away. There's no getting the comic to think back and remember what he said.

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Clip This and Mail to WOW Today!

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



Expect 25,000 TV Sets by May 1

To Select WOW-TV Ice Queen

Some WOW-TV area young lady will be awarded the title "Miss WOW-TV Queen of Ice" on April 17 between acts at a performance of "Ice Capades" at Ak-Sar-Ben rink.

What's more the "WOW-TV Queen of Ice" will win a trip to Hollywood with all expenses paid to compete in the National Queen of Ice contest May 15 and 16.

The Miss WOW-TV ice queen finalists were to be chosen late in March at a series of screenings, and the semi-finals which were scheduled to take place at one of the Ak-Sar-Ben Knights' Omaha playoff games.

The contest was open to any girl between the ages of 17 and 26 who has poise, personality, charm, beauty of face and figure, and some ability to skate.

Details were announced on WOW-TV. Entry blanks and details were available at WOW-TV and at the box office at Ak-Sar-Ben rink.

-WOW-TV-

WARNS ABOUT HASTE

Commissioner Frieda Hennock of the Federal Communications Commission told the recent New York meeting of the Institute of Radio Engineers that the FCC could not act in haste on lifting the freeze (on new licenses for TV stations) or setting standards for color television.

Action on either matter she, indicated, would effect television for many years to come. She estimates it will take 2,000 television stations to serve total needs of the nation's population.

-WOW-TV-

OTHERS WATCH TV

Forty-two per cent of the non-television-set-owning audience in the greater New York area see TV shows "regularly" on sets belonging to friends, relatives or in public places, according to a new "Pulse" survey. The same survey said 80 per cent of the area's set-owners have guests at least once a week, and six per cent have guests every day.

-WOW-TV-

PRESENT GRAND OPERA

WOW-TV's third NBC grand opera presentation "The Bat" based on Johann Strauss' "Die Fledermaus," was presented on WOW-TV Friday, March 24 at 7:30 p.m. Other opera telecasts will be scheduled on Fridays as they are available.

Knee-Deep in Mail...!



Martha Bohlsen, WOW-TV's "queen of culinary arts" whose program "Martha's Kitchen" dictates the daily eating habits in tens of thousands of homes is knee-deep in mail these days—due to requests for recipes, and the Butter-Nut Coffee offer of an 18-inch string pearl necklace. She's a popular gal around WOW-TV and all staff members gather at her kitchen at 3:30 p.m. to sample the delicacies she prepares.

Want This Paper?

This is a section of the 12-page WOW News Tower magazine. If you'd like this paper every month for a year send your name, address and 50 cents (or a dollar bill for two-year subscription) to

The WOW News Tower
Radio Station WOW
Insurance Building
Omaha 2, Nebraska

Set Shortages Easing

The WOW-TV area is keeping pace with the rest of the nation, if not exceeding it in television set sales. Sales by TV distributors passed the 19,000 mark in mid-March, and were expected to pass 20,000 by April 1.

Persistent rumors that the network relays will open months ahead of the October 1 scheduled date, and a current stepup of deliveries from factories, are two reasons for the present set-sales boom. Hundreds of families want in ahead of the rush expected when the relay opens—an expected rush which may cause more set shortages in some of the new 1950 models now being sold.

The inability of distributors to get delivery of popularly priced sets from factories, eased at the end of the first quarter. All distributors expect to be able to deliver all models, in reasonable quantities, by April 1.

TV set sales are far ahead of schedule for the year, and ahead of 1950 estimates. From all indications the total will slightly exceed 25,000 sets by May 1—eight months after television started in this area.

The 20,000-set mark will mean that nearly one home in every eight in the 60-mile WOW-TV primary area will be a "television home." It will be an available TV audience exceeding 80,000.

The long-range time-table of set sales, based on weekly sales reports thus far, indicates there will be 35,000 television homes by September 1, and 50,000 by November 1.

This means the total audience would reach 140,000 by September 1, and 200,000 by November 1.

If factories continue to supply more and more sets the total for 1950 will reach 60,000, or 10,000 more than the 1950 estimate.

Set sales for the first 10 weeks of 1950 averaged 564 per week (after a bad post-Christmas slump). The average jumped to 843 between February 1 and March 10, partly as a result of a sales drive put on by the Nebraska-Iowa Electrical Council.

-WOW-TV-

SIoux CITYANS VIEW

A manufacturer of television antennas in Sioux City, Ia., estimates that he has put in 100 to 125 installations in the northwest Iowa area, and that in all cases reception of WOW-TV has been good. Sioux City is almost 100 miles from Omaha.

WOW-TV Plant One of the Best

Cost \$600,000 For TV Only

The WOW-TV television building is one of the most modern and efficient TV plants in America.

It was designed and built to specifications of WOW-TV engineers after a three-year study of every modern television station in the United States.

Most of the designing was supervised by Joe Herold, manager of WOW-TV, and one of the nation's top engineering experts in the new science.

WOW-TV is located at 35th and Farnam Streets, in the highest section of central Omaha.

The building cost more than \$600,000 and is the first unit of a "Radio-Television City" and will eventually house all of Radio Station WOW, Inc., activities.

The antenna rises 590 feet above average terrain. Its effective radiated power is 16.2 kilowatts. It is Omaha's most powerful and efficient television tower.

The WOW-TV building occupies a lot with 250 foot frontage on Farnam Street. Its floor space is over 20,000 square feet.

—WOW-TV—

Stephens College at Columbia, Mo., will add a course in television for girls next fall.



Call TV Manager Joe Herold (Webster 3400) and arrange a visit to the modern studios at 3519 Farnam Street, Omaha.

Edwards Coffee is on "Counter"

Master-of-Ceremonies Don Keough has a new sponsor for his "Coffee Counter"—on WOW-TV at 12:15 p.m., Mondays through Fridays.

The new sponsor is Edwards Coffee, a product of fine acceptance in the Omaha area.

The "Coffee Counter," which follows Mal Hansen's "Grass Roots" and precedes the one-and-only "WOW Calling" simulcast (on both radio WOW and WOW-TV simultaneously) is one of the most popular WOW-TV produced shows.

Since its inception, "The Coffee Counter" has presented interviews with more than 2,000 persons, including many of the nation's great celebrities.

It has made a great contribution to the success of many fine charity drives. It was on the "Coffee Counter" that the now-famous "Singing Mouse" from Cherokee, Ia., made its debut.

Almost every day the Coffee Counter presents a different hostess, usually from one of the Omaha high schools or colleges. The hostess pours coffee (Edwards Coffee now!) to all guests.

—WOW-TV—

First television announcer on WABD, channel 5, was a woman, Mrs. Dorothy Wootton.

DAY-TIME

Schedule For April

WOW-TV

TIME	MONDAYS THROUGH FRIDAYS
3 ³⁰	MARTHA'S KITCHEN General Electric, O.P.P.D., C. A. Swanson, Butter-Nut Coffee, Peter Pan
4 ⁰⁰	RAY CLARK—NEWS
4 ⁰⁵	BAZAAR (Live Studio)
4 ¹⁵	COFFEE COUNTER WITH DON KEOUGH—Edwards Coffee
4 ³⁰	LIVE STUDIO PROGRAM
4 ⁴⁵	SUNDAYS—STRANGER THAN FICTION
5 ⁰⁰	SUNDAYS—"HOPALONG CASSIDY"—Butter-nut Bread (1 hour) MONDAYS—HOWDY DOODY
5 ³⁰	"TIME FOR BEANY" and CARTOON TIME
5 ⁴⁵	CREIGHTON UNIVERSITY and OMAHA UNIVERSITY, alternate Wednesdays
6 ⁰⁰	NBC—"KUKLA, FRAN AND OLLIE"—RCA, Sealtest, Ford
6 ²⁵	SUNDAYS—SPORTS ALBUM,—Nebraska Clothing; NEWS
6 ³⁰	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
	TEST PATTERN PERIODS: Mondays thru Fridays—2 p.m. to 3:30 p.m. Sundays—4:40 p.m. Saturdays—Silent

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

"Beany" is Paramount Debut

NBC "Kine" Delays Listed

The following NBC kinescope recorded programs on WOW-TV are delayed as follows:

- Chesterfield Supper Club—two weeks
- Wayne King—two weeks, three days (plays WOW-TV Sundays)
- Philco Playhouse—two weeks
- Kukla, Fran and Ollie—three weeks
- Mohawk Showroom—three weeks
- Chevrolet Tele Theater—three weeks
- Who Said That—two weeks
- Lights Out—three weeks
- Texaco Star Theatre—two weeks
- Life of Riley (movie film)—one week
- Original Amateur Hour—two weeks
- The Clock—three weeks
- Leave It to the Girls—two and one-half weeks (on WOW-TV Weds.)
- Today With Mrs. Roosevelt—three and one-half weeks (WOW-TV Weds.)
- Kay Kyser—four weeks

This means these features are carried so many weeks (as noted) after their original presentations on the NBC network. When the relay is in use they will be carried on WOW-TV simultaneously with the original telecasts.

—WOW-TV—

The average medium-priced television receiver has over 2,000 wired parts in excess of 20 tubes.

This is Beany . . .



This is "Beany," the six-year-old puppet star of the new Paramount picture series exclusively on WOW-TV, 5:30 to 5:45 p.m., Mondays through Fridays. A recent national popularity winner, "Time for Beany" is one of the most popular shows in American television. It is produced by the same company which makes Paramount pictures (movies).

It's a New Net for WOW-TV

Addition of "It's Time for Beany," one of the most popular shows in American television, to the WOW-TV schedule, marks a new association by WOW-TV with Paramount Television Productions, Inc., a division of Paramount Pictures, Inc., the same organization which produces some of the finest feature motion pictures.

"It's Time for Beany" began on WOW March 13 in the 5:30 to 5:45 p.m., Monday through Friday spot. It's ending each day will be just 15 minutes before the start of the popular "Kukla, Fran and Ollie" series (at 6, Mondays through Fridays).

The WOW-TV association with Paramount is tantamount to the joining of a new network—one which is growing in importance daily in the television field. It was Paramount that supplied WOW with the Olympic Auditorium wrestling programs. Other Paramount filmed shows of the highest caliber can be expected within the next few months.

In the months that six-year-old Beany has been on the air, he and his blustery uncle, Captain Huffenpuff, Cecil the Seaside Sea Serpent and the fabulous crew of the world-traversing "Leakin' Lena" have captured the imaginations of thousands of television fans.

NIGHT-TIME

Schedule For April

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		THE CLOCK Lever Bros., NBC
8 ⁰⁰	PHILCO PLAYHOUSE NBC	LIGHTS OUT Admiral	ORIGINAL AMATEUR HOUR Old Gold Cigarettes	LEAVE IT TO THE GIRLS NBC
8 ³⁰		CHARADES		MRS. ROOSEVELT NBC
9 ⁰⁰		SPECIALS, SPORTS MOVIE NEWS SIGN OFF	HOLLYWOOD REEL Star-Kist Tuna	NEWS SIGN OFF
9 ³⁰	NEWS, SPECIALS, SIGN OFF		NEWS SIGN OFF	
10 ⁰⁰				

TIME	THURSDAYS	FRIDAYS	SATURDAYS	SPECIALS
7 ⁰⁰	ROSELLA—Byrne Jewelry FILM	NEWS—O.P.D. GOLF—MEEKS		
7 ³⁰	TV FORUM (Live Studio)	FEATURE FILM OR NBC OPERA		NBC GRAND OPERA
8 ⁰⁰	KAY KYSER NBC Ford Dealers	GARDEN PROGRAM	SILENT	BOXING
8 ³⁰				. . .
9 ⁰⁰	WRESTLING	NEWS SIGN OFF		Tune to WOW-TV for dates and times.
9 ³⁰				
10 ⁰⁰	NEWS SIGN OFF			

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

'Counter' Salutes Home Towns

Lovely Nellis . . .



Maggi (cq) McNellis is as lovely as she is clever. She's the moderator of the new "Leave It to the Girls" NBC kineo series, heard on WOW-TV Wednesdays at 8 p.m., preceding the new Eleanor Roosevelt show. Maggi matches wits with some of America's smartest women on this new series.

21 WOW-TV Cities Are Invited

Twenty-one WOW-TV-Land cities will be saluted on the "Coffee Counter" in a new series of programs planned for now-and-then in the next few weeks. The "Coffee Counter" at 12:15 p.m., Mondays through Fridays, is sponsored by the makers of Edwards Coffee.

The "Counter's" handsome master-of-ceremonies, Don Keough, sent invitations to the cities to be saluted last week. He asked mayors, chambers of commerce, business and civic leaders to come to Omaha to "speak up" for their home towns.

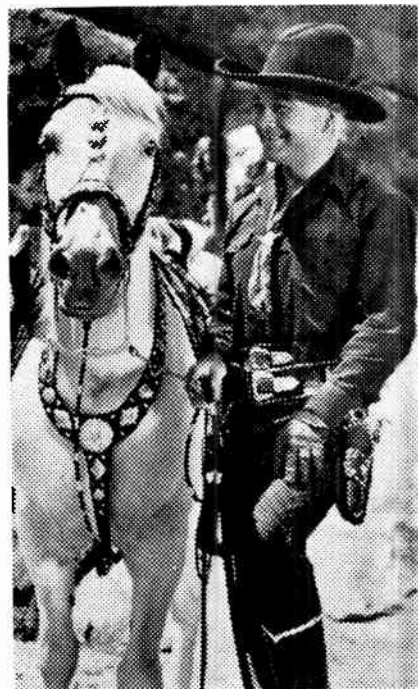
Each group will be expected to tell the history of its town, reasons for its importance and colorful incidents in its past. Additionally, the "Salutes" will be synchronized, when possible, with special local civic events, or charity drives, so that the miracle medium of television may boost these events.

The "Coffee Counter" has greeted many guests since it was started as one of WOW-TV's original locally-produced features. On March 13 the Metropolitan Opera star, Patrice Munsel, in Omaha as a soloist with the Omaha Symphony Orchestra, was a guest. She was honored by Omaha Girl Scouts.

The policy of interviewing interesting people, whether they're famous or not will remain unchanged. Anyone with a story to tell is invited to contact Keough to arrange for a possible television appearance.

Studio visitors are always welcome while the "Coffee Counter" is on the air. Groups are requested to make advance reservations.

Who's Hop's Horse? . . .



Can you name Hopie's horse? A viewer of the top Western star of them all, asked WOW-TV folks for the name of Hopalong Cassidy's horse. The question stumped everybody. Even when they viewed the show (Sundays at 5 p.m. for Butter-nut Bread) they couldn't answer it!

-WOW-TV-

HOPE ON TV

A special hour-and-a-half long Easter Sunday feature starring Bob Hope (his first appearance in television) and a host of other celebrities, is being arranged by Frigidaire. It is tentatively scheduled on WOW-TV from 9 p.m. to 10:30 p.m. on April 16.

-WOW-TV-

TV NEWS NOTES

A new Jersey TV station has a good idea. At 5:45 p.m. it reminds children viewers like this: "Say kids if you're looking in on a neighbor's set don't forget to tell your mom where you are, so she won't worry."

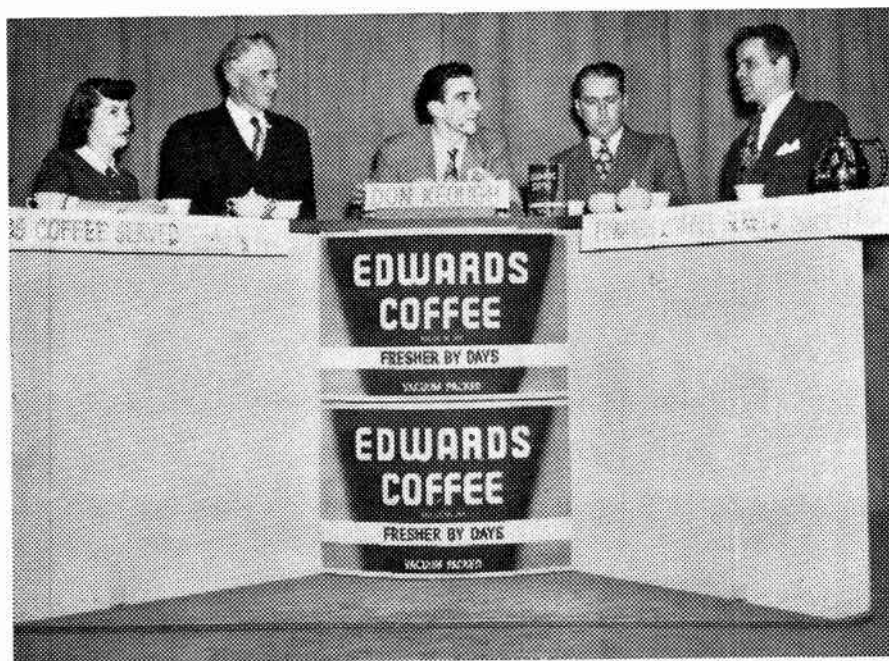
A Philadelphia barkeep is so fond of the Milton Berle show that he won't permit any drinks to be served during the Tuesday night hour when the Berle Texaco show is on the air.

NBC has leased 76,000 square feet of space, three floors of a Manhattan building, for the largest and most complete television and scenery shop in the nation.

NBC's research director estimated that 4 1/3 million homes in the nation now have television sets. This is an increase of nearly half a million since January 1.

Technicolor, world's largest producer of color movies has become interested in color television. The company put out its first color movie in 1917. While highly successful only about one in thirty movies issued are in color.

Coffee Counter in New Set . . .



Here's the "Coffee Counter" in its new Edwards Coffee setting. Guests on this day were, left to right, Lars Larsen, Aurora, Neb., farmer; (Keough) Bob Liddle and Jim Cratt, of the Nebraska Kennel Club who told plans for an Omaha dog show. At left is the guest hostess of the day, Mary Jane Eihlers of Omaha University.

Tip Saggau...

WOW Sports Editor

Now that the basketball season has been sufficiently buttoned up, one of the lesser sports takes over high school and college circles. I speak, of course, of track. Personally, I would rather



Tip Saggau

witness a good track meet than any other type of sporting event. By a good track meet, I mean one that is run off on time, that has contestants capable in college of busting a conference record.

Track has always had a warm spot in this heart of mine because it is the only sport where an individual is strictly on his own. In other words at a track meet you definitely can separate the men from the boys. For example at a football game, if John Brown runs around left-end and makes but two inches he can blame it on the end or tackle who missed his blocking assignment. If a basketball player has a cold night on the hard court, he can always cast it off by saying so and so didn't feed me the ball enough. But a track meet, brother, it's you and nobody else, no matter if you're a distance man, dash man or competing in the field events. If you win a 100-yard dash, you win it. If you lose it, you can't blame anyone but yourself.

Don't let anyone ever tell you that a track man doesn't have to be in perfect physical condition. Because, speaking from experience, I know you do.

At the end of this month, the Drake Relays, one of the finest college meets in the U. S. will be held in Des Moines. At this writing, WOW will carry portions of the relays. Also there is a strong possibility that WOW-TV by means of motion picture film, will be on the spot to bring you the highlights of the action a day or so following the meet. You can also be looking forward to the Kansas relays down in Lawrence, Kans., and the Big Seven Conference meet and the Nebraska State High School meet in Lincoln on WOW and WOW-TV.

Now that the hockey season is out of the way, it might be fitting to tip the hat a bit to Mud Bruneteau and his Ak-Sar-Ben Knights. They did a grand job. The majority of the young fellows who skated for Omaha this year are on their way up. Chances are ten to one you won't see them on the Omaha ice during the next hockey season.

I hope also, and this has been aired and also mentioned in the paper, that next year will find the Omaha hockey team getting more of a break in the way of a schedule. The Omaha hockey team is Mr. Hockey in the U. S. League. I, for one, and I think Harry Fowler, the manager of the Omaha Coliseum Corporation, feels the same way, think it is about time the other members of the U. S. Hockey League realize how important Omaha is to the success of the League and set up their schedules with that thought in mind.

Easter and Anniversary

by the REV. R. R. BROWN
WOW's Radio Minister

Grass Roots...

By MAL HANSEN, WOW Farm Director

Aboard the WOW Special Train to the "New South"

Don't be surprised if you find a mid-westerner in your community talking with a southern drawl. We find many of our traveling companions are using the southern style in their speech. It's catching.

There is general agreement that the South can compete with the North when it comes to livestock production. But our good livestock feeders in the WOW area agree that it will be a while before they can meet northern quality. And they still haven't got the corn we have to do a good job of finishing.



Mal Hansen

There's a difference of opinion as to the most beautiful spot in the South. Some like the bayou country of Louisiana, others pick the resort area of Miami, the cypress gardens of Florida were a favorite spot for others. In all we agree that the South has a lot to show visitors. And we are seeing plenty.

Incidentally, we hear a lot about the hospitality of the West. We have experienced it. But the folks of the South are equally as kind. In fact, we wonder if the people in the Midwest are as kind to visitors as the folks in other areas. We hope so, because it gives a stranger a mighty warm feeling inside to be welcomed with so much attention as we are receiving on this trip. We wish all the News Tower readers were with us.

-WOW-

Aunt Sally...

KNOCK . . . KNOCK!

Hi, Neighbors! May I come in? I bring you April showers and pretty May flowers.

Quite clearly pictured in my memory is an April day 15 years ago when little daughter Teddy and I stepped off a train in Omaha from the sunny Southland. It had been four years since we had felt a spring wind so I wonder now if it was really as sharp as we thought it was. In the land of hot sun, sand and palm trees, your blood gets thinner, 'tis said.



Aunt Sally

Fifteen years is a long time I suppose but these years in WOW radioland have sped on the fleetest of wings,

The Lenten season comes to a close with the glorious Easter observance. During its last days we have brought to our minds the suffering and passion of our Lord. We will read again these words, "They crucified Him!" It was a purposeful event. It was necessary for God and man that by one man's death and resurrection we might be redeemed. But in its application we see the stupidity of men in putting to death the best in life.

There is nothing so tragic as to see sobriety crucified on the cross of intemperance and indulgence. Or the future of society threatened by the death of brotherhood and the peace of the world jeopardized by destroying confidence in righteousness and brotherly kindness. Is it possible that we, too, might nail to the cross of selfishness and personal interest our American heritage of freedom?

We hope and pray that Easter time might bring a resurrection of the higher and better things so that we, too, may see the dawning of a new day for a sorely distressed world. It is the responsibility of everyone to think and act with a clear conscience and sincere desire to put God first and to prefer the good of others to our own personal interest.

Once more, our anniversary celebration will be combined with Easter Sunday observance. April 9 will mark the 27th anniversary of the World Radio Congregation. The first service was given April 8, 1923. On April 2 WOW will pass its 27th milestone. Congratulations!

Be sure to tune in for the anniversary and Easter program 8:30 a.m., April 9. A happy Easter to all of you!

as did the three years of broadcasting in Miami, Fla.

Being interested in the OTHER fellow has been happy activity for me and if one is active for happiness time does fly.

May I take this opportunity to thank my sponsors for their desire to contribute to the comfort and joy of the folks on the inside and making me the steward for this desire. I hope I have given my best toward a most wonderful organization.

I want to thank the thousands of listeners who have stood by with loving hearts and helping hands over the years. Many of them since the day I first took to the air over 590 kc. I will always think of you as "DEAR HEARTS and GENTLE PEOPLE" who have contributed so much happiness to hundreds of shut-ins.

My memory scrap book of radioland wants an anniversary letter from all good friends, new or old, if I have meant anything to you as we covered the miles along the way.

Well 'bye for now.

YOUR AUNT SALLY.

5,000 WATTS

WOW'S APRIL 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 Rezall
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	MUSIC BY MARTIN	590 MELODY LANE	MUSIC BY MARTIN	GUY LOMBARDO SHOW Metz	MUSIC BY MARTIN	M. WILLSON—Falstaff	THEATER GUILD U. S. Steel
6:45	M. WILLSON—Falstaff	CAVALCADE OF AMERICA—Dupont	M. WILLSON—Falstaff	ALDRICH FAMILY General Foods	HALLS OF IVY Schlitz	HOLLYWOOD STAR THEATRE—A. Home Prod.	ALBUM OF FAMILIAR MUSIC—Bayer Aspirin
7:00	RAILROAD HOUR	FANNY BRICE, BABY SNOOKS—Tums	THIS IS YOUR LIFE Philip Morris	FATHER KNOWS BEST General Foods	20TH CENTURY SERENADE	TRUTH OR CONSEQUENCES—P. & G.	TAKE IT OR LEAVE IT Eversharp
7:30	VOICE OF FIRESTONE CONCERT	BOB HOPE Swan Soap	GREAT GILDERSLEEVE Kraft	SCREEN GUILD THEATRE—R. J. Reynolds	SCREEN DIRECTORS' PLAYHOUSE—RCA Victor	HIT PARADE Lucky Strike	BOB CROSBY Pet Milk
8:00	TELEPHONE HOUR Bell Telephone	FIBBER MCGEE-MOLLY Johnson's Wax	BREAK THE BANK Bristol-Myers	DUFFY'S TAVERN Blatz	JIMMY DURANTE R. J. Reynolds	DENNIS DAY Colgate	WOW NEWS TOWER
8:30	BAND OF AMERICA Cities Service	BIG TOWN Lifebuoy	MR. DIST. ATTORNEY Sal Hepatica, Ipana	CHESTERFIELD SUPPER CLUB	LIFE OF RILEY Pabst	JUDY CANOVA Colgate	WOW NEWS TOWER
9:00	NIGHTBEAT	PEOPLE ARE FUNNY Raleigh	BIG STORY Pall Malls	DRAGNET Liggett and Myers	BILL STERN—Colgate	GRAND OLE OPRY Prince Albert	WOW NEWS TOWER
9:30	DANGEROUS ASSIGNMENT	WOW NEWS TOWER	RICHARD DIAMOND PRIVATE DETECTIVE	WOW NEWS TOWER	UNITED NATIONS WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER
10:00	WOW NEWS TOWER	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SAT. SPORTS PARADE	HEADLINES
10:15	SPORTS—Nebr. Clothing	MORTON DOWNEY Coca-Cola	LIVING—1950	MORTON DOWNEY Coca-Cola	HOTEL ROOSEVELT ORCHESTRA	MORTON DOWNEY Coca-Cola	SPRING SERENADE
10:30	DAVE GARROWAY SHOW	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
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.	1:45 P. M.—Judy and Jane—Folgers Coffee..... Mon. thru Fri.
6:00 A. M.—Sunrise News Tower..... Daily ex. Sun.	10:30 A. M.—Jack Berch Show—Prudential Ins. Co.. Mon. thru Fri.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap... Mon. thru Fri.
6:15 A. M.—Welcome to the West—Imdrin..... Mon. thru Fri.	Smilin' Ed McConnell—Buster Brown..... Sat.	One Man's Family..... Sun.
6:30 A. M.—WOW Farm Service Reporter, Markets—Walnut Grove Products, and Garst & Thomas..... Daily ex. Sun.	From the Masters Pen..... Sun.	2:15 P. M.—Road of Life—P. & G. Oxydol..... Mon. thru Fri.
Sunda, Serenade..... Sun.	10:45 A. M.—David Harum—Babo..... Mon. thru Fri.	2:30 P. M.—Pepper Young's Family—P. & G. Soap... Mon. thru Fri.
6:55 A. M.—Reveille—Fair Store..... Daily ex. Sun.	Solitaire Time—Campana..... Sun.	Quiz Kids—Miles Lab..... Sun.
7:00 A. M.—Alex Dreier—Skelly..... Mon. thru Fri.	11:00 A. M.—Light of the World—General Mills..... Mon. thru Fri.	2:45 P. M.—Right to Happiness—P. & G. Soap..... Mon. thru Fri.
L. Burlingham, This Farming Business—Skelly... Sat.	Homemakers Club—Omaha Public Power..... Sat.	3:00 P. M.—Backstage Wife—Sterling Products..... Mon. thru Fri.
Revival Hour—Gospel Br'dcast'g Assn., Weather... Sun.	American Forum of the Air..... Sun.	WOW News Tower—Hubinger Starch..... Sun.
7:15 A. M.—Breakfast Bandstand..... Daily ex. Sun.	11:30 A. M.—Mid-Morning Moods..... Mon. thru Fri.	3:15 P. M.—Stella Dallas—Sterling Products..... Mon. thru Fri.
7:30 A. M.—WOW News Tower..... Daily ex. Sun.	Music in Three-Quarter Time..... Sat.	3:15 P. M.—Hymns of the World—Omaha Flour Mills..... Sun.
7:45 A. M.—Morning Merry-Go-Round..... Mon. thru Fri.	National Guard..... Sun.	3:30 P. M.—Lorenzo Jones—P. & G. Dreft..... Mon. thru Fri.
8:00 A. M.—Breakfast Club—General Mills..... Mon., thru Fri.	11:45 A. M.—Ma Perkins—P. & G. Oxydol..... Mon. thru Fri.	Matinee at Meadowbrook..... Sat.
Aunt Sally..... Sat.	Treasury Salute..... Sun.	High Adventure..... Sun.
Sunday with Sally..... Sun.	Polka Parade..... Sat.	3:45 P. M.—Young Widder Brown—Sterling Prods... Mon. thru Fri.
8:15 A. M.—John Carson Show..... Mon. thru Fri.	12:00 Noon—Four-Bell News, Markets..... Daily ex. Sun.	4:00 P. M.—When a Girl Marries—General Foods... Mon. thru Fri.
Pot Luck with Holtz..... Sat.	WOW News Tower..... Sun.	Slim Bryant..... Sat.
8:30 A. M.—John Carson Show..... Mon. thru Fri.	12:15 P. M.—Great Corn Stories—Robinson Seed... Sun.	4:15 P. M.—Portia Faces Life—General Foods..... Mon. thru Fri.
Chapel Service, Dr. R. R. Brown..... Sun.	12:30 P. M.—WOW Calling—Merch. Biscuits..... Daily ex. Sun.	Facts Unlimited..... Sun.
8:45 A. M.—E. Jabenis Scrapbook—Crestwood Shops..... Sat.	Your University Speaks—Uni. of Nebraska..... Sun.	4:30 P. M.—Just Plain Bill—Anacin..... Mon. thru Fri.
9:00 A. M.—Welcome, Travelers—P. & G..... Mon. thru Fri.	12:45 P. M.—WOW Calling—Nutrena..... Daily ex. Sun.	Russ Morgan..... Sat.
Fred Waring—Minnesota Canning..... Sat.	The Music Room—Schmoller & Mueller..... Sun.	Harvest of Stars—International Harvester Co.... Sun.
9:30 A. M.—Marriage for Two..... Mon. thru Fri.	1:00 P. M.—Double or Nothing—Campbell Soup... Mon. thru Fri.	4:45 P. M.—Front Page Farrell—Whitehall Pharm... Mon. thru Fri.
Mary Lee Taylor—Pet Milk..... Sat.	National Farm and Home Hour—Allis Chalmers... Sat.	Public Affairs..... Sat.
9:45 A. M.—Dorothy Dix at Home—Sealtest..... Mon. thru Fri.	NBC Theater..... Sun.	Catholic Hour..... Sun.
10:00 A. M.—We Love and Learn—Manhattan Soap... Mon. thru Fri.		5:00 P. M.—Guiding Light—P. & G. Duz..... Mon. thru Fri.
Lassie—Morrell..... Sat.		Catholic Hour..... Sun.
WOW News Tower..... Sun.		5:15 P. M.—Lean Back 'n' Listen..... Mon. thru Fri.
		Personality Time..... Sat.

EXPIRATION DATE NEAR YOUR NAME BELOW "4/50" MEANS THIS IS YOUR LAST ISSUE

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