

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 15, No. 3

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Published Monthly

New Shows Are Still Coming

John J. Gillin Memorial

A memorial to the late John J. Gillin, Jr., former president and general manager of Radio Station WOW, Inc., was recently presented to St. Joseph's Hospital in Omaha by the Radio Council of the Omaha area.

The group presented two floor type blood pressure machines to the hospital where Mr. Gillin had been born and which was one of his favorite charities.

In making the presentation the council cited the late WOW chief for his generous aid and assistance, particularly during the early days of the council.

-wow-

TIP TO LEGION

Tip Saggau, sports director for WOW since April, 1947, has announced his resignation, effective December 1.

On that date Tip will take over his new duties as Adjutant of Omaha Post No. 1 of the American Legion.

Needless to say the WOW staff joins with Tip's thousands of fans in wishing him the best of good luck in his new endeavor. At this writing no successor to Tip had been named.

-wow-

BIG TALKER

Tallulah Bankhead, mistress of ceremonies of WOW's "Big Show" (Sundays, 5 p.m.) is a famous talker—and is said to start talking the moment she hears footsteps.

-wow-

SKIPPED SCHOOL

Florence Freeman, who plays the title role in "Young Widder Brown" (WOW, 3:45 p.m., Mondays thru Fridays) is a former teacher who decided she would rather act.

Her first audition was in response to a dare and it was a lucky dare for her, because she made good and won a job that led to her present network position.

-wow-

SAD SOUND

"There is no more doleful sound," said Mr. William Todhunter Hall (Ronald Colman) of WOW's "The Halls of Ivy" (Wednesdays, 8 p.m.) "than the reverberation of an idea striking a brass hat."

Here's Hedda...



Hedda Hopper's great new show fits right into NBC's big Sunday night schedule following "The Big Show" and "The Phil Harris-Alice Faye Show."

-wow-

HANSEN WINS AGAIN!

Once again Mal Hansen, Farm Service Director for WOW and WOW-TV, has brought home the bacon in the form of an award.

This time Mal received a Certificate of Award from the National Association of Radio Farm Directors. The award was presented to Mal "in recognition of 10 years of outstanding service to agriculture through farm broadcasting." The presentation was made at the annual convention of the National Association of Radio Farm Directors in Chicago.

In addition to the award Mal was chosen by his fellow farm directors to be editor of the association's publications for the forthcoming year.

-wow-

FOURTH CHIME

At 2:26 p.m., Sunday, December 7, 1941 when the Japanese attacked Pearl Harbor, NBC instantly added it's famous "Fourth Chime" to the world-famous three chime signature which follows the close of every NBC program. The prearranged emergency signal calls all NBC engineers and key personnel to report immediately to their posts.

More Great Programs

They're still coming! That's right, more new and better programs are still being added to WOW's already outstanding schedule of the best in radio listening.

WOW is proud to announce as its latest additions "The Hedda Hopper Show" and "Music With the Hormel Girls."

The frank opinions and razor-sharp wit of columnist Hedda Hopper are now heard on WOW each Sunday at 7 p.m.

Don't miss this famous Hollywood personage when she presents a Hollywood star, a new screen discovery and other important news and personages each Sunday evening.

"Music With the Hormel Girls" is now heard each Sunday afternoon at 2. The 65 lovely young ladies in the all-girl cast are all former members of the various World War II women's military organizations. During the broadcasts, which incidentally are aired from different cities each week, the 23 piece band and chorus present strikingly beautiful arrangements of your favorite music. (See photo on page 4.)

Since your last issue of the News Tower several other new programs have been added for your listening pleasure. These include "The Mysterious Montague," and "Screen Directors' Playhouse." In addition "Sam Spade" has returned to WOW-Land during the past month.

Details of these and other WOW shows can be found on the inside pages of this month's magazine.

-wow-

DANCER, TOO!

Frankie Laine, singing star of WOW's "Big Show" (Sundays, 5 p.m.) once sang at dance marathons and rounded out a meager income by competing as a dancer, too. Didn't last long, though, because the schedule meant 80 hours of work a week.

-wow-

'FATHER' SINGLE

Anthony Smythe, "Father Barbour" of Tabcin's "One Man's Family" (WOW, 6:45 p.m., Mondays thru Fridays) is actually a bachelor.

WOW Named First in News

Tops Among Nation Stations

The National Association of Radio News Directors has awarded WOW's News Department first place among all of the member radio stations in the United States.

News Director Harold Baker was presented with a plaque symbolic of the award at the recent national convention of news department directors in Chicago.

Soren Munkhof, former WOW news director and now production manager for WOW-TV, also attended the convention and was elected secretary of the group.

Recognized leaders in the news departments of the various networks and press associations judged the contest on a basis of news technique, coverage and ability.

WOW has long been recognized as one of the nations top-rated news stations, but some 18 months ago the station decided to broaden its already expansive news service. In addition to the entire leased wire of the United Press and the Associated Press radio service, WOW now has a staff of eight veteran newsmen, whose combined radio, newspaper and press service experience totals more than a century. Six other staff members are primarily concerned with the farm, sports and secretarial side of the news.

Inmeasurable strength is added to WOW coverage by 94 regional correspondents who channel news to the station. They are located in all the major towns and communities within the stations listening area.

Another important reason for the high rating given WOW's news broadcasts is the fact that all WOW newscasts are rewritten. No wire copy is used as it comes from the teletype thus eliminating that monotonous sameness so often noted.

That this expanded news service has more than done the job is proved by the award.

Of the more than 2,000 radio stations in the United States WOW was singled out as having the top news department—a fitting tribute for a conscientious effort to better serve its vast radio audience.

Generous Gene ...



Gene Edward has the leading figures in the world of music at his disposal, but he's not at all selfish—He shares them with WOW listeners on his 7:15 a.m. "Breakfast Bandstand," and his 6 p.m. "Falstaff Serenade" and "590 Melody Lane" programs daily.

—WOW—

SHEEPISH LA VALLE

Paul Lavalle's business is conducting, but his avocation is shearing sheep.

When the Cities Service "Band of America" bandmaster bought his Wilton, Connecticut home a few years back, a ram and a ewe came with it.



Paul Lavalle

The two "parents" have now given birth to a herd of offspring, and Lavalle and his wife, concert artist Muriel Angelus, are now busy having the sheep's wool made into blankets.

The "Band of America" is heard Mondays at 8:30 p.m. on WOW.

ABOUT MOTHER

Father (Robert Young) of General Foods' "Father Knows Best" (WOW, 7:30 p.m., Thursdays) has definite ideas on motherhood, which although they are a bit premature for Mother's Day, bear repeating. Father says:

"Being a wife and mother isn't so glamorous as being a movie star—but the rewards are so much greater..."

"They give out different awards to mothers. They give a mother a baby's tears to carry in her heart. They give her laughter and love to comfort her on lonely nights. They give her dirty faces to wash and hems to let out. They give her the greatest collection of memories a woman can want. The woman with the greatest possible career is still the plain, everyday mother."

—WOW—

SNAPPY SNOOKS

Baby Snooks, played by Fanny Brice on Tuans' "The Baby Snooks Show" (WOW, 7:30 p.m., Tuesdays) always manages to leave Daddy breathless with her reactions to his statements. Here is an excerpt from a recent conversation:

Daddy: "A lodge is a group of high-minded men getting together each week to discuss standards in the community, and no women are allowed."

Snooks: "A lodge is a group of weak-minded men getting high together to discuss women in the community, and no standards allowed!"

—WOW—

'PLAYHOUSE' BACK

Those who appreciate the best in radio drama will be happy to know that "Screen Directors' Playhouse" has returned to NBC and WOW as a full hour program.

Heard regularly on Thursdays at 9 p.m., "Screen Directors' Playhouse" is a participant in NBC's "Operation Tandem," sponsored by RCA Victor, the Ford Motor Co. and Anacin.



These are the folks who bring you the prize-winning WOW news broadcasts. Left to right, Jim Baugh, Jim McGaffin, Bill Williams, Meta Sparks, Special Events Director Ray Clark,

Julie Zelenka, News Director Harold Baker, Jim Flanagan, Herb Lee, and Steve Murphy. Absent when the picture was taken were Merrill Werkhoven, Mal Hansen, George Bernstein.

"Big Show" Rates Raves

Mal Hansen is Honored by FFA Iowa Chapter

Mal Hansen, popular Farm Service Director for WOW and WOW-TV, is now an honorary Future Farmer of America.

The honor came to Mal through the Nishna Chapter of the Future Farmers of America at Atlantic, Ia. Each year at the chapter's annual parent-son banquet a single honorary FFA award is made. This year Mal was invited to speak at the affair and at the conclusion of his talk was surprised by the award which was presented to him by FFA President Jack Bell on behalf of the chapter's 51 members.

—WOW—

Judy Canova was discovered by Rudy Vallee singing in a basement night club in Greenwich Village.

HE WORKS AT NIGHT

Wildroot's "Charlie Wild" is the latest and one of the most popular private detectives to join WOW and NBC. A rock fisted, razor tongued private eye who dauntlessly risks life and limb to get his man . . . and a fat fee, he can be heard every Sunday at 4:30 p.m.

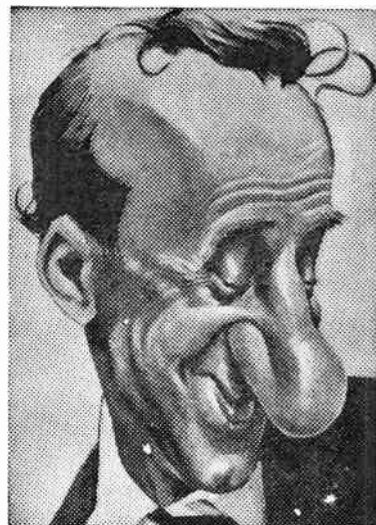
Wild does his sleuthing during the nighttime, and on all his dangerous adventures he is aided by a young assistant, a McCoy from West Virginia. The radio audience learns of his various activities as Wild dictates his reports to a wire recorder in the wee small hours of the morning.

George Petrie, versatile star of the stage, screen, radio and television, is heard in the featured role.

Papers Lavish Praise

Variety and Billboard, the so-called "bibles" of show business went all-out in their reviews of the first edition of NBC's new radio extravaganza, "The Big Show."

"They don't come any better than this one."—That's the way Variety summed up its review while Bill-



AW SHUCKS, FELLOWS—Jimmy Durante, one of the many stars on "The Big Show" modestly bows his head after reading the rave reviews in *Billboard* and *Variety*.

board described the first 90 minute "Big Show" as "a smash success—radio variety at its smoothest and smartest."

No show, regardless of its financial returns, is considered a success by show business until these top trade magazines have passed judgement on it in their review pages. For this reason NBC feels that the estimated \$50,000 that it spends weekly to bring you "The Big Show" is a first class investment now that *Variety* and *Billboard* have added their official praises to those of millions of listeners.

Carried on WOW from 5 to 6:30 every Sunday evening "The Big Show" gives radio listeners "the mostest of the bestest"—if we may again borrow from *Variety*. RCA Victor, Ford and Anacin sponsor segments of this 90 minute radio treat.

Tallulah Bankhead is the dynamic mistress of ceremonies for the show which features a different cast of outstanding stars each week. Lovely Mindy Carson is one of the regularly featured vocalists in this show that *Billboard* calls "by all odds the biggest radio series of all time."

Keep your radio tuned to WOW every Sunday night from 5 to 6:30 and you'll agree with *Variety* that "NBC can take a bow for perpetuating big-time radio."

Give a WOW News Tower Magazine Subscription for CHRISTMAS

One One-Year Subscription 50 Cents

Two One Year Subscriptions \$1.00

Five One-Year Subscriptions \$2.00

WOW NEWS TOWER MAGAZINE,
Radio Station WOW, Omaha, Neb.

Gentlemen: Please enter Christmas Gift Subscription for the following persons. My remittance for \$-----for payment of these subscriptions is enclosed.

Name-----
(Please PRINT plainly)

Street and Number or Rural Route-----

City and State-----

Name-----
(Please PRINT plainly)

Street and Number or Rural Route-----

City and State-----

Name-----
(Please PRINT plainly)

Street and Number or Rural Route-----

City and State-----

(Each person on your list above will be notified before Christmas of this gift subscription from you. Subscriptions received prior to December 15 will begin with the January issue.)

CLIP THIS AND MAIL TO WOW TODAY!

'Tandem' Another NBC First

New Idea in Programming

An entirely new—and better—type of programming for both listeners and sponsors has been introduced by NBC and is now on effect on WOW.

Called "Operation Tandem" the plan is built around NBC's new 90 minute super-program, "The Big Show." It provides all parties concerned with a diversified programming plan that includes variety, comedy, drama, adventure and music.



Archie says—Sure "Duffy's Tavern" is a "Tandem" Show.

To bring its listeners this new and distinctive radio service NBC was forced to make certain changes in its schedule. The programs effected by "Operation Tandem" together with their new times are listed below. For complete program details consult the schedule on pages 10 and 11.

"The Man Called X," Saturday, 7:30 p.m.

"The Hedda Hopper Show," Sunday, 7 p.m.

"Screen Directors' Playhouse," Thursday, 9 p.m.

"Nero Wolfe," Friday, 7 p.m.

"Sam Spade," Friday, 7:30 p.m.

"The Magnificent Montague," Friday, 8 p.m.

"Duffy's Tavern," Friday, 8:30 p.m.

"Dangerous Assignment," Saturday, 7 p.m.

"Counter-Spy," Sunday, 4 p.m.

"NBC Theater," Thursday, 8:30 p.m.

"Tales of the Texas Rangers," Sunday, 8:30 p.m.

Above programs included in the "Operation Tandem" are: "Screen Directors' Playhouse," "Duffy's Tavern" and "The Man Called X." "The Big Show" and the NBC Symphony Orchestra also are in the "Operation Tandem." RCA Victor, Ford and Anacin sponsor portions of "Operation Tandem."

CHRISTMAS STORY

In keeping with the Christmas spirit the story of "Pokey, the Xmas Elf" will be presented on WOW at 4 p.m. on December 24 by the Metropolitan Utilities District.

This novel and interesting tale of the adventures of "Pokey," one of Santa's elves, will thrill and entertain both children and adults with its light and joyful story.

The story tells how the Xmas Elf almost didn't get to help Santa deliver his gifts.

—WOW—

SAM IS BACK

Tough, brash Sam Spade is returning to NBC and WOW.

In response to a quarter of a million letters received by the network since the detective halted his air capers, "The Adventures of Sam Spade" will be heard again on Fridays at 7:30 p.m.

Returned by popular demand, the Sam Spade series will continue the detective's experiences in San Francisco.

—WOW—

KODY SOLD

Permission to assign the license of Station KODY of North Platte, Neb., has been given Radio Station WOW, inc., of Omaha by the Federal Communications Commission. The license will be assigned to a new operation company, Radio Station KODY, for 100 thousand dollars. The new company is headed by John Alexander, long-time manager of KODY under WOW, Inc. operation.

—WOW—

MYSTERY MAIDS

The C. A. Swanson & Sons "Mystery Maids" may appear at your local grocery at any time and ask you questions that can result in your winning valuable prizes. They might take a peek into your shopping bag for Swanson's Margarine, also. Get complete details on "WOW Calling."

—WOW—

NOT ALL SPORTS

When Warden Clinton T. Duffy of San Quentin was visiting NBC studios, "Double or Nothing" emcee Walter O'Keefe invited him to appear on the program as a contestant.

In the course of the interview, Warden Duffy went into great detail about the wonderful athletic facilities and competitive sports set-up at the California prison.

"There are just two sports lacking," Warden Duffy stated.

"What are those," Walter asked, "you have baseball and football?"

"Well, drawled the Warden," we had to eliminate track and pole vault."

"Double or Nothing" is heard at 9:30 a.m. and 1 p.m., Mondays through Fridays on WOW for Campbell's Soup.

Hormel Honey ...



Jeanne Kaufman, a former Omaha resident, is a member of the famous Hormel Girls Musical organization which is now heard on WOW every Sunday afternoon at 2. Don't Miss "Music With the Hormel Girls" next Sunday.

—WOW—

XMAS PROGRAM

America's favorite young actress, Margaret O'Brien, will star in a special Christmas program, "The Angel With the Cold Nose" on WOW at 1:30 p.m. on Sunday, December 24.

Omaha Public Power District is sponsoring the half-hour dramatic show with its special message of good will and happiness that will match the joyous holiday spirit. Don't miss this deeply moving Christmas show with its unique story twist.

—WOW—

A REAL RANCHER

Joel McCrea, who stars as Jace Pearson in "Tales of the Texas Rangers" Sundays at 8:30 p.m. on WOW, is the owner of a 2700 acre ranch—and he can thank the late Will Rogers for it.

Joel had originally wanted to own a ranch, but had lost sight of his goal while trying for success as an actor. In 1931 when he played in a film with Will Rogers the two got to be close friends and Rogers told him to start on that ranch as soon as possible. Joel took the great humorist's advice and scraped together enough to buy 100 acres—the start of his present ranch.

Joel is married to his one time leading lady, Frances Dee, and they have two boys, both of whom attend a small country school near the McCrea ranch. As yet Joel hasn't had to call on his "Texas Ranger" experience to track them down during a hookey session."

SUNDAYS

(ALL DAY!)

- 2:00 P. M.—Battle Report (NBC)
- 2:30 P. M.—Mrs. Roosevelt (NBC)
- 3:00 P. M.—“Meet the Press”
Revere Copper (NBC)
- 3:30 P. M.—“The Zoo Parade”
Quaker Oats (NBC)
- 4:00 P. M.—“Gabby Hayes Show”
Quaker Oats (NBC)
- 4:45 P. M.—“Kaleidoscope”
Metropolitan Utilities
- 5:00 P. M.—WOW-TV Presents
- 6:00 P. M.—
GENE AUTRY SHOW
Brach Candy



Gene Autry

The Movies
great
Singing
Cowboy

- 6:30 P. M.—“Henr-e-e” and “The Aldrich Family”
General Foods (NBC)
- 7:00 P. M.—
COLGATE'S GREAT COMEDY HOUR!
(NBC)
Fred Allen
Eddie Cantor
Martin and Lewis
(alternate weeks)
Plus
Bob Hope and
Bobby Clark
(for Frigidaire every fourth week)



Garroway



Russell

- 8:00 P. M.—
PHILCO TELEVISION PLAYHOUSE
(NBC)
- 9:00 P. M.—
GARROWAY AT LARGE
Congoleum-Nairn (NBC)
- 9:30 P. M.—Charades
Nebraska Clothing
- 10:00 P. M.—Circle A. Theater
Armstrong Cork (NBC)
- 10:30 P. M.—News of the Week
(NBC)

MONDAYS

- 6:00 P. M.—“CAPTAIN VIDEO”
(Dumont Network)
- 6:30 P. M.—Roberta Quinlan
Mohawk Carpet (NBC)
- 6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
- 7:00 P. M.—Winchell and Mahoney
Speidel (NBC)
- 7:30 P. M.—
ARTHUR GODFREY
Lipton (CBS)



Godfrey

and
his
Talent
Scouts

- 8:00 P. M.—“LIGHTS OUT”
Admiral (NBC)
- 8:30 P. M.—EXTRA SPECIAL!
Schubert Musical Comedy
P. & G., or,
Robert Montgomery Drama
Lucky Strike (NBC)
(alternate weeks)
- 9:30 P. M.—Rosella
John Byrne Jewelry
- 9:45 P. M.—Hansen's Grass Roots
Staley
- 10:00 P. M.—Omar Weather Man
- 10:10 P. M.—Falstaff Sports
- 10:15 P. M.—News with Ray Clark
- 10:30 P. M.—“Bigelow Theater”
(CBS)
For Bigelow-Sanford Carpets
- 11:00 P. M.—
BROADWAY OPEN HOUSE
Anchor-Hocking (NBC)

WOW-TV Channel 6

TUESDAYS

- 6:00 P. M.—“CAPTAIN VIDEO”
Johnson Candy (Du.)
- 6:30 P. M.—John Conte's Van
Camp Show (NBC)
- 6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
- 7:00 P. M.—
“THE TEXACO STAR THEATER”
(NBC)
Starring the one and only
MILTON BERLE



Berle

as
“Mister
Television”

- 8:00 P. M.—
“CALVACADE OF BANDS”
Drug Store Products (Du.)
- 9:00 P. M.—
OLD GOLD
AMATEUR HOUR
with **TED MACK and CO.** (NBC)
- 10:00 P. M.—Omar Weather Man
- 10:10 P. M.—Falstaff Sports
- 10:15 P. M.—News with Ray Clark
- 10:30 P. M.—
STARS OVER HOLLYWOOD
Armour (NBC)
- 11:00 P. M.—
BROADWAY OPEN HOUSE
Anchor-Hocking (NBC)



Thomas



Stern



Quinlan



Swayze

WEDNESDAYS

- 6:00 P. M.—“CAPTAIN VIDEO”
Skippy (Du.)
- 6:30 P. M.—Roberta Quinlan
Mohawk (NBC)
- 6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
- 7:00 P. M.—
NBC 4-STAR VARIETY
Ed Wynn, Danny Thomas
Motorola (NBC)

Starring
Jack
Carson
Jimmy
Durante



Carson

- 8:00 P. M.—
KRAFT TELEVISION THEATER
(NBC)
- 9:00 P. M.—Break the Bank
Bristol-Myers (NBC)
- 9:30 P. M.—Rosella
Commercial Savings & Loan
- 9:45 P. M.—Top Views in Sports
Wilkinson's
- 10:00 P. M.—Omar Weather Man
- 10:10 P. M.—Falstaff Sports
- 10:15 P. M.—News with Ray Clark
- 10:30 P. M.—Famous Trials
(Du.)
- 11:00 P. M.—
BROADWAY OPEN HOUSE
Anchor-Hocking (NBC)

THURSDAYS

- 6:00 P. M.—“CAPTAIN VIDEO”
Johnson Candy (Du.)
- 6:30 P. M.—John Conte's Van
Camp Show (NBC)
- 6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
- 7:00 P. M.—Groucho Marx in
“You Bet Your Life”
for DeSoto (NBC)

7:30 P. M.—12/14
“CISCO KID”
Butter-nut Bread

Cisco and
Pancho
come
to
life



Cisco Kid

- 8:00 P. M.—Kay Kyser's College
of Musical Knowledge
Ford (NBC)
- 9:00 P. M.—Martin Kane, Private
Eye, U. S. Tobacco
(Du.)
- 9:30 P. M.—**WAYNE KING**
Standard Oil (NBC)
- 10:00 P. M.—Omar Weather Man
- 10:10 P. M.—Falstaff Sports
- 10:15 P. M.—News with Ray Clark
- 10:30 P. M.—Country Style (Du.)
- 11:00 P. M.—
BROADWAY OPEN HOUSE
Anchor-Hocking (NBC)



Lester



Conte

FRIDAYS

- 6:00 P. M.—“CAPTAIN VIDEO”
(Du.)
- 6:30 P. M.—Roberta Quinlan
Mohawk (NBC)
- 6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
- 7:00 P. M.—The Quiz Kids
(NBC)
- 7:30 P. M.—
HOLD THAT CAMERA
Esquire Polish (Du.)

with
“The Girl
About
Town”



Kyle MacDonnell

- 8:00 P. M.—Arthur Murray Dance
Lessons (Du.)
- 8:30 P. M.—Bonnie Maid Varieties
(NBC)
- 9:00 P. M.—
MADISON SQUARE GARDEN BOXING BOUTS
Gillette (NBC)
- 9:45 P. M.—“Greatest Fights”
Vaseline (NBC)
- 10:00 P. M.—Omar Weather Man
- 10:10 P. M.—Falstaff Sports
- 10:15 P. M.—News with Ray Clark
- 10:30 P. M.—Plain Clothes Man
(Du.)
- 11:00 P. M.—
BROADWAY OPEN HOUSE
Anchor-Hocking (NBC)

WOW-TV Channel 6

SATURDAYS

(ALL DAY!)

- FOOTBALL EVERY SATURDAY**
THROUGH DECEMBER 9
- 12/2 —Army vs. Navy
Gillette (NBC)
- 12/9 —
PRESIDENTIAL ALL-STAR GAME
Georgia vs. Texas A. & M.
Washington
(Dumont)
- 4:30 P. M.—Joe DiMaggio
Lionel Toys (NBC)
- 4:45 P. M.—
(NBC)
- 5:00 P. M.—
(NBC)
- 6:00 P. M.—
(NBC)
- 6:30 P. M.—
ONE MAN'S FAMILY
Manhattan Soap (NBC)
- LUCKY SINGERS**



Wilson

- 7:00 P. M.—
JACK CARTER SHOW
Campbell's Soups
Whitman Candy
Wildroot
Johnson Wax
- 8:00 P. M.—
SHOW OF SHOWS
Sid Caesar and
Imogene Coco
Snowdrop
SOS
Scotchtape
Benrus
Crosley
- 9:30 P. M.—
LUCKY STRIKE HIT PARADE
(NBC)
- 10:00 P. M.—Falstaff Wrestling
from Chicago (Du.)

MONDAYS THRU FRIDAYS ... DAYTIME SCHEDULE

- 2 to 2:30 P. M.—RANSOM SHERMAN VARIETY SHOW—NBC
- 2:30 to 3 P. M.—BERT PARKS VARIETY—Mon., Wed., Fri.—NBC
- BILL STERN, “Remember This Date”—Tue., Thu.—NBC
- 3 to 4:00 P. M.—The KATE SMITH-TED COLLINS SHOW—NBC
- 4 to 4:30 P. M.—“MARTHA'S KITCHEN” With MARTHA BOHLSSEN

- 4:30 to 5 P. M.—“HOWDY DOODY”—NBC
- 5 to 5:30 P. M.—JOHNNY CARSON—Mon., Wed., Fri.
- 5 to 5:15 P. M.—“Unk and Andy”—Brandeis—Tues., Thurs.
- 5:15 Tues.—Blackstone; Thurs.—Creighton or Omaha U.
- 5:30 to 6 P. M.—“KUKLA, FRAN and OLLIE”—NBC



Sherman



Parks



Smith



Carson

Corrected to Nov. 25, 1950



Howdy



Bohlsen



Clark



Kukla

Keep This Schedule Near Your Set! Watch WOW News Tower or Your Local Newspaper For Changes and Corrections New Shows!

TV Set Sales Pass 50,000

See 60,000 by Year's End

The sale of television sets in the WOW-TV area has passed the 50,000 mark—and most of the big Christmas rush is still ahead.

Set distributors expected at least 55,000 families would see television this Christmas in their own homes on their own sets and the total may reach 60,000 by year's end.

Last Christmas when television was less than four months old in this area there were only 11,989 sets in use. Thus, this year's television "family" will be more than five times as large as it was a year ago.

Since "interconnection" (the beginning of direct network service) three months ago nearly 25,000 families have purchased TV sets. Sets have been sold at the rate of more than 250 per day!

Only limiting factor in the sale of sets will be availability of sets. Several hundred folks have already purchased sets for pre-Christmas delivery and installation. Dealers were urging those who intend to make this a "Television Christmas" to place their orders for sets as soon as possible. Many dealers will not guarantee pre-Christmas deliveries.

A big rush for sets has been among farm families in the WOW-TV area (roughly 60 miles from Omaha). A WOW-TV survey indicated that 19 per cent of the sets sold thus far have been for use in farm homes, and, by coincidence this means about 19 per cent of all the farms in WOW-TV-Land are now television-equipped.

Farmers, especially, were urged to order sets as soon as possible due to the possible shortage of television antennas and antenna parts. Almost all farm homes must have antennas to enjoy reliable reception. TV homes beyond a 25 to 35 mile radius of Omaha must have elaborate antenna installations.

—WOW-TV—

7 MILLION SETS

About 7,213,700 American families—almost one out of every five—own television sets, the Industrial Surveys Company reported.

The actual ownership ratio is 17.9 per cent of the approximately 40,300,000 families in the nation.

Craftsmen and skilled laborers own the greatest percentage of sets among occupational groups, followed by clerical workers, sales and service workers, professional men and women, and executives.

Bert Offering...



Energetic Betty Ann Grove will be spotlighted as the singing comedienne on the new daytime musical variety program, the "Bert Parks Show," Mondays, Wednesdays and Fridays at 2:30 p.m. on WOW-TV. The show, sparked by the dynamic Parks, offers top entertainment courtesy of General Foods.

—WOW-TV—

The Zoo Man...



"Mr. Zoo Man" on Quaker Oats' delightful Sunday (3:30) afternoon "Zoo Parade" is R. Marlin Perkins. Omaha public schools use this feature for "out-of-school" study.

—WOW-TV—

Welch's Grape Juice becomes a co-sponsor of "Howdy Doody" effective December 8.

New Bigelow Theater

"Bigelow Theater," a new half-hour series of television dramas, romances and comedies starring Broadway and Hollywood stars, will premiere on TV stations across the country during the week of December 4. It starts on WOW-TV at 10:30 p.m. Mondays.

The series, which will be sponsored by the Bigelow-Sanford Carpet Company, Inc., has been filmed especially for television by Jerry Fairbanks, Inc., in Hollywood.

Viewers in 30 cities will see original plays starring such luminaries as Diana Lynn, Don DeFore, Victor Jory, Nancy Kelly, Donald Woods, Chico Marx and Virginia Bruce.

—WOW-TV—

8 YEARS OFF!

Dr. Allen B. Dumont, a leading television authority believes that practical color television in the home is still eight years away. He made the prediction in a speech before the New York Radio Executives Club, an Associated Press dispatch reported.

—WOW-TV—

RUSH ON TOYS

An Omaha department store with a childrens show sold 17 dozen \$2.95 toys after announcement on two shows. The same store sold 30 children's blackboards per day after TV mentions as compared with six per day before the program started!

—WOW-TV—

TV NEWS NOTES

Swift & Company, will sponsor a segment of the NBC Saturday Nite Revue, effective December 9 and weekly thereafter. All of the "Big Four" packers are now using TV advertising carried on WOW-TV.

—WOW-TV—

The Andrew Jergens Company, makers of Jergen's Lotion and other products, will sponsor a portion of the Kate Smith show (3:15 p.m. to 3:30 p.m., Wednesdays and Fridays) starting January 3.

—WOW-TV—

By a margin of about 8 to 2, television preferred to watch University of Nebraska football games over other games on networks, a WOW-TV survey revealed.

—WOW-TV—

A new Omaha audience survey shows that WOW-TV had 65 per cent of the TV audience between 2 p.m. and midnight during the week starting November 11.

—WOW-TV—

More than 700 football fans who watched Cudahy-sponsored games on WOW-TV took time out to write in for a recipe for a new kind of dressing to go with turkeys!

WOW NEWS TOWER

....WOW-TV WINTER TV SCHEDULE ON PAGES 6 AND 7!....

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



'Cisco Kid' Set For WOW-TV

Movies Make TV Shows

Not all the great television shows are produced by the big networks.

WOW-TV this month is airing three topnotch shows released by United Artists Television. These are in addition to the new Cisco Kid series, another motion picture industry production described elsewhere in this News Tower.

The United Artists shows include:

"UNK AND ANDY" 5 p.m. to 5:15 p.m., Tuesdays and Thursdays for J. L. Brandeis & Sons.

This is a fine quarter hour for children from 4 to 12, and the leading characters are "Unk" the skipper of the good ship "Copy Cat," and "Andy" Auk, a little bird who comes to life when Unk draws him from the letter "A". Throughout the 25-program series, Unk and Andy aboard the Copy Cat sail the seven seas to meet all kinds of animals from all over the world. Each animal (whose name begins with a different letter of the alphabet) becomes a member of the cast.

"TOP VIEWS IN SPORTS" 9:45 p.m., Wednesdays for Wilkinson's Inc., men's wear store at 15th and Farnam Streets.

This program presents Gordon McLendon, famous nationally-known sports commentator in a quarter hour filmed each week from 18 camera positions in 18 large cities. It offers amazing coverage of sports by newsreel cameramen.

"JOHN KIERAN'S KALEIDOSCOPE" 4:45 p.m., Sundays, for the Metropolitan Utilities District.

This program is introduced, edited and informally narrated by the famous John Kieran of "Information Please" fame. It concerns such subjects as "the atom," "the heart," "the ant," tropical fish, liquid air, and 1,001 other matters of interest to every member of the family from 7 to 70. Kierans amazing knowledge of nature and wild life, plus his wit and personality make this weekly feature, a TV must in every WOW-TV home.

WOW-TV program experts are constantly on the alert for the best in exclusive filmed television programs and more will be added to the schedule from time to time.

Cisco and Pancho...



Thrills, action, laughs pack every minute of the new "Cisco Kid" series, starring Duncan Reynaldo (left) as "Cisco" and the movies' Leo Carrillo as his faithful pal, "Pancho." Butter-nut Bread brings the new series to WOW-TV viewers starting December 14.

—WOW-TV—

Walt Disney TV Debut One of Xmas Specials

The world premier of Walt Disney on television and two outstanding grand operas will be among the great special Christmas presentations on WOW-TV within the next two of three weeks.

In a spectacular hour-long production called "One Hour in Wonderland," the first Disney effort will be presented at 4 o'clock Christmas Day as a gesture of good will by the Coca-Cola Company. It will combine the appeal of Disney's beloved characters with the charm and wit of Edgar Bergen and Charlie McCarthy.

On the same day NBC will present one of eight grand operas planned for this winter—Humperdinck's delightful "Hansel and Gretel" by the NBC Television Grand Opera Company.

A week earlier (December 17 from 2 p.m. to 3 p.m.) the same company will present Bizet's "Carmen." There will be six other operas—all in English, and all especially produced for television.

Reynaldo and Carrillo Stars

An old radio favorite of the kids and grown-ups is soon destined to become a television star. He's the Robin Hood of the Range, O. Henry's immortal "Cisco Kid."

Interstate Bakers, bakers of Butter-nut Bread have announced that "The Cisco Kid" will be seen on WOW-TV, channel 6, each Thursday evening, 7:30 to 8 p.m., starting December 14.

"Cisco Kid" is played by Duncan Reynaldo famous star of "Cisco Kid" movies, which incidentally is the only western movie ever to capture an Academy Award. Accompanying the "Cisco Kid" is famed funnyman Leo Carrillo as his pudgy sidekick "Pancho."

Thousands of midwest radio listeners are already familiar with "The Cisco Kid," which is now heard Tuesdays, Thursdays and Saturdays at 7:30 p.m. on KOIL and KMA. The radio version will move to Radio WOW soon after the new year, and will be heard 6 p.m. to 6:30 p.m. Mondays, Wednesdays and Fridays.

Some ideas of the types of stories to be given on WOW-TV can be gained from the titles of the first shows. These include: "The Boomerang," "Counterfeit Money," "Cattle Rustling," "The Big Switch," "The Convict," "Oil Land," "Chain Lightning," "Medicine Flats," "The Railroad Land Rush," "The Will," "Cattle Quarantine," "The Renegade Son" and "The False Marriage."

A "sneak preview" of "The Cisco Kid" first program was given to WOW-TV area Butter-nut personnel at a meeting in Omaha.

Television leaders, who saw pre-release screenings agree that the "Cisco Kid" will be one of the outstanding television film series of the year. Unlike "kinescope" it is said that the film will equal or surpass many "live" productions now seen on television.

—WOW-TV—

BUSY MR. WEATHER

Chuck Thomas, the Omar Weather, is a professional meteorologist with U. S. Army training. He's been a busy lad during the recent "big weather." His sponsor is so pleased with interest in Chuck's WOW-TV feature 10 p.m. week-nights, it has started similar TV shows in Columbus, Ohio and Indianapolis, Ind.

Old Fashioned Wish Still Best

Tip Saggau...

What caused the Nebraska Cornhuskers to suddenly catch a fire during the 1950 football season?

Everyone has his or her idea, so Saggau may as well give out with his. Since the war, the Huskers have had anything but a good record on the gridiron. They lacked an offensive sparkplug to get that extra yardage when the chips were down. Nebraska was suffering from defeatist attitude and couldn't



Tip Saggau

seem to get over the fact that heart has a lot of bearing on the outcome of any athletic contest.

There were a couple of boys who played 60 minutes of football, and one in particular, Tom Novak, who went into every game with the idea of winning. However, for the most part, the Huskers lacked that certain something necessary for a winning season. During the 1950 season, the men of Huskerland entered every game to win.

I don't write this piece to suggest Nebraska didn't try to play winning ball the past few years. I think they did, but after suffering defeat after defeat, it seemed the teams of a few years ago took a short end of the score for granted.

This year Nebraska is taking their first step toward a place in the football sun. The team of 1951, sparked by All-American Rambling Robert Reynolds, and coached by one of the top men in the business, Bill Glassford, will bring Husker fans their first Big Championship in many a moon.

-wow-

Rev. R. R. Brown...

Once more, we come to Christmas, one of the most joyous seasons in our calendar and to the end of a year surrounded by war clouds. The air, instead of being filled with a song of good will and peace, is filled with songs of hatred, revenge, suspicion and distrust. Some would attribute our disordered conditions to the failure of Christianity, but such fail to remember that He whose birth we celebrate and was to be "Prince of Peace," "Emmanuel," God with us, has not been permitted to enter the parliaments of nations.



Rev. R. R. Brown

This Christmastime and the fad-

Aunt Sally...

**KNOCK...KNOCK!
MAY I COME IN?**

Hi, Neighbors. Three guesses what we will talk about this month? Why old SAINT NICK for sure—for he will reign supreme in heads and hearts of young and old.

Well, by the time that old fellow arrives every shut-in on my list will have been adopted for a grand Christmas.

I hope all you wonderful people who have cooperated will understand that some of my people are unable to write and it is often difficult

for them to get some one to write letters for them, but I figure that at birthday and Christmas time anyone of them could find someone who would write two or three letters of appreciation.

I have always requested the members to keep a small book for names and addresses of those who send gifts and have also asked that they secure these names and addresses from the packages before they are opened. In spite of my advice some of the shut-ins are so excited that they tear the package open and occasionally lose the address.

If you have not heard from your shut-in within two weeks after you sent a gift please let me know at once.

There has been a most gratifying response this year in the holiday activities. The Saturday breakfast call at 8 o'clock continues to hold its old friends and the Sunday With Sally half hour on Sunday morning at 7 is bringing a world of new and grand friends who are interested in the work and deeply concerned about Gene's appetite.

Thanks again for standing by for happiness and my one wish to Santa this year is that all the shut-ins and all you dear people in radioland will have the grandest Christmas and begin the finest new year of your life.

Well, Merry Christmas... Everywhere... Everywhere.

YOUR AUNT SALLY.



Aunt Sally

ing hours of another year should provoke us to meditation. There never was a time when we needed contemplation of things eternal and immortal more than now. The wise men saw His star and came to worship Him. As the year closes, it should also lead us to confession. Confession not only of our own, but of the sins of nations whose stupidity is costing not only multiplied millions of dollars, but precious lives, destruction of property and dislocation of our so-

Merry Christmas, Happy New Year

We pleasure to start off our column today by wishing everyone a Merry Christmas and a Happy New Year. But the problem was to find a new and more unique way of doing it.

But we've been sitting in front of this typewriter for a half hour, and we still haven't thought of a substitute for the old-fashioned greeting.

Farm folks most everywhere will have a pleasant Christmas season. Except, of course, those families who have young men in the armed forces. Many aren't going to get home for the Holiday Season.



Mal Hansen

Because farm families are more self-contained, because they usually see more of each other than city folks, the disappearance of even one member of the family over the holidays leaves a deep void. So if your family isn't all together this season, we hope and pray that it will be soon.

We've a long list of folks to whom we ought to send Christmas greetings for their great assistance. There's the big staff here at WOW... especially the folks in the News Room, and our secretary, Meta Sparks... the engineers who make our programs possible... The folks in TV programming and promotion that give the farm department lots of cooperation.

Then there's the folks in the field who help us with programs, especially the voc ag men and county agents, the folks at Nebraska U and Iowa State... we don't dare list them by name for we would surely leave some out. The list is too long.

In Walnut Grove, Garst & Thomas, Pioneer, and Staley we have the finest sponsors possible. But most important... we have you, the viewers and the listeners of WOW and WOW-TV, the finest folks in the world. We do hope you have a happy holiday season. So here's an Old Fashioned "Merry Christmas."

ciety. Finally, it should bring us to a new consecration. The wise men brought Him gifts. Let us bring ourselves. Let us dedicate our lives to the highest and holiest things that we might know the full meaning of the angels' song, "Glory to God in the highest and on earth, peace toward men of good will."

Mrs. Brown and my associates want to wish all the readers of News Tower a very joyous Christmas and a peaceful and prosperous New Year.

RADIO WOW'S DECEMBER DAYTIME SCHEDULE

| | | | |
|--|----------------|---|----------------|
| 5:30 A. M.—Five-Thirty Call—Early morning music to help you start the day right..... | Daily ex. Sun. | 11:45 A. M.—Your Melody Time—Late morning melodies..... | Mon. thru Fri. |
| 5:40 A. M.—Slim Everhart—Carter's Little Liver Pills..... | Mon., Wed. | Polka Parade—Lively tunes..... | Sat. |
| 5:55 A. M.—Weather Report—Get your advance information..... | Daily ex. Sun. | Treasury Salute..... | Sun. |
| 6:00 A. M.—Sunrise News Tower—All the latest happenings in detail..... | Daily ex. Sun. | 12:00 Noon—Four Bell News Tower—The Midwest's most complete news coverage with all of the latest national, international, farm and market and local news..... | Daily ex. Sun. |
| 6:15 A. M.—Welcome to the West—Slim Everhart..... | Daily ex. Sun. | WOW News Tower—A complete 15 minute news coverage..... | Sun. |
| 6:30 A. M.—WOW Farm Service Reporter—Mal Hansen brings latest farm and market news, interviews, agricultural reports and regional news for Pioneer Hybred Seed Corn and Walnut Grove Mineral Products..... | Daily ex. Sun. | 12:15 P. M.—Great Stories About Corn—Everett Mitchell and Funk's G. Hybred Seed Corn bring you this show..... | Sun. |
| Sunday Serenade—Mood music..... | Sun. | 12:30 P. M.—WOW Calling—A happy half hour for Folger's Coffee, Swanson's Margarine, and Nutrena..... | Mon. thru Sat. |
| 7:00 A. M.—Network News—Alex Dreier for Skelly Oil..... | Mon. thru Fri. | Your University Speaks—University of Nebraska..... | Sun. |
| This Farming Business—Lloyd Burlingham for Skelly Oil..... | Sat. | 12:45 P. M.—The Music Room—Schmoller & Mueller..... | Sun. |
| Sunday with Sally—Don't miss Aunt Sally..... | Sun. | 1:00 P. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup..... | Mon. thru Fri. |
| 7:15 A. M.—Breakfast Bandstand—Gene Edwards with recorded music you'll like..... | Mon. thru Sat. | National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers..... | Sat. |
| 7:30 A. M.—WOW New Tower—Merrill Workhoven..... | Daily ex. Sun. | Living-1950—A stirring documentary show..... | Sun. |
| Revival Hour—Gospel Broadcasting Association..... | Sun. | 1:30 P. M.—Ma Perkins—Oxydol's long time favorite..... | Mon. thru Fri. |
| 7:45 A. M.—Morning Merry-Go-Round—Lively music..... | Mon. thru Sat. | First Piano Quartette..... | Sun. |
| 8:00 A. M.—Breakfast Club—Don McNeil and Co. for General Mills..... | Mon. thru Fri. | U. S. Army Band..... | Sat. |
| Aunt Sally—Her program helps to brighten many lives..... | Sat. | 1:45 P. M.—Judy and Jane—Folger's Coffee..... | Mon. thru Fri. |
| 8:15 A. M.—John Carson Show—Johnny's early morning show..... | Mon. thru Sat. | 2:00 P. M.—Life Can Be Beautiful—P. & G. Soap..... | Mon. thru Fri. |
| 8:30 A. M.—John Carson Show—A half-hour of music and fun..... | Mon. thru Sat. | Town and Country Time..... | Sat. |
| Chapel Service—Dr. R. R. Brown..... | Sun. | Dimension X..... | Sun. |
| 8:45 A. M.—Elaine Jabenis Scrapbook—Crestwood Shops..... | Sat. | 2:15 P. M.—Road of Life—Interesting to follow—Oxydol..... | Mon. thru Fri. |
| 9:00 A. M.—Welcome Travelers—Tommy Bartlett with a great show..... | Mon. thru Fri. | 2:30 P. M.—Pepper Young's Family—You'll like them—P. & G. Quiz Kids—Miles Laboratories presents these youthful mental giants in an entertaining show..... | Sun. |
| Mind Your Manners..... | Sat. | 2:45 P. M.—Right to Happiness—Everyone's right—P. & G..... | Mon. thru Fri. |
| 9:30 A. M.—Double or Nothing—The popular quiz show with Walter O'Keefe emceeing for Campbell's Soup..... | Mon. thru Fri. | 3:00 P. M.—Backstage Wife—Sterling Products..... | Mon. thru Fri. |
| Mary Lee Taylor for Pet Milk..... | Sat. | Town and Country Time..... | Sat. |
| Art of Living..... | Sun. | The Falcon..... | Sun. |
| 9:45 A. M.—From the Master's Pen..... | Sun. | 3:15 P. M.—Stella Dallas—A moving story—Sterling Products..... | Mon. thru Fri. |
| 10:00 A. M.—Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker..... | Mon. thru Sat. | 3:30 P. M.—Lorenzo Jones—Presented by Dreft..... | Mon. thru Fri. |
| WOW News Tower—All the latest news..... | Sun. | WOW News Tower—Hubinger Liquid Starch..... | Sun. |
| 10:15 A. M.—U. S. Navy Show—Stirring music..... | Sun. | 3:45 P. M.—Young Widder Brown—Sterling Products..... | Mon. thru Fri. |
| 10:30 A. M.—Jack Berch Show—Jack sings songs in a style you'll always enjoy—Prudential Insurance Co..... | Mon. thru Fri. | World's Best Seller—Nebraska Savings & Loan..... | Sun. |
| Smilin' Ed McConnell—Brown Shoes..... | Sat. | 4:00 P. M.—When a Girl Marries—General Foods..... | Mon. thru Fri. |
| U. N. Is My Beat..... | Sun. | Wayne Howell Show..... | Sat. |
| 10:45 A. M.—David Harum—Babo presents this show..... | Mon. thru Fri. | Counter-Spy—Tales of espionage..... | Sun. |
| Solitaire Time—Another Campana presentation..... | Sun. | 4:15 P. M.—Portia Faces Life—General Foods..... | Mon. thru Fri. |
| 11:00 A. M.—Live Like a Millionaire—You'll enjoy hearing the contestants in action—General Mills..... | Mon. thru Fri. | 4:30 P. M.—Just Plain Bill—Anacin..... | Mon. thru Fri. |
| Homemakers Club of the Air—Omaha Public Power sponsors Marion MacDonald with household hints..... | Sat. | Music in the Morgan Manner..... | Sat. |
| Voices and Events..... | Sun. | Charlie Wild, Private Eye—Wildroot..... | Sun. |
| 11:30 A. M.—We Love and Learn—Manhattan Soap..... | Mon. thru Sat. | 4:45 P. M.—Front Page Farrell—Whitehall Pharmaceutical..... | Mon. thru Fri. |
| Music in Three-Quarter Time..... | Sat. | 5:00 P. M.—Guiding Light—Sponsored by Duz..... | Mon. thru Fri. |
| Eternal Light..... | Sun. | Public Affairs..... | Sat. |
| | | "The Big Show"—One and a half hours of the best in radio with Cantor, Hope, Allen, Marx, Durante, Como..... | Sun. |
| | | 5:15 P. M.—Lean Back 'n' Listen..... | Mon. thru Fri. |
| | | Your National Guard..... | Sat. |

5,000 Watts

WOW'S DECEMBER NIGHT SCHEDULE

590 Kc.

| TIME | SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|-----------------|---|--|--|--|---|---|---|
| 5 30 | THE BIG SHOW A full hour and a half of the nation's brightest stars—Allen, Durante, Hope, Cantor, Bankhead, Marx, Brice, Wilson, Shore, Daley, MacRae, Como—every week different For RCA Victor, Ford and Anacin | 4-BELL NEWS TOWER All the News | 4-BELL NEWS TOWER All the News | 4-BELL NEWS TOWER All the News | 4-BELL NEWS TOWER All the News | 4-BELL NEWS TOWER All the News | 4-BELL NEWS TOWER All the News |
| 55 | | SPORTS NEWS Falstaff Beer | SPORTS NEWS McFayden Ford | SPORTS NEWS Falstaff Beer | SPORTS NEWS McFayden Ford | SPORTS NEWS Falstaff Beer | SPORTS NEWS McFayden Ford |
| 6 00 | | 590 MELODY LANE recordings with Gene Edward | FALSTAFF SERENADE music for Falstaff | 590 MELODY LANE recordings with Gene Edward | FALSTAFF SERENADE music for Falstaff | 590 MELODY LANE recordings with Gene Edward | TREASURY SALUTE |
| 15 | | | MUSIC BY MARTIN Need we say more? | MUSIC BY MARTIN Need we say more? | MUSIC BY MARTIN Need we say more? | | MUSIC BY MARTIN Need we say more? |
| 6 30 | THE PHIL HARRIS-ALICE FAYE SHOW A real treat in comedy and music | NEWS OF THE WORLD Alka-Seltzer | NEWS OF THE WORLD Alka-Seltzer | NEWS OF THE WORLD Alka-Seltzer | NEWS OF THE WORLD Alka-Seltzer | NEWS OF THE WORLD Alka-Seltzer | ALBUM TIME —Recorded music you're sure to enjoy |
| 45 | | ONE MAN'S FAMILY Tabacin | ONE MAN'S FAMILY Tabacin | ONE MAN'S FAMILY Tabacin | ONE MAN'S FAMILY Tabacin | ONE MAN'S FAMILY Tabacin | |
| 7 00 | HEDDA HOPPER Your Hollywood Reporter and her screen guests | THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra | CAVALCADE OF AMERICA Famous stars in equally famous plays for DuPont | THE HALLS OF IVY Mr. and Mrs. Ronald Colman in stories of college life | THE ALDRICH FAMILY Family comedy starring Ezra Stone as Henry General Foods | NERO WOLFE Sidney Greenstreet stars as the famous detective | DANGEROUS ASSIGNMENT Brian Donlevy stars as a worldly Adventurer |
| 7 30 | THEATRE GUILD ON THE AIR U. S. Steel presents the theatre's best plays and nation's best actors for a full hour every Sunday night | VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus | BABY SNOOKS SHOW Fannie Brice and Hanley Stafford with comedy for Tums | THE GREAT GILDERSLEEVE Family comedy as "Gildy" blusters through life | FATHER KNOWS BEST Robert Young has his hands full as "Father" General Foods | SAM SPADE Follow Sam in his exciting capers | MAN CALLED X Herbert Marshall is the man of mystery A "Tandem" show |
| 8 00 | | TELEPHONE HOUR Donald Voorhes with Bell Symphonic Orchestra and guest singers | THE BOB HOPE SHOW Chesterfield brings you this favorite comic | YOU BET YOUR LIFE Grocho Marx is at his witty best with contestants | DRAGNET Stories based on cases from L. A. police files Fatima Cigarettes | THE MAGNIFICENT MONTAGUE Monty Woolley stars in this comedy series | YOUR HIT PARADE Hear the top tunes of the week Lucky Strike Cigarettes |
| 8 30 | TALES OF THE TEXAS RANGERS Joel McCrea stars in authentic stories | CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartette | FIBBER MCGEE AND MOLLY Pet Milk takes you to 79 Wistful Vista for laughs | MR. DISTRICT ATTORNEY Crime doesn't pay with the D.A. at hand—Bristol-Myers | NBC THEATRE Drama at its best on this prize-winning series | DUFFY'S TAVERN Fun with Archie, Miss Duffy and Finnegan A "Tandem" show | A DAY IN THE LIFE OF DENNIS DAY Music and fun for Colgate |
| 9 00 | \$64 QUESTION Jack Par emcees this interesting quiz program for RCA | NBC SYMPHONY Climaxing an evening of the best in music This great musical organization under the baton of great conductors Sponsored by RCA Victor, Ford and Anacin | BIG TOWN Stories of a crusading newspaper editor Lifebuoy Soap | THE BIG STORY Tales of exciting stories by the newsmen who covered them—Pall Malls | SCREEN DIRECTORS' PLAYHOUSE Lovers of the theatre won't want to miss hearing the famous plays to be presented on this star-studded program Sponsored by RCA Victor, Ford and Anacin | LIFE OF RILEY Family comedy for Pabst Blue Ribbon Beer | THE JUDY CANOVA SHOW Fun with Judy and her friends for Colgate |
| 9 30 | NBC PRESENTS | | PEOPLE ARE FUNNY Art Linkletter arranges hilarious situations Raleigh Cigarettes | RICHARD DIAMOND —Dick Powell stars as a top-notch sleuth | | SPORTS NEWSREEL ON THE AIR with Bill Stern 9:45—UNITED NATIONS | GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert |
| 10 00 | WOW NEWS TOWER All the News | WOW NEWS TOWER All the News | WOW NEWS TOWER All the News | WOW NEWS TOWER All the News | WOW NEWS TOWER All the News | WOW NEWS TOWER All the News | WOW NEWS TOWER All the News |
| 15 | BEHIND HEADLINES with John T. Flynn | SPORTS Nebraska Clothing | SPORTS Nebraska Clothing | SPORTS Nebraska Clothing | SPORTS Nebraska Clothing | SPORTS Nebraska Clothing | SPORTS Nebraska Clothing |
| 10 30 | THE CATHOLIC HOUR Begins its 21st year in this new time spot | DIAL DAVE GARROWAY Dial Soap | DIAL DAVE GARROWAY Dial Soap | DIAL DAVE GARROWAY Dial Soap | DIAL DAVE GARROWAY Dial Soap | DIAL DAVE GARROWAY Dial Soap | HOTEL ROOSEVELT ORCH. Music for dancing |
| 45 | | NOCTURNE Mood Music | NOCTURNE Mood Music | NOCTURNE Mood Music | NOCTURNE Mood Music | NOCTURNE Mood Music | WILD LIFE ROUNDUP For the outdoorsman |
| 11 00 | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY |
| 05 | WINTER SERENADE presents music you'll enjoy | WINTER SERENADE presents music you'll enjoy | WINTER SERENADE presents music you'll enjoy | WINTER SERENADE presents music you'll enjoy | WINTER SERENADE presents music you'll enjoy | WINTER SERENADE presents music you'll enjoy | WINTER SERENADE presents music you'll enjoy |
| 55 | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY |

NBC Stars Sweep Awards

Name Annual Winners

Nine NBC radio and television stars and programs won first place honors in Radio Daily's annual poll of outstanding radio and television



GROUCHO—One of many winners.

editors in the 63 radio and TV markets throughout the United States, far outdistancing any other network.

NBC winners were:

Radio

"TELEPHONE HOUR"—"Musical Show of the Year" (8 p.m., Mondays, WOW).

"THE QUICK AND THE DEAD"—"Documentary of the Year."

GROUCHO MARX—"YOU BET YOUR LIFE"—"Quiz Show of the Year" (8 p.m., Wednesdays, on WOW; 7 p.m. Thursdays, on WOW-TV).

Television

SID CAESAR—"Man of the Year"—star of "Your Show of Shows" (Saturdays, 8 p.m., WOW-TV).

FAYE EMERSON—"Woman of the Year"—star of "Fifteen With Faye" (while on NBC).

MILTON BERLE—"Comedy Show of the Year"—star of "Texaco Star Theater" (7 p.m., Tuesdays, on WOW-TV).

JOHN CAMERON SWAYZE—"Commentator of the year"—star of "Camel News Caravan" (6:45 p.m., Mondays thru Fridays, on WOW-TV).

JIMMY POWERS—"Sportscaster of the Year"—Sportscaster on Gillette boxing "Cavalcade of Sports" (9 p.m., Fridays, WOW-TV).

"KUKLA, FRAN and OLLIE"—"Children's Show of the Year" (5:30 p.m., Mondays thru Fridays, on WOW-TV).

LOTS OF QUESTIONS

More than 10 years—and thousands of questions—ago something new in radio programs was begun on NBC and WOW. It was on June 28, 1940, to be exact, and the new program was called "The Quiz Kids."

By now almost everyone with a radio is familiar with this Alka-Seltzer sponsored question and answer show heard every Sunday at 2:30 p.m. on WOW.

The young experts heard on the program are chosen from recommendations by the public, school teachers, friends and parents. Of the five selected each week, the three top scorers are held over for the following show. When they reach the age of 16 the children must retire from the program.

For each appearance the Quiz Kids get a \$100 war bond and the persons sending in the questions used on the program also receive a prize. Joe Kelly is the permanent quizmaster.

—WOW—

When Brian Donlevy, star of WOW's "Dangerous Assignment" (Saturdays, 7 p.m.) was 16, he was a bugler with General Pershing in Mexico.

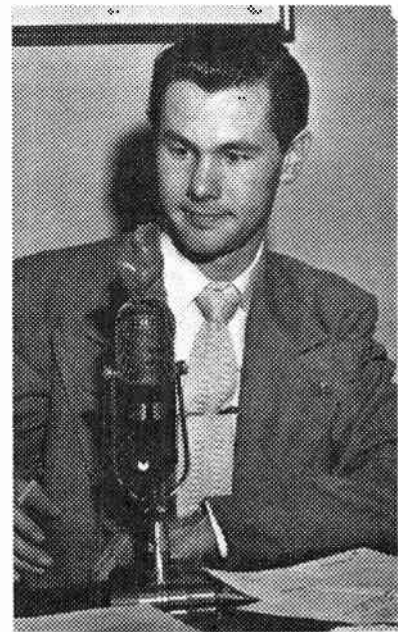
—WOW—

Happy Bride . . .



NOVEMBER BRIDE—Pert and petite songstress Bette Chapel is back in her usual spot on Armour's "Dial Dave Garroway" (WOW, 10:30 p.m., Mondays thru Fridays) after her November 25 wedding to William Wilkes, a young Chicago businessman. The wedding took place in Cleveland, Bette's home town, and her six married sisters acted as bridesmaids.

'Kit' Carson's Dad . . .



PAPA CARSON—Johnny Carson was making with cigars and candy early in November to celebrate the birth of son Christopher. Johnny usually makes with the music and fun each week-day morning from 8:15 until 9 on his "Johnny Carson Show."

—WOW—

PROBLEM CHILD

Yowls, yells and yipes issue from the radio every Tuesday night at 7:30 as the terrible tempered tot, Baby Snooks, again tries the patience of poor, poor Daddy.

This season Hanley Stafford is back in the role of the stern and stuffy father of the incorrigible imp of radio, and once more places himself at the mercy of her devilish schemes. It took a throat operation and a leave of absence from the Tums sponsored show to cure Stafford of the ills inflicted by "Snook's" fiendish naughtiness, but he has made a full recovery and is prepared to speak as sternly as necessary to somewhat protect himself from her devilry.

Fanny Brice has been portraying Baby Snooks on WOW since 1938 with the exception of one season when the program was off the air, but age has not tempered Snook's wiles and she promises us lots of laughs and lunatic-antics for this season's series.

—WOW—

SOME ASH TRAY

Donald Voorhees, musical conductor of "The Telephone Hour" (WOW, Mondays, 8 p.m.) boasts one of the most expensive hand-made ash trays in the musical world. Made by engineers in the Bell Telephone plant in his home town of Allentown, Pa., the handsome desk-piece is of hand tooled lucite plastic, inlaid with hand carved miniature reproductions of the telephone products made in the plant.

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