

ALL ABOARD FOR TWO CHOICE WOW TRIPS

# WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 15, No. 10

OMAHA, NEBRASKA, JULY 1, 1951

Published Monthly

## Hollywood Open House Tops!

### Sunday Show Rates High

#### Baseball, Farm Trips All Set

Here are final details on the two WOW trips that are ready to pull out for their respective destinations with a gang of real swell folks aboard.

If you like good baseball, good food, good company, good transportation and good sightseeing you're a top prospect for the second annual WOW Baseball Tour, July 28 and 29.

Here, in brief, are the high-lights of the most fun and value filled week-end you've ever seen:

An air-conditioned train trip to St. Louis (lunch and dinner on the train). Choice seats at Sportsman's Park to see the St. Louis Cardinals meet the Brooklyn Dodgers, bus transportation to and from the train. Air-conditioned overnight trip to Chicago; time off to attend church, etc.; special sightseeing bus tour of Chicago; picnic lunch in Lincoln Park; sightseeing on Lake Michigan in a pleasure boat; choice seats for the Cubs vs. Phils afternoon game; dinner in one of Chicago's nicest restaurants, and a restful ride back to Omaha, arriving at 7:30 a.m., Monday.

The total cost, all expenses included, is just \$62.50 and if you get out your pencil and paper you can figure out just what a bargain that is.

Get your reservation, together with a \$10 deposit in the mail today to Jack Payne, Sports Director, WOW.

It's another sell-out Farm Study Trip! That fact was assured in the first week after Farm Director Mal Hansen announced that WOW was planning an East Coast Farm Study Tour September 13 to 29.

The first week brought Mal reservations (accompanied by \$50 checks) that amounted to commitments for more than \$72,500—better than twice the number received

(Continued on page 3)

—WOW—

#### NOW HEAR THIS!

NBC, in cooperation with the U. S. Navy Department, has inaugurated a series of programs entitled "Now Hear This" on Sundays (WOW, 4:30 p.m.)

The half-hour dramatization each week will feature a bo'sun spinning a yarn about experiences of gallant seagoing men and women.

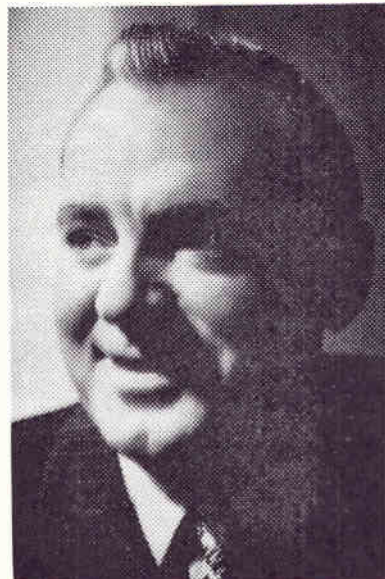
July 8, 1 p.m....



Lovely Faye Emerson will co-star with comedian Morrie Amsterdam on the July 8 edition of "Hollywood Open House" at 1 p.m. on WOW. Don't miss them.



July 1, 1 p.m....



Popular Pat O'Brien has been chosen to inaugurate the sparkling new Sunday show, "Hollywood Open House" at 1 p.m., Sunday, July 1 on WOW.

Some of the top names in the entertainment world are now coming your way every Sunday afternoon at 1 p.m. in the new Omaha Public Power District sponsored "Hollywood Open House."

Emcee Jim Ameche introduces such top names as Pat O'Brien, Faye Emerson, Milton Berle, Dick Powell, Peter Lorre, Lucille Ball, Diana Barrymore and many others each Sunday. The orchestras of Ray Bloch and Enric Madriguera provide the superlative music for this entertainment packed half-hour. Variety is the key-note of the O.P.P.D. sponsored program, and a typical offering includes music and song, comedy, and a brief dramatic skit.

Top entertainment for the whole family awaits you on WOW each Sunday at 1 when you tune in on the star-studded sessions of "Hollywood Open House."

For details on other new summer shows see pages 3 and 12 of this News Tower issue.

#### PET MILK SHOW

"The Pet Milk Show," starring Jack Pearl and Mimi Benzell, is the NBC summer radio series in the time spot of vacationing "Fibber McGee and Molly" (WOW, 8:30 p.m., Tuesdays). "Fibber McGee and Molly" will return to the air for its 17th season late in September.

Comedian Jack Pearl plays a straight roll as well as that of a fabulous teller of tall tales whom he originated—the Baron Munchausen. Soprano Mimi Benzell will take part in comedy sequences on the variety show and will sing several selections each week.

Cliff Hall, long-time associate of Pearl, will be straight-man for the now well-known question "Vass you dere, Sharlie," when he doubts the Baron's experiences. Russ Emory will be the show's featured vocalist.

"The Pet Milk Show" will be sponsored by the Pet Milk Sales Corporation of St. Louis, Mo.

5:55 and 6:30 ...



Mal Hansen brings you the 5:55 weather report and his 6:30 "Farm Service Reporter" program.

7, 8 and Noon ...



Merrill Workhoven brings you all the 7, 8 and noonday news with local news stressed at 7 and 8 a.m.

6 and 7:30 ...



Gene Edward alternates with Johnny Carson on the 6 a.m. news and brings you "Breakfast Bandstand" at 7:30.

## They Bring Top A. M. News

The news coverage that won WOW the top news rating from the National Association of Radio News Directors in 1950 has been made even greater by the broadening of WOW's early morning news.

During June WOW's executive staff decided that better service to the station's more than 485,380 families would result if the station's early morning news service could be expanded and more emphasis put on local news.

As a result Program Manager Ray Olsen announced that beginning June 11 WOW would present

### 7:15 for Skelly ...



Alex Dreier brings Skelly's "First Network News Analysis of the Day" at 7:15 (Lloyd Burlingham, Saturday).

complete news broadcast on the hour at 6, 7 and 8 a.m. with Alex Dreier's Skelly's first network news and commentary of the day now being carried at 7:15 a.m.

In addition to Skelly's popular world news analysis feature, its Saturday farm feature "This Business of Farming" by Lloyd Burlingham will also be heard at the new time, 7:15 a.m.

Both Dreier's accounts and the Saturday Skelly program have large followings and are extremely popular in the midwest.

It allows WOW's prize winning news department to present a 7 a.m. newscast that features all the top local and regional happenings of the night before.

Here's the way the new early morning news schedule lines up:

5:55 a.m.—Mal Hansen brings you the Ralston-Purina 5-minute weather roundup.

6:00 a.m.—First complete WOW newscast of the day, world, national, regional and local (as available).

6:30 a.m.—Farm Service Reporter Mal Hansen brings you the Walnut Grove and Pioneer sponsored markets and other news of special interest to farmers.

7:00 a.m.—Complete WOW newscast with Merrill Workhoven bringing you all the news, particularly of local and regional interest.

### 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.

7:15 a.m.—Alex Dreier's "First Network News of the Day" for Skelly.

8:00 a.m.—WOW's third complete newscast of the day. Merrill Workhoven bringing you all of the latest news.

This is added proof of WOW's determination to bring it's vast WOW-Land audience a complete program of public service and entertainment that is balanced to fit the needs of its listeners during any particular period.

### 6 and 8:15 ...



Johnny Carson brings his 45-minute show at 8:15 each morning and alternates on the 6 a.m. news.

WOW NEWS TOWER

# McGaffin WOW News Chief

## Father and Son Contest Winners

Ronnie Grossman, 15-year-old Central High summer school student is the winner of the first prize, "Sons" division in the WOW-Nebraska Clothing Father and Son Baseball Contest. Ronnie who lives at 701 North 32nd Street, is the son of Mr. and Mrs. Archer Grossman. He took the \$200 instead of the baseball tour, but will be in Chicago to attend the July 29 game with the WOW Baseball Tour members.

Dale Alderson, Humphrey, Neb., of the Farmers' State Bank, won top prize in the "Fathers" division. He will take his 15-year-old son Robert on the big tour which goes to St. Louis and Chicago, July 28 and 29 to see four top National League teams in action.

Consolation prize winners—\$5 merchandise certificates on the Nebraska Clothing Company—co-sponsors of the contest—were awarded in the "Sons" division to: Bob Anderson, Oakland, Neb.; Jackie Briggs, Boys' Town; Jack Carlin, Lincoln, Neb.; Kaye Johnson, Omaha; Paul Hansen, Logan, Ia.; Harold Pedersen, Blair, Neb.; Wallace Polak, Wahoo, Neb.; W. F. Schwab, Jr., Papillion, Neb.; Bill Witzke, Council Bluffs, Ia., and Maybelle Warga, Plattsmouth, Neb.

In the "Fathers" division consolation prizes went to: Claude Marr, Rosalie, Neb.; John A. Neuberger, Omaha; William F. Van Burgh, Jr., Omaha; Elvin White, Atkinson, Neb.; J. H. Kenny, Omaha; Ray F. Jessen, Council Bluffs; F. H. Hansen, Omaha; James H. Halpins, Omaha; Robert Hallins, Omaha, and Wayne Garrett, Omaha.

The judges were Coaches Bill Glassford of Nebraska, Skip Palrang of Boys Town, and George Kissell of the Omaha Cardinals.

## Raytheon News

John Cameron Swayze, famed NBC newscaster, headlines Raytheon television's fast-growing merchandising program with his Sunday afternoon newscasts over Station WOW, it was announced by Belmont Radio Corporation, manufacturer of Raytheon television, and Graybar Electric Company, distributor in this area.

Swayze will speak for Raytheon from 2:45 to 3 p.m., each Sunday on WOW.

"Raytheon has proved its quality in every television market," the distributor said in his announcement. "The Swayze program marks the start by Raytheon of a long-range effort to tell this story of quality and to keep the public informed about the truth of all television."

Swayze started his radio-television career in 1930 while a reporter for the Kansas City Journal-Post, after the depression had ended his hopes for a stage career. He has received more than 20 awards for outstanding newscasting.

—WOW—

## Baseball and Farm Trips Set

(Continued from page 1)  
during the first week of last year's sell-out "New South Tour."

There are some 75 reservations left to be allotted, and more than 200 inquiries have been received so anyone intending to make the trip should get their deposit check in to Mal now.

This year's tour will start at Detroit and go to farms and processing plants in and near Toronto, Montreal, Quebec, (by boat) south-eastward through New England to Boston and New York, and home-ward via Washington, D. C. and Chicago. Included will be a visit to the U. S. Experimental Farm at Beltsville, Md., and to the Firestone Farm and Louis Bromfield's "Malabar Farm" near Akron, Ohio.

## Heads Staff of 12 Top Newsmen

James M. McGaffin, Jr., another of the "newspaperin' McGaffins of Nebraska" is the new news director of Radio Station WOW, Inc., operators of Radio WOW and WOW-TV, Omaha. He replaces Harold Baker, who resigned to accept a similar position at Stations WSM and WSM-TV in Nashville, Tenn.



Jim McGaffin

Members of the McGaffin family have operated or worked on newspapers in Bellwood, Schuyler, Columbus, Seward and David City. His grandparents, uncles and father were pioneers in Nebraska journalism. He has two famous cousins: Marr McGaffin, formerly of the World-Herald's Washington staff, and now Washington correspondent for the Des Moines Register and Tribune; and Bill McGaffin, chief of the London Bureau of the Chicago Daily News, now on leave in the states, and a former CDN correspondent in China, the Middle East, Russia and many European Bureaus.

"Jim" at the age of 30, heads a staff of 12, will supervise efforts of 125 outstate correspondents, will personally edit more than 60 radio and television newscasts per week on the WOW stations.

His parents are Mr. and Mrs. J. M. McGaffin of 4841 Pierce Street, Omaha.

At Benson High, Omaha Jim was editor of the school paper and year book, and at Omaha "U" he was assistant to the publicity director. He joined the staff of Radio WOW in 1941 as a reporter, returned after war service, in 1946, and then was absent for three years while he was editor and publisher of the Douglas County Legionnaire.

Jim is married to the former Louise Runte of Council Bluffs, Ia., and they are parents of an infant daughter, Kit. They live at 428 South 38th Street, Omaha.

## MARTIN KANE...Private Eye



Lloyd Nolan stars as Martin Kane at 5 p.m., Sundays, on WOW.

"Martin Kane, Private Eye," the weekly mystery-adventure radio program, is now heard at 5 p.m., Sundays, on WOW.

Lloyd Nolan, the noted stage and film actor, plays the starring role. Nolan also will portray the role on the television program when it returns to the air August 30, after a warm-weather recess of seven weeks.

Both the radio and TV "Martin Kanes" programs have consistently rated in the upper ranks of big-audience shows. They have been often praised by police and other law-enforcement officials for showing the private detective hero working regularly with, and not without cognizance of or in competition with, the police.

The United States Tobacco Company sponsors both radio and TV "Martin Kane" programs.

# Summer Show Train Rolls

## Familiar Stories Set to Music

Many of the best loved tales of literature and folklore, including "Casey at the Bat" and "The Luck of Roaring Camp" are the sources of the original dramas which will be presented musically on the summer showtrain of "The Railroad Hour," Mondays at 7 on WOW beginning this month.

Baritone Gordon MacRae, star of the show, will have as his regular guest star for the summer series Miss Dorothy Warenskjold, whose career has skyrocketed since her debut in 1948 with the San Francisco Opera Company.

-WOW-

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

Pastor WOW World Radio Congregation

July 4th, Independence Day, the day that should have greater significance to a free America in 1951 than ever before in our history. As we observe our national birthday,



Rev. R. R. Brown

we should re-appraise the meaning of independence and the significance of constitutional rights and freedom. This is urgently important when we remember that although our shores have been kept free from invasion by foreign armies, we are not safe from the infiltration of lawless men and women who under the pretense of bringing new freedom to America, would, instead, resolve us into slaves of the state.

We must remind ourselves that independence does not mean the right to live recklessly, sinfully and indulgently. It does not mean that we can surrender the destiny of a nation to unscrupulous politicians without righteous convictions or to organized minorities whose objectives often are selfish. We must see that independence is not the right to live as I please, but to live so that all men might enjoy the largest and fullest possible life. It will be well for us to remember that freedom can be lost. It can be surrendered by indifference, forfeited by careless indulgence and selfishness. An ancient nation suffered great humiliation because it reached the place where "every man did that which was right in his own eyes." Let us live and labor for the preservation of our heritage and be constantly reminded that "righteousness exalteth a nation, but sin is a reproach to any people."

We invite you to tune in at 8:30 every Sunday morning to the chapel service of the World Radio Congregation.

## Sports by Payne...

WOW Sports Director

This is the season of baseball, golf and tennis, with swimming also a top attraction. The Red Cross in Douglas County, Neb., is teaching grade, high school and adult pupils



Jack Payne

the art of water safety and swimming from beginner status to life saving. A "Learn to Swim" campaign should be adopted by each community where physically possible, to make sportsmen and vacationers more conscious of water safety and better able to enjoy themselves in the ole swimmin' hole.

By the way, with Brooklyn going great guns and the Cards due to entertain them in St. Louis the latter part of July, we want to mention our WOW Baseball Tour. We're going to leave Omaha at 7 a.m., Saturday, July 28 and go to St. Louis for the Cards and Dodgers game that night. Then we'll board our special train and ride overnight to Chicago where we'll spend the morning sightseeing. After lunch, it'll be another big ball game at Wrigley Field between the Cubs and Philadelphia Phillies. Our departure time from the Windy City will be about 9 p.m. which will put us back in Omaha at 7:30 a.m., Monday, July 30. Now, the whole trip with all expenses paid—coach, meals, sightseeing and ball game tickets—is only \$62.50. Pullman space is available for a total of \$85.50 for upper berth for one; \$91 total for lower berth for one, and room space is \$97 per person, with complete occupancy required. Now, this will be a special Burlington train with air-conditioned coaches, reclining seats, and meals on the diner or at top flight dining places in Chicago. If you'd like to make the trip, just send \$10, check or money order, to WOW Baseball Tour, Omaha, Neb., and that will reserve your space. You'll be notified of full details by return mail.

There it is—a whole weekend of fun and sports for only \$62.50! Sure hope we can meet you on the trip and enjoy this second annual WOW Baseball Tour with you.

-WOW-

## NEW 'SCRAPBOOK' TIME

"Elaine Jabenis and Her Saturday Scrapbook" recently began its fifth year as a regular Saturday morning feature on WOW. Sponsored by Shaver's Food Mart, the "Saturday Scrapbook" is now heard at 11:45 on Saturday mornings after several years at an earlier time.

## Grass Roots...

WOW Farm Service Reporter

"The best racket in the world!" That is what some of my co-workers call the job of WOW Farm Service Director. Then they explain . . . "farm trips to everywhere, including St. Louis and Fayetteville, Ark., scheduled trips to Quebec, Boston and New York, free dinners and a vacation, too!



Mal Hansen

Then they point to the recent observance of the fifth anniversary of the Farm Service Reporter program, and say "who else gets wooden salad forks and spoons, fancy wood carvings, and croquet balls?" And to that we have no answer either.

So after five years of broadcasting over WOW, we, too, will have to agree that we've got a good "racket." Not from the standpoint of a "fraudulent scheme" as expressed in the dictionary, but from the standpoint of having a job that is by no means dull. It is different every day.

What our critics don't know is that some farm friends from Lexington brought in some T-bone steaks the other day . . . and they don't know about the chicken dinner the entire Hansen family will enjoy on the farm next Sunday.

Which leads us around to the point we wanted to make when we started this column. It is that no broadcaster can keep one program on the air for five years, six days a week, without a loyal listening audience. And the more time we spend with our listeners, the more we are convinced that they are the finest folks in the world.

We've said that before, and we'll do so again. By the way, we are going to have a chance to know even better, some of our listeners on the next WOW Farm Study Tour to the East Coast in September. And if you haven't signed up . . . we hope there is still room for you. It looks like a great adventure with wonderful people.

-WOW-


## ROY'S ANNIVERSARY

Roy Glanton, transmitter supervisor, recently began his 23rd year with WOW. Roy joined the WOW staff when the studios and transmitter were located in the W.O.W. Building at 14th and Farnam. He has been at the transmitter since it was moved to 56th and Kansas in 1935.

WOW NEWS TOWER

**SUNDAYS**


(ALL DAY)  
 12:30 P. M.—BRASS TACKS—Ray Clark  
 12:45 P. M.—“Your Future Home” Multiple Listing Exchange  
 2:30 P. M.—“The Zoo Parade”  
 3:00 P. M.—Mrs. Roosevelt (NBC)  
 3:30 P. M.—NBC News  
 3:45 P. M.—Not for Publication  
 4:00 P. M.—Western Theater  
 5:00 P. M.—**WILD BILL HICKOX** Kellogg Corn Pops



Two Great “Westerns” in a Row!

Wild Bill Hickox

5:30 P. M.—**RANGE RIDER** Peter Pan Bread  
 6:00 P. M.—**MEET THE PRESS** Revere Copper (NBC)  
 6:30 P. M.—Recital Hall (NBC)  
 7:00 P. M.—**PHILCO TELEVISION PLAYHOUSE** (NBC)  
 8:00 P. M.—**AMERICAN FORUM** (NBC)  
 8:30 P. M.—Royal Playhouse Household Finance  
 9:00 P. M.—Circle A Theater Armstrong Cork (NBC)  
 9:30 P. M.—**HANK McCUNE SHOW** M. U. D.




A Laugh per Minute!

Hank McCune

10:00 P. M.—News of the Week (NBC)  
 10:30 P. M.—Inspiration Time  
 11:00 P. M.—Sheila Graham (NBC)

**MONDAYS**

5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)  
 6:00 P. M.—Cameo Theater (NBC) Noxema  
 6:30 P. M.—**“VOICE OF FIRESTONE” CONCERT** (NBC)  
 7:00 P. M.—**“LIGHTS OUT”** Admiral (NBC)  
 7:30 P. M.—**EXTRA SPECIAL! MAUGHAM THEATER** Tintair (NBC) Robert Montgomery Drama



Lucky Strike (NBC) (alternate weeks)  
 Drama at its Best


Robert Montgomery

8:30 P. M.—Savings Hour  
 8:45 P. M.—Town & Country Quiz Staley  
 9:00 P. M.—Kukla, Fran and Ollie Ford (NBC)  
 9:30 P. M.—“STAR-TIME”  
 10:00 P. M.—Omar Weatherman  
 10:10 P. M.—Falstaff Sports  
 10:15 P. M.—News with Ray Clark


## WOW-TV Channel 6

**MONDAYS THROUGH FRIDAYS... DAYTIME SCHEDULE**


1:00 P. M.—“Miss Susan” for Colgate (NBC)  
 1:15 P. M.—Vacation Wonderland (NBC)  
 1:30 P. M.—America Speaks—M., W., F. (NBC)  
 Snow Crop Matinee—Tu., Th.



Hayes




Parks



Range Rider

**TUESDAYS**

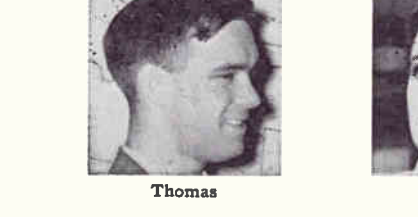
5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)  
 6:00 P. M.—**MEET THE PRESS** Curtis Pub. (NBC)  
 6:30 P. M.—**JUVENILE JURY** Scotch Tape (NBC)  
 7:00 P. M.—**“CAVALCADE OF BANDS”** Drug Store Products (Du.)  
 8:00 P. M.—**OLD GOLD AMATEUR HOUR** with TED MACK and CO. (NBC)



Amateurs Get a Break!

Ted Mack

9:00 P. M.—Kukla, Fran and Ollie Procter & Gamble (NBC)  
 9:30 P. M.—“STAR-TIME”  
 10:00 P. M.—Omar Weatherman  
 10:10 P. M.—Falstaff Sports  
 10:15 P. M.—News with Ray Clark  
 10:30 P. M.—**STARS OVER HOLLYWOOD** Armour (NBC)



**WEDNESDAYS**

5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)  
 6:00 P. M.—**NBC 4-STAR VARIETY** Ed Wynn, Danny Thomas Motorola, Norge, Pet Milk (NBC)




Starring Jack Carson Jimmy Durante (alternate weeks)

7:00 P. M.—**KRAFT TELEVISION THEATER** (NBC)  
 8:00 P. M.—Break the Bank Bristol-Myers (NBC)  
 8:30 P. M.—Victor Borge Show Kellogg (NBC)  
 9:00 P. M.—Kukla, Fran and Ollie Ford (NBC)  
 9:30 P. M.—“STAR-TIME”  
 10:00 P. M.—Omar Weatherman  
 10:10 P. M.—Falstaff Sports  
 10:15 P. M.—News with Ray Clark  
 10:30 P. M.—Mystery (Du.)



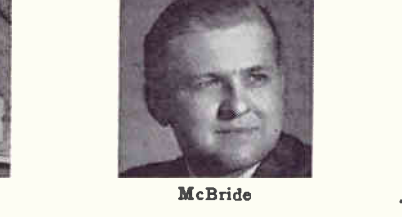
**THURSDAYS**

5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)  
 6:00 P. M.—**IT PAYS TO BE IGNORANT** for DeSoto (NBC)  
 6:30 P. M.—**“CISCO KID”** Butter-nut Bread




CISCO and PANCHO Come to Life

7:00 P. M.—James Melton's **FORD REVUE** (NBC)  
 8:00 P. M.—Martin Kane, Private Eye, U. S. Tobacco (NBC)  
 8:30 P. M.—**PLAYHOUSE** Standard Oil (NBC)  
 9:00 P. M.—Kukla, Fran and Ollie Life Magazine (NBC)  
 9:30 P. M.—“STAR-TIME”  
 10:00 P. M.—Omar Weatherman  
 10:10 P. M.—Falstaff Sports  
 10:15 P. M.—News with Ray Clark  
 10:30 P. M.—Fireside Theater Procter & Gamble (NBC)



**FRIDAYS**

5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)  
 6:00 P. M.—The Quiz Kids Miles Laboratory (NBC)  
 6:30 P. M.—**YOU ASKED FOR IT** Skippy (Du.)



with Radio's Art Baker!

7:00 P. M.—**THE DOOR WITH NO NAME** (NBC)  
 8:00 P. M.—**CAVALCADE OF SPORTS**  
 8:30 P. M.—“Greatest Fights” Vaseline (NBC)  
 9:00 P. M.—Kukla, Fran and Ollie Procter & Gamble (NBC)  
 9:30 P. M.—“STAR-TIME”  
 10:00 P. M.—Omar Weatherman  
 10:10 P. M.—Falstaff Sports  
 10:15 P. M.—News with Ray Clark

## WOW-TV Channel 6

**SATURDAYS**

(ALL DAY)  
 2:30 P. M.—TEST PATTERN  
 3:00 P. M.—**PENTAGON WASHINGTON** (Du.)  
 3:30 P. M.—**MAGIC SLATE** (NBC) and/or **JUNIOR CIRCUS** Hollywood Candies (alternate weeks)  
 4:00 P. M.—Mr. Wizzard (NBC)  
 4:30 P. M.—“Hopalong Cassidy” General Foods (NBC)  
 5:30 P. M.—**ONE MAN'S FAMILY** Manhattan Soap (NBC)



“Pa” Barbour



“Ma” Barbour

6:00 P. M.—**HOURLONG WESTERN** Featuring Western Screen Favorites  
 7:00 P. M.—Midwestern Hay-Ride (NBC)  
 8:00 P. M.—**DOODLES WEAVER SHOW** (NBC) Lehn & Fink  
 8:30 P. M.—**MYSTERY STORY** Lucky Strike (NBC)  
 9:00 P. M.—**Falstaff WRESTLING** from Chicago

**Corrected to May 20, 1951**

# TV Is Greatest Sales Medium

Today's average television program produces a payoff of 36,000 extra customers in the New York metropolitan area alone for each brand it advertises, and delivers 15.6 extra customers per month for each dollar invested in television advertising—less than seven cents per extra customer.

This and other startling and significant facts concerning the unparalleled sales effectiveness of television were revealed in a new NBC survey said to be the most comprehensive and searching study of television yet undertaken.

Of prime importance in the findings of the new survey were results which show that:

1. Adult owners of television sets spend 2¼ hours a day watching television. They devote more time, every day, to television than to radio, newspapers and magazines combined.

2. Time spent by all family heads, whether or not they are owners of television sets, shows radio winning 1½ hours a day from the average family head. Television, with 73 minutes a day as an average among set-owners and non-owners together, wins more time than newspapers and magazines combined. Newspapers command a little more than three-quarters of an hour a day, while magazines garner only 13 minutes a day.

3. A comparison of similar types of products advertised during the day and in the evening reveals that daytime TV delivers 18.7 extra customers per dollar; evening, 18.6. The similarity of the results is eloquent in itself.

4. Multiple-brand shows (where several brands are advertised on one program), the survey reveals, produce better than the average number of extra customers per dollar for each brand, whether they are high-budget or low-budget shows. This includes multiple-brand shows sponsored by a single advertiser, such as the "Colgate Comedy Hour," and participation programs like the "Kate Smith Show" and "Your Show of Shows." The two last-mentioned programs deliver, respectively, 38.8 and 36.8 extra customers per dollar. Each of these programs, which represent new sales concepts pioneered by NBC, is delivering twice as many customers per dollar as the average television show.

Based on 5,067 completed interviews with male and female heads of households in the 16 counties of the New York metropolitan area (51 per cent set saturation) in a two-month period ending January 23, 1951, the survey findings cover four main areas of inquiry:

1. The television audience as a market.

2. Television sales effectiveness for both package goods and durables.

Herewith are details of the "most comprehensive and searching study of television yet undertaken," according to NBC's Research staff. It's the second "Hofstra Report" and should be of interest to listeners as well as advertisers.

—THE EDITOR

3. The payoff in terms of extra customers per TV advertising dollar.

4. The relative effectiveness of various television techniques.

The questionnaire utilized in the survey covered the viewing of 111 television programs on the air at the time; a total of 102 hours of programming a week, covering all networks and representing approximately 75 per cent of all network programs available to viewers. There were 187 different brands of package goods and durables advertised on these programs.

In establishing the TV audience as a market with its own particular characteristics, the study found that there are more people in television homes than in non-television homes, 62 more per 100 families. Television families have a higher income than non-television families, an average of \$644 more a year, or \$50 a month per family. This difference, when projected to the entire market grows to a billion and a half dollars more annual income for New York television families. As concrete evidence of the purchasing power of the television audience, the survey points out that 73.2 per cent of all new cars sold in the New York area in the past six months were bought by television families.

In establishing yardsticks for measuring the sales effectiveness of television, 30 different types of package goods, representing 143 television brand-program combinations, were covered in the study. All 30 of the product groups represented were analyzed individually, with average purchase by television set-owners and carefully matched non-owners computed for each product. Results show that in television homes, the average gain for all package goods products advertised on television is 26.8 per cent.

Similar carefully matched standards were applied in measuring the sales results of every one of the 143 brand-program combinations advertising package goods. Findings show that the average increase among set owners for all 143 is 37.0 per cent more customers among program viewers than non-viewers.

To get a complete measurement, consideration was given to the impact of the typical program on

guest viewers (non-owners of TV sets). The average increase among non-owners for all 143 is 35.2 per cent more customers among guest program viewers than non-viewers.

The closeness of these two figures (37.0 per cent for owners and 35.2 per cent for non-owners) indicates that the program makes an equally powerful impact on those who watch it, whether or not they own television sets.

Guest viewers increase the audience of the average program by 20 per cent, the survey establishes.

The sales effectiveness of television advertising as related to durable goods likewise presents a substantial increase as regards brand familiarity, brand acceptance and actual sales. Four product groups—automobiles, refrigerators, television sets and floor coverings—were used as durable goods types.

Television, the findings indicate, cuts brand ignorance in half. In ascertaining brand acceptance, the program viewer's acceptance of a brand as "very good" was the standard employed. For Car A, viewing of the program on which it is advertised increases "very good" opinions by 13.4 per cent, for Refrigerator B by 38.9 per cent, for Television Set C by 18.0 per cent, and for Floor Covering D by 50.3 per cent.

The average of brand acceptance for all 45 durable goods products studied is 27.0 per cent more "very good" opinions by program viewers than by matched non-viewers.

In the light of today's higher television costs, increased set ownership and the heightened competitive situation, the current survey points up the fact that the 1949 NBC-Hofstra report showed that television delivered a payoff of 11.6 extra customers per dollar invested in television advertising for the 15 brands studied. Today's comparable figure for these brands is 11.8.

Speaking conservatively, TV today is delivering as many new customers for the advertiser's dollar as it did two years ago. The report poses the question: In how many other fields does the dollar buy as much today as it did two years ago?

Findings indicate that there is a definite cumulative effect in television advertising. Some of the brands checked had been on TV for less than 13 weeks. For these neophytes, TV created 9.9 extra customers per month for each dollar invested. There is a steady increase of extra customers that parallels the length of time of TV advertising. Brands using the medium over 15 months had built up to a level of 20.0 extra customers—a cost of only five cents a customer.

The most efficient commercials, the survey shows, are those which are well-liked. Sales messages which irritate the viewer bring only half

(Continued on page 9)

... WOW-TV SUMMER SCHEDULE ON PAGES 6 and 7 ...

## WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



## New Shows Pep Summer TV

### Fall Set-up is Colossal

The only right word for what's coming up for TV-viewers come fall is "colossal."

Everything's still in the planning stage, but there's every indication NBC will hang out the "S.R.O." sign by mid-August, and that its lineup for fall and winter will be the best ever.

WOW-TV non-network shows will also be extra-special.

For instance, it's a certainty that WOW-TV will carry Phillips 66's "Football Game of the Week" series from 9 to 10 on Tuesday nights. Each week this'll present the outstanding Big Seven game by film, and it's a cinch many of these will involve Bobby Reynolds and Company of the Huskers.

Colgate has announced renewal of the Comedy Hour Sunday nights, starting September 2, and running 44 weeks. Included will be eleven appearances by TV's top comics—Martin and Lewis.

On Wednesday nights there'll be a new full-hour show M.C.'d by Kate Smith and Ted Collins. Congoleum-Nairn and Norge have already agreed to take part of the tab.

Saturday will be a great night too. The "Four Star Revue" will move from Wednesday nights (where Kate's new show will be) to Saturday nights and will precede the "Shows of Shows."

NBC has great plans for extension of its daytime service. This is scheduled to include an hour-long variety show emceed by Rudy Vallee and a women's participating show to originate at WLW-TV, Cincinnati.

More details of the fall set-up will be announced in the August News Tower

—WOW-TV—

### NINE OUT OF TEN!

NBC television shows were on top—nine out of ten in the last week in May. In order, in national ratings the top nine were:

Milton Berle, Comedy Hour, Gillette Fights, Martin Kane, Show of Shows, Fireside Chats, Show of Shows (second part), Philco Theater and Groucho Marx.

Arthur Godfrey was 10th—only non-NBC show in the first 10.

### Summer Stars...



Lovely and talented June Havoc starred in the first of Noxema's "Cameo Theater" series (Mondays, 6 p.m., on WOW-TV). Top stars will be seen and heard every week.



"Doodles" Weaver, the Ph.D. rich man's son, who does comedy because he likes it, now heads his own show, Saturdays at 8, as the "Show of Shows" replacement.

### Top Features to Stay On

The summer-time "proving ground" for new shows has brought some real headliners to WOW-TV.

The run the gamut of entertainment types, including comedy, music, serious drama, whodunits, great sports and fine educational features.

Most talked of in the new setup is "American Inventory" an educational experimental program on Sundays. It's an Alfred P. Sloan Foundation project which will survey economic and social problems.

Another series of the same type will be a Sunday evening (6 p.m.) edition of "Meet the Press" for Revere Copper, and a second edition of this popular feature, Tuesdays at 6 (Curtis Publishing Company). The latter will be followed by "Juvenile Jury" sponsored by Scotch Tape.

The Doodles Weaver Saturday-nighter and "It Pays to be Ignorant" (Groucho Marx replacement) are new additions in the comedy field.

"The Door With No Name" and "Manhunt" are summer starters in the whodunit field, and "Cameo Theater" and "Fireside Theater" are replacements in the dramatic field.

While Gillette's "live fights" are off, Jimmie Powers is presenting a terrific sports show—"Cavalcade of Sports"—which usually includes great fights of the past on film, and an up-to-the-minute resume of all sports of the week.

Many of the summer shows were to be scheduled as this News Tower went to press.

—WOW-TV—

### 2 Years...!

The hour was 9 p.m. The date July 9, 1949. The event—the late Johnny Gillin turning on the WOW-TV transmitter for the first time with a TV program for public consumption.

At that time there were 1,892 TV sets in the WOW-TV area. Today the number exceeds 80,000!

# Set Sales Pass 80,000 Mark

## Teddy Snowcrop ...



Teddy Snowcrop, TV symbol of those fine frozen foods which make summer meal planning so easy, will continue to introduce the "Snow Crop Matinee" at 1:30 p.m., Tuesdays and Thursdays on WOW-TV.

## 100,000 Seen by Year's End

Number of television sets in the WOW-TV area passed the 80,000 mark July 1 and was expected to reach 100,000 before year's end, according to the Nebraska-Iowa Electrical Council, which tabulates set Sales weekly.

Nationally there were 12,171,500 sets in use on the same date, and approximately 36,000,000 viewers in the nation. There were 5,093 advertisers using television.

—WOW—

## TV is Greatest Sales Medium

(Continued from page 8)

as many extra customers to the product for the TV dollar. Findings indicate that 61.5 per cent of viewers like the average commercial, with dislike evidenced by only 66.4 per cent.

In conclusion, the survey notes that NBC is first in coverage of the television audience with an average of 42 stations per program, first in programs with seven of the 10 top-rated shows, first in audience with 2,294,000 homes reached per sponsored program, and first among advertisers with 49¼ total weekly sponsored hours.

—WOW—

Woodbury Soap has become a co-sponsor of the Kate Smith Show.

## Miss Susan ...



Screen Star Susan Peters, who emotes from a wheel chair in real life and on TV, continues her "Miss Susan" serial for Colgate-Palmolive-Peet at 1 p.m., Mondays through Fridays on WOW-TV (via NBC).

## ALONG THE VIDEO GRAPEVINE

Damp and cloudy weather has brought on some more of that freakish TV reception. A Pilger viewer told us he got Baltimore the other night. Experts can't explain such freaks except that they think maybe the signals bounce about from cloud to cloud and when clouds (between here and Baltimore, for instance) happen to be in just the right position, they drop down on Omaha!

... TV ...

Greg McBride of the World-4 Herald Sports staff says there's a good chance that the entire Memorial Stadium will be "sold out" for every Husker game by mid-August. Hmmm! and no television!

... TV ...

Lots of you have asked about theater television of the fights. It's unlikely that there will be any in these parts for a long time to come, if ever. First, there are only two network circuits between Chicago and Omaha and all time on these is committed for a long, long time in advance. Secondly, costs would make it prohibitive unless theaters all along the circuit could divide them. So don't count on seeing fights in local theaters by direct TV.

AP says that Damon Runyon Cancer fund will collect only half of the million-plus pledged on "Uncle Miltie's" Marathon drive via TV. Does that mean that half of the 25,000 who made pledges didn't intend to pay up? Sad, very sad, if true.

... TV ...

## 'Cisco and Pancho' ...



Those lovable western heroes, "Cisco and Pancho" remain on during the summer in the 6:30 to 7 spot Thursdays for Butter-nut Bread.

U. S. Senator Estes Kefauver of Crime Investigation TV fame says every member of Congress and the Cabinet should be required to appear before TV cameras and answer questions for the public. Nothing that's ever happened caused such an upsurge in interest by the man-on-the-street in national affairs, as the Crime Committee telecasts, he added.

... TV ...

All the elite of movie-dom were present at a fancy dinner in Leone's in New York. Gabby Hayes was asked for more autographs than Linda Darnell or Mary Pickford!

... TV ...

There's talk now the coast-to-coast relay-cable may be opened (between Omaha and San Francisco) in time for viewers on both coasts to see the World's Series!

... TV ...

Variety reports two top-notch TV producers have advised clients that they won't work next fall if clients (and their wives) insist on telling them what is good and bad television.

... TV ...

NBC said it may be in the black on its TV operations during 1951. It was \$2 million in the red for the year of 1951.

—BILL WISEMAN

# RADIO WOW'S JULY DAYTIME SCHEDULE

5:30 A. M.—Five-Thirty Call—Early morning music to help you start the day right.....	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.
5:55 A. M.—Weather Report—Ralston Purina.....	Daily ex. Sun.	WOW News Tower—A complete 15-minute news coverage.....	Sun.
6:00 A. M.—Sunrise News Tower—All the latest happenings in detail.....	Daily ex. Sun.	12:15 P. M.—Harmony Highways.....	Sun.
6:15 A. M.—Welcome to the West—Slim Everhart.....	Daily ex. Sun.	12:30 P. M.—WOW Calling—A happy half hour for Swanson's Margarine, and Nutrena.....	Mon. thru Sat.
6:30 A. M.—WOW Farm Service Reporter—Mal Hansen brings latest farm and market news, interviews, agricultural reports and regional news for Pioneer Hybrid Seed Corn and Walnut Grove Mineral Products.....	Daily ex. Sun.	Your University Speaks—University of Nebraska.....	Sun.
Sunday Serenade—Mood music.....	Sun.	12:45 P. M.—The Music Room—Schmoller & Mueller.....	Sun.
7:00 A. M.—WOW News Tower—Merrill Workhoven.....	Daily-ex. Sun.	1:00 P. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup.....	Mon. thru Fri.
NBC News.....	Sun.	National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers.....	Sat.
7:05 A. M.—George Crook, organ music.....	Sun.	American Forum of the Air.....	Sun.
7:15 A. M.—Network News—Alex Dreier for Skelly Oil.....	Mon. thru Fri.	1:30 P. M.—Ma Perkins—Oxydol's long-time favorite.....	Mon. thru Fri.
This Farming Business—Lloyd Burlingham for Skelly Oil.....	Sat.	On the Line with Bob Considine—Mutual of Omaha.....	Sun.
Riders of the Purple Sage.....	Sat.	Slim Bryant and His Wildcats.....	Sat.
7:30 A. M.—Breakfast Bandstand.....	Mon. thru Sat.	1:45 P. M.—Judy and Jane—Folger's Coffee.....	Mon. thru Fri.
Revival Hour—Gospel Broadcasting Association.....	Sun.	The Girl from Paris.....	Sun.
7:45 A. M.—Morning Merry-Go-Round—Lively music.....	Sat.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.....	Mon. thru Fri.
8:00 A. M.—WOW News—Merrill Workhoven.....	Mon. thru Fri.	Town and Country Time.....	Sat.
Pot Luck.....	Sat.	Music With the Hormel Girls.....	Sun.
8:15 A. M.—John Carson Show—Johnny's early morning show.....	Mon. thru Sat.	2:15 P. M.—Road of Life—Interesting to follow—Oxydol.....	Mon. thru Fri.
8:30 A. M.—John Carson Show—A half-hour of music and fun.....	Mon. thru Sat.	2:30 P. M.—Pepper Young's Family—You'll like them—P. & G.....	Mon. thru Fri.
Chapel Service—Dr. R. R. Brown.....	Sun.	Dangerous Assignment.....	Sun.
9:00 A. M.—Welcome Travelers—Tommy Bartlett with a great show.....	Mon. thru Fri.	2:45 P. M.—Right to Happiness—Everyone's right—P. & G.....	Mon. thru Fri.
Mind Your Manners.....	Sat.	John Cameron Swayze—News—Belmont Radio.....	Sun.
9:30 A. M.—Double or Nothing—The popular quiz show with Walter O'Keefe emceeing for Campbells Soup.....	Mon. thru Fri.	3:00 P. M.—Backstage Wife—Sterling Products.....	Mon. thru Fri.
Mary Lee Taylor for Pet Milk.....	Sat.	Town and Country Time.....	Sat.
Sunday in the Country—Mal Hansen for d-Con.....	Sun.	The Saint.....	Sun.
10:00 A. M.—Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker.....	Mon. thru Sat.	3:15 P. M.—Stella Dallas—A moving story—Sterling Products.....	Mon. thru Fri.
WOW News Tower—All the latest news.....	Sun.	3:30 P. M.—Young Widder Brown—Sterling Products.....	Mon. thru Fri.
10:15 A. M.—U. S. Navy Show—Stirring music.....	Sun.	Big City Serenade.....	Sat.
10:30 A. M.—Jack Berch Show—Jack sings songs in a style you'll always enjoy—Prudential Insurance Co.....	Mon. thru Fri.	WOW News Tower—E. T. Smith Olds-Cadillac.....	Sun.
My Secret Story.....	Sat.	3:45 P. M.—The Woman in My House—Manhattan Soap.....	Mon. thru Fri.
U. N. Is My Beat.....	Sun.	Lost Melodies.....	Sun.
10:45 A. M.—Dial Dave Garroway.....	Mon. thru Fri.	4:00 P. M.—Just Plain Bill—Anacin.....	Mon. thru Fri.
Carnival of Books.....	Sun.	A Date with Dorsey.....	Sat.
11:00 A. M.—Live Like a Millionaire—You'll enjoy hearing the contestants in action—General Mills.....	Mon. thru Fri.	The Whisperer.....	Sun.
Homemakers Club of the Air—Omaha Public Power sponsors Marion MacDonald with household hints.....	Sat.	4:15 P. M.—Front Page Farrell—Whitehall Pharmical.....	Mon. thru Fri.
Living—1951.....	Sun.	4:25 P. M.—News Summary—Robert Trout.....	Mon. thru Fri.
11:30 A. M.—To be announced.....	Mon. thru Fri.	4:30 P. M.—Lorenzo Jones—Presented by Dreft.....	Mon. thru Fri.
Polka Parade.....	Sat.	A Date with Dorsey.....	Sat.
Eternal Light.....	Sun.	Now Hear This—Navy documentary.....	Sun.
11:45 A. M.—Your Melody Time—Late morning melodies.....	Mon. thru Fri.	4:45 P. M.—Bob and Ray.....	Mon. thru Fri.
Elaine Jabenis Scrapbook—Shaver's Food Mart.....	Sat.	5:00 P. M.—Guiding Light—Sponsored by Duz.....	Mon. thru Fri.
		Public Affairs.....	Sat.
		Martin Kane, Private Eye.....	Sun.
		5:15 P. M.—Lean Back 'n' Listen.....	Mon. thru Sat.
		5:25 P. M.—Windshield Wiper Song—Anderson Co.....	Sat.



5,000 Watts

WOW'S JULY NIGHT SCHEDULE

590 Kc.

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 30 55	THE ADVENTURES OF ARCHIE ANDREWS	4-BELL NEWS TOWER All the News SPORTS NEWS Goetz Beer	4-BELL NEWS TOWER All the News SPORTS NEWS McFayden's	4-BELL NEWS TOWER All the News SPORTS NEWS Goetz Beer	4-BELL NEWS TOWER All the News SPORTS NEWS McFayden's	4-BELL NEWS TOWER All the News SPORTS NEWS Goetz Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Goetz Beer
6 00 15	THE QUIZ KIDS In this new time	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE MUSIC BY MARTIN Need we say more?	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE MUSIC BY MARTIN Need we say more?	THE CISCO KID Butter-nut Bread brings you western adventures	TREASURY SALUTE MUSIC BY MARTIN Need we say more?
6 30 45	NEW THEATRE A full hour of the best in radio drama with Eve la Qalliene	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabacin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	DAVE GARROWAY Hear Dave and the gang in this new show
7 00		THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	AMERICAN PORTRAIT Louis Calhern in great dramas du Pont	PETE KELLY'S BLUES Jack Webb stars as Pete Kelly	THE TRUITTS Laugh at this lovable family	NBC PRESENTS SHORT STORY	MUSICAL MERRY-GO-ROUND with Eloise McElhone for RCA Victor
7 30	NBC SYMPHONY U. S. Steel presents this famous orchestra for your summer listening pleasure	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	DANGEROUS ASSIGNMENT starring Brian Donlevy	THE FALCON Les Damon stars for Kraft Foods	FATHER KNOWS BEST Robert Young has his hands full as "Father" General Foods	NIGHT BEAT Frank Lovejoy stars as reporter Randy Stone	THE MAGNIFICENT MONTAGUE Monty Woolley stars in this comedy series
8 00	Theatre Guild returns Sept. 16	TELEPHONE HOUR Donald Voorhes with Bell Symphonic Orchestra and guest singers	IT'S HIGGINS, SIR The World's funniest butler	IT PAYS TO BE IGNORANT Sponsored by DeSoto-Plymouth	DRAGNET Stories based on cases from L. A. police files Fatma Cigarettes	AMAZING MR. MALONE starring John Lund	YOUR HIT PARADE Hear the top tunes of the week Lucky Strike Cigarettes
8 30	MR. MOTO Enjoy these tales of mystery	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartette	THE PET MILK SHOW With Jack Pearl and Mimi Benzell	MR. DISTRICT ATTORNEY Crime doesn't pay with the D.A. at hand—Bristol-Myers	THE PRIVATE LIFE OF REX SAUNDERS starring Rex Harrison for RCA Victor	MAN CALLED X Herbert Marshall is the man of mystery A "Tandem" show	A DAY IN THE LIFE OF DENNIS DAY Music and fun for Colgate
9 00	THE \$64 DOLLAR QUESTION with Phil Baker for RCA Victor	BOSTON POPS ORCHESTRA Plays short classics, novelties and new works	BIG TOWN Stories of a crusading newspaper editor Lifebuoy Soap	THE BIG STORY Tales of exciting stories by the newsmen who covered them—Pall Malls	SCREEN DIRECTORS' PLAYHOUSE Lovers of the theatre won't want to miss hearing the famous plays to be presented on this star-studded program Sponsored by RCA Victor, Chesterfield and Anacin	FRIDAY NIGHT DANCE DATE	THE JUDY CANOVA SHOW Fun with Judy and her friends for Colgate
9 30 45	YESTERDAY, TODAY AND TOMORROW Famous persons compare past and present	under the direction of Arthur Fiedler	SUMMERTIME SERENADE Relaxing warm weather music	ALBUM TIME Popular recorded tunes of yesterday and today	ON THE SPOT 9:45—BEST IN BANDS		GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
10 00 15	WOW NEWS TOWER All the News DAVID LAWRENCE American Dairy Assn.	WOW NEWS TOWER All the News SPORTS Nebraska Clothing	WOW NEWS TOWER All the News SPORTS Nebraska Clothing	WOW NEWS TOWER All the News SPORTS Nebraska Clothing	WOW NEWS TOWER All the News SPORTS Nebraska Clothing	WOW NEWS TOWER All the News SPORTS Nebraska Clothing	WOW NEWS TOWER All the News SPORTS Nebraska Clothing
10 30 45	THE CATHOLIC HOUR Begins its 21st year in this new time spot	BREAK THE BANK Bristol-Myers Presents BUD COLLYER	BREAK THE BANK fun and prizes With BUD COLLYER	BREAK THE BANK Bristol-Myers Presents BUD COLLYER	BREAK THE BANK fun and prizes With BUD COLLYER	BREAK THE BANK Bristol-Myers Presents BUD COLLYER	THE THREE SONS WILD LIFE ROUNDUP For the outdoorsman
11 00 05 55	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY

# "Blues" Set in Blazing Era

## Pete Kelly's Blues With Jack Webb

The "Big Music," the "Big Trouble" and the "Big Roar" of the turbulent Twenties will be recreated on "Pete Kelly's Blues," a new half-hour radio drama starring Jack Webb, which starts on NBC Wednesday, July 4 (WOW, 7 p.m., Wednesday).



Jack Webb

Webb, noted for his portrayal of Detective Sergeant Joe Friday on NBC's award-winning "Dragnet" series, will be heard in the title role of the new show as a young jazz cornetist in a Kansas City speak-easy, about 1922.

The gangsters, the flappers, the prohibition agents and the music of that era will come to life once more as the adventures of Pete Kelly are unfolded. Jazz will figure prominently in the series, with at least two full numbers being played on each show.

"Pete Kelly's Blues" replaces "Halls of Ivy," which takes its summer vacation.

-WOW-

### QUIZ KIDS WINNERS

Six Students from WOW-Land won prizes in the 1951 Quiz Kids "Best Teacher Contest." They are Claudia Isaacson, Niobrara, Neb.; Aija Grikis, Ponca, Neb.; Nancy Homan, Council Bluffs, Ia., and three Omahans, Norma Lee King, Pat Patrick and Barry Nerenberg.

Norman King was one of 48 students to receive \$10 awards and the remainder received certificates of honor. All receive a Quiz Kids Pin. The Quiz Kids are heard on WOW at 6, Sunday evenings, and seen on WOW-TV at 6 on Friday evenings.

## Now . . . 'It Pays to Be Ignorant'

"It Pays to Be Ignorant," a broad satire on quiz and panel programs, moves to WOW Wednesday, July 4 at 8 p.m.

The show will fill the time spot of the vacationing "Groucho Marx—You Bet Your Life" comedy-quiz program. "It Pays to Be Ignorant," a radio favorite since 1943, stars Tom Howard as a patient, frustrated quizmaster who is continually baffled by the nonsensical answers of a panel which consists of garrulous George Shelton, very proper but obtuse, Harry McNaughton and gravel-voiced Lulu McConnell. The DeSoto-Plymouth Dealers of America sponsor "It Pays to Be Ignorant."

-WOW-

## Three New Summer Shows on NBC-WOW

Two top comedy shows and one thrilling adventure program have just been added to WOW's list of summer programs.

"The Whisperer" (WOW, Sunday, 4 p.m.); "The Truitt's" (WOW, Thursdays, 7 p.m.), and "It's Higgins, Sir" (WOW, 8 p.m., Tuesdays), have joined the ranks of WOW's top programs this month.

You'll enjoy the laughable, lovable antics of "The Truitts," one of radio's funniest families, and you'll thrill to the adventure and excitement that follows "The Whisperer."

Those of you who have always wanted to enjoy the services of a butler might change your mind when you hear "It's Higgins, Sir." In any case you'll agree that this is a top comedy show. Hear these new shows on WOW.

-WOW-

### CISCO AWARDED

Butter-nut Bread's "The Cisco Kid" recently won an award as the top children's radio program in the Los Angeles area. If you've heard "The Cisco Kid" you'll know why.

There is never a dull moment on the "Cisco Kid" programs. All the wonderful drama of the open range, with its color and directness, its rough and ready action, and its fascinating complications, comes to life with each broadcast.

There is every element of a good Western adventure story in each program of the "Cisco Kid" so tune in each Monday, Wednesday and Friday at 6 p.m. on WOW and hear this exciting Butter-nut Bread sponsored show.

-WOW-

### NEW APPROACH

Jack Haskell, the romantic baritone heard on "Dial Dave Garro-way" each week-day at 10:45 on WOW, isn't the least bit eccentric, but will admit that he floated into radio.

Jack isn't kidding, either, because when his family came to Chicago from Ohio they traveled in the family cabin cruiser. Maybe that accounts for Jack's liquid tones.

## U. S. Steel Again Brings Top Music

For the third successive year, the United States Steel Hour presents as its summer program the NBC Symphony Orchestra Summer Concert Series at 7:30 on Sunday evenings over WOW. The programs are selected from the lighter, shorter selections of opera and concert and



Rise Stevens

provide a thrilling hour of extremely choice music for WOW listeners.

Mimi Benzell is the soloist for the July 1 program and other artists who will appear are, in the order of their appearance: John Baker, baritone; Nathan Milstein, violinist; Dorothy Kirsten, soprano; Claudette Sorel, pianist; Adele Addison, soprano; Robert Merrill, baritone; Rise Stevens, mezzo-soprano; Ezio Pinza, basso; Helen Traubel, soprano, and Eileen Farrell, soprano.

-WOW-

### BIG LUNCH

Walter Greaza who stars as editor Steve Wilson in "Big Town" (WOW, Tuesday at 9 p.m.) is in reality a former newspaper-man.

After graduation from the University of Minnesota he worked for the St. Paul Daily News both before and after his service in World War I. However, his postwar news career was brief. Two hours after reporting for work he heard that a Minneapolis theatre company needed an actor. During his lunch hour he raced over for audition and was hired.

"I never returned to the newspaper after that lunch hour," says Greaza. "I may never have won any Pulitzer Awards, but I do hold the distinction of being the only newspaperman who is still enjoying a 31-year lunch hour.

"Big Town" is sponsored by Lifebuoy Soap.

EXPIRATION DATE NEAR YOUR NAME BELOW "7/51" MEANS THIS IS YOUR LAST ISSUE

RETURN POSTAGE GUARANTEED

TO: Radio Station WOW

Omaha 2, Nebr.

STRAIN MRS A E  
1119 NC 45TH ST

-OMAHA 3 NCBR

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