

# WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 15, No. 4

OMAHA, NEBRASKA, JANUARY 1, 1951

Published Monthly

## Radio News Vital in 1951

### Toscanini Directs NBC Symphony This Month

A living legend is returning to the air!

Arturo Toscanini will return to direct the NBC Symphony on Saturday, January 27.

The famed maestro recently informed NBC that a recent injury is completely healed and that he is eager to conduct his first concert of the season. The performance will be Verdi's "Requiem" and will be held in Carnegie Hall.

At this writing it was uncertain whether the "NBC Symphony" will be broadcast on Saturday nights or will be transcribed and re-broadcast in its present Monday night spot. The incredible Toscanini is now 83 and at the peak of a brilliant career.

-wow-

### 'Forum On the Air' In New Sunday Time

"The American Forum on the Air," one of the most widely acclaimed discussion-type programs in the history of radio, is back on WOW in its new Sunday time of 9:30 p.m.

Moderator Theodore Granik regularly taps the nation's leading legislators and public figures to appear on the "forum" and discuss a topic of interest to the nation's radio listeners. "The American Forum on the Air" has been a radio feature for 22 years.

-wow-

### POPULAR MONTY

The rapid rise to a high listener rating by "The Magnificent Montague" (WOW, 8 p.m., Fridays) has earned it a spot as one of four NBC shows which will be simulcast (broadcast and telecast at the same time) on an experimental basis.

The show stars Monty Woolley as an out-of-work Shakespearean actor who takes the leading role in an afternoon radio serial as a last resort. The plot centers around his attempts to keep his friends from learning of his supposed "going over to the enemy."

### On the Line ...



Bob Considine

-wow-

### MAKE FRIENDS

Radio WOW has been selected to carry the Hills Bros. Coffee "Make Friends" advertising campaign during all of 1951. The campaign consists of 10 musical announcements every week.

-wow-

### APPOINTED

Frank P. Fogarty, general manager of Radio Station WOW, Inc., has been appointed a member of the newly established Nebraska Advisory Defense Committee.

The committee was recently named by Governor Peterson who will act as its chairman.

-wow-

### SAINT BACK

That super-smooth man of mystery and scourge of evildoers—The Saint—is back on WOW once again.

After a brief vacation The Saint is doing business as usual, solving perplexing crimes and breaking a few hearts in the bargain. "The Saint" is now heard every Thursday at 8:30 p.m. on WOW, and stars Vincent Price as Simon Templar alias "The Saint."

### Mutual of Omaha Buys Considine on Net

Most important service of all radio and television—history-making 1951 pops over the horizon—will be the presentation of up-to-the-minute news of the day.

Far-sighted WOW and WOW-TV editors spotted the vital importance of news a year ago and put all-out emphasis on it. One result was the recent national recognition of WOW's efforts by radio news experts from all over the nation (see page 2).

Also sensing a chance to do a great service, Omaha's Mutual Benefit Health and Accident Association, announced it will sponsor the top-notch news commentator-analyst Bob Considine on both radio and television on coast-to-coast NBC networks, including WOW and WOW-TV.

Beginning on Sunday, January 21 "Mutual of Omaha" will sponsor "On the Line With Bob Considine." WOW will air the show at 1:30 p.m. while viewers will see it at 1:45 p.m. on channel six.

Bob Considine, the noted columnist and author, is one of the outstanding figures in the field of world journalism. He is a veteran newsman and has covered everything from sports to world politics and combat reporting.

His "On the Line" program will usually consist of three minutes of spot news, three minutes of commentary, and a three minute interview. Of course this outline can and will be modified to meet the demands of the immediate situation.

-wow-

**THREE CHIMES MEAN GOOD TIMES ON NBC**



**A HAPPY NEW YEAR TO ALL WOW-LAND**

# News Award Plaque Arrives

## WOW Staff is Happy

"It" finally arrived. "It," of course is the plaque awarded to WOW's News Department last month by the National Association of Radio News Directors at their annual convention in Chicago.



Harold Baker and Plaque

The plaque is symbolic of first place in news presentation among all of the member radio stations in the United States.

The engravers weren't through with the plaque when News Director Harold Baker was due to leave the Chicago convention so the news room gang were understandably impatient for the mail man to deliver it. To be chosen as the top news department among the more than 2,000 U. S. radio stations is a singular honor.

—WOW—

### WELCOME LETTER

Folks in radio are a very human group and are naturally very delighted when their work is recognized. They are particularly pleased when such recognition comes from a client.

Very understandably, then, Bill McBride has been all smiles lately after receiving the following letter.

"My dear Mr. McBride:

"So many times when someone puts forth a real effort it apparently goes unnoticed, as far as any type of recognition is concerned. Therefore, I do want so badly to send you a little note of appreciation for the splendid job you are doing on our television show.

Your commercials are done so comfortably, without the impression that what you are trying to do is create sales, but rather that you are just advising the public what the Nebraska Clothing Company has to offer and wants to do.

"I think you are doing an outstanding job, and I do want to send you my congratulations and compliments.

Sincerely yours,

s/ W. O. SWANSON

W. O. Swanson, President  
Nebraska Clothing Co."

## Hansen On Network's Special Xmas Show

Those of you who heard the special NBC Christmas program "Christmas Around the World" at 10:45 Christmas eve heard WOW's popular Farm Service Director Mal Hansen interview an Ashland, Neb. farm family. The show was on a national hook-up and included segments from all parts of the world.

—WOW—

### 'MRS. DALLAS'

Anne Elstner has played the title role in NBC's "Stella Dallas" (WOW, 3:15 p.m., Monday through Friday) for so long that she almost feels that she is the part. Townspeople in Stockton, N. J., where she has her home, have referred to the distinguished actress-resident as "Mrs. Dallas," ever since she began the role nearly 15 years ago.

Miss Elstner uses a train, cab and two busses and walks half a mile before reaching her New Jersey home after each day's Sterling Products sponsored radio show. However, she says she wouldn't live any place else.

—WOW—

### BEST STORIES

It's that time again—and Ray Clark's mail is heavy with requests for him to appear at luncheon clubs, church groups and other organizations with his famous "Ten Best News Stories of 1950."

For the past nine years Ray has made these appearances shortly after the first of the year. In his own unbeatable style he reports to his audiences his version of the 10 top stories of the past year.

These widely acclaimed appearances of Ray's in the past have made it necessary for him to meet an almost impossible schedule of appearances around the first of the year.

Ray first began the custom of speaking on the top 10 news stories of the year back in 1941 when, of course, the No. 1 story of the year occurred tragically on December 7 at Pearl Harbor.

—WOW—

### EX-PAINTER

Staats Cotsworth, who plays the leading role in Whitehall Pharmaceutical's "Front Page Farrell" (WOW, 4:45 p.m., Monday through Friday), wanted to be a painter—pictures, not houses.

In fact he studied both in the U. S. and abroad and did all right as a book illustrator until the lure of grease paint proved too strong and he turned to acting. His radio debut came on a Rudy Vallee show and he has been going great ever since.



Ray Clark

## Gillin Memorial

The Variety Club of Omaha has presented the Hattie B. Munroe Home for Crippled Children with a complete set of dining room furniture as a memorial to the late John J. Gillin, Jr., former president and general manager of Radio Station WOW, Inc.

The Omaha institution was presented with eight tables and 32 posture chairs for the handicapped and crippled children. The furniture is specially built in various sizes in order to accommodate children of all ages.

A heart-shaped plaque hangs on the dining room wall in testimonial of the memorial to the late Mr. Gillin. The plaque is in the shape of a heart as a symbol of "the Heart of Variety"—its charity committee.

—WOW—

## Omaha Family Selected One of Ten Finalists

An Omaha family was selected from over 10,000 entries as one of the 10 finalists in the "Christmas Family Contest" conducted by Tommy Bartlett on his "Welcome Travelers" show (WOW, 9 a.m., Mondays through Fridays).

Listeners were asked to write letters nominating "the family that best typifies the spirit of Christmas all year long." The search was narrowed to 10 finalists whose nominating letters were read on the program.

The Elmer Larson family of 5137 North 23rd Street, Omaha, was nominated in a letter by Mrs. C. E. Sexton of Cromwell, Ia. Mrs. Cromwell's letter was read on the program on December 14.

The Larson family was nominated on the Procter & Gamble sponsored show for their open-hearted kindness in giving loving care to three youngsters from the Welfare Home in addition to their own four children.

—WOW—

## One of Many...



Mary Martin participates regularly in WOW's transcribed musical programs.

# Best Teacher Contest Opens

## Sunday News at 4:55

NBC is going to see to it that WOW listeners will be able to get a brief, late Sunday afternoon news summary in the near future.

The science-fiction tale "Dimension X" will take the 4:30 Sunday afternoon spot as a 25 minute show. This will enable NBC to present a late news summary at 4:55. Leon Pearson will handle the news reporting duties.

-wow-

### WITTY WOOLLEY

The caustic and witty Monty Woolley is the star of NBC and WOW's delightful new Friday night comedy show "The Mysterious Montague."



Monty Woolley

Woolley, best known for his portrayal of "The Man Who Came to Dinner," is now heard as a celebrated Shakespearean actor who is forced by financial difficulties to become a radio actor.

Ann Seymour plays Woolley's wife and former co-star and the series evolves around the hilarious mishaps that occur in Woolley's new career.

"The Mysterious Montague" is now heard regularly every Friday night at 8 on WOW.

## Broadway Wife...



Lovely Claire Niesen stars in the role of Mary Noble, wife of matinee idol Larry Noble, on the Sterling products serial-drama, "Backstage Wife" on WOW at 3 p.m., Mondays through Fridays.

-wow-

NBC's award winning documentary "Living 1950" (WOW, Sunday at 1 p.m.) is now dramatizing a 13 week series entitled "The People Act"—stories of typically American communities.

## Seek Two Best Teachers

The Sixth Annual Quiz Kids "Best Teacher Contest" opens officially on Sunday, January 7.

The 1951 contest, conducted on both the Quiz Kids radio (WOW, Sundays, 2:30 p.m.) and television shows, will run from January 7 through February 11. Two winning teachers will be named: The "Best Teacher of the Year," who will receive \$2,000 in cash, and the "Most Promising Teacher," who will be awarded \$2,000 to be used for graduate study.

Five hundred and fifty-two prizes to students will include two \$1,000 U. S. Security Bonds for the two winning letters; 50 prizes of \$10 each and 500 gold plated Quiz Kids pins and honor certificates.

For further details listen to the Alka-Seltzer sponsored "Quiz Kids" Next Sunday at 2:30 on WOW.

-wow-

### BIGGER THEATRE??

With "The Big Show" off to such a widely acclaimed start, rumor has it that NBC is considering an equally ambitious innovation along dramatic lines. Reports thus far say that it will concern an expanding "NBC Theatre" with actress-director Margaret Webster handling the production reins, and the accent on adaptation of contemporary classics such as Hemmingway, Faulkner, etc. Starting date for the expanded show is indefinite.

# Butter-Nut Coffee Does It Again!!



Gary Gallagher

This year, as during every Christmas season, the fine folks in WOW-Land again proved themselves kind-hearted and thoughtful.

Thousands upon thousands of them joined the Butter-Nut Coffee Christmas Club by saving their Butter-Nut key strips and jar labels and turning them in at Christmas time to gladden the hearts of many orphans in this area. The Butter-Nut people, as you undoubtedly know, present Christmas gifts to the orphans in direct proportion to the number of key strips and jar labels turned in by the members of the club.

Here at WOW the staff could cite hundreds of instances of generous listeners who devoted a great deal of time and effort in collecting these Butter-Nut strips and labels for the orphans. Two of these workers are pictured on this page. The younger, Gary Gallagher, age 4, collected 100 key strips as he put it, "To buy presents for other little boys who don't have any."

Mrs. Melida Jorgensen who is 75 years young is the other. This year Mrs. Jorgensen collected and delivered to WOW slightly more than 5,000 Butter-Nut strips and labels for the Christmas Club. Mrs. Jorgensen started her fine Christmas Club work several years ago.



Melida Jorgensen

# Eddie Arnold Show on WOW

## Purina Buys New Show

Eddie Arnold, one of the top cowboy singers in the country today, will be heard in his own half-hour show on WOW beginning Saturday, January 6.



Eddie Arnold

"The Eddie Arnold Show" will be heard every Saturday from 12:30 until 1 p.m. and will be sponsored by Ralston Purina. "WOW Calling" will continue to be heard at 12:30, Mondays through Fridays.

Arnold's smooth delivery of Western songs and ballads gained him a wide following soon after he began singing professionally. Since that time this group of Eddie Arnold fans has continued to increase by leaps and bounds and today an Eddie Arnold introduction to a new song almost guarantees its success.

Ralston Purina is also sponsoring the "5:55 Weather Report" each week-day morning on WOW.

-WOW-

### WIT???

"Say this is a lovely coat," said Ed "Archie" Gardner to Tallulah Bankhead on NBC's "The Big Show" (WOW, Sundays, 5 p.m.) "Mink-dyed?"

"Well," replied Miss Bankhead, "we all have to go sometime."

-WOW-

### ANOTHER WINNER!

The top award of the National Council of Teachers of English went to "NBC Theater" (WOW, Wednesday, 9:30 p.m.) for the second consecutive year as the program which during the 1949-50 school year "has done most to promote a greater understanding and appreciation of our literary heritage, to promote powers of intelligent listening and critical thinking, and to raise ideals of good speech and writing."

The Council announced its annual radio awards at a meeting in Milwaukee, Wis.

NBC's "Living-1950" (WOW, Sunday, 1 p.m.) documentary series received honorable mention.

## Marion Back On Homemakers Club

Things returned to normal on "The Homemakers Club of the Air" on Saturday, December 9, when Marion MacDonald returned to take over her regular post.

After an illness which caused her to spend several weeks in the hospital Miss MacDonald is now enjoying the best of health. In fact, she says that she is even strong enough to put up with Johnny Carson who helps her on her Omaha Public Power District sponsored show. "The Homemakers Club of the Air" is heard every Saturday morning at 11.

-WOW-

## New Award for 'Voice of Firestone'

The Firestone Family, sponsors of NBC's "Voice of Firestone," has won the second annual Lowell Mason Award for its sponsorship of the Monday night series (WOW, 7:30 p.m.)

The award was conferred on Mrs. Idabelle Firestone and her family, "For outstanding contribution to music on the air."

-WOW-

## QUITE A SHOCK

Berry Kroeger, Abby Lewis and Doug Parkhirst, known jointly in radio life as the Overton family of NBC's daytime serial "Road of Life," are basketball enthusiasts in private life, and try to see as many games as possible together.

They were at Madison Square Garden together for a game when Maggie Hayes, guest interviewer for the WPIX telecasts of Garden sports events, spotted Berry in the audience. Berry, a bachelor, shocked Maggie before the TV cameras by informing her that he had his wife and son with him! When Abby and Doug joined him, he explained that they were only his family a la "Road of Life."

Oxydol sponsors this popular daytime serial on WOW, Monday through Friday at 2:15 p.m.

-WOW-



Eileen Wilson sings on Lucky Strike "Hit Parade" Saturdays at 8 p.m.

## Bob Stars in "Solitair"

Bob Houston, the star of Campana's "Solitair Time" heard each Sunday morning at 10:45 on WOW, says singing is more fun than studying economics in college or working



Bob Houston

your way around the world on a freighter. He's done both. He's also worked as a printer and been the vocalist on the Johnny Long and the late Glenn Miller's orchestras. After World War II service he auditioned at NBC and was signed to a five year contract. His fine baritone voice makes "Solitair Time" a top Sunday morning listening favorite.

-WOW-

## BIG STORY

The romance of reporting the news—of getting the story from the principals themselves and, in turn, making that story live for your reader or listener—this romance plays a big part in the popularity of Pall Mall's "The Big Story," heard over WOW every Wednesday night at 9.

Bob Sloane who narrates this interesting program entered radio in 1932

as a writer. He wrote, directed and acted in many shows and finally took over the part of narrator in "The Big Story" in 1937. Each week he helps tell the story of a reporter's "Big Story" just as the reporter himself covered the story and dug up the facts.

-WOW-

## FRIENDS

"With our voices," said Joan Davis to Tallulah Bankhead on NBC's "The Big Show" (WOW, 5 p.m., Sunday) "maybe we ought to stop gargling with Drano."

"I don't know why I beat my head against the wall talking to you," Tallulah replied.

"Maybe you're just trying to get a shape you like."

### 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)



Spinner  
of  
Tall  
Tales!

Gabby Hayes


4:45 P. M.—“Kaleidoscope”  
Metropolitan Utilities

5:00 P. M.—WOW-TV Presents

6:00 P. M.—Gene Autry Show  
Brach Candy

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)



Let's  
Play  
Charades

Bill McBride

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.—  
“VOICE OF FIRESTONE”  
CONCERT (NBC)

8:00 P. M.—“LIGHTS OUT”  
Admiral (NBC)

8:30 P. M.—EXTRA SPECIAL!  
P. & G. Musical Comedy  
Robert Montgomery Drama  
Lucky Strike (NBC)  
(alternate weeks)



Drama  
at its  
Best!

Robert Montgomery

9:30 P. M.—Rosella

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”  
For Bigelow-Sanford Carpets  
(CBS)

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

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)



Amateurs  
get a  
Break!

Ted Mack

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)




### 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, Norge, Pet Milk (NBC)



Starring  
Jimmy  
Durante

Jack  
Carson  
(alternate weeks)

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.—  
“CISCO KID”  
Butter-nut Bread

Cisco and  
Pancho  
come  
to  
life



Cisco Kid

8:00 P. M.—Jack Haley's Ford Re-  
vue (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.—Hands of Mystery  
(Du.)

11:00 P. M.—  
BROADWAY OPEN HOUSE  
Anchor-Hocking (NBC)



### 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.—“This is It” (Du.)

8:00 P. M.—Arthur Murray Dance  
Lessons (Du.)

8:30 P. M.—  
BONNIE MAID  
VARIETIES  
(NBC)

in  
“Versatile  
Varieties”



Bonnie Maid

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!)

4:15 P. M.—NEWS and SPORTS  
(NBC)

4:30 P. M.—NBC

4:45 P. M.—NBC Presents



5:00 P. M.—  
“HOPALONG CASSIDY”  
General Foods  
(NBC)



The One  
and  
Only  
“Hoppy”

6:00 P. M.—“Once Upon a Tune”  
(Du.)

6:30 P. M.—  
ONE MAN'S  
FAMILY  
Manhattan Soap (NBC)

“Pa” Barbour      “Ma” Barbour

7:00 P. M.—  
JACK CARTER  
SHOW  
Campbells Soups  
Swift & Co.  
Wildroot

8:00 P. M.—  
SHOW OF SHOWS  
Sid Caesar and  
Imogene Coca  
SnowCrap  
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

2:00 to 2:30 P. M.—RANSOM SHERMAN VARIETY SHOW—NBC

2:30 to 3:00 P. M.—BERT PARKS VARIETY—Mon., Wed., Fri.—NBC

BILL STERN, “Remember This Date”—Tues., Thurs.—NBC

3:00 to 4:00 P. M.—The KATE SMITH-TED COLLINS SHOW—NBC

4:00 to 4:30 P. M.—“MARTHA'S KITCHEN” With MARTHA BOHLSSEN

4:30 to 5:00 P. M.—“HOWDY DOODY”—NBC











5:00 to 5:15 P. M.—JOHNNY CARSON—Mon., Wed., Fri.

“UNK AND ANDY”—Brandeis—Tues., Thurs.

5:15 to 5:30 P. M.—GABBY HAYES—Mon., Wed. Fri.—NBC

Blackstone Menus—Tues.; Creighton or Omaha U—Thurs.

5:30 to 6:00 P. M.—“KUKLA, FRAN AND OLLIE”—NBC

Sherman      Parks      Smith      Carson      “Unk”      “Andy”      Howdy      Bohlsen      Clark      Kukla

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

## Kate's Show is Sold Out

With the sale of five 15-minute periods to each of two sponsors—Proctor & Gamble Company and Hunt Foods, Inc.—the "Kate Smith Hour" is sold out. The "Kate Smith Hour" is seen Mondays through Fridays from 3 to 4 p.m. on WOW-TV.

The sell-out represents the largest billings for a single program in the history of television and shows the tremendous confidence that national advertisers of all sizes have in the effectiveness of daytime television.

Earlier in December NBC sold segments of the "Kate Smith Hour" to the Corn Products Refining Company (C. L. Miller Co.), Simmons Company (Young & Rubicam), Andrew Jergens Company (Robert W. Orr Associates), Chesebrough Manufacturing Company (Clayton, Inc.), and Hazel Bishop, Inc. (Raymond Spector Co.)

—WOW-TV—

### GROUCHO'S HIT

"We try to hit a happy medium," said Groucho Marx of his NBC television quiz program, "You Bet Your Life." "Personally, I never hit a happy medium, but I was acquainted with one in Kansas City. Her husband used to beat her every night."

## Million \$ Baby ...



Here's a million-dollar baby that isn't from the ten-cent store. It's Carol Brooks, New York model as she appeared recently on "One Man's Family" (6:30 p.m., Saturdays on WOW-TV for Manhattan Soap) wearing a cool million dollars worth of diamonds!

## Six Out of Ten on WOW-TV

Six of the top ten shows in all network television (week of October 21) were shows carried by WOW-TV. In order they were Texaco Star Theater, Colgate Comedy Hour, Philco Playhouse, Martin Kane Private-eye (U. S. Tobacco), Arthur Godfrey's Talent Scouts (Lipton), and Your Show of Shows, which placed 9th and 10th. One of the remaining three shows is not aired in the Omaha market—thus WOW's margin was eight to two.

—WOW-TV—

### HONORS COPS

Recognition of members of community police departments or other law enforcement agencies for outstanding work performed in line of duty is the aim of an award just established by the "Martin Kane, Private Eye" TV program (9 p.m., Thursdays on WOW-TV).

The monthly award will consist of \$50 in cash and a certificate of merit. Nominations may be made in a letter to the magazine telling why the person named is worthy of the honor.

—WOW-TV—

NBC television's scenery department uses enough paint in one year to cover the RCA Building in New York four times.

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

# WOW NEWS TOWER T.V.

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

Issued to Increase Enjoyment of WOW-TV Television Programs

## Nearly 60,000 Sets in Area A Big Year in WOW-Land

### TV Boosts All Business

The impact of television on business, the pocketbook and family life has been phenomenal during 1950.

Back in July of 1949—when WOW-TV telecasting was in its infancy—only 1,892 sets were being used in this area. On September 1 of that year regular programming went to 6,000 sets. Three months later 12,400 sets were in operation, and on December 22 of this year, with network television in full force, the figure was 55,529.

There are 249,000 homes within the area covered by WOW-TV.

Taking the national average of four and six-tenths viewers per set, that means more than 230,000 knob-twisters are watching TV at one time or another in WOW-TV-Land.

The investment in TV has totaled \$18,000,000 in the Omaha area during the past 15 months. And, even if an anticipated manufacturing cut-back takes place, estimates point to between 85,000 and 100,000 sets in use by October of 1951.

Television in the WOW-TV area has also been a tremendous boon to business in other lines. Furniture dealers have sold countless davenports, chairs, drapes, lamps, footstools and end tables. Food dealers and confectioners have reported tremendous increases in snack materials, candy, potato chips and nuts. Beverage dealers have noted a boom in sales to television families. A national trade paper said popcorn sales were up 70 per cent in television over non-TV homes.

Incidentally, television isn't strictly a city cousin affair. Farm families rate among the top video fans—about 19 per cent of the sets are sold for use on farms.

Network shows which started September 30 provided the big boom for television. Of about 80 hours of programming weekly on WOW-TV, 50 are direct, the remainder by delayed telecast or film. Sandwiched in with this is between 10 and 15 hours of local programming, both live and film.

—WOW-TV—

### 9,000 IN TV

The National Association of Broadcasters last week estimated there are now 52,000 fulltime employees of radio and TV stations. About 9,000 work full time for TV stations.

### Suth'n Style ...



A beautiful blonde from Jacksonville, Fla., is Nancy Wright, feminine vocalist on NBC's Ransom Sherman TV show. It starts the day off at 2 p.m., Mondays through Fridays, WOW-TV.

—WOW-TV—

### IT'S AMAZIN'!

Jimmy Durante, called by Variety "The No. 1 smash hit among the show business vets to embrace TV," had this to say about television:

"The box (a television set) is the most amazing thing ever to hit show business; nobody can afford to stay out of it; its impact tops anything that has gone before; it has an intimacy far beyond anything realized in pictures."

Durante added that there just isn't enough good material in the world to permit a comic to do a first-class show once a month.

—WOW-TV—

### A AND C DEBUT

Abbott and Costello will make their debut as television stars during January on the Colgate Comedy Hour (7 p.m., Sundays on WOW-TV). They will sub for Martin and Lewis who are still tied up in Hollywood making a movie.

—WOW-TV—

A bill was introduced in Congress December 6, by Walter Huber, Ohio Democrat which would prevent newspapers from owning or controlling radio or television stations.

The arrival of 1951 will mark the beginning of the second half of the 20th Century. It also marks the end of the first phase of a revolution in the field of entertainment.

With year-end "sets-in-use" figures crowding 60,000, the WOW-TV audience is now well past the quarter of a million figure.

One home in every four in WOW-TV-Land now has a television set. Barring worse-than-expected material restrictions there will be 85,000 to 100,000 sets-in-use by next October.

TV viewers in the WOW-TV area now have their choice of viewing more than 200 programs during 150 hours of telecasting every week.

WOW-TV-Land is keeping pace—ahead in fact—of the national television "boom."

Here at a glance is the national picture:

**SETS**—11,000,000 in use in 65 markets. National audience about 35,000,000 (equal to 21 per cent of the nation's families).

**STATIONS**—On December 1 there were 107 on the air. More than 360 more are awaiting approval by the FCC after it lifts the "freeze" put on 27 months ago.

**PROGRAMS**—More than 4,000 sponsors are spending at the rate of \$31,000,000 a year for television programs. Every week the sponsors pay out about \$1,750,000 in talent bills.

**NETWORKS**—Four in operation, with Omaha the most westerly city on the "main line." Barring war-time curtailments coast-to-coast service is expected to be started before the end of 1951.

**COLOR TV**—Tied up in the courts. Subject to defense economy delays. Allen DuMont says its eight years away. Other experts guess two, three, four or five years.

—WOW-TV—

### MILLION A WEEK

Advertising on television network shows has climbed into the one-million-dollar-a-week bracket.

The magazine "Television" reports that sum is being spent for TV shows by 66 leading advertisers... with the Ford Motor Company leading the parade. Ford's weekly tab for TV shows total more than 100 thousand dollars.

## "Cisco" on WOW-TV... Also Radio WOW Soon



Butter-nut Bread's new "giddyapper," the "Cisco Kid" on WOW-TV at 7:30 p.m., Thursdays, was launched for Schultze Baking Company salesmen in grand style, with officials of the Omaha company's parent organization, Interstate Bakeries Corporation, present. The 100 men saw a "sneak preview" of the first "Cisco" program. A group of Mexican entertainers were billed as "Cisco's relatives." "Cisco" radio programs move to WOW in February.

The speakers' table at the banquet included (left to right), Frank P. Fogarty, general manager, WOW, Inc.; Bill Brewer, R. J. Potts, Calkins & Holden, Inc., agency, Harry Meyn, general sales manager for Interstate, both of Kansas City; Jim Zeilenga, manager, Omaha plant; Ernest Heuter, Los Angeles, Interstate advertising manager; Bill Wiseman, WOW-TV sales promotion manager; Jake Gerhardt, Des Moines branch manager, and Robert M. Dooley, WOW-TV sales.

# Shut-In Requests Mounting

## Rev. R. R. Brown...

An ancient Biblical writer said, "As a man 'thinketh in his heart, so is he.'" As we begin a new year, we can not too highly appraise the value of right thinking. There is so



Rev. R. R. Brown

much of bitterness, recrimination, insincerity, dishonesty, and superficialness, that we should begin this year with a resolution to safeguard our thinking. Loose talk comes from careless thinking and by this medium seeds of suspicion, hatred, resentment and war are sown. Too often children are exposed to careless, critical talk about persons in positions of responsibility and authority, about their schools, their government, and the church. Let us be thankful that in America we have freedom of speech, but this should not be interpreted to mean that I have license to indulge in unbridled conversation. I know of no higher resolve that we can make than to follow the counsel of the great apostle who wrote in Philippians 4:8, "Whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report; if there be any virtue, and if there be any praise, think on these things."

In the words of another writer, "Add to your faith virtue; and to virtue knowledge; and to knowledge temperance; and to temperance patience; and to patience godliness; and to godliness brotherly kindness; and to brotherly kindness charity." Let these timely, priceless words be our resolve for 1951.

A glad and blessed new year to everyone!

## Grass Roots...

This is the time of year when we pause for our annual inventory of the year just passed, and a bit of guessing as to what the next year has in store.

Here at WOW in 1950 the Farm Department lost a great and true friend in Johnny Gillin. But the world keeps moving, as it must. We established many new friendships with farm folks, especially on the WOW New South Trip.



Mal Hansen

Businesswise, we got better acquainted with two grand companies who have sponsored our shows in the morning, Garst & Thomas of Coon Rapids and Walnut Grove of Atlantic.

And it's pleasant to know that both firms had record-breaking sales during the year. We hope WOW and our listeners had something to do with that.

So now we look to the year ahead. The uppermost thought in the mind of farm families with young men is whether or not they will be drafted . . . and if so . . . for how long.

The livestock feeder wonders about price controls and rationing. The meat packer is concerned about competition from the black market. The machinery dealer questions the supply of the product he sells.

You can go right down the list. Question marks are everywhere.

The year of 1951 will be a great moral test of our people, both on the farm and in the city. We will have war . . . without war. And that condition will test our mettle, sometimes to a greater degree than war itself. But I know that the people on the land will be up to the test.

## New List Ready by January 10th

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

Hi, Neighbors, and Happy New Year! . . . Well, it's all over . . . Christmas I mean . . . or is it over? The glad part is over and now comes the sad part . . . the bills.

Long about now letters will be coming to me from all the shut-ins to report their Christmas joy and their letters of appreciation should be going out to those who remembered them with a gift. If you sent a gift to one of our shut-ins you should have an acknowledgment by January 10.



Aunt Sally

With the New Year comes fresh thought on how to hold the Sunshine Service within bounds, to increase its activity without an increase of strain and stress.

Appeals come in constantly from shut-ins or their friends for membership and in order to keep the work from growing beyond me I am forced to refuse these appeals and that is a most difficult task for I would like to bring our sunshine to every shut-in everywhere.

In the past 15½ years our members were gathered from near and far inclusive of Canada, England, Scotland and from coast to coast but in the future our members will be chosen only from the Midwestern states, Nebraska, Iowa, South Dakota, Minnesota, Illinois, Missouri and Kansas.

Write for your new list of shut-ins and their birthdays for the list will be ready to go out by January 10 and I hope one of your resolutions was to write more letters and cards this year to those who are on the inside.

May the New Year realize all your fond hopes and bring your little dream ships a sailing in laden with happiness and may the world realize more brotherly love and the ship of PEACE sail in.

Happy New Year Everybody, and 'Bye for now,

**YOUR AUNT SALLY.**

## Sports With McBride...

At the time this column was being written, the hottest sports news for many a day concerned the major leagues' failure to renew the contract of Commissioner A. B. (Happy) Chandler, and Chandler's subsequent determination to remain in office until "the very last second of my tenure."



Bill McBride

far deeper than the mere removal of a man who at best was

never too popular. It could be a deliberate attempt by the major league owners to do away entirely with the commissioner's office. It is a well known fact that few men wield the power in their own businesses that the baseball commissioner holds over baseball. The baseball commissioner is, in effect, the boss of those who elect him. He can, and often does, take action which unfavorably affects the club owners. But this action, when taken fairly, is in the best interests of the great American game.

"Happy" Chandler became baseball's second commissioner upon the death of Judge Kenesaw (Mountain) Landis. At best Chandler's job was destined to be difficult in succeeding a man whose honesty and fairness was seldom questioned.

A man like Landis comes along only once in a great while. In defense of Chandler it can be said that to date the major league club owners have given Chandler no concrete evidence or instances of incompetency. If the league owners have reasons for their action, and undoubtedly they do have, they should publish them, or at least give them to Chandler in written form.

At any rate, it will be interesting to watch the developments in what might well be one of the top sports stories of the year.

# RADIO WOW'S JANUARY DAYTIME SCHEDULE

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

**590 Kc.**

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

# Farmers Honored By Skelly

## 400 Awards to Date

Since "This Farming Business" went on the air over eight years ago more than 400 outstanding farmers have been honored with the W. G. Skelly Agriculture Achievement Award.

The award consists of a \$100 U. S. savings bond, a gold pin and a scroll and is presented by Lloyd Burlingham on "This Farming Business" heard every Saturday morning at 7 on WOW. Burlingham then goes on to report the details of the farm operation and NBC Commentator Alex Dreier winds up the show with a report on world news.

Mr. Dreier is heard regularly, Monday through Friday, in the same time spot with a 15 minute interpretation of the news. Both fine programs are sponsored by the Skelly Oil Company.

-WOW-

### RED MADE GOOD

This is the story of Red Foley, a bashful country boy who has made good in the city.

Years before Red became famous as a soft-voiced, mild-mannered folk song star of Prince Albert's "Grand Ole Opry" (WOW, Saturdays at 9:30 p.m.), he entertained himself by humming his favorite tunes in the little community of Blue Lick, Ky. Red got his first guitar



Red Foley

when he was still "knee high to a chigger." It was an antiquated instrument which a delinquent customer had given Red's father as payment for a grocery bill. By the time he was seven years old Red could pick out folk tunes.

Red was spotted by a talent scout while in college and hired to appear on the Chicago "Barn Dance." Some years later he was offered his present starring role on "Grand Ole Opry." He has had numerous offers to go into the popular music field, but has refused.

-WOW-

### LOVABLE CHARACTERS

From 10:30 to 11 every Saturday morning WOW listeners are treated to an unusual assortment of lovable children's characters as ever captured a youngster's heart.

All of these characters are heard on the Buster Brown Shoe sponsored "Smilin' Ed McConnell Show."

Ed describes his show as: "We have a little skit, I sing a little, and finally some of my special friends drop in for a chat." The special friends include: Froggy, the grem-lin; Midnight, the tabby cat; Squeaky, the mechanical mouse; and Old Grandie, the talking piano. For a happy half-hour for children and grown-up alike hear Smilin' Ed next Saturday.

### New Star ...



Pretty Patricia Wheel plays Jocelyn McLeod in Oxydol's "Road of Life" on WOW at 2:15 p.m. five times weekly.

-WOW-

### SNOOKS REASONS

"How," said Daddy, to NBC's "Baby Snooks" (WOW, Tuesday, 7:30 p.m.) "did Harvey break your doll?"

"I hit him over the head with it," said Snooks.

-WOW-

### FAVORITE PHOTO

Have we run a photo of your favorite star lately? With so many top radio and television celebrities to choose from it keeps us busy getting all of their photos into your WOW NEWS TOWER. Write us and let us know whose photos you'd like to see most.

-WOW-

### 'Guiding' Star ...



Lovely Dorothy Lovett plays the part of Meta Bauer in the daytime-drama series "Guiding Light." This interesting show is sponsored by Duz on WOW five times weekly at 5 p.m.

### Walter N. Greaza is New 'Big Town' Editor

The exciting NBC radio show, "Big Town" (WOW, Tuesday, 9 p.m.) got a new managing editor when Walter N. Greaza took over the role of Steve Wilson as the newspaper drama series started its eighth consecutive year on December 12. Fran Carlon continues her role as reporter Lorelei Kilbourne, his reportorial assistant.

Greaza is "The Illustrated Press" third managing editor. Edward G. Robinson first created the role in 1937, when the series began. Claire Trevor starred as Lorelei. In 1943 when the program returned to the air, Edward Pawley and Fran Carlon had the roles. Lifebouy Soap sponsors "Big Town."

-WOW-

### HOPE STUMPED

NBC's Bob Hope has rarely, in his long and honorable career, been fazed, but he was darned close to it recently in New York when he was surrounded by a screeching group of girls who wanted his autograph. Ski-nose did the job, then turned to the yelling group and asked affably:

"Is there anything I can do for you girls?"

There was momentary silence. Then from the rear piped a thin voice:

"Yes, when you get back to Hollywood and see Gordon MacRae, tell him Betty asked for him." Hope stars in his own show for Chesterfield Cigarettes on Tuesdays at 8 p.m., and MacRae stars in "The Railroad Hour" Mondays at 7 p.m., both on WOW.

-WOW-

### TICKETS SCARCE

The hardest tickets to get in New York are not to "South Pacific" or "Call Me Madam," but to "The Big Show" (WOW, Sundays, 5 p.m.), NBC's 90-minute Sunday-night radio extravaganza, starring Tallulah Bankhead as mistress of ceremonies. Over 9,000 requests deluged NBC for a chance to witness the fabulous premiere in the 2,100-seat Centre Theatre.

-WOW-

### LATE STARTER

Unlike many show people, William Bendix, star of NBC's "The Life of Riley" (WOW, Fridays, 9 p.m.), did not go on the stage until he was almost 30. Although a native of Manhattan, he was once a bat-boy for the Dodgers' hated rivals, the New York Giants. He was subsequently a semi-professional baseball player and a salesman.

## WOW NEWS TOWER

Published Monthly by

RADIO STATION WOW, INC.

Publication and Editorial Offices: Room 280, Insurance Bldg., Omaha, Neb. Subscription price is fifty cents a year, payable in advance.

U. S. POSTAGE  
Sec. 562, P. L. & R.

PAID  
Omaha, Nebr.  
Permit No. 257

EXPIRATION DATE NEAR YOUR NAME BELOW "1/31" BEANS THIS IS YOUR LAST ISSUE

\$ TRAIN MRS A C  
1119 MO 45TH ST

RETURN POSTAGE GUARANTEED

TO: Radio Station WOW

Omaha 2, Nebr.