

NBC
Network
Affiliate

WOW NEWS TOWER

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

5000
Watts
590 Kc.

ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. 12—No. 3

OMAHA, NEBRASKA, DECEMBER 1, 1947

PUBLISHED MONTHLY

Big Public Interest Shows on WOW

200th Showing of Regimented Raindrops

"Regimented Raindrops" WOW's sound-color film on soil conservation will have its two hundredth showing early in December. The picture, a part of WOW's latest and probably most outstanding public interest feature, is a supplement to some 24 radio broadcasts with Farm Service Director Mal Hansen. The film was released to the public on September 1.



Harold Storm

The two hundred showings have been made in almost half a hundred different counties in WOW-land and in seven states. Fifteen hundred delegates viewed the production at the National Convention of the Reclamation Association in Phoenix, Ariz. and many acclaimed it the finest documentary of its type they had ever seen.

Showings in the near future include a series at the Capitol in Lincoln to all State House personnel. The film is being made available without charge to any and all groups who wish to see it.

Demand is becoming so great for the film reports Harold Storm, station publicity director and producer of the picture, that requests must be made at least a month in advance.

—WOW—

Munkhof Attends NARND Meet

Radio newsmen from all over the country, including WOW's News Manager, Soren Munkhof, were told by President Truman that "you have a great responsibility in that by reporting facts, making broadcasts available to the people generally, you have a powerful effect on public opinion."

The meeting with the President preceded the opening of the three-day second annual convention of the National Association of Radio News Directors.

Munkhof reported that discussions of editorializing topped the agenda of the meeting. Soren also participated in a panel discussion for the convention with Allen Martin of the New York Daily News and John Murphy of WCKY, Cincinnati.

Munkhof was re-elected to the Board of Directors of NARND.

—WOW—

Petrillo Trial Set Dec. 15th

James C. Petrillo, music czar and president of the AFM, will go on trial for alleged violation of the Lea Act on December 15. Petrillo is charged by a Chicago radio station with violation of the act by calling a strike against the station. He has pleaded "not guilty" but if the court finds him so, it is possible for him to be sentenced to one year in the Federal penitentiary or to pay a \$5,000 fine, or both.

The Christmas Story

And it came to pass in those days, that there went out a decree from Caesar Augustus, that all the world should be taxed.

(And this taxing was first made when Cyrus was governor of Syria.)

And all went to be taxed, every one into his own city.

And Joseph also went up from Galilee, out of the city of Nazareth, into the city of David, which is called Bethlehem (because he was of the house and lineage of David).

To be taxed with Mary, his espoused wife, being great with child.

And so it was, that while they were there, the days were accomplished that she should be delivered.

And she brought forth her first son, and wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn.

And there was in the same country shepherds abiding in the field, keeping watch over their flock by night.

And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them; and they were sore afraid.

And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people.

For unto you is born this day in the city of David a Savior, which is Christ the Lord:



And this shall be a sign unto you; Ye shall find the babe wrapped in swaddling clothes, lying in a manger.

And suddenly there was with the angel a multitude of the heavenly host praising God, and saying.

Glory to God in the highest, and on earth, good will toward men.—St. Luke 2:1-14



Radio Highest Paid Industry

According to an analysis conducted by the National Association of Broadcasters, "broadcasting undoubtedly stands first among all industries in average weekly and annual income per employee." The overall weekly wage rate of full-time broadcast station personnel averaged \$74 a week in July, 1947.

Broadcast staff and freelance personnel receive the highest average weekly and annual income per employee in any American industry.

—WOW—

WOW Programs Air at New Time

Several changes in broadcast time have shown up in the WOW program line-up. The "Saturday Scrapbook" with Elaine Jabenis is heard now at 11:15 a. m., Saturday, with Hospe's "Music Room" taking over the Saturday morning spot from 11:45 to 12:00 noon.

The popular Barry Wood show has moved from the old time, 8:45 to 9:00 a. m., to 11:15 to 11:30 a. m., on WOW. The show is heard every weekday at the new hour.

A Sunday program change sees the "Old Fashioned Revival Hour" changed from 7:15 to 8:15 a. m., to 7:30 to 8:30 a. m., on WOW.

20-YEAR PLAQUE FOR WOW



On October 1, 1927, Radio Station WOW joined the radio network of the National Broadcasting Company. Recently Niles Trammell, president of NBC, presented John J. Gillin, Jr., president and general manager of WOW, with the above plaque—recognizing the station for its service on the network.

The plaque now stands in the WOW reception room—a symbol of 20 years of the best radio programs in the world.

"Constant Invader" Series on WOW

As a public interest feature and in cooperation with the Nebraska Tuberculosis Association, Radio WOW will broadcast the "Constant Invader" again this year.

The new series of radio dramas presented by the Association features Herbert Marshall, popular screen actor as narrator. The stories he tells are based on true case histories of persons who have fought and won the battle against tuberculosis.

"Constant Invader" is heard over WOW every Saturday afternoon at 5 o'clock.

—WOW—

Fred Waring Program Renewed

The Minnesota Valley Canning Company (canned vegetables) has ordered a 26-week renewal of the Friday morning Fred Waring program (NBC, five-a-week, 9 a. m., WOW).

The renewal contract is effective January 16, 1947, and calls for the full network of 160 NBC stations.

The Fred Waring program is sponsored by the American Meat Institute on Tuesdays and Thursdays. Fred Waring and his entire Pennsylvanians musical aggregation are heard from New York.

NBC Symphony, Round Table Head List

Two great public interest programs will return to the air over WOW early in December it was announced here today.

The programs are the "NBC Symphony" with Arturo Toscanini conducting and the "University of Chicago Round Table."

Broadcast of the Symphony will start on Saturday, December 13 at 3 p. m. The concert will be a regular Saturday afternoon feature. WOW will carry the entire program.



Toscanini

In addition to the Symphony other outstanding programs are appearing on the Saturday afternoon schedule. "Creighton University of the Air" will be broadcast from 1:30 to 2 p. m. effective December 6. Beginning December 13 the 2-3 time will be taken over by "Orchestra of the Nation," followed, of course by the NBC Symphony at 3. At 4 o'clock WOW will present another public interest program, "Doctors Today." On the Saturdays that the Symphony runs an extra 15 minutes, "Doctors Today" will be aired at 4:15 p. m.

"University of Chicago Round Table" has always been a favorite of thousands of WOW listeners. The Round Table will be back on WOW starting Monday, December 1, at 10:30 p. m.

—WOW—

Butter-Nut Christmas Club Resumed

The Butter-Nut Coffee people have opened their hearts again this year for the children in orphanages.

Listeners are being asked to send in their key strips and jar labels from Butter-Nut Coffee. In return Butter-Nut will provide Christmas gifts for youngsters living in orphanages.

Before the war this campaign had grown to tremendous size and it became possible to send personal gifts to all orphans in every orphanage in Butter-Nut territory. The plan, resumed this year for the first time since the war, is again rapidly taking hold.

WOW is cooperating 100 per cent in the drive which ends December 15.

News Tower readers are urged to scurry around and get their strips and labels in the mail at once.

—WOW—

40 WOW Programs Listed by Radio Council

The Omaha Radio Council in its most recent "Guide to Good Radio Listening" lists a total of 142 recommended programs. Of this total, 40 are heard on WOW. This figure represents 28 per cent of the programs listed. The balance is almost equally divided between Omaha's other five radio stations. The "Guide" is issued twice a year by the Omaha Radio Council.

THE WOW NEWS TOWER

THE WOW NEWS TOWER IS PUBLISHED MONTHLY BY RADIO STATION WOW, Inc.

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PUBLICATION AND EDITORIAL OFFICES: ROOM 280, INSURANCE BLDG. OMAHA, NEBRASKA
SUBSCRIPTION PRICE IS FIFTY CENTS A YEAR, PAYABLE IN ADVANCE

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RADIO STATION WOW, INC., OWNS AND OPERATES RADIO STATION KODY, AT NORTH PLATTE, NEBRASKA

BOTH WOW AND KODY ARE REPRESENTED NATIONALLY BY JOHN BLAIR & CO., WITH OFFICES IN NEW YORK, CHICAGO, ST. LOUIS, DETROIT, LOS ANGELES AND SAN FRANCISCO



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AS WE SEE IT! . BILL WISEMAN

The Year of Our Lord, 1947, has been a memorable one for WOW (as headlines from issues of the News Towers reflect).

In January we were happy to announce the release of "Big Muddy" and the arrival of WOW's new Image Orthicon Television cameras.

Late in February WOW began the big Trans-Lux sign atop the U. S. National Bank building, and in March "Operation Big Muddy" was shown before Congressmen and Senators in Washington.



Bill Wiseman

In April WOW celebrated its 24th birthday and "Tip" Saggau became our new sports editor.

In May, WOW had won the Peabody award—the equivalent of an "Oscar" in the movies—for "Operation Big Muddy," and Daylight time again raised Ned with the program schedules.

In June Mal Hansen and Harold Storm started on a 6,000-mile trip to make another film, the now popular "Regimented Raindrops," and WOW's television staff made

history by televising an appendectomy for the St. Joseph's hospital staff.

In July Ralph Edwards served orange juice for 133 Omaha Edwardses on the court house steps and NBC said there were then 66 million radios in use in the U. S. A.

In August, WOW was busy with 4-H meetings at state fairs, "Regimented Raindrops" made its debut.

In September, the new net shows began returning, WOW had been picked to promote the Electrical Exposition, WOW Calling bowed in and Saggau started Standard Oil football broadcasts.

In October WOW distributed 100,000 copies of the News Tower to give listeners network schedules (all nets). The Ford Theater and other topnotch new shows got underway.

In November, WOW helped put on the tremendously successful Electrical Exposition, and upped its recording library to 25,000 titles in anticipation of Petrillo's ban on recording.

Comes now December at which time WOW takes time out to wish everybody everywhere a Very Merry Christmas and a Happy and Prosperous New Year!

—WOW—

COMES NOW THE 'LEMON BOOK'

A fortnight ago the Federal Communications Commission issued an exhaustive survey on the economics of radio broadcasting. It is printed with a lemon-colored binding and has since become popularly known as "The Lemon Book" (just as the FCC's famous book on public service programming was dubbed "The Blue Book").

The Lemon Book points out that by the end of 1948 there will be 2,250 standard stations on the air in the U. S. A. The present total is 1,877. There were 909 in October of 1945. The book concludes that half of these stations during 1948 will be "particularly vulnerable to hard times" if the present high level of business activity should decline.

The survey applies only to standard AM stations and does not take into account the 4,000 to 5,000 new FM stations which FCC expects will one day do the nation, nor the 400 television stations expected to get underway in the next few years.

—WOW—

ANOTHER AWARD . . .

For the seventh successive year WOW's News Tower magazine has been given an "Award of Merit" by the Southwestern Association of Industrial Editors. The scroll received indicated SAIE thinks this publication is superior in "serving its purpose," in editorial content, and in appearance.

THE ABC OF RADIO

This is the fourth episode of "The ABC of Radio"—a booklet prepared and copyrighted by The National Association of Broadcasters. Watch for part five in an early issue.—The Editor.

Radio Needed a Traffic Cop
890 American stations.
... and just 106 air-planes ... !
America needed a radio traffic cop!
To tell us where to broadcast and when!

But how was this new officer of the air to know when to turn his red and green signal?

Fortunately, early explorers in the land of radio brought home some discoveries that simplified the job. They discovered:

(A) That each radio frequency must be separated from its neighboring frequency by a margin of 10 kilocycles. Without this separation, radio waves tend to overlap and produce a whistling or a booming noise in the ears of the listener. This is called radio interference. This is why your radio dial is calibrated in units of 10 kilocycles.

(B) That just as a football player, in throwing a forward pass 40 yards puts more power into his heave than he does when he tosses one but five yards, so must more power be put behind the radio wave to make it cover different distances beyond the transmitter.

(C) That radio waves travel farther at night than they do in daytime. Rays of the sun affect them.

Now the radio traffic cop had something to work on.

For through the use of these radio discoveries, he was now able to guide the 890 radio stations along the American radio highways without danger of head-on collisions and side-swiping interference.

For just such a purpose, Congress created the first Federal Radio Commission in 1927. In 1934 this was supplanted by the Federal Communications Commission, America's radio traffic cop!

This is Part IV of "The ABC of Radio" which deals with radio wavelengths. Watch for Part V soon.

Ozark Fowl Sent to Alex Dreier

Alex Dreier, Skelly news commentator (NBC, five-a-week, 7 a. m., WOW), is in favor of "foul play" only when it is spelled F-O-W-L, and especially when it comes in the form of squab guineas from the Ozark mountains.

Because they 'lowed he was "friendly to the Ozarks," Alex received an even dozen of the birds as a gift from the Springfield, Mo., Chamber of Commerce. Now he expects to fill the Thursday gap without even oiling up the flintlock and heading for the timber.

—WOW—

Kids Really "Sharp" Says Dr. "I. Q."

The kids are the ones who really give Lew Valentine a mental run for his money during the genial

quiz master's Dr. I. Q. programs (NBC, Mondays, 8:30 p. m., WOW).

"Adults are a little careless on keeping up to date on general affairs," Lew says, "and they're rusty on history, literature and the rest of their book larnin' that has faded into the dim, distant past."

Another reason the small fry are pretty sharp with the answers is because they trust the Mental Banker; don't suspect there's a trick in too simple a question like grownups are wont to do, according to Lew.

—WOW—

Fitch Renews "Bandwagon"

The F. W. Fitch Company has renewed the Fitch Bandwagon, starring Alice Faye and Phil Harris (NBC, Sundays, 6:30 p. m., WOW) for another 52-week cycle on the full NBC network of 161 stations.

Rev. R. R. Brown's Chat

By the Rev. R. R. Brown, D.D., Minister of Radio Station WOW, Pastor-Evangelist of Omaha Gospel Tabernacle, Christian and Missionary Alliance

Songs old and new will soon fill the air, "Jingle Bells," "A White Christmas," and others; but the most impressive will be the immortal Christian songs, "O Holy Night," "Silent Night," "O Come All Ye Faithful" and many other great hymns and carols. But in a day when a world is facing such momentous problems and sobered by the contemplation of the future, the great facts that should be the inspiration for our thinking need to be emphasized at this Christmas time.



Dr. R. R. Brown

First we think of Motherhood and Childhood. The coming of the Babe in Bethlehem made an impact upon that day and upon every generation since that has given to us a new appreciation of the dignity and value of womanhood and the priceless social position of children. When we think of the degrading influences of war upon the home and social life of millions of people, our hearts are moved to hate war and to love peace. We are constrained to pray and give toward the rehabilitation of disorganized areas, especially in Europe and the Far East where homes are hovels, where children are not having an opportunity to live normally. In America we need a revival of home consciousness as the basic answer to juvenile delinquency and moral debasement.

Next, we think of the people, both the religious and the general popu-

lation, who were not expecting nor preparing for this glorious event. It is lamentable that even today men do not rightly appraise the Babe of Bethlehem who is the Saviour of man and the Prince of Peace. Indifference to spiritual reality is the tragedy of our times.

No one lets Christmas go by without thinking of the angel chorus and the glorious proclamation of "peace on earth toward men of good will." It would raise the question, not only in that day, but in ours. What did the heavenly messengers mean when they made their proclamation? Is peace possible?

Why not examine this message clearly? A prophet had declared that His name would be "The Prince of Peace." Peace is possible when men are rightly related to God and this can only be realized when we accept this Prince of Peace. Oh that men in these days of the shoutings of warmongers and the threatening of the bloodthirsty would stop to hear the song of peace that echoes down the ages!

Finally, and above all, is the great message about God. The Babe was a gift from God. He was "the Word made flesh" that dwelt among men. He was an exact copy of God and the sum total of God's thought for the universe. Let Christmas time fill our minds with thoughts of God, not only His might and His power, but His love and His passion. Since God gave His only begotten Son, may we not in turn say to Him, "What shall I give to Thee?" Then answer by giving Him our lives and our time.

The Brown family and all our associates unite in wishing the staff and readers of the News Tower a most joyable and blessed Christmas.

C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK!
MAY I COME IN?

Hi, Neighbors! Most of you know that on Saturday morning at 8:15, I am in the well-known dog house. Now I am wondering if all the friends in radio-land have put me there for a lengthy stay.



Aunt Sally

I know your letters aren't answered. They have been staring me down for you have asked questions that have received no replies. If you have had time to wonder about things, I'll bet a cooky with raisins in that you have wondered why it takes me so long to turn around. The fact is I've been turning around so fast I couldn't catch your letter as I went by.

Holiday Rush

Of course everybody knows that the months of November and December to me are like thrashing time to the farmer. I make no excuses for anything not done through the holiday rush.

The things accomplished, the happiness sent out to our Shut-ins and silver Mothers and Dads can scarcely be counted or measured but with the aid of efficient Tess, my latest bit of office magic, things were done in a big way.

Seven hundred member-lists have been sent out over radio-land to Canada, England, Alaska and to every corner of the United States. By the time my letter reaches you many of our members will have been adopted and no doubt many of their packages packed and wrapped ready for mailing time. All the Shut-ins will meet Santa Clans in a big way this year.

Adopt a Shut-in

If you would like to participate in this holiday happiness you may send a card requesting the name of some Shut-in who has not been adopted and I'll send that name right off to you with their three wishes.

I hope you will find it possible to take one Shut-in or an elderly person for adoption this year and that you will take care of this Christmas package early to be sure no one is left out.

If you want to be happy, make someone else happy first. I know our own Christmas will be extra joyous if you will step outside the circle of family and friends and remember someone who may not have such a happy time without your thought of them.

Lady Sunshine

Every month we are appointing a "Lady Sunshine," some one who should have stars in her crown for her many kindnesses.

Miss Ruby Butterfield, the little woman in white, who has brought comfort and joy to so many hospital patients was honored for November and received an award. Sorry I can't tell you at this time who will be Lady Sunshine for December.

I'm wishing all good neighbors in radio-land a very special Christmas this year, happier than all the others and joining me in my greetings to you are Jack and Teddy and Pat and pretty Peggy and Susie Honey. A Merry, Merry Christmas and 'bye for now.

YOUR AUNT SALLY.

—WOW—

Mr. and Mrs. Jerry Colonna (he's Bob Hope's pal on the NBC show) celebrated their 17th wedding anniversary on November 2.

? Your Last Copy ?

Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "12/47" means December, 1947. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

WOW LISTENERS WIN BIG PRIZES

STAFF STUFF

By JEAN & STORMY

IT'S TIME AGAIN to "deck the halls with boughs of holly" . . . another Christmas season has rolled around again. It's a glad but a busy time. There are cards to send . . . gifts to buy . . . things that keep you rushing hither and yon. But in spite of the hustle and bustle, the most pleasant, most heart warming time in the whole Yuletide are those moments when you close your eyes and make a Christmas wish for everyone in the whole wide world. "Peace on earth—good will to all men"—and that's our wish as we put together another chapter of Staff Stuff.

FAMOUS FACES are frequently seen attending the daily meetings of the "Koffee Kup Kids" (the "Kids" are all the WOW staffers who have coffee in the lounge). But getting back to the famous faces, recent guests were the popular Deep River Boys and although they weren't requested to, they sang for their coffee—and a concert that was "out of this world."

NEW FACES too. Marge Tomes has taken over the duties of night hostess. Marge comes to us with a lot of good experience. Her one pitfall (according to the grapevine), is that she is always hungry. Another new WOW staff member is Teresa Miller aide-de-camp to Aunt Sally . . . and "scads" of mail is certainly keeping Sally and her new helper busy.

WANNA BUY a duck. That's a statement—not a question. And it was heard from a couple of not-so-mighty WOW Nimrods. The whole story of Ray Olson and Harold Storm's duck hunting expedition is very long and involved but the thing all adds up to the fact that thousands and thousands are flying south—and they all agree that the spot where Olson and Storm are hunting is the safest on the river.

ONE DOWN and 11 to go. It was pretty icy under foot the day WOW television staff members went to Lincoln to cover the Nebraska-Oklahoma game with the television cameras. All went well while heavy equipment was carefully carried up icy steps. Everything was set up without mishap. Then as the group started up town for lunch, without apparent provocation (except the ice), Transmitter Supervisor Roy Glanton went through an amazing series of contortions and wound up flat on his back in the middle of the street. Roy wasn't hurt but he vigorously accused both Bob Rudd and Johnny Brunken of hoping that he wouldn't get up and that one of them might get his job.

FLU SHOTS were in order among any members of the WOW who cared to take advantage of them. And the aftermaths were varied and sundry. Everyone—except Bill Wiseman—had sore arms. Although no one was really ill, there was some "mock suffering." Bernice Carlson swears she's still not over it. Elinor Dillman got home and discovered that she was unable to get her coat off because her arm was so stiff. Dorothy Balle caught her heel on the edge of the steps, ruined a pair of nylons—and gave the inoculation full credit. Boss Johnny Gillin (whose idea it was), went home and to bed with a fever. Every one participating in the plan had a slight "tech" of the flu indicating that WOW's staff will be a much healthier crew this winter.

WAYFARERS—Fred Ebener was the station vagabond during November. He was in Minneapolis, Oklahoma and New York City . . . on business. Johnny Gillin was in New York and Washington, D.C. Mal Hansen was in Chicago and Tip Saggau will be there in a few days. The rest of the staff trips have been short ones . . . Lincoln, Des Moines and Kansas City.

(Continued on page 4)

New Cars... \$1,000 Check... Diamond Rings



Mr. and Mrs. Al Hurlburt of Norfolk, Neb. are the proud owners of a brand new Frazer automobile as a result of their entry in the F. W. Fitch contest. The Norfolk couple flew to Detroit and the Willow Run plant to receive their prize. They are regular listeners to WOW and to the "Fitch Bandwagon" where they heard the announcement of the contest. Ray Clark interviewed the two as they returned home via Omaha. The Fitch Bandwagon is heard on WOW Sunday nights at 6:30.



An Omaha woman, Mrs. Theresa Ullery, came in for a grand surprize when she was notified that she had won one of the major prizes in the Ivory Soap contest. Mr. Gene Allen, right and Mrs. Ullery were guests on Thomson Holtz' "Pot Luck" program (Saturday mornings at 8:30). Mr. Allen, Procter and Gamble representative, presented the winner her \$1,000 check.



Three genuine Keepsake diamond rings thrilled these three WOW-land ladies. They were winners in the General Mills' diamond ring contest. Mrs. H. A. Palmer (left) resides in Omaha, the other two came some distance to get their prizes. Mrs. E. F. Olson (center) is from Wausa, Neb. and Mrs. Myrtle Royer is a resident of Clarinda, Ia. The three ladies were on the air in an interview with WOW's Gene Edward.

WOW Listeners Get Into Big Money

Some of the top prizes in national radio contests have come the way of several regular WOW listeners within the last few weeks.

As contests and give-aways on radio programs rise to a new peak following the war, listeners find themselves giving up to the urge to compete—and with justifiable results.

From what is probably the largest array of prizes on the air on Ralph Edwards' "Truth or Consequences" show (WOW, every Saturday evening, 7:30), on down the line to the most insignificant, folks are competing with equal enthusiasm, and throughout WOW-land are coming in for their share of the loot.

Norfolk Couple Win New Car

The largest single prize awarded up to the present time in the WOW area was won by a Norfolk, Neb. couple. Mr. and Mrs. Al Hurlburt received the first Frazer-Manhattan sedan given away on the Fitch Company sponsored "Fitch Bandwagon" (WOW, Sundays at 6:30 p. m.). The Hurlburts flew as guests of the F. W. Fitch Company to the Kaiser-Fraser Willow Run plant to receive their prize. They drove the new car home.

Three Omahans won Universal Electric blankets also in the Fitch contest. Mr. E. L. Barton, Mrs. Gustave Carleman and Mrs. F. A. Niver.

Omaha Woman Gets \$1,000

Next of the large prizes was won by Mrs. Theresa Ullery of Omaha. Her award came in the form of a check for \$1,000. She received the prize from Procter and Gamble for her entry in the Ivory Soap contest.

"Right to Happiness" (WOW, Mondays through Fridays at 2:45 p. m.), where Mrs. Ullery heard the contest announced is a must on her listening list. Her winning entry, awarded one of the weekly prizes, was also eligible for the grand prize given at the close of the contest. Mr. Gene Allen from the Procter and Gamble Company presented the check to the winner during an interview conducted by Thomson Holtz. The presentation was used on Thomson's "Pot Luck" program which is heard over WOW every Saturday morning at 8:30.

Three Win Diamonds

Besides the new car and the thousand dollars, three other women had the thrill of each getting a genuine Keepsake diamond ring. These three all won third prizes in the General Mills contest and traveled to Omaha to get their awards and to make a broadcast with WOW's Gene Edward. The winners were, Mrs. H. A. Palmer of Omaha, Mrs. Myrtle Royer of Clarinda, Ia. and Mrs. E. F. Olson, Wausa, Neb.

Fur Coats

The General Mills \$25,000 Fur Coat Contest which began November 10 caused quite a stir among WOW listeners. It was the first big nationally advertised fur contest to hit the air waves and brought many entries from this area. Announced on "Today's Children" (WOW, 1 p. m., Mondays through Fridays), a total of 38 prizes are involved in the contest, the first prize being the winner's choice of any one of four \$5,000 coats, including mink. As the News Tower goes to press the winners are yet to be announced.

Eversharp, too, has contest enthusiasts spinning with their new contest. Such breath-taking prizes as a \$15,000 home plus \$2,500 cash to pay for the lot and landscaping (first award), a 1947 Buick coupe, a \$4,000 mink coat (second and third), are only a few of the many. The contest, announced on "Take It or Leave It" (WOW, Sundays at 9 p. m.), closes midnight, December 13.

Similarly, "Ma Perkins" Oxydol contest offers as first grand prize (Continued on page 6)

NBC-WOW TALENT \$500,000 WEEKLY

Jack Benny is Top Bankroller at \$25,000

The best entertainment in the world! It's free—to you—but it is costing the sponsors a cool half-million dollars a week to bring you the programs you hear over WOW.



Jack Benny

And that figure does not include the cost of radio time. Variety, magazine of the show business, in the issue of November 12, lists all the network programs and gives their estimated costs. These are explained as including, "production expenses, actors, musicians, writers, royalties, freelance directors, transportation, prizes, etc., but not commercial announcers, agency directors, agency commission or time charges."

The cost figure for the shows heard on WOW (entirely NBC programs) was given as \$617,150 for the 82 shows heard in a typical broadcast week.

Add to this the cost of two shows on WOW but from another network, \$5,000 for a total of \$622,150. This does not of course include WOW production costs for its local shows nor the cost of many other transcribed WOW programs.

Last year (1946-47) according to Variety 78 network shows on WOW cost an estimated \$564,250.

Variety estimates show two programs tying for the top spot as bankrollers this year. Jack Benny is back heading the list this year after being on the second peg for a year. Sharing top money with Benny is "Groaner" Bing Crosby on ABC. Each costs \$25,000 a week. Three others, all NBC-WOW programs (Fred Allen, Edgar Bergen and Eddie Cantor) are in the \$20,000 plus bracket, Allen \$22,500, Bergen and Cantor each \$20,000.

Nine programs are in the \$15,000 to \$20,000 bracket. Six of them NBC. Amos 'n' Andy, Burns and Allen, Jimmy Durante, Fibber McGee and Molly, Bob Hope and Your Hit Parade.

Sixteen of the 26 in the \$10,000-\$15,000 category are also NBC programs.

Average talent costs for all commercial network shows have decreased since last season. The total weekly talent cost of all evening and daytime programs on the four major networks is estimated by Variety this year as \$1,403,650 covering 257 shows in all categories. Last year's figures showed costs of \$1,397,000 but that was for 224 programs as against this year's estimate on 257.

The complete Variety list of shows heard on WOW each week, the point where the show currently originates (H for Hollywood, N for New York and C for Chicago) and the costs (as defined above) follows:

PROGRAM	ORIG.	COST
Aldrich Family.....	N	\$14,500
Fred Allen.....	N	22,500
American Album.....	N	5,500
Amos 'n' Andy.....	H	18,000
Archie Andrews.....	N	3,000
Backstage Wife.....	N	2,200
Jack Benny.....	H	25,000
Jack Berch.....	N	4,000
Edgar Bergen.....	H	20,000
Milton Berle.....	N	7,500
Big Break.....	N	10,000
Big Story.....	N	4,500
Burns and Allen.....	H	16,000
Can You Top This?.....	N	6,500
Judy Canova.....	H	11,500
Eddie Cantor.....	H	20,000
Cavalcade of America.....	N	7,500
Contented Hour.....	N	8,500
Betty Crocker.....	C	1,500
Curtain Time.....	C	3,000
Stella Dallas.....	N	2,000
Date With Judy.....	H	5,000
Dennis Day.....	H	8,500
Dr. I. Q.....	C	6,500
Nora Drake.....	N	2,500
Duffy's Tavern.....	H	9,500

Many Bouquets For Davis Winner

Ray Olson, winner of the H. P. Davis Award for the third time in seven years has received a lot of nice letters of congratulation. One of the nicest "orchids" came from Josephine Frisbie, president of the Omaha Education Association.

Lyle De Moss
Program Director WOW
Omaha 2, Neb.

Dear Mr. De Moss:

Congratulations to WOW and Ray Olson on winning the announcer's award. The Omaha teachers are proud of teaching in a city where the local radio stations can furnish such expert announcing. Many thousands of teachers and students enjoy listening to Mr. Olson, and I might add—whether he knows it or not—his excellent diction has been cited many times in many classrooms as a pattern worthy of following.

Sincerely yours,

JOSEPHINE FRISBIE, President,
Omaha Education Association,
926 City National Bank Building.

—WOW—

STAFF STUFF

(Continued from page 3)

HODGE-PODGE — Birthdays aplenty—which means "treats" (Vi Baish is now of age). Each day more of the "new look" among the gals—right sharp, too. WOW bowling team continues to "just bowl" . . . although some of the members are getting a little better. Dick Drummy rolled 194 the other night . . . and that's good for our side. No casualties or illnesses among station "small fry" . . . come Christmas vacation they'll all be in our hair again and getting out of yours now with this package of Staff Stuff and wishing you a Very Merry Christmas, are your reporters,

JEAN and STORMY.

Jimmy Durante.....	H	15,000
Faye-Harris.....	H	12,000
Fibber McGee and Molly	H	17,500
Ford Theatre.....	N	13,000
Front Page Farrell.....	N	2,000
Grand Ole Opry.....	N	4,500
Great Gildersleeve.....	H	12,500
Harvest of Stars.....	N	11,000
Bob Hawk.....	N	6,000
Highways in Melody.....	N	5,500
Hollywood Star Preview	H	4,000
Bob Hope.....	H	18,500
Eddy Howard.....	C	4,500
Al Jolson.....	H	14,500
Lorenzo Jones.....	N	2,000
Joyce Jordan.....	N	2,200
Just Plain Bill.....	N	1,750
Katie's Daughter.....	N	2,000
King Cole Trio.....	N	1,350
Kay Kyser.....	H	10,000
Lora Lawton.....	N	2,500
Life Can Be Beautiful... N		3,000
Life of Riley.....	H	11,000
Light of the World.....	N	2,000
Ma Perkins.....	N	3,500
Mhtn. Merry Go-Round.. N		5,500
Ed McConnell.....	H	3,000
Meet the Meeks.....	C	3,500
Mr. District Attorney... N		8,000
Mystery Theatre.....	N	2,250
Nat'l Farm and Home.. C		3,500
One Man's Family.....	H	8,500
People Are Funny.....	H	7,500
Pepper Young's Family.. N		2,500
Portia Faces Life.....	N	2,700
Quiz Kids.....	C	6,500
RCA Victor.....	N	9,000
Right to Happiness.....	N	2,500
Road of Life.....	N	2,900
Red Skelton.....	H	12,500
Holly Sloan.....	H	2,500
Bill Stern.....	N	1,500
Supper Club.....	H	13,500
Take It or Leave It.... H		7,500
Telephone Hour.....	N	9,000
Today's Children.....	H	2,500
Truth or Consequences.. H		10,000
Village Store.....	H	11,500
Voice of Firestone.....	N	7,000
Waltz Time.....	N	4,500
Fred Waring.....	N	10,000
Fred Waring (daytime).. N		10,000
When a Girl Marries... N		2,750
Woman in White.....	H	2,750
Young Widder Brown.. N		1,800
Your Hit Parade.....	H	15,000

Total..... \$617,150

© Nashville.

Hawk at WOW Tele-Show



Bob Hawk, emcee and quizmaster of the "Bob Hawk Show" heard over NBC and WOW for Camel cigarettes, took in a WOW television rehearsal recently at Creighton University. Left to right, Father Williams, Creighton University, Bob Hawk, two members of the cast, Echo Guio Rose and Don Keogh. Russ Baker, WOW Television Production Manager is at the extreme right.

WOW television experimentation continues to move forward in leaps and bounds, at Creighton University as well as in the field.

During early December, three large groups, the Women's Division of the Omaha Chamber of Commerce, employees and officers of the Omaha National Bank, and the Community Playhouse workshop will be guests of WOW at a television experimental demonstration at Creighton University December 3, 4 and 5.

On November 22 the WOW television crew had its first taste of televising a football game. Twelve members of the engineering, production and promotion staff traveled to Lincoln to televise the Nebraska-Oklahoma game.

The telecast was conducted purposely for experimental purposes and was not broadcast. Only members of the WOW staff were permitted to view the results.

Permission was granted for the experiment by university officials.

Noon Programs Gets New Sponsors

Two of WOW's most popular locally originating programs have new sponsors.

The two are sections of the recently revised noonday presentation. "WOW Calling" (12:30 to 12:45 p. m.) will be taken over three days a week (Tuesday, Thursday and Saturday) by Raymond Laboratories in the interest of their product, Rayve Shampoo. The effective date is January 6. Sponsor of the other three days a week (Monday, Wednesday and Friday) is the Merchants Biscuit Company.

The other show included in the big noontime array to sign for a new sponsor is Ray Clark's "Noonday Forum." Beginning December 2, Sunnyvale Packing Company will take over the "Forum" with Rancho Soup as the product. This will be on Tuesday, Thursday and Saturday. The other three days of Clark's broadcast are currently being sponsored by Whitehall Pharmaceutical Company for Guards Cold Tablets.

The hour from 12 noon until 1 o'clock on WOW has recently been revamped to fit a new format. The first half-hour is devoted to the news.

At 12:30 comes "WOW Calling." A 15-minute variety show which includes all of the station talent staff, the show features a telephone quiz with a jackpot that is attracting a lot of interest. The final 15 minutes of the hour (12:45 to 1 p. m.) is taken up with Ray Clark's informative "Noontime Forum."

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.....

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!

TOP MORNING LISTENING AT 8:07

WOW to Start Broadcast Day at 5:00 A.M.

Effective December 1, WOW will start the broadcast day at 5 o'clock instead of at 5:30.

The station signs on the air with a new show, "Musical Dawn" with Slim Everhart jockeying the discs. At 5:10 comes the first newscast of the day. Carter's Little Liver Pills will sponsor the 5:15 to 5:30 time on Monday, Wednesday and Friday, presenting their own transcribed program of music.

There is much to be said about early morning programming on WOW and about early morning listeners out in WOW-land.

Thousands of folks in the mid-west arise before the break of day—people living in the cities as well as those on the farm. There are many radios turned on very early and it is for these listeners that WOW designs the pattern of its early radio programs.

The 5 a. m. to 6:30 a. m. WOW schedule follows.

- A. M
- 5:00—"Musical Dawn"
- 5:10—News
- 5:15—"Musical Dawn" (continued) "Stoney Cooper and his Mountain Boys" for Carter's (Mon., Wed., Fri.)
- 5:30—"Five-Thirty Call"
- 5:55—Weather Report with Mal Hansen
- 6:00—Sunrise News Tower
- 6:15—Aunt Sally (Mon. thru Fri.) Organ Reveries (Sat.)

—WOW—

Essay Entries in Contest Over 12,500

The Quiz Kids' committee of judges, headed by Dr. Paul A. Witty, of Northwestern University, is pouring over more than 12,500 essays entered in the "What America Means to Me" contest sponsored by the Kids for high school seniors.

Five cash scholarships of \$1,200, 50 prizes of \$50 each and 500 prizes of \$5 each are to be awarded to winners, who will be announced on the Quiz Kids show sometime in December.

During the three weeks duration of the contest, entries poured into the Chicago office of the Quiz Kids from every one of the 48 states. There also were entries from Canada, although only American high school seniors were eligible.

In addition to essays from school children, many adults and war veterans sent in their ideas on the subject, although they knew their entries would not be accepted in the contest. Largest number of letters received on a single day was on November 12 when the mailman brought in more than 5,000. Other judges in the contest are Dr. Willard Olson of the University of Michigan, the Rev. Dr. Philip S. Moore, dean of the graduate school of the University of Notre Dame, and Dr. Napier Wilt of the University of Chicago.

—WOW—

Beneke Visits Record Shop

Young and old alike stampeded Hospe's Music Store recently to get a glimpse and perhaps an autograph from bandleader Tex Beneke.

Tex, appearing at the Orpheum Theater in Omaha visited Hospe's to become a part of their "Record Shop of the Air," heard over WOW every Saturday at 11:45 in the morning.

The program originated direct from Hospe's store and on that particular show featured only Beneke recordings. Merrill Workhoven acted as emcee for the gala party.

MAN OF MANY MOODS



"Mugger Deluxe" and man of many moods is disc jockey comic, Thomson Holtz. Upper left, Mr. Holtz characterizes a somewhat dim-witted lad from the back country. In the upper right he does an about face to portray a romantic domestic. With fitting dignity he can assume the role of the southern gentleman (lower left), and, enveloped in steam he sits on the railroad track and bemoans missing the train. Theo Lieben and Son, costumer, helped with the pictures by furnishing the properties.

Big WOW Disc Jockey Show Popular

In the early days of radio recordings furnished a large part of the entertainment that went to make up the broadcast day. But no great honor was bestowed upon the man who played the records. He simply announced the title of the number as it came up. He was the "announcer-on-a-record program."

Years went by. The gent that ran the record show was still just an announcer. Sometimes he was referred to as a "platter-spinner" but that was more or less infrequently.

Dull Business

The disc jockey came into being probably more as a result of the announcers' "boredom" than any other reason. Surely it was nobody's "big idea." The boys who ran the disc shows were either on the air early in the morning or late at night. The rest of the staff were long since gone home or hadn't come in yet and the business of just reading titles became mighty dull.

So the announcer left his mike open. He talked to his listeners, he sang (usually poorly), with the records. He argued with his engineer. In short, he took a very common-place job and made a very glamorous one out of it—and he made himself very popular with his listeners.

8:07

WOW's "Eight-O-Seven Special" is a good example of a disc-jockey program. It is not the only show of its kind on WOW but is a typical example.

When the program was first inaugurated about a year ago it was a 20-minute show. Now, because of its popularity, it has been extended to almost an hour—from 8:07 a. m. to 9 o'clock.

The success of such a program depends largely upon the man who runs it, and WOW's genial Thomson Holtz is the conductor, brakeman and even the porter on the imaginary train which pulls in at 590 on the dial at 8:07 every morning, Monday through Friday.

Better and Better

Thomson's story in the radio game is about as colorful as any that can be told. He has done almost everything in the book, from sports and special events to being a featured vocalist. He began his career as a radio man in 1939. He saw service at four other radio stations before coming to WOW, KTSW, Emporia, Kans.; WREN, Lawrence, Kans.; KMBC and WDAF, both in Kansas City.

In short, he is ideally suited for such a show.

There are great things in store for the "Eight-O-Seven Special." Something is continually being added to make it better. Each new "coach" means a thousand new listeners.

—WOW—

DO YOU THINK SO?

Farmer Fred H. Krueger, of Gilead, Neb., Thayer County, tells this story that he says happened about 20 years ago when his son was still very much a youngster. The boy asked his grandfather how to spell Omaha. The grandfather replied, "O-M-A-H-A."

But the youngster piped up saying, "I don't think that's right, grandfather. The radio announcer says it is WOW, Omaha."

? Your Last Copy ?

Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "12/47" means December, 1947. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

20th Anniversary For "Voice of Firestone" Hollywood Star Preview is Just That

The "Voice of Firestone," one of radio's oldest sponsored programs, will begin its 20th year on the air Monday, December 8 (7:30 p. m.). Soprano star Eleanor Steber will be featured soloist on the anniversary program with Howard Barlow, distinguished American conductor, directing the orchestra.

The program, on NBC since December 3, 1928, has always been heard in the same time spot. It offers music for every taste, and so includes popular selections and old favorites interspersed with classical and concert numbers.

Featured vocalists regularly heard are Eleanor Steber and tenor Christopher Lynch. Barlow is musical director of the program and permanent conductor of the orchestra. Edwin Dunham directs the show and Hugh James is the announcer.

—WOW—

Archie: Welcome to the Tavern. Sophie: How'd you get here?
Sophie Tucker: I drove myself.
Archie: You drove yourself? No chauffeur?
Sophie: No will power!

Eight of Hollywood's leading movie personalities—Alan Ladd, Dick Powell, Henry Fonda, Elizabeth Taylor, Veronica Lake, Susan Hayward, Robert Walker and Lloyd Nolan—have been signed to appear on Hollywood Star Preview during the months of December and January (NBC, Sundays, 5:30 p. m., WOW).

Ladd will introduce Deforest Kelly to radio audiences on the program, December 7; Raymond Burr will be given an introduction by Powell, December 14. Fonda will present Joan Loring to listeners in a special Christmas show, December 21, and Miss Taylor has been set for mistress of ceremonies on December 28 but the talented newcomer for the broadcast hasn't been selected as yet.

Miss Lake will start the new year by introducing an as yet unsigned newcomer on the program of January 4; Miss Hayward will handle the introductory honors when Universal International Pictures newcomer Richard Long appears on the show, January 11; Peggy Knudsen's introduction will come from Walker, January 18, and Nolan will

present Gale Robbins, January 25. Each of the potential stars will appear in a dramatic play expressly written for their appearance on the program. The show is under sponsorship of Whitehall Pharmaceutical Company.

—WOW—

Judy Canova: Pedro, you're a terrible driver. Do you know what that single white line is for in the middle of the road?
Pedro (Mel Blanc): Yes. Bicycles.

Rochester: Why don't you trade in the old car for a newer model?
Jack Benny: What for? This car always takes us where we want to go.

Rochester: I know, but look how much older we are when we get there!

Geranium (Ruby Dandridge): Golly, I never could wear a form-fitting dress like that.

Judy Canova: Why not?
Geranium: Honey, I detour where I'm supposed to take a curve, and where I'm supposed to curve I go off the road altogether.

HANSEN TO CHICAGO 4-H MEET

Dell, Mitchell Win WOW 4-H Awards

Top news in the WOW Farm Service Department came from Chicago where Mal Hansen attended the National 4-H Club Congress. With Hansen was Ray Dell, Beatrice 4-H Clubber and Milton Mitchell from St. Onge, S. D., another 4-H'er, whose interest in soil conservation won for them the State Awards in their respective states of all-expense trips to the National 4-H Club Congress. The trips were provided for by radio WOW.

Ray, who is 19 and in his last year of 4-H Club work is no newcomer in the field of winning awards. He was 1947 Junior Champion in the State Plow Terrace Contest and was an entry in the national event.

The work which won him the distinction of the first annual WOW award included the planting of some 300 trees, building of 25 sod dunes, 2,200 feet of terracing as well as other projects such as water-ways, diversion ditches and contouring.

Ray was selected for the award by the University of Nebraska Extension Service.

Young Dell is not the first Beatrice man to be recognized by WOW. Ronald Orr of Beatrice, under the sponsorship of WOW walked off with top national honors in the Corn Belt Plow Match at Knoxville, Ia. late in September and Robert Groff also of Beatrice won the WOW trophy in the "Chicken of Tomorrow" contest.

Mitchell was selected for his WOW Award by the South Dakota Extension Service. He is 17 years old. The project which gained the young man the distinction of being chosen the outstanding 4-H conservationist in South Dakota included contouring all of the crop land (over 200 acres), on his father's 1,000-acre ranch in Lawrence County. Aided by the conservationist, Mitchell also completed several other reclamation projects which were included in his presentation for the award.

R.F.D.'s Meet, Too

Mal's Chicago trip was not only to attend the 4-H Club Congress. At the same time the youngsters had their big show, the radio farm directors of the nation convened in the Windy City. The annual session is conducted in an effort to exchange ideas among farm broadcasters for the betterment of radio for the farmer.

The 4-H Congress and the R.F.D. meeting opened November 30 and closed December 4.

Other Events

November was a busy month for Hansen and the farm department. Mal, as usual, covered some 3,500 miles in the preparation and gathering of material for his "Farm Service Reporter" (heard at 6:30 a. m., Mondays through Saturdays). On November 12 and 13 he attended an insect control conference at Kansas State College, Manhattan, Kans. and showed the WOW film, "Regimented Raindrops" to members of the faculty and the personnel of the college.

An Extension Conference in Lincoln was on the agenda for November 18 with the Iowa State Farm Bureau Federation Conference in Des Moines, Ia. furnishing broadcast material on November 18 and 20.

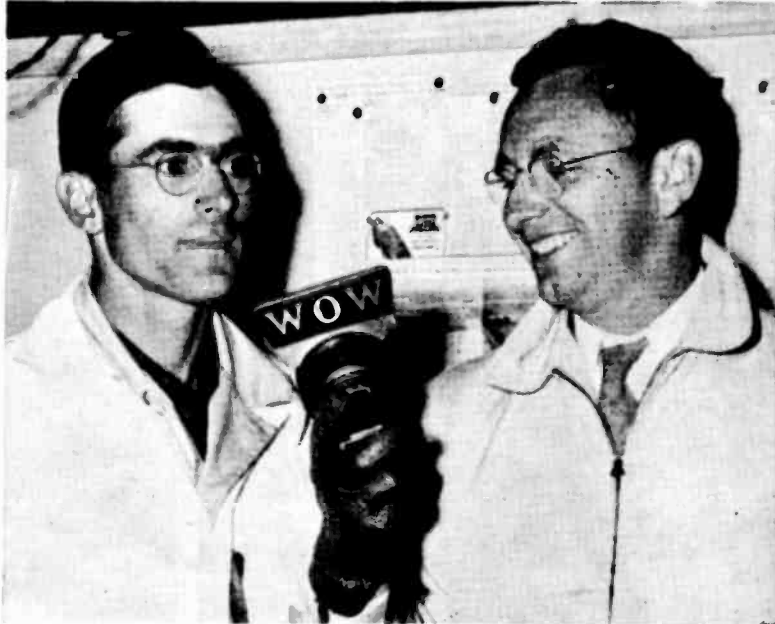
December's calendar, outside of the Chicago meetings is still in the formative stage.

—WOW—

NEW MISS DUFFY

After Ed (Archie) Gardner selected Margie Liszt for the role of Miss Duffy on NBC's Duffy's Tavern, he asked her for a few biographical details and was floored to discover that she's a townsman of his. Both Ed and Margie were born in Astoria, Long Island, and both attended Bryant High School in that city. The new Miss Duffy is a direct descendant of the famous composer, Franz Liszt.

NEBRASKANS WIN HIGH HONORS



Ray Dell of Beatrice, Neb. (left) walked off with the state title for outstanding activity in 4-H Soil Conservation and the all-expense trip to Chicago furnished by Radio WOW. Another winner of top honors in the farm scene is Ronald Orr (with Farm

Director Mal Hansen), and also from Beatrice. Mr. Orr, sponsored by WOW as the Nebraska entry in the National Contour Plowing Match at Knoxville, Ia. this fall came up as national champion in his class. Ezra Neben was last year's WOW entrant.

PRIZES

(Continued from page 3)

a six-room, two-bath house and some 30 odd other awards. New contests are hitting the air with each succeeding week.

Premium offers, too, are popular. Among the outstanding ones is the 9-piece lace table set offered by General Mills on "Story of Holly Sloan" (WOW, 1:27 p. m., Mondays through Fridays), in the interest of their product, Pyequick.

—WOW—

Chimney Sweep has taken over the Monday, Wednesday and Friday sponsorship of Mal Hansen's "Weather Report." The feature is heard over WOW every week-day morning at 8:40 a. m.

Noise Eliminator

Radio Development

A new development in radio engineering that suppresses excessive noise in radio broadcasting has been installed at WOW. The new gimmick, perfected by Radio Engineer Mosmer Scott, suppresses the noise without effecting program quality reports Joe Herold, WOW technical supervisor. It is being used on noisy records and transcriptions and to suppress excessive line noise or noise originating from a short wave pickup.

The amplifier is called a Scott Dynamic Noise Suppressor Amplifier and according to Mr. Herold will probably be used in the near future by most radio stations.

INCURABLE JOLSON

Says Al Jolson: "I don't need an audience, just the boys in the band at a recording date, and I'll sing all day. But I'd never sing in the bathtub or the shower. What's the point? No one would hear me."

Al Jolson's views on his life, his career and his return to stardom as headliner of Kraft Music Hall (NBC, Thursdays, 8 p. m., WOW) were told in an article by Carolyn Rolland in the November issue of "Seventeen." Titled "You Ain't Heard Nothin' Yet," the article reported that Jolson is an incurable showman who was never meant for retirement. "His greatest asset is that he always gives the impression of having a capital time, of really enjoying what he's doing. He goes at it with obvious relish, encompassing his listeners and co-workers in the glow of his high spirits and big heart," says Miss Rolland.

—WOW—

Red Skelton and Cast in New Movie

Red Skelton will work with three members of his NBC radio program cast in his next movie venture, Columbia's "The Fuller Brush Man." Announcer Rod O'Connor and Junior's grandmother, Verna Felton, have been signed for important roles in the picture. Edna Borzage, head writer on the NBC show, has been signed to collaborate on writing the movie.

—WOW—

TELE SET \$169.50

A Chicago manufacturer has announced a new television set to sell for \$169.50. The new receiver is a table model with 22 tubes and 13-channel push-button selectivity. It has a 7-inch image and simplified horizon and vertical image adjustment.

—WOW—

Three NBC Shows Have New Members

Additions have been made to the casts of three NBC daytime dramas. Alan Devitt will portray Alois Strickner in the serial, "Young Widder Brown" (Mondays to Fridays, 3:45 p. m., WOW).

Linda Watkins has the role of Amelia in the "Just Plain Bill" series (Mondays to Fridays, 4:30 p. m., WOW).

John Moore now plays Sir Malcolm Travers in the drama, "Lora Lawton" (Mondays to Fridays, 10:45 a. m., WOW).

"ON THE BACK FORTY"

with

MAL HANSEN

WOW Farm Service Reporter

The 2-year-old at our house says daddy works at a "gas" station . . . so here goes.

We think it high time that agriculture launched a high-powered public relations campaign to sell itself. It's a big job . . . but never was there a more opportune time. Whenever a group of farm leaders gather, they are critical of the lack of appreciation of farm problems among city folks . . . insurance men, city bankers, and industrialists and a large segment of the laboring groups. They either are not interested or don't understand the farmers' problems. They think the farmer is taking on a tremendous bankroll.



Mal Hansen

Selling Job

Agriculture needs to do a selling job right now. Farmers must put across the idea that while they are making money now, this period of prosperity was long over due. Farmers want paint on their homes just like the folks in the city. Up until the past few years, a lot of farmers didn't have the money to paint those houses. Extra profit now only makes up for a long dry spell.

Not Holding Down

Secondly, farmers do not set the price. Buyers set the price. If we eventually get \$3.50 a bushel for wheat, foreign and domestic demand will establish that price.

Third, farmers are not operating on a scarcity basis to force prices higher. Of the millions of farmers in all America, we doubt if you can find a hundred who are purposely holding down production of grain and livestock so the price will go up. Farmers want to produce . . . it's a part of their heritage. It is why controlled production before the war was so unpopular, and is so unpopular now when hearings are held by Congress to determine a new farm plan.

12 Per Cent

It's most important that all of our population understands these facts, and it should be the first business of agriculture and agricultural leaders to make those facts known. Farming is now so highly mechanized that only 12 per cent of our population produces food for themselves and the remaining 87 per cent. —plus our commitments to relieve starvation throughout the world. There is no use kidding ourselves. The 12 per cent cannot protect themselves by sheer numbers. They must have the support in our democratic system from a considerable proportion of the 87 per cent who do not produce food. Otherwise there can be little assurance of a stable economy because, as our farm leaders have pointed out innumerable times, the prosperity of the nation is in direct relationship to the prosperity of agriculture.

—WOW—

NEW SPONSORS

Effective December 9, Groves Bromo Quinine takes over sponsorship of the "Breakfast Bandstand" on WOW. The program is heard from 7:15 to 7:30, Tuesday, Thursday and Saturday.

—WOW—

A LONG TIME

The musical make-believe tour of New York supper clubs, Manhattan-Merry-Go-Round, began its 16th year on the air, Sunday, November 9 (NBC, 8 p. m., WOW). Frank Hummert directs the show.

SING FOR ROBERT'S



Getting their milk all out of one bottle are the Robert's Barber Shoppers. Lyle De Moss is just a little "put out" with his short straw; Ray Olson returns a disdainful smirk while Thomson Holtz greedily makes the best of the situation. Tom Chase thinks the whole thing a great joke and gives out with his best "milk man manner." The quartet is on the air for Robert's Dairy every Saturday evening at 6 o'clock.

HOCKEY TAKES SPORTS LIMELIGHT

"DOWN THE LINE"

with

TIP SAGGAU
WOW Sports Editor

Hi, Everyone!

To tell you that we of the sporting game meet every personality in the sporting world is certainly no news. However,



Tip Saggau

it might be news for you to know that each individual, whether he be nationally known or merely a local star, has a distinct personality all of his own. As a matter of fact, in the years I have knocked around in the sporting game, I have found the boys on top of the heap the most human.

A Thoroughbred

Some weeks ago, I had the privilege of talking to a fella who is idolized by young and old alike for his outstanding contribution to professional baseball. His name—Babe Ruth. There are many stories about the Babe—his competitive heart, his great record—both as a slugger and pitcher, and his sure-firredness both on and off the diamond. I know you have heard many of them but a story that stands out in my mind is the time he was playing in the outfield back in the middle twenties.

Competitive Spirit

It seems the Babe was playing against a certain club in the month of July and on this ball team there was a player who had little or no respect for Babe Ruth. I might point out, before I go any further, that it had been some time since the Babe had done any pitching. In the very first inning, when Babe's unfriendly opponent came to the plate, Ruth walked in to the pitching mound and instructed the pitcher that he wanted to toss a few to the next batter. After much wrangling, it was agreed that the Babe be allowed to pitch. He threw four pitches, struck the man out, bowed to the folks in the stands and went back into the outfield. That was Babe Ruth the ballplayer.

A Sick Man

Today, Ruth's legs have lost practically all of their speed, his arms have none of the power they once knew . . . and his eyes are not as sharp—but his heart is just as big as it ever was. Very few of us realized how serious Babe's illness was when he underwent an operation months ago. He still is a very sick man.

No Phoney

Only a man with a character such as Ruth's could have attained the admiration he has. His every deed since he's been afflicted with the promotion of American Legion Baseball has been in the right direction. Regardless of his illness, he's made numerous appearances before boys' clubs all over the United States. To talk to him now would make one think each word was his last. To look into his eyes and see that smile on his face makes you know he has the will to go on promoting baseball for the youth of America. Babe Ruth will live as long as there is baseball in this or any country. He is truly an American thoroughbred.

—WOW—

BENNY'S MAIL UP

Jack Benny's fan mail has doubled in the past year, according to Edith Ruben, in charge of fan mail for the comedian. NBC's Sunday night star is now receiving over 5,000 letters a week, all-time record for a radio personality.

—WOW—

Recent additions to the cast of the NBC serial, "Lora Lawton" (Mondays through Fridays, 10:45 a. m., WOW) are Kenneth Williams as Joe Barney and Helen Coule as Ise Borge.

"THE BABE"; BRUNETEAU ON SPORTS MIKE



Two of the many highlights on the recent WOW sports broadcasts were interviews with Babe Ruth, seen above with Tip Saggau and John McDonald (center) of the Ford Motor Company and an interview with "Mud" Bruneteau, coach of the Omaha



Knights hockey team. The "Babe" is traveling for the Ford Motor Company in the interest of American Legion baseball. The hockey broadcasts on WOW are sponsored by the Nebraska Clothing Company. The broadcasts start at 10:15 p. m.

In The Public Interest

Current happenings in the world of medicine will provide the raw materials for a new weekly program series to be presented by NBC in cooperation with the American Medical Association starting Saturday, December 13 (NBC, 4 to 4:30 p. m., WOW).

This series, titled *Doctors Today*, will employ both dramatic and documentary techniques, and will feature a short talk by a medical specialist on each program.

Subject of the first broadcast will be "Plastic Surgery," viewed in its functional non-cosmetic phase and stressing its important role in helping battle casualties.

Subsequent sessions will be devoted to "Cardiac Surgery" (December 20), dealing with blue baby operations and operations on the arteries; "Neuroplexy" (December 27), detailing a new type of nerve surgery in polio and other forms of paralysis, and "Radioactive Isotopes" (January 3), treating the new nuclear fission products and their application in diagnosis and treatment of disease.

WOW listeners, by popular request, will again be permitted the pleasure of the First Piano Quartet.

The exceptional program will be heard on WOW every Thursday night from 10:30 to 11.

The success and popularity of the group is almost phenomenal. The latest record dealers' survey shows them as the No. 1 classical best seller of all records in the entire Omaha area. This is nothing short of a miraculous record to have attained in the short period of time that the Quartet has been making records.

Hundreds have written in asking for the return of the now famous group to WOW.

—WOW—

SKELLY AWARD

John Oeser, farm operator in Crawford County, Ia., who has lived all his life on the 160 acres he now owns, was honored with the W. C. Skelly Agriculture Award on *This Farming Business*, Saturday, November 29 (NBC, 7 a. m., WOW).

Oeser was cited for his war-time efforts which produced record amounts of surplus food. Besides being in the "ideal farmer" category, Oeser stands high in the community as a leader in civic affairs.

The award was presented by Lloyd Burlingham and Louis Roen reported late headline news.

Ford Dealers to Sponsor Fred Allen

Fred Allen who is celebrating his 15th anniversary on the air with a tie for first place on the Hooper Rating, will be sponsored by the 33 Ford Dealer Associations starting on January 4, 1948. The program will continue to be aired every Sunday evening at 7:30 p. m. (WOW). Program regulars include Kenny Delmar, Minerva Pious, Parker Fennelly, Peter Donald, the Five DeMarco Sisters and Al Goodman and his orchestra.

A recent survey showed that over 22 million radio sets are tuned to the Fred Allen show every Sunday night and that the program has the largest number of listeners per set of any show on the air.

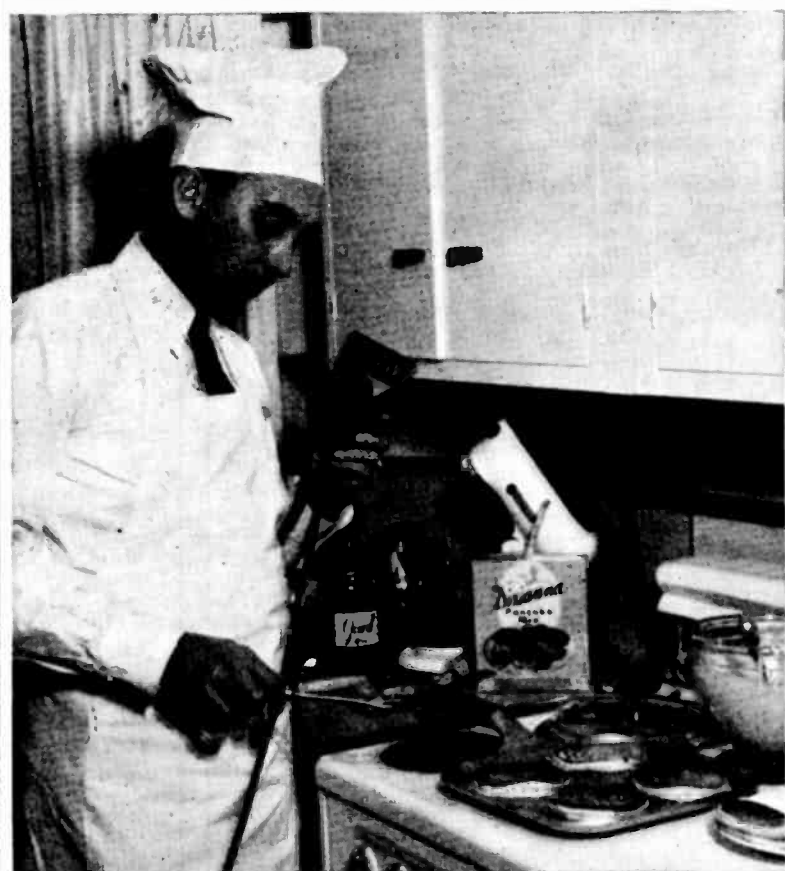
Fred, who writes his own scripts, is a perfectionist, and his desire for lines that are just right condemns him to spend some 40 or 50 hours a week writing and re-writing,

checking facts and looking for new humor with which to beguile his eager listeners. Every week Fred invites an outstanding personality in the entertainment world to step into the guest spot. Another is Allen's Alley, one of the most unusual and popular innovations on the air.

The Ford Dealer Association sponsorship resulted from a revision by Standard Brands, Incorporated, of its advertising schedule. Standard Brands will continue to sponsor Edgar Bergen and Charlie McCarthy (NBC, Sundays, 7 p. m., WOW) and *One Man's Family* (NBC, 2:30 p. m., WOW).

The Ford Motor Company will continue its present dramatic program on the NBC network from 4 to 5 p. m., Sundays, in addition to the Allen program sponsored by the Ford dealers.

"OFF THE GRIDDLE"



The chef (and believe it or not, he's a good one) is WOW's Russ Baker, emcee of the new Nebraska Consolidated program "Off the Griddle" for Dixiana Pancake Mix. Russ used Nebraska Power's facilities to whip up the pancakes and they were every bit as good as they look in the picture. "Off the Griddle" is heard over WOW every Saturday at 7:45 a. m.

Nebraska Clothing Sponsors WOW "Hockey-Casts"

With the coming of the hockey season, the WOW Sports Department, already travelling at a terrific clip, turns on more steam. Glib-tongued sportsman Saggau, outstanding as a hockey-caster, is literally setting the air on fire as he brings to WOW listeners the play-by-play description of the last period of all the Omaha Knights home games. The broadcasts, starting at 10:15 p. m. are under the sponsorship of the Nebraska Clothing Company. The regular nightly sports-cast with Saggau and originating from the WOW studios on the nights that there is no home hockey game are of course also presented with the best wishes of the Nebraska Clothing Company.

A very successful season of football broadcasts behind and despite the heated hockey season in progress, Tip is still bringing to his many fans a variety of sports material. Also, he is already turning his eyes to WOW-land sporting events of the future.

In anticipation of next year's racing season, Tip will travel to Chicago on December 4 to attend the Annual Meeting of the Thoroughbred Racing Association. He will go with WOW Director J. J. Isaacson and Don McCarthy. Tip will be the guest of Ak-Sar-Ben at the event. The meeting is held annually in the interest of the betterment of horse racing throughout the country.

In addition to his activity in sports broadcasting Saggau is rapidly becoming exceedingly popular as an emcee and as a featured speaker at sports club meetings. Luncheon clubs, find Tip's talks refreshing and informative. His intense interest in all branches of sports has a definite stimulating action on his listeners as well as those whom he contacts personally.

—WOW—

"Johnny Presents" Horace Heidt

Horace Heidt will originate the fourth in his series of new programs, "Philip Morris Night With Horace Heidt" in Omaha Sunday, January 4. The program will be broadcast through the facilities of WOW.

Heidt's new show will start on NBC and WOW Sunday, December 14 (9:30 to 10 p. m.).

He will have an 18-piece orchestra for the new program, which will originate in a different listening area each week. The program, to be broadcast from theaters in each city, will salute a nearby college every time, with one of the four competing contestants chosen from that campus.

Most of the entrants will be singers and instrumentalists rather than actors, and each winner, to be determined by audience applause, will receive a cash prize. The first broadcast will originate from one of the college towns near Hollywood.

—WOW—

QUIZ KID, JR.

The first second generation Quiz Kid made his bow into the world on November 10, when former Quiz Kid Barbara Hutchinson—now Mrs. John H. Teeter, became the mother of a 7½ pound boy, Phillip. One of the first Quiz Kids, Barbara made several appearances on the show in 1940 when she was 14 years old. She married while a student at Northwestern University.

—WOW—

NBC's Bob Hope has written the introduction to Andrew Hecht's new book of anecdotes, "Hollywood Merry-Go-Round," published by Grosset and Dunlap. Virtually the entire line-up of NBC Hollywood stars is represented in the collection of gags, quips and jests.

—WOW—

Cast additions on NBC serials include Olive Deering in the role of Susan Rhodes on *Today's Children* and Tyler McVey as Dr. Burton on *Woman in White*.

WOW'S DECEMBER NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "12/47" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30	4-Bell News—Sports Phillips "66" P. & G. Soaps Studebaker Falstaff	4-Bell News—Sports Phillips "66" Studebaker P. & G. Soaps Fairmont Falstaff	4-Bell News—Sports Phillips "66" P. & G. Soaps Studebaker Falstaff	4-Bell News—Sports Phillips "66" Studebaker Fairmont Falstaff P. & G. Soaps	4-Bell News—Sports Phillips "66" P. & G. Soaps Studebaker Falstaff	4-Bell News—Sports Phillips "66" Studebaker Fairmont Falstaff P. & G. Soaps	Hollywood Star Preview Anacin, Kolynos
6:00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	WOW Quartet Roberts Dairy	Jack Benny Lucky Strike
6:15	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	Open House Byrne's Jewelry	
6:30	Singin' Sam—Hamms	Skippy Hollywood Theater—Skippy Peanut Butter	Singin' Sam—Hamms	All Star Western Theater Butternut Bread	Singin' Sam—Hamms	Curtain Time Mars Candy	Phil Harris and Alice Faye Fitch Bandwagon
6:45	Standard News		Standard News		Standard News		
7:00	Cavalcade of America Dupont	Milton Berle Show Philip Morris	Dennis Day Colgate	Aldrich Family Grapenuts	Cities Service Highway in Melody	Life of Riley Dreft	Charlie McCarthy Show Chase & Sanborn
7:30	Voice of Firestone Concert	A Date With Judy Tums	Great Gildersleeve Kraft	Burns and Allen General Foods	Can You Top This? Palmolive	Truth or Consequences Duz	Fred Allen Show Standard Brands
8:00	Telephone Hour Bell Telephone	Amos 'n' Andy Lever Rinso	Duffy's Tavern Trushay Ipana	Kraft Music Hall Kraft Foods Co.	People Are Funny Raleighs	Hit Parade Lucky Strike	Manhattan Merry-Go-Round Dr. Lyons
8:30	Dr. I. Q. Mars, Inc.	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Sal Hepatica Vitalis	Jack Carson Sealtest Village Store	Waltz Time Phillips Milk of Magnesia	Judy Canova's Palmolive	American Album of Familiar Music Bayer Aspirin
9:00	Contented Hour Carnation Milk	Bob Hope Pepeodent	Big Story Pall Malls	Bob Hawk Show Camels	Mystery Theater Molle	Kay Kyser Colgate	Take It or Leave It Eversharp
9:30	Fred Waring General Electric	Red Skelton Raleighs	Jimmy Durante Rexall Products	Eddie Cantor Show Pabst Beer	Bill Stern—Colgate	Grand Ole Opry Prince Albert	Horace Heidt Phillip Morris
9:45					F. Leahy—Alpen Beer		
10:00	C., B. & Q. WOW News Tower Paxton & Gallagher Chamberlain	C., B. & Q. WOW News Tower Paxton & Gallagher Omaha Public Power	C., B. & Q. WOW News Tower Paxton & Gallagher Chamberlain	C., B. & Q. WOW News Tower Paxton & Gallagher Omaha Public Power	C., B. & Q. WOW News Tower Paxton & Gallagher Chamberlain	C., B. & Q. WOW News Tower Paxton & Gallagher Omaha Public Power	WOW News Tower Kilpatrick's Perfex
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sportstime	Show Time Murnan
10:30	University of Chicago Round Table	Music in the Modern Mood	United Nations	First Piano Quartet	Pro and Con Leif Eid	Treasury Salute Musically Yours	Jewel Portraits—Brown Dave Garroway Show
11:00	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	News, Orchestra

YOU'LL ENJOY WOW'S MUSICAL AND COMEDY PROGRAMS — MIDNIGHT to 1:00 A. M.

MORNING AND AFTERNOON SCHEDULE

5:00 A. M.—Musical Dawn, News..... Daily except Sun.
 5:15 A. M.—Stoney Cooper and Mountain Boys—Carter's Pills..... Mon., Wed., Fri.
 Musical Dawn..... Tues., Thu., Sat.
 5:30 A. M.—Five-thirty Call..... Daily except Sun.
 5:55 A. M.—Weather Report..... Daily except Sun.
 6:00 A. M.—Sunrise News Tower..... Daily except Sun.
 6:15 A. M.—Aunt Sally..... Mon., Tue., Wed., Thur., Fri.
 Organ Reveries..... Sat.
 6:30 A. M.—WOW Farm Service Reporter, Markets..... Daily except Sun.
 Sunday Serenade..... Sun.
 6:55 A. M.—Reveille—Fair Store..... Daily except Sun.
 News..... Sun.
 7:00 A. M.—Alex Dreier—Skelly News..... Daily except Sun.
 News Summary, George Crooks, Organist..... Sun.
 Breakfast Bandstand—Grove's Bromo Quinine..... Tue., Thu., Sat.
 7:30 A. M.—WOW News Tower—
 Roberts, Byron Reed, Mid-Continent, Peter Paul..... Daily except Sun.
 Revival Hour—Gospel Broadcasting Assn..... Sun.
 7:45 A. M.—Happy Hank—Little Crow Milling..... Mon., Tue., Wed., Thu., Fri.
 Off the Griddle—Dixiana Pancake Mix..... Sat.
 8:00 A. M.—World News Review—4-Way Cold Tablets..... Mon., Tue., Wed., Thu., Fri.
 In the Old Corral..... Sat.
 8:07 A. M.—Eight-O-Seven Special (Weather, 8:40)..... Mon., Tue., Wed., Thu., Fri.
 8:15 A. M.—Little Doghouse..... Sat.
 8:30 A. M.—Pot Luck with Holtz..... Sat.
 Chapel Service, Dr. R. R. Brown..... Sun.
 9:00 A. M.—Fred Waring—American Meat, Minn. Canning..... Mon., Tue., Wed., Thu., Fri.
 Homemakers Club—Omaha Public Power..... Sat.
 9:30 A. M.—Road of Life—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.
 Archie Andrews—Swift & Co..... Sat.
 Circle Arrow Show—Western Auto Supply..... Sun.
 9:45 A. M.—Joyce Jordan, M.D.—P. & G. Soap..... Mon., Tue., Wed., Thu., Fri.
 10:00 A. M.—This Is Nora Drake—Toni, Inc..... Mon., Tue., Wed., Thu., Fri.
 Meet the Meeks—Swift & Co..... Sat.
 WOW News Tower—Kilpatrick's, Perfex..... Sun.
 10:15 A. M.—Katie's Daughter—Manhattan Soap..... Mon., Tue., Wed., Thu., Fri.
 Gems and Jottings—Zales Jewelry..... Sat.
 10:30 A. M.—Jack Berch Show—Prudential Insurance Co..... Mon., Tue., Wed., Thu., Fri.
 Smilin' Ed McConnell—Buster Brown..... Sat.
 Here's to Veterans..... Sun.
 10:45 A. M.—Lora Lawton—Babo..... Mon., Tue., Wed., Thu., Fri.
 Solitaire Time—Campana..... Sat.
 11:00 A. M.—Light of the World—General Mills..... Mon., Tue., Wed., Thu., Fri.
 Miniature Concert..... Sat.
 World Front—Bunte Bros..... Sun.
 11:15 A. M.—Barry Wood—P. & G. Soap..... Mon., Tue., Wed., Thu., Fri.
 Saturday Scrapbook..... Sat.
 11:30 A. M.—Mid-Morning Moods..... Mon., Tue., Wed., Thu., Fri.
 Music in Three-Quarter Time..... Sat.
 Public Affairs..... Sun.
 11:45 A. M.—Big Sister—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.
 Hospe's Record Shop..... Sat.
 Canary Concert—Geisler Pet Shop..... Sun.

12:00 Noon—Four-Bell News, Markets—Kilpatrick's, Bendix, Public Power, Maltomeal,
 Webber Motors, Byrne, Staley, Perfex, Roberts..... Daily except Sun.
 WOW News Tower—Kilpatrick's, Perfex..... Sun.
 12:15 P. M.—Great Stories About Corn—Robinson Seed Company..... Sun.
 12:30 P. M.—WOW Calling—Merchants Biscuit, Rayve Shampoo..... Daily except Sun.
 Your University Speaks—University of Nebraska..... Sun.
 12:45 P. M.—Noonday Forum—Whitehall Phar., Rancho Soup..... Daily except Sun.
 Music Room—Schmoller Music Store..... Sun.
 1:00 P. M.—Today's Children—General Mills..... Mon., Tue., Wed., Thu., Fri.
 National Farm and Home Hour—Allis Chalmers..... Sat.
 RCA Victor Hour—RCA Victor..... Sun.
 1:15 P. M.—Woman in White—General Mills..... Mon., Tue., Wed., Thu., Fri.
 1:27 P. M.—Story of Holly Sloan—General Mills..... Mon., Tue., Wed., Thu., Fri.
 1:30 P. M.—Creighton University of the Air..... Sat.
 Harvest of Stars—International Harvester..... Sun.
 1:40 P. M.—Betty Crocker—General Mills..... Mon., Tue., Wed., Thu., Fri.
 1:45 P. M.—Judy and Jane—Folgers Coffee..... Mon., Tue., Wed., Thu., Fri.
 2:00 P. M.—Life Can Be Beautiful—P. & G. Soap..... Mon., Tue., Wed., Thu., Fri.
 Orchestras of the Nation..... Sat.
 Sheaffer World Parade..... Sun.
 2:15 P. M.—Ma Perkins—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.
 2:30 P. M.—Pepper Young's Family—P. & G. Camay..... Mon., Tue., Wed., Thu., Fri.
 Orchestras of the Nation..... Sat.
 One Man's Family—Standard Brands..... Sun.
 2:45 P. M.—Right to Happiness—P. & G. Ivory Bar..... Mon., Tue., Wed., Thu., Fri.
 3:00 P. M.—Backstage Wife—Sterling Products..... Mon., Tue., Wed., Thu., Fri.
 NBC Symphony..... Sat.
 Quiz Kids—Miles Laboratories..... Sun.
 3:15 P. M.—Stella Dallas—Sterling Products..... Mon., Tue., Wed., Thu., Fri.
 3:30 P. M.—Lorenzo Jones—Sterling Products..... Mon., Tue., Wed., Thu., Fri.
 Doctors Today..... Sat.
 NBC Symphony..... Sat.
 Symphonette—Longines Wittnauer..... Sun.
 3:45 P. M.—Young Widder Brown—Sterling Products..... Mon., Tue., Wed., Thu., Fri.
 4:00 P. M.—When a Girl Marries—General Foods..... Mon., Tue., Wed., Thu., Fri.
 Doctors Today..... Sat.
 Ford Theater—Ford Motor Co..... Sun.
 4:15 P. M.—Portia Faces Life—General Foods..... Mon., Tue., Wed., Thu., Fri.
 4:30 P. M.—Just Plain Bill—Anacin..... Mon., Tue., Wed., Thu., Fri.
 Lennie Herman Quintet..... Sat.
 Ford Theater—Ford Motor Co..... Sun.
 4:45 P. M.—Front Page Farrell—Kolynos and Bisodol..... Mon., Tue., Wed., Thu., Fri.
 King Cole Trio—Wildroot..... Sat.
 5:00 P. M.—Guiding Light—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.
 Constant Invaded..... Sat.
 Catholic Hour..... Sun.
 5:15 P. M.—Dr. Paul—Sunnybank Margarine..... Mon., Tue., Wed., Thu., Fri.
 Autumn Serenade..... Sat.

Keep This Page Near Your Radio at All Times . . . Check Your Daily Newspaper for Last Minute Changes