

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 13, No. 8

OMAHA, NEBRASKA, MAY 1, 1949

Published Monthly

Powell Does 'Sleuth Diamond'

WOW-Land's Fall-Winter Hooper 25% Above Nation

Fall-winter (five-month) Hooperatings just released indicate WOW is far above the average station in listenership.

WOW's ratings for all rated time segments are 25 per cent or more, higher than national ratings for the same periods.

Here's the way they stack up:

	WOW Average Ratings	National Average Ratings
Evenings (Sun. thru Sat.)	18.7	14.1
Early Evenings (Mon. thru Fri.)	15.8	7.8
Sundays (Daytime)	9.7	6.5
Saturdays (Mornings)	6.5	2.7
Weekdays (Daytime)	6.0	4.2
Weekdays (Afternoons)	7.6	6.0

During all rated periods WOW accumulated 282 Hooper points in excess of the same shows nationally!

-WOW-

NO 'TIME CHANGE'

Radio listeners will be delighted to learn that this year as last there will be no "time change" as far as radio programs are concerned. All shows will be transcribed in Chicago and broadcast delayed so that midwest listeners will hear them at the usual times.

As usual there will be summer replacements as the big shows take their vacations. The News Tower will print full details on these replacements as soon as they are definitely established.

-WOW-

COAXIAL CABLE

Northwestern Bell Telephone Company officials have announced that by the end of 1950 Omaha will be linked with Kansas City by a \$6 million coaxial cable.

The first section of the 205 mile cable will be placed in service this summer according to Northwestern Bell. The cable will permit 1,800 simultaneous phone calls and will include television circuits so vitally important to midwest television.

-WOW-

NEW SCHEDULE

The Rent Control office has taken over the 8:55 to 9 a.m. Saturday spot on WOW. The schedule is for eight weeks and began April 30. The time will be used to explain the new rent control bill.

Greetings . . .

Presenting—the new WOW News Tower Magazine!

For the first time in its 12 years, the News Tower appears in this "new dress."

First comments from subscribers have been favorable. No increase in the subscription price (fifty cents a year) is presently contemplated.

Suggestions and criticisms are always welcome.

. . . the Editors.

WOW 'Sign-on' Time is Changed to 5:30 A. M.

Effective Monday, May 2, WOW's broadcast day will start at 5:30 a.m. instead of 5 o'clock.

No change is made in sign-off time. It remains 1 a.m.

-WOW-

Three Alike...



Alice Faye and her two daughters, Phyllis (left), and Alice, Jr. The senior Harrises co-star Sunday nights at 6:30 on WOW. The "Phil Harris-Alice Faye" show is Omaha's most popular program. It has a Hooperating of 30.3; highest of any program on an Omaha radio station, and 13.4 points above its own national rating.

Variety, Spice, Comedy Aid Listening

Several more changes have taken place in the NBC-WOW Sunday night schedule. Horace Heidt's "Youth Opportunity" program has moved back to the 9:30 p.m. spot. A new program "Richard Diamond, Private Detective," starring Dick Powell has taken over the 6 to 6:30 time. Dean Martin and Jerry Lewis continue in the 5:30 p.m. spot on Sunday.

The opening "Dean Martin and Jerry Lewis Show" (Sunday, April 2), was acclaimed by listeners and the press alike as a wonderful new half-hour of comedy.

As soon as their show went off the air Sunday night, calls, wires and mail began coming into NBC and the studios of its affiliated stations with excited comment about the Martin and Lewis show.

Proof of the popularity of the new show lies in the result of a special survey made by WOW on the program's opening night. A thousand telephone calls made between 5:30 and 6 p.m. in Omaha, following the Hooper technique, gave the program a 13.5 rating. The nearest competitor was "Ozzie and Harriet" on CBS with a 9.8 rating.

-WOW-

KODY GETS AWARD

The National Safety Council has announced that Radio Station KODY, North Platte, is a recipient of its public interest award for Exceptional Service in Accident Prevention during 1948.

KODY was honored by the board of judges for their exceptional leadership and support of the national safety movement last year.

-WOW-

'Theater Guild' Comes to NBC Net in September

"The Theater Guild on the Air," one of radio's foremost dramatic shows, will be heard on the NBC nationwide network next fall, under sponsorship of the United States Steel Corporation.

Sunday, September 11 will be the NBC starting date for the prize-winning series produced by the Theater Guild. However, United States Steel will take over their new NBC time-spot on Sunday, June 12, with a 13-week series by the NBC Symphony Orchestra.

THE WOW NEWS TOWER

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As We See It...

by BILL WISEMAN

Television Coming Soon! . . .

Within another 90 days or so television will be the talk of the town and countryside hereabouts.

Fine weather has enabled excellent progress on WOW's new TV building at 3519 Farnam Street.

TV set manufacturers, distributors and dealers are making tremendous plans which should break around June 1.

WOW's "TV Day" has been set for September 1. Test patterns will be aired two to four weeks prior to that date. A second Omaha station KMTV also expects to be on the air about the same time.

WOW's engineers and programmers are burning the midnight oil getting ready. Banks have started "Television Set Savings Clubs."

It won't be long now!

—WOW—

Joins Good Willers . . .

WOW will be represented on the annual Omaha Chamber of Commerce Good Will Tour, May 15 to 20, by Yours Truly (Bill Wiseman). This year the tour goes north visiting Norfolk, Sioux City, Yankton and Sioux Falls, and 57 smaller towns in Nebraska, Iowa and South Dakota.

All of the tour this year is into rich WOW Retail Trade territory, which makes this year's trip doubly important.

This annual effort has been carried on for half a century.

—WOW—

Staff Stuff . . .

The Gene Edwards have adopted a darling baby girl . . . Evelyn Jansen is the new secretary to Yours Truly. Fran Farnsworth and Irene Starkey both have new diamonds—Starkey's was a gift from Bachelor News Manager Soren Munkhof . . . Mrs. Johnny Gillin is at home and doing well after surgery . . . Both the DeMosses, Lyle and "Nid" survived a checkup at Mayos . . . Cathie O'Connor has been vacationing in New York and the Mal Hansen's will do the same place.

GOLD WATCH

Everett Mitchell, NBC Chicago farm commentator, was given a gold watch by the Funk Brothers Seed Company, sponsor of a series of transcribed programs starring Mitchell, at a luncheon on April 15, marking the start of the third year of the broadcast. The Funk series, "Great Stories About Corn" is aired over WOW every Sunday at 12:15 p.m.

—WOW—

BROADCASTERS ELECT

John Alexander of Radio Station KODY (WOW's little brother), North Platte, Neb., is new president of the Nebraska Broadcasters Association.

He was elected at the group's meeting yesterday. Other new officers are Harry Peck, KFOR, Lincoln, vice president, and Paul Fry, KBON, Omaha, secretary-treasurer.

—WOW—

HOPE ON TOUR

Bob Hope is on his way again.

The NBC comedian and a troupe of 40 persons left Hollywood (April 18) aboard the United Airlines plane, Bob Hope, on a 15-day personal appearance tour which will take them through 12 states and the District of Columbia.

Twenty-four appearances are scheduled in Arizona, Texas, Louisiana, Arkansas, Mississippi, Tennessee, North Carolina, Virginia, West Virginia, Rhode Island, Ohio, Indiana and Washington, D. C.

The "Bob Hope Show" is broadcast every Tuesday on WOW at 8 p.m. for Swan Soap.

—WOW—

FARAWAY PLACES

WOW gets many strange pieces of mail. One of the most unusual came from Halifax, Nova Scotia. It was addressed "Radio Station Omahawa, U. S. A."

It was promptly delivered to WOW by the postman and although the writer of the letter did not catch the WOW call letters, the postman made no mistake in delivering the letter to WOW.

—WOW—

WARING WORKSHOP

The Fred Waring Music Workshop will open for six one-week sessions this summer, beginning July 10 and continuing through August 20, at Shawnee-on-Delaware, Pa. For the third year the Pennsylvanians, heard on the "Fred Waring Show," Thursday evenings at 9:30 p.m. over WOW for General Electric, will teach their musical technique and general know-how in the Music Workshop.

—WOW—

LEFT-OVERS?

Dagwood Bumstead, worried about high prices, gently chided "Blondie," his NBC helpmate.

"You know, dear," he observed, "you often cook much more for dinner than we use."

"Of course," agreed Blondie. "If I didn't, how could I economize by making left-over dishes?"

Aunt Sally...

KNOCK . . . KNOCK!
MAY I COME IN?

Hi, Neighbors! May is no time for letter writing. I would rather walk with you in the sunshine, down a country road, perhaps, with my two little dogs running on ahead. We would have so much to talk about, the blue sky with the feathery clouds adrift, violets at our feet and daffodillies nodding their golden heads along the fence.

Anniversary

The anniversary of my 14 years with WOW brought so many beautiful messages to me from dear friends in radio-land, so many encouraging pats-on-the-back and promises of loyalty and cooperation all the way that I just purred about it all. My heart seemed to sing right out loud.

April Award

In April an award was given to Mrs. George LeBaron of Omaha for her outstanding work with the Sunshine Service. Mrs. LeBaron is one of the 12 Sunshine Ladies appointed in 1948. She has served faithfully and constantly. The keynote of her life seems to be, "If no one else will do it, call me."

Fine Help

With 12 such grand assistants working with me all the time, it seems there is no end to the sunshine that will go out to our shut-ins everywhere.

We lost several of our members in March—Grandma Brown and Mamie Hildinger of Omaha, two Silver Mothers who had been with us from the start. They were very dear to me. We lost Hugh McGaffin of Omaha, too, and Minnie Pool Rea of Boydsville, Ark., and a dear little Omaha boy, Franklin David Campbell, who had been with us only a short time. Our hearts are less sad when these dear ones pass on, for we know that their lives were happier and more comfortable because of the Sunshine Service.

Well, 'bye for now!

YOUR AUNT SALLY.

—WOW—

PRO AND CON

When Henry Aldrich and pal Homer recently debated versus girl friends Kathleen and Agnes, both sides advanced some striking arguments, on NBC's "Aldrich Family" (Thursdays, 7 p.m., WOW, for General Foods).

The subject was the comparative merits of the 19th and 20th centuries. The boys were pro-20th century, and the girls, con.

Said the girls: "Back in the 19th century two boys could have a wonderful evening, with dates, for 25 cents. And speaking of 25 cents, reminds us of women's clothes—"

—WOW—

CAST CHANGE

Miss Sylvia Davis has joined the cast of NBC's "Front Page Farrell" in the role of Mrs. Hartmen. "Front Page Farrell" (Monday through Friday, 4:45 p.m. on WOW) is sponsored by Anacin.

WOW NEWS TOWER

Many Stars Visit WOW-Land

Rev. R. R. Brown...

WOW's Radio Minister

"There were giants in the earth in those days." Genesis 6:4. Once more we have giants in the earth. Bigness is the goal. Industrial, commercial and financial giants are still with us. Even the church is now boasting of the size and strength of its great world organization, so that we have an ecclesiastical giant in the earth not only ready for defense of its rights, but prepared to be aggressive in areas which legitimately belong to religion.

Two Giants

However, the two great giants in the earth with which we are chiefly concerned are political: In the east, Russia and its satellites, and now with the signing of the Atlantic Pact we have a western federation. Will these giants keep peace, or will the hour come when the very presence of each other will be a sufficient challenge to find out which is the stronger—Russia, motivated by a political philosophy that promises freedom but which results in slavery, or the signers of the Atlantic Pact, which practices freedom by insisting upon personal rights as against the control of the state.

What Course

Recently we understand that one of the prominent representatives of a participating nation quoted from the book of Isaiah to emphasize the fact that this new alignment was in harmony with the Bible. We believe the present movements clearly predicate the fact that nations are taking the course predicted for them in prophecy. This, together with the formation of the Jewish State, makes these the most important days in centuries.

Trends

The present trends indicate that man will make his last great attempt to build a world system that will assure peace and survival, but it is destined to collapse because he is not building God into life or governments. We still believe our only hope is in the kingdom of God. Let us pray that these two great giants will not clash. With atomic and biological bombs and supersonic planes, another war will undoubtedly mean the destruction of this civilization. God will have to intervene to save man from committing suicide.

Remember the chapel service each Sunday morning, 8:30 to 9:30.

—WOW—

'PIXIE' MORGAN

It's easy to tell when Henry Morgan, NBC's young radio comedy star, is busy, for when he's at work there's always a grin on his pliable pan that makes him look like the crown prince of all pixies. And these days, the pixyish Morgan countenance is a familiar sight around the bustling corridors of the NBC radio studios.

His half-hour radio comedy program on Sundays, "The Henry Morgan Show" is heard at 7:30 p.m. over WOW.

IT CAN HAPPEN

Pretty Ann Rutherford, who plays the title role on NBC's "Blondie" program (Wednesdays, 7 p.m., WOW, for Palmolive Soap), has learned that things happen just as fast in radio as they do in the movies.

"Where else could I have suddenly started a new career—as the mother of an 11-year-old daughter and a 12-year-old son—just by signing my name to a piece of paper?" asks the lovely young star.

Her role as the female head of the Bumstead household is quite a switch for Miss Rutherford. "In the movies, I was always cast as a breathless young thing, all fluttery over some adolescent male," she says. However, the able young actress is well-suited to portray the young suburban matron, who has the mature responsibilities of family life plus the ever-recurrent problem of straightening out the entanglements of her bewildered spouse, Dagwood.

—WOW—

Full Hour of Fine Music Sundays for WOW-Land

The second half of NBC's "full hour of fine music on Sunday afternoons" is filled with the musical offerings of the "Harvest of Stars" program at 4:30 to 5 p.m. on WOW. This outstanding musical show immediately follows the famous "RCA-Victor Show" (4 to 4:30 p.m.)

"Harvest of Stars" features tenor star James Melton and orchestra-conductor Frank Black, with Glan Heisch as producer-director. A well-balanced assortment of popular and classical selections and a short, light dramatic sketch are presented on each "Harvest" program. It is sponsored by International Harvester.

Baritone Robert Merrill is the solo star of the "RCA-Victor Show," with the internationally known Boston Pops orchestra directed by Arthur Fiedler. It is broadcast from Symphony Hall, Boston, and is on the air over WOW every Sunday at 4 p.m. for the Radio Corporation of America.

—WOW—

Your Hit Parade Clocks Nation's Favorite Tunes

Since the beginning of 1949, at least five songs have been firmly established as top-ranking favorites with the nation's music-loving public. The record shows the biggest hits of the year include "Powder Your Face with Sunshine," "Cruising Down the River," "Faraway Places," "A Little Bird Told Me" and "On a Slow Boat to China."

These facts can be readily gleaned from the findings of "Your Hit Parade Survey," which has clocked the nation's taste in popular music for the past 14 years. Recently, "Your Hit Parade" (NBC, Saturdays 9 p.m.) celebrated the beginning of its 15th year on the air.

"Your Hit Parade" is heard on WOW every Saturday at 8 p.m. for Lucky Strike Cigarettes.

Top NBC Shows Guests of WOW

A sudden wave of personal appearances and special guests has swept down upon Omaha and WOW—much to the delight of the people of WOW-Land. (See pictures on pages 4 and 5.)

Professor Quiz led off the parade, doing four shows in Omaha for his sponsor General Foods. On March 29, Art Linkletter and his staff originated Raleigh Cigarettes' "People Are Funny" program to a capacity house at the Omaha City Auditorium. The event was staged as a benefit for the Society of Crippled Children.

In mid-April Prince Albert's "Grand Ole Opry" gang did a show at the auditorium featuring Minnie Pearl and Rod Brassfield.

'Calling' Callers

"WOW Calling" had an impressive array of important personalities also. Signing the "Calling" guest book were Connie Boswell, Gene Krupa, Freddy Martin and several others. Freddy Martin, whose "Show Time from Hollywood" for Hamm's Beer is heard over WOW every Thursday at 6:30 p.m., appeared at the Orpheum Theater in Omaha for a week.

—WOW—

LONNY'S TWO LOVES

From sonatas to stolen bases, librettos to line drives, Beethoven to baseball. That's the kind of a diet that Lonny Lunde, energetic young mental marvel on NBC's "Quiz Kids" program thrives on.

The 13-year-old lad is torn between two loves, baseball and music. A prolific song writer, Lonny has written many tunes, from blues to operas. His latest will be published soon. It's titled "My Wonderful Mother," his own tribute for Mother's Day.

Miles Laboratories presents the "Quiz Kids" over WOW every Sunday afternoon at 3 o'clock.

—WOW—

11 of 20 Top-Rated Shows Go to NBC; Hooperatings

NBC's continued domination of national network listening is further emphasized by the newly released spring 1949 edition of the U. S. Hooperatings, which give NBC 11 of the first 20 top-rated evening programs and nine of the top 10 daytime programs.

This is more of the top-rated programs than those of all the other networks combined.

—WOW—

NBC COPS AWARD

The 1948 Alfred P. Sloan Award to a national network for the best sustaining program in the field of highway safety has been made to the National Broadcasting Company.

The board of judges rated "Death On a Weekend," an NBC program featuring Jinx Falkenburg and Tex McCrary, as the top-ranker in the network sustaining category.



Guests-guests-guests—Omaha and WOW had quite a wave of them during the last few weeks. Left, Art Linkletter ("People Are Funny") did his NBC broadcast from the City Auditorium. The show was a benefit for the Crippled Children. In the picture, Link presented Richard Nelson, polio victim, with a new bicycle.

In the center picture is Connie Boswell, star of stage, screen and radio, who was a guest on "WOW Calling." Right, Minnie Pearl and Rod Brasfield of the "Grand Ole Opry" brought down the house with their antics in a personal appearance at the City Auditorium in mid-April.



Freddy Martin and his orchestra were included in WOW's list of important guests. Freddy appeared at the Orpheum Theater and on "WOW Calling." His program "Show Time from Hollywood" is heard over Radio Station WOW every Thursday at 6:30 p.m.



Alex Dreier (above) broadcast his 7 a.m. News from Omaha on April 18. Seen also is NBC producer Dolph Nelson. The en-

gineer is hidden behind the equipment. Right, Drummer Gene Krupa was also among the April guests on "WOW Calling."



Cute Nikki Barbour, five-year-old-daughter of songstress Peggy Lee, gets primped-up by mama for the family party on Mother's Day. Nikki's dad is Dave Barbour, who is musical director of Peggy's "Supper Club" sessions Thursdays on NBC.



Comedy star Judy Canova gives that extra touch to the bow worn by her five-year-old daughter, Julietta, who's wearing her prettiest dress for Mother's Day. Her proud mother is heard every Saturday night on her own NBC show.



Gloria Mann plays the high-school Southern Belle in the NBC-WOW "Archie Andrews" show. "Archie Andrews" has been named as the summer replacement for the "Great Gildersleeve." It will be heard on WOW every Wednesday at 7:30 p.m.



Screen and radio star Dick Powell is back on NBC-WOW. Mr. Powell is playing the lead in a new sophisticated mystery series "Richard Diamond, Private Detective." This outstanding show is aired Sundays at 6 p.m. on WOW.



Marian Jordan reverses her usual Molly McGee criticism ("Taint funny, McGee!") as she chuckles at husband Jim's comment on a "Fibber McGee and Molly" script. Their program started its 15th year on NBC, April 19.

Hansen Confers With Brannan

May Itinerary Includes Visit to Capitol

Mal Hansen, "Your Farm Service Reporter" will lead off his May itinerary with a three-day trip to Washington, D. C.

Mal will be in the national capitol May 2, 3 and 4. He will attend a radio farm director's meeting sponsored by the Department of Agriculture and the National Association of Radio Farm Directors. He will confer with Secretary of Agriculture Brannan, visit with midwest congressmen and join in discussion of a new farm platform. He will also visit the Beltsville Maryland Experimental Farms.

On May 5 Mal will attend the Rural Homemakers recognition program put on by the Omaha Chamber of Commerce and on the 16th will speak before the Chicago City Farmer's Club at Marshall Fields in Chicago.

May 18 he will attend the recognition dinner given in honor of long-time shippers to the Omaha livestock market. He will interview some of the "old-timers" for his program.

Hansen will speak in Westboro, Mo., on May 23.

-WOW-

'Crooner' Damone Says 'Practice Makes Perfect'

Bachelor Vic Damone, romantic young crooner who stars on NBC's "Pet Milk Show" (Saturdays, 6:30 p.m., WOW), listens to teacher today as attentively as when he took his first vocal lessons. Constant practice and rehearsal are what keep his voice and style fresh and keen, and whenever his self-discipline falters, his instructor is always ready to prod him.

"He just sends me over to the piano to practice for a few hours, to brush up on my notes and technique," confesses Vic. "Practice may not make perfect, but it helps to get close to it. I've found out that much in 12 years of working at it."

-WOW-

LEVEL HEADED

Sweet-voiced Dennis Day, tenor star of Colgate's "A Day in the Life of Dennis Day" (Saturdays, 9 p.m. on WOW), is an outstanding comedy favorite, thanks to his amusing portrayal of an inept, well-intentioned but always bumbling youth. Each Saturday at 9 p.m. he faces the mike as a remarkably naive, lovable and generous lad whose efforts to aid others invariably result in his own discomfiture. That's how his public knows and appreciates him.

But, in real life, young Eugene Dennis Patrick McNulty, the former Manhattan College boy, is a level-headed family man, successful in business, with an awareness of what the public likes, and the foresight and ability to capitalize upon that knowledge.

-WOW-

Listen to Colgate's "Bill Stern" at 9:30 every Friday night over WOW.

SONG PLUGGER'S DAY

Fred Waring, always on the lookout for new program ideas for his six shows a week on NBC, found one recently in his own backyard.

For many years Waring has been meeting each week with about 50 or 60 song pluggers.

Recently Waring decided to put some of the song pluggers on the air, and the new "Song Trial" feature was started.

Each Tuesday morning on his NBC broadcast (9 a.m. on WOW), Waring is host to two song pluggers.

Fred Waring is heard in his morning show daily, Monday through Friday at 9 a.m. under sponsorship of American Meat Institute and Minnesota Canning. He broadcasts Thursday evenings at 9:30 on WOW for General Electric.

-WOW-

Tune to Eversharp's "Take It or Leave It" program each Sunday night at 9 on WOW.

-WOW-

United Nations Honors

NBC for Public Service

For its "outstanding record in the past year in the field of public service programs" and "efforts toward the building of a better-informed public opinion in support of the United Nations," the National Broadcasting Company was honored by the American Association for the United Nations at the fourth annual all-day conference on the U.N.

Niles Trammel, president of NBC, accepted the award on behalf of the network from Clark M. Eichelberger, director of the A.A.U.N.

-WOW-

'Backstage Wife' Serial

Celebrates 14th Milestone

The ever-popular NBC daytime serial, "Backstage Wife" (Mondays to Fridays, 3 p.m. on WOW for Sterling Drug), added another year to its impressive record when it celebrated its 14th anniversary of continuous broadcasting recently.

The program, concerning the domestic life of a distinguished actor and his wife, was introduced over a local New York radio station February 25, 1935. The show was favorably received, and on March 30, 1936, it became a network feature.

-WOW-

TWO BOOK MAN

Tiny five-year-old Melvin Miles of NBC's "Quiz Kids" (WOW, Sundays, 3 p.m.) may not be able to read yet but he's strictly a two-book man—telephone books, that is. Melvin is so small that in order for him to reach the NBC microphone while at his Quiz Kid classroom desk, he has to sit on not one but two huge Chicago telephone books.

Mal Hansen...

WOW Farm Service Reporter

There is a new face on the NEWS TOWER this month . . . just as there is a new face on the landscape. May and June are our favorite months of the year. If we were actually on the farm, we'd probably change our mind because of all the work cut out for the next six months.

40

But for a radio farm editor it is pleasant to go driving through the country-side. And there is so much to talk about . . . crop conditions, planting dates, moisture supply, and all the other farm subjects so pertinent to spring.

40

When you read this we may be in Washington going over the latest discoveries in agricultural research with the top scientists in the Department of Agriculture. Some of those reports we hope to send back to you by direct telephone recordings . . . another achievement of science.

40

But no matter how wonderful science is . . . especially in the field of agriculture, the big farm problems continue to be pricing, marketing, distribution and profits. So when we get to Washington what we really will want to find out for you is what is going to happen to the new farm bill outlined last month by Secretary of Agriculture Brannan.

-WOW-

'Laughter is Equalizer'

Says Comedian Cantor

Here's what NBC comedian Eddie Cantor has to say about his work: "I've enjoyed every minute of it. Show business is the common denominator because there's no equalizer like laughter. In a world top-heavy with tears, I've been in a business where I could watch people laugh. I am the one who has been entertained."

"The Eddie Cantor Show" is on WOW for Pabst Beer every Thursday at 8 p.m.

-WOW-

STARTS 10TH YEAR

The program that made famous the \$64 question—Eversharp's "Take It or Leave It"—began its 10th year on the air April 24 (NBC, 9 p.m., WOW). It is one of the oldest quizzes in radio.

-WOW-

Beatrice Youth is Winner of Dr. I. Q. Junior Prize

Ten-year-old John Richard Rosenberg, 1105 North Ninth Street, Beatrice, Neb., was announced second prize winner of the Bugs Beagle Contest on the Dr. I. Q. Junior program, Saturday, April 2.

John, who is a fourth grade student at Fairview School, received a Motorola portable radio for his winning entry.

Ak-Sar-Ben Races to Falstaff

Tip Saggau...

WOW Sports Editor

IN THE spring most folks' fancy turns to baseball. That is most of us who no longer mellow with thoughts of romance. I sometimes am of the opinion I'm too mellow for romance, but let's stick to baseball before my mind wanders back about 10 years.

IT'S A very simple thing to pick the top club in the National and American Leagues this year, all you have to do is grab the clubs with the finest pitching staff, the best infield, the best outfield and the most hitting power. You may need a crystal ball or some Madam Flattlebate with some tea leaves. But that is not too hard to do, so really it's foolish to even have a baseball season at all.

THE TEA leaves of Madam Flattlebate and my crystal ball agree on the top clubs in the National and the American Leagues. However, I've been wrong a time or two, or should I say I've been right but twice, so don't bet any glue you might have been saving for that rainy day on my selections.

IF THE Brooklyn Dodgers don't win the National League flag this year, I will personally ride a concrete bicycle over the Douglas Street bridge at high noon the closing day of the season. In the American, the Cleveland Indians with more material than most club owners dream of, should be a shoo-in. Keep one thing in mind though, Connie Mack is after that one more pennant this year, and his club is loaded.

See, nothing to it!

-WOW-

Fibber McGee and Molly Radio's Number 1 Couple

Fibber McGee and Molly were hailed as "King and Queen of Radio" in a two-part feature article in the Saturday Evening Post.

The story was written by Robert M. Yoder who said, "An estimated 20 million Americans draw up chairs to hear them every Tuesday night; they are Fibber McGee and Molly, two of America's favorite comedy characters. In fact, having out-Hoopered all rival programs last year to establish their show as the country's No. 1 favorite, they are now pretty much the king and queen of radio."

The "Fibber McGee and Molly Show" is heard Tuesdays at 8:30 p.m. on WOW for Johnson's Wax.

The articles ran in two early-April issues of the Post.

The "Fibber McGee and Molly" program began its 15th year on the air Tuesday, April 12.

-WOW-

For musical listening hear "Showtime from Hollywood" sponsored by Hamm's each Thursday evening from 6:30 to 7 on WOW.

'Archie Andrews' On as Kraft Summer Show

The NBC comedy series, the "Adventures of Archie Andrews," will take a new time spot, Wednesday at 7:30 p.m. on WOW, starting June 8, when the Great Gildersleeve takes his annual summer vacation. This arrangement will continue until Wednesday, September 7, when the Great Gildersleeve returns to the air.

The Andrews series is now heard Saturdays at 9 a.m. on WOW, with Bob Hastings in the title role. It deals with the amusing situations in which adolescents can involve themselves, their families and their friends.

"Archie Andrews" will be sponsored by Kraft Foods Company, also sponsor of the Gildersleeve series.

-WOW-

Bill Stern Renews with NBC Net for Colgate

Bill Stern's contract with NBC as director of sports for radio and television, has been renewed, it was announced today by the network.

Stern also signed again with Colgate-Palmolive-Peet Company, sponsor of his show, "Colgate Sports Newsreel" (NBC, Fridays, 9:30 p.m., WOW).

-WOW-

Fred Allen Receives the Laughing Lions Award

Fred Allen, NBC comedy star heard every Sunday at 7 p.m. on WOW, last night received an award—a nine-inch gold statuette of a laughing lion—for his "outstanding contribution to American humor." It was presented by the Laughing Lions, alumni society of The Jester, Columbia University humor magazine, at the group's annual dinner. The "Fred Allen Show" is sponsored on WOW-NBC by the Ford Dealers of America.

-WOW-

NBC Film Documentary Attracts Wide Attention

The NBC documentary film, "Behind Your Radio Dial," which created such wide interest when it was released a few months ago to schools and organizations throughout the country, is also attracting attention abroad, according to James H. Nelson, NBC director of advertising and promotion. WOW has two prints of the film in constant circulation. Bookings are gratis and can be obtained by writing Harold Storm at WOW.

-WOW-

Don Ameche Joins With 'Jimmy Durante Show'

Don Ameche, genial star of stage, screen and radio, has joined Jimmy "Schnozzola" Durante as a regular feature member of the cast of NBC's "The Jimmy Durante Show" (Friday, 7:30 p.m., WOW). Ameche will act as a foil for the antics of Durante.

The Jimmy Durante show is sponsored on WOW by R. J. Reynolds Tobacco Company.

Tip Saggau Airs Feature Race Every Day

Come spring and the WOW Sports Spotlight makes another quarterly swing.

This year as in previous years, much attention is focusing on the Ak-Sar-Ben Race meet. The 1949 season opens at the track May 24 and will continue through July 5. Also as in years past Falstaff Brewing Corporation has signed for sponsorship of the WOW broadcasts from the track. Saggau will call the feature race of the day (Tuesdays through Fridays) by transcription for the 5:55 Sports and will originate a half hour broadcast from the field every Saturday afternoon between 4:30 and 5, also for Falstaff.

Falstaff Trophy

The Falstaff trophy will be presented to the leading jockey of the meet again this year.

Other spring sports are on the WOW sports agenda. Saggau and Bernstein will keep a close eye on the Omaha Cardinals as they swing into their season.

Track meets including the Drake Relays and the Thomas Jefferson Relays have and will be covered by the WOW microphone. A full report of all the latest in the world of sports can be heard nightly on WOW's "Sports Parade" under sponsorship of the Nebraska Clothing Company.

-WOW-

'One Man's Family' to Continue on NBC-WOW

"One Man's Family" which completed its 17th year over the National Broadcasting Company on April 24, is being continued on its present time-slot by popular request of its listeners. One of radio's oldest and most popular features, "One Man's Family" is a saga of family life, treating with sympathetic humor the trials and problems of today's younger generation and their parents. Written and produced by Carlton E. Morse, "One Man's Family" has received numerous awards and citations, and has placed first in the drama classifications of countless polls. "One Man's Family" is heard on WOW every Sunday at 2:30 p.m.

-WOW-

Ralph Edwards Known as 'Party-givingest' Guy

Ralph "This Is Your Life" and "Truth or Consequences" Edwards is probably the "party-givingest" guy in the world. He loves them. He needs only the slightest provocation to toss a spread at his home. This week, for instance, he discovered that the switchboard operator in the building in which his offices are located was going to have a birthday. That's all, brother. The NBC star got up a party from among his "family of employees," charades, games 'n' stuff at his home.

5,000 WATTS

WOW'S MAY NIGHT SCHEDULE

590 Kc.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5 ³⁰	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	DEAN MARTIN-JERRY LEWIS SHOW
5 ⁵⁵	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	
6 ⁰⁰	CHESTERFIELD SUPPER CLUB	CHESTERFIELD SUPPER CLUB	CHESTERFIELD SUPPER CLUB	CHESTERFIELD SUPPER CLUB	CHESTERFIELD SUPPER CLUB	WOW QUARTET	RICHARD DIAMOND
6 ¹⁵	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	ALBUM TIME	
6 ³⁰	DIRECT REPORT Standard Oil	SKIPPY HOLLYWOOD THEATER Skippy Peanut Butter	DIRECT REPORT Standard Oil	SHOWTIME FROM HOLLYWOOD Hamm's	DIRECT REPORT Standard Oil	PET MILK SHOW	PHIL HARRIS-ALICE FAYE Rexall
6 ⁴⁵	FALSTAFF SERENADE		FALSTAFF SERENADE		FALSTAFF SERENADE		
7 ⁰⁰	CAVALCADE OF AMERICA—Du Pont	THIS IS YOUR LIFE Philip Morris	BLONDIE Palmolive	ALDRICH FAMILY General Foods	BANDS OF AMERICA Cities Service	HOLLYWOOD PREVIEW American Home Products	FRED ALLEN SHOW Ford Motor Company
7 ³⁰	VOICE OF FIRESTONE CONCERT	ALAN YOUNG SHOW Tums	GREAT GILDERSLEEVE Kraft Foods	BURNS and ALLEN General Foods	JIMMY DURANTE R. J. Reynolds	TRUTH OR CONSEQUENCES—Duz	HENRY MORGAN SHOW NBC
8 ⁰⁰	TELEPHONE HOUR Bell Telephone	BOB HOPE Swan Soap	DUFFY'S TAVERN Bristol-Myers	KRAFT MUSIC HALL Kraft Foods	EDDIE CANTOR Pabst	HIT PARADE Lucky Strike	NBC THEATER
8 ³⁰	DR. I. Q. Mars, Inc.	McGEE and MOLLY Johnson's Wax	MR. DIST. ATTORNEY Sal Hepatica, Ipana	SEALTEST VARIETY THEATER	RED SKELTON SHOW Procter and Gamble	JUDY CANOVA SHOW Colgate-Palmolive-Peet Co.	A. ALBUM OF FAMILIAR MUSIC—Bayer Aspirin
9 ⁰⁰	CONTENTED HOUR Carnation Milk	BIG TOWN Lifebuoy	BIG STORY Pall Malls	SCREEN GUILD SHOW Camels	LIFE OF RILEY Procter and Gamble	DENNIS DAY Palmolive	TAKE IT OF LEAVE IT Eversharp
9 ³⁰	MUSIC FROM HEART OF AMERICA—Falstaff	PEOPLE ARE FUNNY Raleigh	CURTAIN TIME Mars, Inc.	FRED WARING General Electric	BILL STERN—Colgate	GRAND OLE OPRY Prince Albert	HORACE HEIDT Philip Morris
9 ⁴⁵					UNITED NATIONS		
10 ⁰⁰	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER
10 ¹⁵	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SAT. SPORTS PARADE	SHOW TIME—Murnan
10 ³⁰	BOSTON SYMPHONY	MORTON DOWNEY Coca-Cola	HOTEL STATLER ORCHESTRA	MORTON DOWNEY Coca-Cola	PRO AND CON	MORTON DOWNEY Coca-Cola	J. PORTRAITS—Brown DAVE GARROWAY
11 ⁰⁰	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS

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

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call.....	Daily ex. Sun.	10:00 A. M.—Your Melody Time.....	Mon. thru Fri.	1:30 P. M.—Creighton University of the Air.....	Sat.
5:40 A. M.—Slim Eberhart—Carter Products.....	Mon., Wed., Fri.	Meet the Meeks.....	Sat.	1:45 P. M.—Judy and Jane—Folgers Coffee.....	Mon. thru Fri.
5:55 A. M.—Weather Report.....	Daily ex. Sun.	WOW News Tower.....	Sun.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.....	Mon. thru Fri.
6:00 A. M.—Sunrise News Tower.....	Daily ex. Sun.	10:15 A. M.—We Love and Learn—Manhattan Soap.....	Mon. thru Fri.	NBC Symphony.....	Sat.
6:15 A. M.—Aunt Sally.....	Mon. thru Fri.	Morning Serenade.....	Sat.	Professor Quiz—General Foods.....	Sun.
6:30 A. M.—WOW Farm Service Reporter, Markets.....	Daily ex. Sun.	10:30 A. M.—Jack Berch Show—Prudential Ins. Co.....	Mon. thru Fri.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon. thru Fri.
Organ Reveries.....	Sat.	Smlin' Ed McConnel—Buster Brown.....	Sat.	Art Van Damne.....	Sat.
6:30 A. M.—WOW Farm Service Reporter, Markets.....	Daily ex. Sun.	From the Masters Pen.....	Sun.	2:30 P. M.—Pepper Young's Family—P. & G. Soap.....	Mon. thru Fri.
Sunday Serenade.....	Sun.	10:45 A. M.—Lora Lawton—Babo.....	Mon. thru Fri.	NBC Symphony.....	Sat.
6:55 A. M.—Reveille—Fair Store.....	Daily ex. Sun.	Solitaire Time—Campana.....	Sun.	2:45 P. M.—Right to Happiness—P. & G. Soap.....	Mon. thru Fri.
7:00 A. M.—Alex Dreier—Skelly News.....	Daily ex. Sun.	11:00 A. M.—Light of the World—General Mills.....	Mon. thru Fri.	3:00 P. M.—Backstage Wife—Sterling Products.....	Mon. thru Fri.
News Summary, Geo. Crooks, Organist, Weather.....	Sun.	Homemakers Club—Omaha Public Power.....	Sat.	Your Health Today.....	Sat.
7:15 A. M.—Breakfast Bandstand—Griffin.....	Daily ex. Sun.	Living—1949.....	Sun.	Quiz Kids—Miles Laboratories.....	Sun.
7:30 A. M.—WOW News Tower.....	Daily ex. Sun.	11:15 A. M.—Perry Mason—P. & G. Tide.....	Mon. thru Fri.	3:15 P. M.—Stella Dallas—Sterling Products.....	Mon. thru Fri.
Revival Hour—Gospel Broadcasting Assn.....	Sun.	11:30 A. M.—Mid-Morning Moods.....	Mon. thru Fri.	Edward Tomlinson.....	Sat.
7:45 A. M.—Morning Merry-Go-Round.....	Mon. thru Fri.	Music in Three-Quarter Time.....	Sat.	3:30 P. M.—Lorenzo Jones—Sterling Products.....	Mon. thru Fri.
8:00 A. M.—Breakfast Club—General Mills.....	Mon., thru Fri.	Treasury Salute.....	Sun.	Adventures of Frank Merriwell.....	Sat.
Saturday Scrapbook—Crestwood Shop No. 2.....	Sat.	11:45 A. M.—Big Sister—P. & G. Oxydol.....	Mon. thru Fri.	3:45 P. M.—Young Wilder Brown—Sterling Prods.....	Mon. thru Fri.
8:15 A. M.—Eight-fifteen Call.....	Mon. thru Fri.	Adventures in Music—Hospe's.....	Sat.	4:00 P. M.—When a Girl Marries—General Foods.....	Mon. thru Fri.
Little Doghouse.....	Sat.	Walter Cronkite Reports.....	Sun.	Lassie—Morrell & Co.....	Sat.
8:30 A. M.—Eight-fifteen Call.....	Mon. thru Fri.	12:00 Noon—Four-Bell News, Markets.....	Daily ex. Sun.	Robert Merrill and Boston Pops—RCA.....	Sun.
Pot Luck with Holtz.....	Sat.	WOW News Tower.....	Sun.	Portia Faces Life—General Foods.....	Mon. thru Fri.
Chapel Service, Dr. R. R. Brown.....	Sun.	12:15 P. M.—Great Stories About Corn—Robinson Seed Co.....	Sun.	Constant Invader.....	Sat.
8:45 A. M.—Rosemary—P. & G. Ivory.....	Mon. thru Fri.	12:30 P. M.—WOW Calling—Merch. Biscuits, Dref.....	Daily ex. Sun.	4:30 P. M.—Just Plain Bill—Anacin.....	Mon. thru Fri.
9:30 A. M.—Fred Waring—American Meat, Minnesota Canning.....	Mon. thru Fri.	Your University Speaks—Uni. of Nebraska.....	Sun.	Matinee at Meadow Brook.....	Sat.
Archie Andrews.....	Sat.	12:45 P. M.—WOW Calling—Nutrena.....	Daily ex. Sun.	Harvest of Stars—International Harvester.....	Sun.
9:30 A. M.—Road of Life—P. & G. Duz.....	Mon. thru Fri.	The Music Room—Schmoller & Mueller.....	Sun.	4:45 P. M.—Front Page Farrell—Whitehall Pharm.....	Mon. thru Fri.
Mary Lee Taylor—Pet Milk.....	Sat.	1:00 P. M.—Double or Nothing—Campbell Soup.....	Mon. thru Fri.	5:00 P. M.—Guiding Light—P. & G. Duz.....	Mon. thru Fri.
Circle Arrow Show—Western Auto Supply.....	Sun.	National Farm and Home Hour—Allis Chalmers.....	Sat.	Public Affairs.....	Sat.
9:45 A. M.—The Brighter Day—P. & G. Soap.....	Mon. thru Fri.	Guy Lombardo Show—Paramount Radio.....	Sun.	Catholic Hour.....	Sun.
		1:30 P. M.—Today's Children—General Mills.....	Mon. thru Fri.	U. S. Navy Band.....	Sat.
		Open House—Byrne's Jewelry.....	Sun.		

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