

# WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 15, No. 5

OMAHA, NEBRASKA, FEBRUARY 1, 1951

Published Monthly

## New Shows Are Standouts

### The Cisco Kid on WOW Soon

It's that Robin Hood of the Old West "The Cisco Kid" and he'll be riding into your home every Monday, Wednesday and Friday evening at 6 beginning February 26.

Yes, "Cisco" and his faithful and funny friend "Pancho" will be heard in three exciting half-hour programs weekly on WOW for Butter-nut Bread.

Butter-nut also sponsors this fine western program on WOW-TV at 7:30 p.m. every Thursday.

Don't forget that date, February 26 when "The Cisco Kid" brings his exciting adventures to WOW.

-WOW-

### TOUR REUNION

Members of the WOW Farm Study Tour to Europe (1948) will hold their annual reunion March 7 at Hotel Fontenelle, Mal Hansen, WOW Farm Service Director, and secretary of the group, has announced.

-WOW-

### BUSINESS GOOD

Year end estimates by the NAB department of research indicate that radio broadcasting had an estimated gross revenue in 1950 of \$448,200,000, an increase of 5.4 per cent over the 1949 revenue.

-WOW-

### MISS T. SIGNS

Margaret Truman, the vivacious and talented daughter of the President, has signed a contract with NBC. She will appear as a guest on 12 top NBC radio and TV shows between now and June of 1952. The charming young songstress will reportedly receive between two and three thousand dollars for each performance.

-WOW-

### MORE NEWS

Radio provides 38 per cent more people with news than newspapers, and radio has a four-to-one lead over television as a news source, a new The Pulse, Inc., survey in seven major cities reported. Details of the survey, made for Free and Peters, National Radio Representatives, were reported by Variety.

### The Blandings ...



Betsy Drake, wife of Cary Grant in real life, plays a similar role as Muriel Blandings in the new comedy series "Mr. and Mrs. Blandings."



Cary Grant plays the long-suffering Jim Blandings who only wants to enjoy the comforts of his "dream house" in the TWA sponsored comedy series on Sundays at 4:30 p.m.

### Stars Bring These to You

Comedy, music and adventure are all covered in the stellar array of new shows that are scheduled for your listening pleasure on WOW.

Details of "Mr. and Mrs. Blandings", "The Boston Pops Orchestra", "The Cisco Kid", "Break the Bank" (returning), "Bold Venture" and other exciting, new shows are carried below and on the inside pages.

The hilariously aggravating experiences of an average American husband and wife who build their own home and find their troubles have just begun has been adapted for radio in a new comedy series as the National Broadcasting Company proudly presents Cary Grant and Betsy Drake in "Mr. and Mrs. Blandings" (WOW, Sundays at 4:30 p.m.)

The series is adapted from Eric Hodgins' successful books, "Mr. Blandings Builds His Dream House," and "Blandings' Way."

Grant and Miss Drake enact the roles of Jim and Muriel Blandings, who finally move into the dream home, only to discover their troubles have just begun.

Along with their two daughters, ages nine and six, the Blandings discover that moving into their new home does not particularly consummate their desire for suburban peace and quiet.

The program will be sponsored by Trans-World Airlines, making the first time an airline has sponsored a radio show over any network.

-WOW-

### Bogart, Bacall Co-Star in New Weekly Show

Humphrey Bogart and Lauren Bacall will co-star in a new, weekly adventure series, "Bold Venture," that is scheduled to begin on WOW the last Sunday in March.

The Electric Fixture and Supply Company of Omaha will sponsor the thrilling new half-hour show which has tentatively been scheduled for 4 p.m. on Sundays. Further details of this exciting new radio program will be carried in the March issue of your News Tower.

# Tallulah B. Shows the Way

## A Great Radio Program is Recognized

This is an unabashed plug for a radio program called The Big Show, which the National Broadcasting Company puts on for 90 minutes each Sunday night. We are fetching it a few posies because we think it's pretty consistently wonderful, and because we believe that it is valuable and important to all of us that the hard realities of these troubled times should be tempered occasionally by just such refreshing nonsense. We are also rather intrigued by the resourcefulness that went into the creation of the program.

The Big Show came along at a time of gloomy predictions. Any year now, some folks were saying, television would send sound broadcasting over the hill to join the dinosaur, the dodo and the nickel beer. There was also some sympathetic tongue-clucking over NBC's having lost most of its Sunday stars to CBS, which lured them away with a base commodity known as money. All in all, it seemed that a lot of us old crystal-set fans were about to see the end of an entertainment era which we had watched a-borning.

An Editorial appearing  
in *Collier's Magazine*,  
January 13, 1951.

Reprinted by  
special permission of *Collier's*

But NBC apparently didn't believe any prognoses of imminent decease. It went out and spent some money itself, and spent it in a manner calculated to gladden the heart of any listener who doesn't consider that the evolution of humor stopped with Abbott and Costello.

First and best, the network persuaded Miss Tallulah Bankhead to be mistress of ceremonies for its Big Show. There are many, this department included, who believe that this was quite likely the most progressive step that radio has taken since the loud-speaker replaced head-phones. We'd like to congratulate the person who had the inspiration to think of Miss Bankhead for the job, for the richly talented and combustibly temperamental Tallulah is scarcely the master- (or mistress-) of-ceremonies type.

In a field noted for the folksy exuberance of its practitioners, Miss B. specializes in the dead pan and often deadly squelch. Her general air of graciousness is never completely reassuring. For there is always the possibility that that marvelous voice of hers is about to pass from a purr of honeyed hospitality to an outraged bellow of profes-

### She's Terrific! ...



This is the lovely lady about whom *Collier's* says so many nice things—Tallulah Bankhead.

sional rage. She is, in a word, terrific.

But if Miss Bankhead is The Big Show's brightest light, she isn't the only one by any means. NBC also hired a fine team of writers, including Goodman Ace, as genuinely clever a man as ever sired a script. Mr. Ace, you remember, used to have his own show, and a darned good one, on CBS. He hasn't had it lately because, we understand, it was decided that his stuff was a little sharp for the yokels. Anyway, it's pleasant having him back.

"The Big Show" is heard  
on WOW every Sunday  
evening, 5 to 6:30 p. m.

Some of the programs have been ornamented by Fred Allen's presence. Fred is another genius of sorts who has been out of regular employment because he was allegedly guilty of firing gags over the heads of his listeners. But that didn't scare the creators of a new show which puts the accent on literate, adult humor all the way.

The Big Show has consistently hired the big-leaguers of the entertainment business as its guest stars. Some of them were Fanny Brice, Eddie Cantor, Better Davis (well, in spirit at least, as the weekly target of Tallulah's Sunday pitch, though not yet in the flesh), Jimmy Durante, Bob Hope, Groucho Marx, Ethel Merman, Ezio Pinza and Ed Wynn, in addition to Tallulah and Fred. Of course, any show can hire this top-drawer assortment of talent if it has the dough. But the material that they've had on The

Big Show has usually been pretty special.

It seems to us that this show proves again that no entertainment medium is going to be killed by something new unless that something new is also something better. We think it also proves that a popular comedy program doesn't have to be pitched at the lowest intellectual level of the listening audience. After all, there are quite a number of literate people in this country who own radio sets and still listen to them. We're glad to know that there are radio executives and sponsors who think they're worth playing up to.

So we're decidedly more encouraged about the future existence of sound-without-sight entertainment since The Big Show came along. From here it looks like the invalid is going to pull through.

-WOW-

## Monty and Aggie Have Words

NBC's "The Magnificent Montague" (WOW, Friday, 8 p.m.) as portrayed by his real life double, Monty Woolley, is that type of person constantly at war with someone, and it's usually Agnes, the maid.

Montague and Agnes exchange early morning compliments:

Agnes: "Why are we wasting all this time with his breakfast? Why don't I just go into his bedroom every morning with a whip and a chair and throw him a hunk of meat?"

Montague: "Spare me the sight of you when I first open my eyes. With those hair curlers on that flat head, you look like a roof full of television aerials."

-WOW-

## Happy Cowboy ...



Some of Slim Everhart's fans have reminded us that we haven't treated them to a look at Slim in some time. He can be heard at 5:40 and 6:15 a.m. daily except Sunday and on "WOW Calling" Saturdays and Wednesdays.

WOW NEWS TOWER

# Clark's "Ten Best Stories"

## Top News For 1950

### 'Break the Bank' at 10:30

Now you can "Break the Bank" five times weekly. Well, at least you can listen while the contestants try to answer Bud Collier's questions.

"Break the Bank" is now heard at 10:30 p.m., Monday through Friday on WOW, and is sponsored on Monday, Wednesday and Friday nights by the Bristol-Myers Company.

Popular Bud Collier adds much to your enjoyment of this top-ranking show which was heard once weekly for more than four years. Then it moved into its present five times a week slot by popular demand. It seems that people just can't get enough of "Break the Bank."

-WOW-

### Goetz Beer Sponsors 'Sportstime' Program

It's five minutes of the latest sports news for Goetz Beer now on WOW at 5:55 p.m., Monday through Saturday.

The M. K. Goetz Brewing Company, brewers of Goetz "Country Club" Beer, has taken over the sponsorship of this important early evening sports news roundup on WOW. The five minute "Sportstime" brings you all of the latest daylight happenings in the sporting world as well as a preview of the events to be held on the night of the particular broadcast.

-WOW-

### Contest Winner ...



Mrs. Jean Mitcheltree and Johnny Carson of WOW and WOW-TV look very pleased with the beautiful RCA Victor radio-phonograph combination which Mrs. Mitcheltree won on Johnny's recent "Harvey" contest. Johnny can be depended on to hire some new and different cooking on his radio and television shows. Whether it's a contest or Johnny describing the latest in women's wear it's always lots of fun.

### John J. Gillin Room Nearing Completion

The John J. Gillin, Jr., Memorial Room at St. Joseph's Hospital, Omaha, is nearing completion. It will be one of the big institution's most modern and comfortable rooms.

Funds for the redecorating and refurbishing of the room were contributed by hundreds of friends from all over the nation after the death last July of Mr. Gillin who was president of Radio Station WOW, Inc.

New furniture in the Gillin Memorial Room is in 18th century mahogany. A plastic tile floor, new bath facilities, and drapes will be added.

Mr. Gillin spent many days during the last years of his life at St. Joseph's Hospital.

-WOW-

### HOPE SIGNED

Bob Hope fans will be happy to learn that he has signed an exclusive, long-term contract with the National Broadcasting Company for radio and television.

The comedian's radio program, consistently a leader in the rating surveys, has been heard on WOW since its inception in September, 1938. It is currently sponsored by Liggett and Myers Tobacco Co. for Chesterfield cigarettes. Hope made his television debut on NBC last Easter Sunday under the sponsorship of the Frigidaire Division of General Motors and has made several starring appearances since that time as a part of NBC's Sunday-night "Comedy Hour."

-WOW-

### MORNING DAVE

It's Garroway in the mornings, now. "Dial Dave Garroway," sponsored by Dial soap, is now heard at 10:45 a.m., Monday through Friday.

Dave Garroway, the star of this amusing radio series, once authored a pronunciation guide entitled, "You Don't Say." It went over like a lead balloon. Unruffled, Dave got a job as an announcer, started a pronunciation quiz show and gave unsuspecting unsuccessful contestants just what they always wanted . . . a copy of "You Don't Say." The book is out of publication now so without fear you can settle back and enjoy the easy-going "Dial Dave Garroway" at 10.45 a.m. on WOW.

-WOW-

### BIG MONEY

For the sole purpose of discovering just what the American listening audience wants to hear the Radio Industry is going to spend \$100,000 on a special survey to discover week-end listening preferences. This is just another example of radio's continuous effort to improve the tremendous service which it renders to the American public.

How good a memory do you have for the top news stories of the past year?

In the following paragraphs are printed Ray Clark's choices for the "Ten Best News Stories for 1950."



Ray Clark at Rotary

As the man who is recognized as "Mr. News" in hundreds of thousands of WOW-Land homes Ray has chosen the year's 10 top stories for the last 10 years. He has become a familiar figure to luncheon clubs and other civic organizations as he speaks to them on his "Ten Best Stories" and why he chose them as such.

See if you can remember the details of the following stories which Ray has chosen as the "Ten Best News Stories for 1950."

1. The Korean War—by all odds the top news story for 1950.
2. The Intervention of Communist China in the War—particularly important because it indicated the Chinese either didn't believe their intervention would start the big war or else they didn't care whether it did or not.
3. The United Nations Attempts to Stop Aggression.
4. The Attempted assassination of President Truman on November 1.
5. The Elections in America—defeat for the Democrats.
6. The Arresting and Conviction of Spies in this Country.
7. The Beginning of Conversion of American Industry to a Semi-War Footing.
8. Senator McCarthy's Charges and the Investigation of the State Department.
9. The Long Island Railroad Wreck on Thanksgiving Eve.
10. The So-Called Mercy Deaths by Dr. Herman Sander and Carol Ann Paight.

# Toscanini Returns to WOW

## Maestro Back in New Time

A rested and refreshed Arturo Toscanini once again directs the world-famous NBC Symphony to even greater musical heights for WOW listeners.

The maestro has returned to the air after a knee injury forced him to forego directing this group of



Toscanini

superb musicians during the first portion of the concert season.

This outstanding musical offering will be sponsored by the E. R. Squibb Company and will be heard on WOW from 6 to 7 each Saturday evening.

"The NBC Symphony," heard on WOW each Saturday evening from 6 to 7 p.m. (tentative), is cooperating with Brooklyn College in offering a home study music course.

The college supervised home study course is based upon the "NBC Symphony" broadcasts and is being offered by Brooklyn College for an indefinite time.

In addition the college has prepared a study guide which offers critical evaluations of the music presented on these programs. There is a charge of \$1 for this guide. For further information write to: Radio Center, Brooklyn College, Brooklyn 10, N. Y.

—WOW—

## FOURTH RENEWAL

For the fourth consecutive time the Crestwood Shops have renewed their contract to sponsor "Elaine Jabenis' Scrapbook" on WOW.

It is quite evident that the sponsors agree with Elaine's large audience that her quarter-hour program is a listening must. The program is heard each Saturday morning at 8:45.

*"There will be no rationing of kindness, nor of friendship; no controls put on loyalty or courage."*

—W. Dale Clark, president of the Omaha National Bank at the Christmas breakfast for Nebraska Clothing employees.

## SHOW POSTPONED

The Ralston-Purina Company has indefinitely postponed "The Eddie Arnold Show" on WOW. Details of this show were carried in last month's News Tower.

Ralston-Purina will continue to sponsor Mal Hansen with the 5:55 a.m. Weather Report, daily except Sunday.

—WOW—

## NEWS SPONSORS

Two more sponsors moved from the waiting lists to actual co-sponsorship of WOW's prize winning news broadcasts.

They are the Peter Paul Candy Company which has become a co-sponsor of the 5:30 p.m. "4-Bell New Tower," and the Gootch Products Company which has taken over one of the sponsor spots on the noon "4-Bell News Tower."

—WOW—

## THE FALCON

Did you know that "The Falcon" once managed an Armed Services Radio Station in Burma and India?

Of course it wasn't The Falcon, himself, but it was Les Damon who plays "The Falcon" on NBC and WOW (Sunday, 3 p.m.)

Les took over the lead in the Kraft sponsored show in 1949 after the above-mentioned war-time service. Prior to that time he had amassed considerable experience on the legitimate theater as well as in radio roles. Don't miss "The Falcon" for drama, chills and thrills.

—WOW—

## WHISTLE BAIT!

One of the most traveled (and most whistled at) musical organizations in radio is the Hormel Girls Orchestra and Chorus heard every Sunday at 2 p.m. on WOW.

"Music With the Girls" is broadcast each week from a different city. The whistle record is a natural when you realize that the 60 girls who make up the group are all highly personable ex-members of the various armed forces women's branches.

Sponsored by George A. Hormel and Company, the lovely lassies make every Sunday afternoon a tuneful treat.

## America Forum in New Sunday Spot

The prize winning "American Forum of the Air," often called "the unofficial Congress of the United States," is now heard on WOW at 1 p.m. on Sundays.

The long-time NBC feature on both radio and television is sponsored by the American Trucking Association.

Moderator Theodore Granik has built the "forum" into one of the nation's leading public affairs shows. (It recently won an award as the top show in the category from a leading television magazine.)

Its democratic free-speaking discussions of public questions has been a heartening demonstration of the American Way of life in full stride.

—WOW—

## Hansen Busy With 'Voice' Broadcasts

Mal Hansen, popular and busy Farm Service Director for WOW and WOW-TV, has been made even more busy lately by his duties in connection with the U.S. State Department "Voice of America" broadcasts.

Mal handles arrangements to record broadcasts in this area for re-broadcasting to overseas listeners via the powerful "Voice of America" transmitters.

Material from WOW was first sent for re-broadcasting during the now-famous WOW Farmers European Trip. Since then a steady stream of transcriptions have gone from WOW to the State Department. The latest was a broadcast of the Omaha Symphony which was used on December 20.

—WOW—

TV trade papers report that NBC is mulling a series of daytime serials for television. They would be aired in forenoon periods, starting in December.




—WOW—

## Here's Belle ...



Remember "Nebraska Belle" — the Duroc gilt that Mal Hansen and the WOW West Coast Farm Study Tour members presented to Alice Adams of Orange City, Calif.?

You can see from this photo that Alice sent to Mal that she took good care of her gift. Alice reports that "Belle" topped the market when she sold her recently.

SUNDAYS	MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS	FRIDAYS	SATURDAYS		
<p>(ALL DAY)</p> <p>2:00 P. M.—Battle Report (NBC)</p> <p>2:30 P. M.—Mrs. Roosevelt (NBC)</p> <p>3:00 P. M.—“Meet the Press” Revere Copper (NBC)</p> <p>3:30 P. M.—“The Zoo Parade” Quaker Oats (NBC)</p> <p>4:00 P. M.—“Gabby Hayes Show” Quaker Oats (NBC)</p> <p>4:45 P. M.— “KALEIDOSCOPE” Metropolitan Utilities</p>  <p>John Kieran</p> <p>5:00 P. M.—Western Theater</p> <p>6:00 P. M.—Gene Autry Show Brach Candy</p> <p>6:30 P. M.—“Henr-e-e” and “The Aldrich Family” General Foods (NBC)</p> <p>7:00 P. M.— COLGATE'S GREAT COMEDY HOUR! (NBC) Eddie Cantor Martin and Lewis (alternate weeks)</p> <p>Plus Bob Hope and Bobby Clark (for Frigidaire every fourth week)</p>  <p>Bill McBride</p> <p>8:00 P. M.— PHILCO TELEVISION PLAYHOUSE (NBC)</p> <p>9:00 P. M.— GARROWAY AT LARGE Congoleum-Nairn (NBC)</p> <p>9:30 P. M.— CHARADES Nebraska Clothing</p> <p>10:00 P. M.—Circle A. Theater Armstrong Cork (NBC)</p> <p>10:30 P. M.—News of the Week (NBC)</p>	<p>6:00 P. M.—“CAPTAIN VIDEO” (Dumont Network)</p> <p>6:30 P. M.—Roberta Quinlan Mohawk Carpet (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.—Winchell and Mahoney Speidel (NBC)</p> <p>7:30 P. M.— “VOICE OF FIRESTONE” CONCERT (NBC)</p> <p>8:00 P. M.—“LIGHTS OUT” Admiral (NBC)</p> <p>8:30 P. M.— EXTRA SPECIAL! P. &amp; G. Musical Comedy Robert Montgomery Drama Lucky Strike (NBC) (alternate weeks)</p>  <p>Robert Montgomery</p> <p>9:30 P. M.—Rosella (Commercial)</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Falstaff Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.— “BIGELOW THEATER” For Bigelow-Sanford Carpets (CBS)</p> <p>11:00 P. M.— BROADWAY OPEN HOUSE Anchor-Hocking (NBC)</p>	<p>6:00 P. M.—“CAPTAIN VIDEO” Johnson Candy (Du.)</p> <p>6:30 P. M.—John Conte's Van Camp Show (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.— “THE TEXACO STAR THEATER” (NBC) Starring the one and only MILTON BERLE</p> <p>8:00 P. M.— “CALVACADE OF BANDS” Drug Store Products (Du.)</p> <p>9:00 P. M.— OLD GOLD AMATEUR HOUR with TED MACK and CO. (NBC)</p>  <p>Ted Mack</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Falstaff Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.— STARS OVER HOLLYWOOD Armour (NBC)</p> <p>11:00 P. M.— BROADWAY OPEN HOUSE Anchor-Hocking (NBC)</p>	<p>6:00 P. M.—“CAPTAIN VIDEO” Skippy (Du.)</p> <p>6:30 P. M.—Roberta Quinlan Mohawk (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.— NBC 4-STAR VARIETY Ed Wynn, Danny Thomas Motorola, Norge, Pet Milk (NBC)</p> <p>Starring Jimmy Durante Jack Carson (alternate weeks)</p>  <p>Jimmy Durante</p> <p>8:00 P. M.— KRAFT TELEVISION THEATER (NBC)</p> <p>9:00 P. M.—Break the Bank Bristol-Myers (NBC)</p> <p>9:30 P. M.—Cahill's Corner</p> <p>9:45 P. M.—Top Views in Sports</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Falstaff Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Famous Trials (Du.)</p> <p>11:00 P. M.— BROADWAY OPEN HOUSE Anchor-Hocking (NBC)</p>	<p>6:00 P. M.—“CAPTAIN VIDEO” Johnson Candy (Du.)</p> <p>6:30 P. M.—John Conte's Van Camp Show (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.—Groucho Marx in “You Bet Your Life” for DeSoto (NBC)</p> <p>7:30 P. M.— “CISCO KID” Butter-nut Bread</p> <p>Cisco and Pancho come to life</p>  <p>Cisco Kid</p> <p>8:00 P. M.—Jack Haley's Ford Re- vue (NBC)</p> <p>9:00 P. M.—Martin Kane, Private Eye, U. S. Tobacco (Du.)</p> <p>9:30 P. M.—WAYNE KING Standard Oil (NBC)</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Falstaff Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Fireside Theater Procter &amp; Gamble (NBC)</p> <p>11:00 P. M.— BROADWAY OPEN HOUSE Anchor-Hocking (NBC)</p>	<p>6:00 P. M.—“CAPTAIN VIDEO” (Du.)</p> <p>6:30 P. M.—Roberta Quinlan Mohawk (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.—The Quiz Kids Miles Laboratory (NBC)</p> <p>7:30 P. M.— YOU ASKED FOR IT Skippy (Dumont)</p> <p>with Radio's Art Baker!</p>  <p>Art Baker</p> <p>8:00 P. M.—Dumont</p> <p>8:30 P. M.—Henry Morgan Show Campbell's Soups (NBC)</p> <p>9:00 P. M.— MADISON SQUARE GARDEN BOXING BOUTS Gillette (NBC)</p> <p>9:45 P. M.—“Greatest Fights” Vaseline (NBC)</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Falstaff Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Plain Clothes Man (Du.)</p> <p>11:00 P. M.— BROADWAY OPEN HOUSE Anchor-Hocking (NBC)</p>	<p>(ALL DAY)</p> <p>4:15 P. M.—“MAGIC SLATE” Derby Foods (NBC)</p> <p>4:45 P. M.— “ON THE LINE” with BOB CONSIDINE Mutual of Omaha (NBC)</p>  <p>Bob Considine</p> <p>News, Interviews, Comments</p> <p>5:00 P. M.—“Hopalong Cassidy” General Foods (NBC)</p> <p>6:00 P. M.—Victor Borge Variety Kellogg (NBC)</p> <p>6:30 P. M.— ONE MAN'S FAMILY Manhattan Soap (NBC)</p>   <p>“Pa” Barbour “Ma” Barbour</p> <p>7:00 P. M.— JACK CARTER SHOW Campbell's Soups Swift &amp; Co. Wildroot</p> <p>8:00 P. M.— SHOW OF SHOWS Sid Caesar and Imogene Coca SnowCrap SOS Scotchtape Benrus Crosley</p> <p>9:30 P. M.— LUCKY STRIKE HIT PARADE (NBC)</p> <p>10:00 P. M.— Falstaff WRESTLING from Chicago (Dumont)</p> <p>11:00 P. M.—Sheila Graham Max Factor (NBC)</p>		
<p><b>WOW-TV Channel 6</b></p>								
<p><b>MONDAYS THRU FRIDAYS ... DAYTIME SCHEDULE</b></p>								
<p>1:30 to 2:00 P. M.—THROUGH THE SHOW WINDOW—Mon., Wed., Fri.</p> <p>2:00 to 2:15 P. M.—VACATION WONDERLAND—NBC</p> <p>2:30 to 3:00 P. M.—BERT PARKS VARIETY—Mon., Wed., Fri.—NBC</p> <p>BILL STERN, “Remember This Date”—Tues., Thurs.—NBC</p> <p>3:00 to 4:00 P. M.—The KATE SMITH-TED COLLINS SHOW—NBC</p> <p>4:00 to 4:30 P. M.—“MARTHA'S KITCHEN” With MARTHA BOHLSSEN</p> <p>4:30 to 5:00 P. M.—“HOWDY DOODY”—NBC</p> <p>5:00 to 5:15 P. M.—JOHNNY CARSON—Mon., Wed., Fri.</p> <p>“UNK AND ANDY”—Brandeis—Tues., Thurs.</p> <p>5:15 to 5:30 P. M.—GABBY HAYES—Mon., Wed. Fri.—NBC</p> <p>Blackstone Menu—Tues.; Creighton or Omaha U—Thurs.</p> <p>5:30 to 6:00 P. M.—“KUKLA, FRAN AND OLLIE”—NBC</p>								
								
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!

Droll Dane...



The droll but not dumb Dane, Victor Borge (pronounced "Borguh") stars in the new variety headliner at 6 p.m., Saturdays on WOW-TV (via NBC), for Kellogg cereals. It was pre-rated as one of the net's finest productions.

G-e-e-O-R-G-E!...



Males sigh, women smirk, but everybody roars when "Dagmar" takes over on Anchor-Hocking's "Broadway Open House," 11 to 12 p.m., Mondays through Fridays on WOW-TV. Pollsters called her comic of the year.

\$100 G's a Year!...



Unknown five years ago Luckies' "Snooky (Roy) Lanson now earns \$100,000 a year as TV's highest paid TV salesman-announcer. He's 33, a Tennessean, Navy vet, ex-band singer (Ray Noble).

....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

## Six New Shows on WOW-TV

### New WOW-TV Show a Must

On February 5 WOW-TV will inaugurate an exciting new television show that will not only be interesting and entertaining, but will furnish a definite service to televiewers in this area.

The show will be called "Through the Show Window" and will feature Julann Caffrey, a shopping specialist, who will bring you the latest tips on outstanding merchandise in the local stores.

Miss Caffrey's show will be seen from 1:30 to 2 p.m. each Monday, Wednesday and Friday on WOW-TV.

Julann has a wonderfully extensive background for her "Through the Show Window" program. After receiving her education in local schools she worked in Omaha stores for a time and then moved to New York. There she modeled for leading wholesale clothing manufacturers and held executive positions for such outstanding fashion centers as the Roberta Gown showroom, Natalie Niccoli, Inc., and Carrie Munn as well as the Viola Todd Specialty Shop in Miami, Fla.

She spent considerable time on the New York stage both as an actress and in the production department where she added to her already extensive background for this type of a show.

-WOW-TV-

### WOW-TV Audience Tops Mag Circulations

The WOW-TV audience is twice as large—in its service area—as the circulations of any of the eight leading magazines, a new study revealed.

WOW-TV's 60,000-family audience was twice as big as the circulations of The Woman's Home Companion; The Ladies Home Journal; The Country Gentleman, or The American Magazine—all issued once a month. It was also twice as big as the WOW-TV area circulations of Life, Collier's, The Saturday Evening Post, and, or, Look—all issued weekly.

-WOW-TV-  
TV "CALVACADE"

The Dupont Company will make four filmed versions of its "Cavalcade of America" radio programs, for a trial of this series on television. The "Cavalcade" dramatic hits are heard on WOW Tuesdays at 7 p.m.

FEBRUARY, 1951

### Omahan on NBC...



Omahan Daymon O'Flynn, co-stars with film-star Frances Dee in the "Fireside Theater" premier on WOW-TV.

-WOW-TV-

### DAGMAR DOES IT!

A new survey indicates that 74.6 per cent of television families stay up and view programming after 11 p.m., on one or more nights per week. The same survey indicates that on the average, TV families listen to this late programming four nights each week.

In the New York area where 11 late evening programs were available 43.6 per cent of the audience was tuned to "Broadway Open House"—the Anchor-Hocking NBC show, on WOW-TV 11 p.m. to midnight, Mondays through Fridays.

-WOW-TV-

### 30-YEAR DEAL!

The Billboard reports that an unprecedented talent contract is being negotiated between Milton Berle and NBC. The Texaco comic (Tuesdays, 7 p.m. on WOW-TV) may end up with a 30-year contract, and might be made an NBC vice president. The deal would give NBC exclusive use of Berle in both radio and television as a producer, director and, or, entertainer. Billboard says the talk is that Berle would receive a flat \$3,000 a week, and continue to get royalties from many sources.

-WOW-TV-

### Best of Plays Stars O'Flynn

The nation's highest-rated dramatic program—Procter & Gamble's "Fireside Theater," starts on WOW-TV at 10:30 p.m., Thursday, February 1 and will have as a co-star Daymon O'Flynn, well-known Omaha actor. The programs are made by Bing Crosby Productions.

First program is called "Child in the House" and co-stars film star Frances Dee.

"Fireside Theater" is one of many new features on WOW-TV including:

"The Henry Morgan Show" with Arnold Stang, at 8:30 p.m., Fridays for Campbell's Soups (NBC).

"You Asked for It," with Art Baker, at 7:30 p.m., Fridays for Skippy Peanut Butter (Dumont).

"On the Line with Considine" with news vet Bob Considine, 4:45 p.m., Saturdays for Mutual of Omaha (NBC); it's also on WOW at 1:30 p.m., Sundays (NBC).

"The Magic Slate," dramatized children's stories, 4:15 p.m., Saturdays (on alternate weeks) for Derby Foods (NBC).

The Victor Borge Variety Show, 6 p.m., Saturdays for Kellogg Cereals (NBC).

Shiela Graham, Hollywood commentator at 11 p.m., Saturdays for Max Factor (makeups) (NBC).

-WOW-TV-

### NBC SIGNS ROSE

Billy Rose, the famous Broadway theatrical producer has been signed to an exclusive NBC contract for two years. He will serve as a consultant on both radio and television programming. Additionally, NBC will have first call on any radio or television programs developed by Rose during the term of the contract.

-WOW-TV-

### TV FOR GI's

The top television shows may soon be seen by American GI's throughout the world! The Radio Corporation of America is making plans to put the big network shows on 16 mm film, suitable for use on standard projection machines. The films then will be supplied to army camps wherever American doughboys are stationed.

## ALONG THE VIDEO GRAPEVINE

It's a fact that several Congressmen got all spruced up because they figured they'd show in the pictures when Mr. Truman made his recent TV-ved spiel from the House of Representatives.

...t-hee...

Milton Berle, Danny Thomas, Ken Murray and scores of TV announcers have all been wearing the new "Regimental stripes" neckties lately. Take a look for the next few days. Father's Day ain't too far away.

...t-hee...

Clark, McBride, Carson, Cahill and even DeMoss are essentially all sentimentalists, or should we say romanticists. Have you noticed how they sail for the boutonnières and bouquets which the florists' association contributes?

...t-hee...

Abe Burrows defines the straight man of a comedy team as "a guy who lives on the wrong side of the cracks."

...t-hee...

Don't be surprised if the Duke and Duchess of Windsor co-star in an on-coming TV family-life series. Dope is they're willing but Buckingham Palace so far says no soap.

...t-hee...

A lady we know is dying to have Martha Bohlsen out to dinner but she's scared the vittles, table-appearance, service, etc., might not come up to Martha's standards!

...t-hee...

About twice a week John Cameron Swayze wins a national award for being the best newsman in TV. Honor he cherishes most came from a very young lad who reported he

copied John's style in an audition and won a newscasting job for himself!

...t-hee...

The television camera, teamed with the microscope, has become an invaluable aid in the teaching of medicine, chemistry, geology, physics, and biology. Dr. A. R. Parpart of Princeton University reported. Some components of living cells now can be seen alive and in

-WOW-TV-

### For Boys Town...



Boys Town lads are enjoying this new Crosley compliments of the factory and Omaha's Electric Fixture and Supply. Monsignor N. H. Wagner accepted, Ted Foster, right, presented, and Art Elgan of Crosley tuned it.

motion for the first time, thanks to television, he said.

...t-hee...

A deep, deep bow to the Foote Cone and Belding copywriter who summed it all up so thoroughly (a Broadcasting Yearbook ad):

For kindling EMOTION  
For carrying CONVICTION  
there is now more powerful  
medium of communication than  
THE HUMAN VOICE.

That's why we believe in silling  
by telling through RADIO  
And selling by telling and demonstration—through TV.  
Good, eh?

...t-hee...

Dan Petrie who used to produce for WOW-TV is doing a bang-up job on another net producing the Billy Rose show.

...t-hee...

Seventeen and 21-inch picture screens were featured on most television sets when 1951 models were shown for the first time at the Chicago American Furniture Mart. Approximately 24,000 furniture and appliance men viewed new lines. One set called a "Telebar" featured a 21-inch screen, three-speed phonograph, AM and FM radio, and a completely equipped home bar. There were literally hundreds of new furniture items designed to supplement the television set in living rooms.

...BILL WISEMAN.

-WOW-TV-

### SPONSORS ON BBC?

After 25 years of "sustaining" programming in radio, Governors of the British Broadcasting Company, are about to approve commercial TV for the British Isles.

WOW NEWS TOWER

# Rev. Brown Flies to Far East

## Bill McBride....

The NCAA, after one of the stormiest sessions of its 45-year history, adjourned in Dallas last month after adopting two far reaching resolutions. The much discussed sanity code was thrown out, and a resolution banning for one year all live telecasts of inter-collegiate football was written on the books.



Bill McBride

It was felt by the conference—although a bare majority—that the NCAA was exercising too much regulatory control over college athletics through its sanity code. Originally designed to “purify” college athletics, and thus protect the smaller colleges, the code outlined clearly the amount and kind of remuneration that could be given deserving athletes.

It is significant, though, that many of the small schools had much to do with defeating the code at Dallas. It remains now for each conference or independent school to provide its own rules of “purity.”

The TV ban appears to be in for a thorough airing before fall, and it may provide an interesting test of the authority of the NCAA to deny the public the right to view telecasts of football games of state supported institutions.

—wow—

## Asks Questions ...



Win Elliott is your handsome host on “Break the Bank,” the popular quiz show that is heard at 10:30 p.m., Monday through Friday on WOW. Bristol-Myers sponsors this show three times a week. Don't miss it in its new time.

The song that has become synonymous with the name of the radio minister is “I'm Going Higher Some Day.” By the time you get this issue of the News Tower, we will be temporarily occupied with the work in the Far East, or flying over the Pacific. Our Society, the Christian and Missionary Alliance, has asked me to go to the Far East on a deputation visit. Mrs. Brown will accompany me to Honolulu where we will have a few days rest together. She will extend her stay



Rev. R. R. Brown  
... boards plane for trip.

there for about a week and then return to the West Coast. On the morning of the 25th I will take a plane for Tokyo and from Tokyo to Hiroshima for special speaking appointments and conferences with Japanese leaders and missionaries. January 31 will find me “going higher” again as I take the plane from Manila. I will proceed immediately to Zamboanga on the Island of Mindanao where there has been an extensive itinerary prepared including visits to mission stations and special conferences with the national workers and missionaries. On February 25 we will wing our way to Hong Kong, unless conditions worsen so that it will be impossible for us to go there. If permits are granted, we hope to visit Saigon, French Indo-China. Otherwise, we will leave Hong Kong on March 5 for the States. It will be a strenuous, but, we hope, an informative trip. We trust that we shall have some things of interest to say to you, our radio listeners, when we return.

During our absence our radio service will be carried on under the direction of our son, R. S. Brown, who is minister of music. There will be many capable guest speakers. Tune in each Sunday morning at 8:30.

God bless you and goodbye for now.

## Grass Roots...

with MAL HANSEN

Newscasts and newspapers are persistently mentioning the possibilities of price controls and ration of foods. They have made it a number one topic. But the foremost topic on the farm isn't prices, it's manpower.

Everywhere you go in rural areas farmers are talking about cutting production because of the approaching shortage of hired help and the drafting of farm boys.

Most farmers take it for granted that their sons will be drafted. Most agree that farm youths have no more right to exemption than any other class.

But the problem still remains. While the modern farmer is fully equipped to work with an amazing amount of machinery, and that machinery saves manpower, the fact is that men who operate the intricate machines must be highly skilled.

So . . . as our defense program develops and food demands increase, the national manpower pool must somewhere, take cognizance of the skills of farm help.

—wow—

## Favorite Photo ...



Merrill Werkhoven is one of the radio personalities whose photos you requested in answer to last month's inquiry as to whose pictures you'd like most to see in the News Tower. Merrill brings you the news at 7:30 a.m. and 12 noon and his cheery “Good Morning, Everyone” is a familiar phrase in WOW-Land.

# RADIO WOW'S FEBRUARY DAYTIME SCHEDULE

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

# 590 Kc.

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 <sup>30</sup>	<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	<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 <sup>55</sup>	For RCA Victor, Ford and Anacin	<b>SPORTS NEWS</b> Goetz Beer	<b>SPORTS NEWS</b> Goetz Beer	<b>SPORTS NEWS</b> Goetz Beer	<b>SPORTS NEWS</b> Goetz Beer	<b>SPORTS NEWS</b> Goetz Beer	<b>SPORTS NEWS</b> Goetz Beer
6 <sup>00</sup>		<b>THE CISCO KID</b> Butter-nut Bread brings you western adventures	<b>FALSTAFF SERENADE</b> music for Falstaff	<b>THE CISCO KID</b> Butter-nut Bread brings you western adventures	<b>FALSTAFF SERENADE</b> music for Falstaff	<b>THE CISCO KID</b> Butter-nut Bread brings you western adventures	<b>NBC SYMPHONY</b> Presenting an hour of the best in music. This great musical organization under the baton of Toscanini
6 <sup>15</sup>	<b>THE PHIL HARRIS-ALICE FAYE 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	Sponsored by RCA Victor, Ford and Anacin  (tentative)
6 <sup>45</sup>		<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 <sup>00</sup>	<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 <sup>30</sup>	<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 <sup>00</sup>		<b>TELEPHONE HOUR</b> Donald Voorhes 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 <sup>30</sup>	<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 <sup>00</sup>	<b>\$64 QUESTION</b> Jack Par emcees this interesting quiz program for RCA	<b>BOSTON POPS ORCHESTRA</b> Plays short classics, novelties and new works	<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 <sup>30</sup>	<b>VOICES AND EVENTS</b> an NBC news-documentary	under the direction of Arthur Fiedler	<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 <sup>00</sup>	<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 <sup>15</sup>	<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 <sup>30</sup>	<b>THE CATHOLIC HOUR</b> Begins its 21st year in this new time spot	<b>BREAK THE BANK</b> Bristol-Myers	<b>BREAK THE BANK</b> fun and prizes	<b>BREAK THE BANK</b> Bristol-Myers	<b>BREAK THE BANK</b> fun and prizes	<b>BREAK THE BANK</b> Bristol-Myers	<b>HOTEL ROOSEVELT ORCH.</b> Music for dancing
10 <sup>45</sup>		<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 <sup>00</sup>	<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 <sup>05</sup>	<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 <sup>55</sup>	<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>

# Boston 'Pops' Now on WOW

## Monday Night Spot

The world-renowned Boston Pops Orchestra, under the direction of Arthur Fiedler, has been added to the Monday night music lineup of the National Broadcasting Company. It is now heard on WOW at 9 p.m., Mondays.

The Pops Orchestra, composed of members of the Boston Symphony, has been heard by millions all over the world through radio broadcasts and their many RCA Victor recordings.

Arturo Toscanini's return to the podium of the NBC Symphony and the moving of the Symphony to a new Saturday evening broadcast period has made it possible to add the Pops program to NBC's music schedule.

The Boston Pops Orchestra, which has become an institution in Boston, will offer the same type of music selections that have made the group so popular. The shorter classics, novelties, and new works will be heard on the hour-long programs each week.

The series will originate in Boston's magnificent Symphony Hall. Ben Grauer will narrate.

-WOW-

### ON THE MOVE

"Live Like a Millionaire" (WOW, 11 a.m., Mondays through Fridays) which has originated from Hollywood ever since it made its initial bow, June 4, 1950, moves to New York effective January 2, 1951. The three Johns, emcee Jack McCoy and several members of their production staff, are house-hunting so as to move their families east as soon as possible for an indefinite stay.

-WOW-

### Mighty Pretty ...



June Whitley, who plays the role of Mother Anderson in General Foods "Father Knows Best" (WOW, Thursdays, 7:30 p.m.) is proud of her new hairdo. June says the side sweep gives the illusion of long hair but, in reality, lends itself to rather short hair.

### Nice Nero ...



The role of "Nero Wolfe," ace detective, is a change for Sydney Greenstreet, who usually plays meanie roles in the movies. "Nero" can be heard at 7 each Friday night on WOW.

-WOW-

### DIRECT APPROACH

Groucho Marx, leering quizmaster of DeSoto-Plymouth's "You Bet Your Life" (WOW, Wednesday, 8 p.m.) recently asked a young lady from Switzerland how the Swiss gals find husbands.

"In Switzerland," she answered innocently, "we have clubs."

"Sounds reasonable," said Groucho, "pick out the guy you want and swat him with a club."

-WOW-

### EARLY BIRD

Although Fanny Brice was heard on NBC as early as 1927, when she was a Broadway singing star, it was not until September 30, 1936, that she brought her "Baby Snooks" characterization to the air.

Snooks has been tormenting her radio daddy ever since, with the exception of one season off the air. When she returned a year ago, her ratings promptly proved that no one had forgotten the impish youngster during that time. Tums sponsors "Baby Snooks" each Tuesday night at 7:30 on WOW.

-WOW-

### POPULAR TUNE

Five recording companies have made six different pressings of "May the Good Lord Bless and Keep You," composed by Meredith Willson as a sign-off theme for NBC's Sunday night radio extravaganza, "The Big Show" (WOW, 5 to 6:30 p.m.). "Big Show" sponsors include Chesterfield, Anacin, RCA and Buick.

## 'Dragnet' Had Cop Trouble

It was not the network, nor the sponsor, but rather the Los Angeles Police Department that gave the final go-ahead signal to "Dragnet" when the stirring police documentary series first began.

Producer Bill Rousseau and star Jack Webb didn't have too much trouble selling the show to NBC and the Fatima Cigarette folks, but permission to dramatize cases from police files has always been difficult to obtain.

However, the pair had pictured the police detective as an average man, highly trained in his specialty, who solved crimes by performing his job in a thorough, but routine and often unspectacular manner. For these reasons the Los Angeles Police readily gave the go-ahead to "Dragnet"—the popular documentary that is heard on WOW at 8 every Thursday evening.

-WOW-

### MILE-HIGH MISS

Vicki Vola, the Miss Miller of Bristol-Myers' "Mr. District Attorney" (WOW, 8:30 p.m., Wednesday) is a mile-high Miss.

By that we mean, of course, that the five feet, two-inch tall radio actress is a native of Denver, Colo., the mile-high city. At 16 she was signed by a stock company, and toured playhouses around her native city. Later she went to Hollywood where she appeared as Boris Karloff's leading lady in the NBC programs "Dr. Jekyll and Mr. Hyde," and "Death takes a Holiday." After a move to New York she played bit parts in mystery shows. These led to her present role as Miss Miller.

-WOW-

### Anxious? ...



Lorelei (Fran Carlon) seems to be anxious about the result of Steve Wilson's (Walter Greaza) phone call during one of Lifebouy Soap's exciting "Big Town" broadcasts each Tuesday night at 9 on WOW.

## 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.

RETURN POSTAGE GUARANTEED  
TO: Radio Station WOW  
Omaha 2, Nebr.

EXPIRATION DATE NEAR YOUR NAME BELOW "2/51" MEANS THIS IS YOUR LAST ISSUE

STRAIN MRS A L  
1119 NO 45TH ST

8-52

OMAHA 3 NCR

U. S. POSTAGE  
Sec. 562, P. L. & R.  
PAID  
Omaha, Nebr.  
Permit No. 257