

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

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WOW-TV Joins NBC-TV Net TV Test Pattern Planned For July 11

WOW television will go on the air with test pattern as planned early in July.

Test pattern will be broadcast to give television technicians an opportunity to install and align television sets. The signal will be broadcast from 10 a.m. to 12 noon, and from 2 p.m. to 4 p.m.

The pattern will show a moving clock with correct Central Standard Time at the top of the screen. Immediately below this in the upper half of the viewing area is a space available for sponsorship. The lower half of the pattern will be devoted to a continuous news strip which will move from the bottom to the top at a moderate reading rate. This news strip will feed directly from the news wire to the television projector. The sound channel will be programmed with music.

Several firms have already taken sponsorship of the test pattern.

WOW-TV's staff plans some experimental programming from time to time on channel six and announcements of these telecasts will be carried on WOW's standard broadcasts on your regular radio.

Thus, almost all television set users will have an opportunity of seeing television from time to time soon after July 15. The regular program schedule will start on September 1.

-wow-

NBC Stations Group is Pleased with Lineup

NBC's lineups of summer and fall programs won the enthusiastic acclaim of its Stations Planning and Advisory Committee at a meeting in New York recently.

Niles Trammell, president of the network, gave the committee members the nearly-completed fall schedule which again finds NBC sold out with top-rated favorites and new programs, except for a few scattered time periods.

The schedule revealed that NBC was again in an unusually strong position as far as continuance of sponsorship through the summer is concerned and actually hard to find sufficiently available open time to showcase more than a sampling of the 30 new shows which have been developed.

TV-Football . . .



There will be many a tense moment for TV cameraman Louie De Boer and producer Russ Baker in the television booth atop Memorial Stadium in Lincoln this fall. WOW-TV will telecast all UN home football games, sponsored by G-E Dealers.

G. E. Dealers to Sponsor UN Football; AM, TV

The University of Nebraska has granted Station WOW-TV permission to telecast 1949 home games of the Cornhuskers. The announcement was made by Athletic Director George "Potsy" Clark after approval by the Board of Intercollegiate Athletics.

First telecast will be September 24 when Nebraska plays South Dakota. Other telecasts will be of the Minnesota game, October 1, Oklahoma on October 22, Kansas on November 5 and Colorado on November 19.

The games will be sponsored by General Electric dealers, which company will also sponsor AM football broadcasts on WOW and Station KODY, North Platte. The G. E. dealers have also announced sponsorship of the Notre Dame-Southern California game direct November 26 on WOW-KODY with Saggau doing the play-by-play.

Joe Herold of WOW-TV predicted that Nebraska game telecasts would stimulate early sale of television receivers.

WOW-TV Joins NBC-TV Net TV Agreement Signed With NBC

WOW-TV has been added to NBC's rapidly expanding television network, it was announced today by John J. Gillin, president and general manager of WOW, Inc.

The announcement came when Mr. Gillin returned from an eastern trip where he signed a working agreement with the NBC network.

WOW-TV is one of five stations signing agreements with NBC, bringing the total of stations on a non-interconnected basis to 45. The other new stations are WKY-TV, Oklahoma City, Okla.; WBRC-TV, Birmingham, Ala.; WBTV, Charlotte, N. C., and WMBR-TV, Jacksonville, Fla.

-wow-

WOW Cited for Service to Radio Journalism

Radio Station WOW is one of 28 radio stations in the nation awarded a certificate by the National Association of Broadcasters in recognition of its service to radio journalism.

The 28 certificates were issued by the Council on Radio Journalism and were given for radio news internships from 1945 to 1948. The WOW intern, also honored by the council, was Robert Mossholder, Omaha University.

-wow-

Item on WOW Newscast Gets Some Quick Action

A letter of appreciation from the Mayor of South Sioux City, Neb. to WOW News Manager Soren Munkhof indicates the prestige of WOW newscasts. Says Merle A. Haynes:

"We feel the publicity you gave our damaged highways Nos. 35, 73 and 77 on April 1 had a great influence on the State Highway Department. The State Highway Department has completely repaired this portion of the highway which was blocked at that time to traffic and everyone is quite happy. Please accept our sincere appreciation for the help you gave us."

-wow-

'DR. I. Q.' MOVES

Dr. I. Q. for Mars, Inc., has moved to a new time spot at 9 p.m. Friday night. Dr. I. Q. was formerly heard Monday evening at 8:30 on WOW.

THE WOW NEWS TOWER

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As We See It...

by BILL WISEMAN

Television is Here! . . .

July 1, 1949, Friday, 9:45 p.m.—That's when television arrived in Omaha. That was the precise quarter-hour when the first signal from WOW-TV left the giant antenna at 35th and Farnam Streets and sallied forth into the ozone.

John J. Gillin, Jr., youthful, dynamic president of Radio Station WOW, Inc., "pressed the button." Next to him stood Joe Herold, WOW's chief technical expert, and recently named Manager of Television for WOW-TV.

For all of Omaha this was an historic moment. It was particularly a great moment for John and Joe and for the rest of the WOW staffers who have put in so many hours of "blood, sweat and tears" awaiting this event. There wasn't much ballyhoo or ceremony. Only WOW folks were present. It had not been announced in advance. Still photos and movies were made.

If the few folks who have TV sets ready for use saw the first telecast, it was accidental. They will, however, see a lot of television and soon, from WOW-TV.

Regular test patterns will be aired starting July 11. Permanent test pattern hours will be from 10 to 12 forenoons and 2 to 4 afternoons. These are to permit elimination of all transmission "bugs" and to permit dealers to demonstrate, test and install television sets.

The progress of television in Omaha in the last month has been amazing—even to those of us close to it. More than 25,000 persons have seen the mass TV demonstrations at the Greyhound Bus Depot (last performances Friday, July 8).

Distributors signed 123 dealer franchises and more are being signed every day. As of June 30, 515 sets were in dealers hands, and many of these are already sold. Herold estimates that 3,000 sets will be in use when WOW starts regular service on "TV Day," September 1.

Is it any wonder that WOW folks are excited?

Only two and one-half months before we see University of Nebraska home football games by television, courtesy of General Electric Dealers! Only two and one-half months until the big NBC network shows will be available to us in the quiet comfort of our own homes.

Hot dawg!!!

—WOW—

Betcha Didn't Realize This! . . .

There are 73,000 WOW families in western Iowa which are not subscribers to an Omaha newspaper!

What's more these 73,000 families have almost a billion dollars in "ready money."

They're the finest people—and the finest potential customers on earth!

Car of Soap to Europe Under 'Swan-Care' Plan

The first freight carload of soap (25 thousand cakes) contributed in the CARE campaign has started a trip that will take it to needy children in European orphanages, hospitals, schools and homes.

The CARE campaign, endorsed by many outstanding national welfare agencies and by Bob Hope on his Swan Soap program provided that for every two Swan soap wrappers sent to CARE, Boston 1, Mass., or an NBC station, CARE guaranteed delivery of a bar of Swan soap to needy children overseas.

—WOW—

Rev. R. R. Brown...

WOW's Radio Minister

July brings us our national birthday. We are reminded of a great expression in our pledge of allegiance to the flag, "one nation, indivisible, with liberty and justice for all." Never in the history of our nation is it more necessary to emphasize the basic principles of our democracy than now. There is grave danger of our losing that which has made us "the land of the free and the home of the brave." First, we may lose our liberties by selfish indifference. Second, by domination and inconsistencies of minorities. Third, by greed and injustice. Fourth, by the lack of industry and productiveness. Finally, by the spirit of lawlessness in our social and religious life.

Communism and communists are a menace. But indifferent, selfish Americans are a great internal threat. We must not be unwilling to accept changes which will preserve justice and secure liberty for all, but we can not afford to tolerate communism which seeks to overthrow our system of government and to substitute for it a self-instituted dictatorship. Through every available avenue we must restate our essential values and preach them with religious fervor. Loose talk is dangerous. The youth of this generation should know why we swear allegiance to our flag, beat drums, sing our national anthem and shoot off fire crackers on the Fourth of July. Great historic facts should be fastened in their minds and they should be called to a consecration, first, to God, and then to the government that was created by God-fearing men. There are three great institutions essential to keeping us a free people. The first is the home. It must not become just sleeping quarters. Next, our schools, and, finally, the church of God. Let us all insist that this shall ever be "one nation, indivisible, with liberty and justice for all."

Remember the great Bible and Missionary conference at Arnolds Park, Ia., on the shores of Lake Okoboji August 5 to 14. The chapel service will be broadcast from the big tabernacle tent on Sundays, August 7 and 14. Programs are available now. Tune in each Sunday morning 8:30 to 9:30 to America's first non-denominational radio church service.

Aunt Sally...

KNOCK . . . KNOCK!
MAY I COME IN?

Hi, Neighbors! This letter is to the friends in radioland who are unable to join me at the little breakfast table every morning at 6:15. There is so much I want to tell you about the grand things the Sunshine Service has accomplished in the past two months, but first I must mention the well-known birthday business. Another comes up for me on July 22, and as usual I am going to give it away.

THE JULY issue of the Radio Mirror magazine was nice to carry a story about me and then they were real generous in giving me 10 years too many when they printed my age, and what a thing to do to any gal!

THIS YEAR the birthday fund—which means good wishes for Aunt Sally—will be used to supply hearing aids for anyone who is unable to hear and unable to buy an aid. This offer is made to anyone anywhere who lives in a world of silence.

THREE PEOPLE emerged from the silence recently with hearing aids supplied by the Sunshine Service. They are now living a different life.

FIVE BEAUTIFUL wheel chairs were sent out to bring shut-ins outside while summer is here. A sponge-rubber mattress has eased the pain of one of our bed-patients considerably. Dentures brightened the lives of two other shut-ins. A rubber cushion was much appreciated, too, and glasses enabled two of our members to enjoy reading once more. A heating pad for an arthritis case, clothing to those in need, radios to four members, radio repairs, and surprise packages where cheer was needed kept us busy at headquarters for happiness.

Well, 'bye for now!

YOUR AUNT SALLY.

—WOW—

'This Is Your Life' for Philip Morris in Fall

Ralph Edwards' NBC program, "This Is Your Life" show will return to the air September 20, once again under the sponsorship of Philip Morris cigarettes. The program, which had one of the most successful first years in the history of radio, emanated from the Hollywood area with the exception of broadcasts from Chicago, San Francisco and Racine, Wis., but Edwards hopes that he will be able to bring the show to the people of the country more often this coming season.

—WOW—

'Chicken Every Sunday' on 'Blondie' Time Spot

Billie Burke and Harry Von Zell will be co-starred in NBC's new weekly situation comedy series, "Chicken Every Sunday," which starts Wednesday, July 6 (7 to 7:30 p.m., WOW). It takes the time spot of the "Blondie" show.

The program, like the book, deals with the adventures of the Drachman family, proprietors of a rooming house in Tucson, Ariz., at the turn of the century.

Giant Quiz is Sunday Feature

25,000 View Television Preview at Bus Depot

Residents of Omaha and surrounding area have now had an opportunity of seeing real television as it will be broadcast. The opportunity came as a result of WOW-TV's cooperation with Nebraska-Iowa Electrical Council.

It was in the form of the big closed circuit television preview held in the Greyhound Bus Depot auditorium.

Eleven distributors were represented, each having three sets in operation. The original plan called for five shows daily on specially prepared material but because of the huge crowds it was necessary to run the shows more frequently.

Dealers and distributors reported that television sets were moving out rapidly as purchasers realized the advantage of avoiding the clamor for installations which always comes when the on-the-air date approaches. Some 25,000 people have viewed the demonstration.

This is the first time any place in the United States that perspective purchasers have been given the opportunity of seeing regular programming in this fashion three months before a station went on the air.

-WOW-

'Farm and Home Hour' Covers Big Nat'l Events

Reports from two national events in the world of agriculture and several other special program features of interest to the nation's farmers were on the schedule for Allis Chalmers' "National Farm and Home Hour" (WOW, Saturday, 1 p.m.)

"Farm and Home Hour" microphones were in Washington, D. C., on Saturday, June 18 for an on the spot report from the 19th annual National 4-H Club Camp, at which hundreds of outstanding farm youths will gather.

The retirement of a veteran agriculturist H. H. Kildee, dean of agriculture of Iowa State College, received national recognition on Saturday, June 25, when he appeared on the program with R. C. Pollock, general manager of the National Livestock and Meat Board.

A milestone achievement in the national poultry improvement program will be saluted on Saturday, July 2, with a report from Washington entitled "Poultry Farmers Did It." On Saturday, July 16, the "Farm and Home Hour" will present another on the spot report from the annual American Veterinary Medical Association meeting in Detroit, with a discussion of brucellosis of cattle and swine.

On Saturday, July 23, the program will salute National Farm Safety Week with a special program feature.

-WOW-

Two members of the glee club of the "Fred Waring Show" have just taken brides. Ross Park married Mary Dawson, a non-professional of Tyrone, Pa., and Jack Best married Ruth Cottingham, who was formerly a singer with Waring's Pennsylvanians.

New Staffer . . .



John Carson

-WOW-

Martin and Lewis Work While 'Hope' Vacations

Dean Martin and Jerry Lewis, NBC's amazing young comedy team, took over the 8 to 8:30 p.m., WOW spot on Tuesdays beginning June 21, while Bob Hope is on vacation.

Martin and Lewis made their first radio appearance as guest stars on Bob Hope's program less than a year ago. After the broadcast, Hope said, "They're funny down to their fingertips."

-WOW-

Pabst to Present 'NBC Theater' in Cantor Spot

Pabst Brewing Company will sponsor "NBC Theater" for a 14-week period starting Friday, July 1 (8 p.m., WOW). The series will take over the time spot of the Eddie Cantor show.

"NBC Theater," which had its premiere last January 9, presents adaptations of important films, featuring the star in his original role and an introduction by the picture's director.

-WOW-

LeFevre Stars in New Raleigh Mystery Show

Ned LeFevre stars as Jonathan Kegg in the new mystery series created by Erle Stanley Gardner, "A Life in Your Hands" (NBC, Tuesdays, 9:30 p.m., WOW, for Raleigh Cigarettes).

LeFevre portrays an attorney who serves as a "friend of the court" in criminal cases where he feels justice is threatened because all the evidence has not been presented.

Many Fabulous Give-Away Prizes

A new National Broadcasting Company hour-long quiz program, "Hollywood Calling"—offering a giant jackpot in merchandise—has been built for a Sunday, July 10 premiere from Hollywood in the 4:30 to 5:30 p.m., WOW, time spot weekly.

"Hollywood Calling," with MGM movie star George Murphy as permanent emcee, will have a preview on Sunday, July 3 (4:30 to 5:30 p.m., WOW) to kick-off the new give-away program "that tops them all," McCray said. The Gruen Watch Company, of Cincinnati, will sponsor the 5 to 5:30 p.m. segment of the series in the fall. Gruen purchased the period even before complete program details were worked out.

Movie Slant

The plan arranged by NBC in conjunction with major Hollywood studios and Louis G. Cowan, program producer, calls for a movie-slanted quiz show in which listener-participants anywhere in the U. S. may be telephoned.

The program will present a series of dramatic and musical clues which will indicate the name of a motion picture star or picture in which the star appeared. Listeners will be called by George Murphy, who in turn will introduce them to one of the two movie stars present each week. The stars will converse with the contestants called. If the contestants answer the question propounded by the clues, they will be given a chance at the giant jackpot question. The jackpot will accumulate each week until won by a listener.

For the first question, the bulk of the prizes will be made up of "gifts that money can't buy." Even if the listener misses every question, he or she will receive a 17-jewel Gruen watch autographed by the stars and emcee of the show.

The giant jackpot will be worked out on a cooperative agreement with the studio participating in the current jackpot cycle. For every Sunday during a cycle, the studio will provide a male and female star. When the jackpot is won by a listener, another studio will furnish a series of stars for the next cycle.

MGM, from its picture, "Madame Bovary," starring Jennifer Jones, Van Heflin, Louis Jourdan and James Mason, will supply prizes in the first cycle. Jackpot awards will include a two-week trip to Paris for a couple with all expenses paid, a \$1,000 wardrobe by a well-known French couturier, 300,000 francs, a full beauty treatment at Max Factor, a \$3,500 Russian ermine coat, an RCA television-radio-phonograph set, and many others.

The preview on July will introduce several of the many stars who will appear on the show at future dates. The format of the show will be explained at the preview, but the actual competition will be held over until the starting date Sunday, July 10.



Mark Warnow, musical conductor for NBC's "Your Hit Parade" from 1939 to 1947, is back on the "Parade" podium.



Together since 1929, the King's men offer a musical program in the Tuesday spot vacationing "Fibber McGee and Molly."



Nebraska winners of the WOW-4-H soil conservation awards were feted in Lincoln last month by the station. Pictured above, clockwise: 1—Wayne Frost, St. Paul; 2—Robert Nesladek, North Bend; 3—Ralph Hild, Plattsburgh; 4—John Pettis, Burwell; 5—Paul Ulfert, Fullerton; 6—Dean Lambert; 7—Wayne Sell, Milford; 8—Mal Hansen; 9—Milo Patefield, Laurel; 10—Murray Mellor, Atkinson.



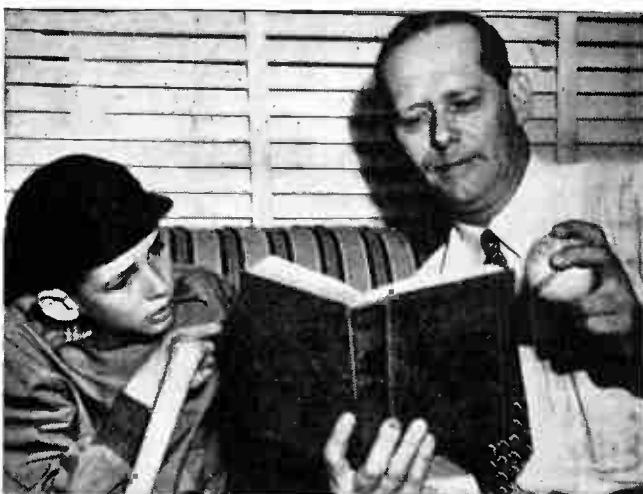
Bill Lawrence, 22-year-old singer, is featured on NBC's "Supper Club" while Perry Como, Peggy Lee and Jo Stafford are on vacations.



Mary Martin, star of the Broadway musical hit, "South Pacific," is one of many stars who participate regularly in WOW's transcribed musical programs.



George "Behind the Eight Ball" O'Hanlon, radio and screen comic, heads NBC's new situation-comedy program, the "Me and Janie Show," beginning July 12.



Quiz Kids have to have vacation too, just like hundreds of other American youngsters. Above, Lonny Lunde and his dad go into the fine art of baseball via the "text book" method.



How do you like them? Blonde, brunette or redhead? The Fontane Sisters, NBC's "Supper Club" are "one of each." Left to right are Geri, redhead; Margie, blonde, and Bea, brunette.



Barton Yarborough plays the part of Sgt. Ben Romero in the new NBC summer series, "Dragnet."



Arlene Francis stars as Mrs. Emerson in NBC's domestic comedy series. John Conte plays Steve Emerson, husband.



Jack Berch, genial emcee of the "Jack Berch Show" is always ready with a helping hand for charities



It's Jerry Lewis (right) who has his mouth open, but it's his partner, Dean Martin (left) who's singing. This NBC team is now in the Bob Hope Tuesday spot.



Bob Hastings, NBC's "Adventures of Archie Andrews," employs an age-old custom in the hope of binding girl friend Veronica (Gloria Mann) to her avowal of affection.

Plans Set For New WOW Trip

Mail Swamps WOW Farm Editor

West Coast farm groups, Chambers of Commerce, radio stations and newspapers are ready to roll out the welcome mat when the WOW Farmers' Trip to the West Coast gets to their areas the last 16 days of September.

WOW Farm Director, Mal Hansen, has special invitations from 17 cities and towns which want to make special plans for the mid-western visitors.

So far, 115 farmers have enrolled . . . and reservations are being received at the rate of five to ten every day. At this rate, the maximum to be accepted will be reached soon, Hansen said. He suggested that anyone interested send in his reservation as soon as possible.

The tour—on a deluxe special train—will permit WOW farmers to study farm conditions in nine states, and parts of Canada and Mexico.

Beginning Monday, Hansen will start a special series of current reports on farming in the states to be visited on his Farm Service Reporter programs, 6:30 a.m. on WOW.

-WOW-

Fred Waring Night Show Moves to New Time Spot

The General Electric "Fred Waring Show" Thursday nights on NBC will be heard at a new time—9 p.m., WOW, instead of 9:30 p.m.—starting July 7. In the fall, Waring's evening program will move to another time period, to be announced later.

The "Fred Waring Show" also will be heard Saturday mornings at 9 a.m., WOW, starting July 16, for Minnesota Canning. Waring's Monday-through-Friday morning programs (9 a.m., WOW) will terminate July 8.

-WOW-

Faye Emerson to Star in 'Silent Partner' Series

Faye Emerson (Mrs. Elliott Roosevelt), radio, television, screen and stage star, was heard in her first radio series in "Silent Partner" which began Thursday, June 30 (NBC, 7 p.m., WOW).

Miss Emerson is cast as a small-town girl who establishes herself in business in New York as an advice counsellor.

-WOW-

Anspach; Woresham Join Station WOW-TV Staff

Eldon Anspach, prominent Omaha radio man and a trouper of many years experience, has joined the WOW-TV staff as stage manager effective August 1.

Sam Woresham will take on art duties for the television department on a part time basis also effective August 1.

Farmerette . . .



Jeanne Boland, actress frequently heard on NBC's "Curtain Time" dramas Wednesday nights, has chosen her garden work clothes for decorative effect and comfort.

-WOW-

'Four Star Playhouse' in 7 p. m. Sunday Spot

On Sunday, July 3, NBC will present the first of a weekly series of dramatic plays featuring Rosalind Russell, Fred MacMurray, Loretta Young and Robert Cummings. Titled "Four Star Playhouse," the new program will take the 7 to 7:30 p.m., WOW, Sunday time spot.

The quartet of screen favorites will comprise a permanent repertory company, with each of the stars being heard on successive programs in dramatizations of original prize-winning stories which first appeared in Cosmopolitan magazine.

-WOW-

Mars, Inc. Again Renews 'Curtain Time' on WOW

Mars, Inc., sponsor of the "Curtain Time," program heard on NBC radio Wednesdays (9:30 p.m., WOW), signed a 52-weeks renewal contract with the network Friday, June 10.

"Curtain Time" features Harry Elders in original dramas and comedies directed by Harry Holcombe. Burt Farber's orchestra supplies the music.

Mal Hansen...

WOW Farm Service Reporter

The pot is boiling over again in the WOW Farm Department. This was the summer we were going to take it easy. No special programs, just routine work; visit more farms if possible, but not start anything that entails too much work.

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So what happens! We launch a WOW Farmers' West Coast Trip to nine states, involving anywhere from 125 to 200 people. And just to be sure that there are no spare moments, Joe Herold, WOW's television manager, suggests that we outline a few television shows for farmers.

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The boys at Clear Ridge Airport point out that I ought to start after my commercial flight license, and the three girls in the Hansen family want to spend more time at the swimming pool, because it's time they learned how to swim. Folks with the "National Farm and Home Hour" think they are interested in a national pickup from Omaha during the summer.

40

To top it off, our secretary decides she needs a three weeks vacation because we've worked her so hard all winter and spring. That we agree with, but while she is gone, we will have a tough three weeks. She's the only one who knows where the bulletins on grasshoppers are filed. The net result . . . it's going to be a short summer. Stick with us and see if it isn't.

-WOW-

Emcee Walter O'Keefe Comments on Politics

Walter O'Keefe emcee of the popular daytime NBC show "Double or Nothing" (WOW, Monday through Friday, 1 p.m., for Campbell Soup and Pork and Beans) recently had this to say when one of the contestants chose as her category "Politics." "As Y'know, politicians and fish have a lot in common. They never get into trouble until they open their mouths."

-WOW-

Henry Morgan Show to Air Wednesdays, WOW

Henry Morgan, noted young comedian, takes up a familiar stand at his favorite cigar store counter, when he moves the "Henry Morgan Show" to Wednesday, July 6 (8 p.m., WOW).

As program "regulars" Morgan will feature favorites Arnold Stang as Gerard, Alice Pierce in the former Patsy Kelly role, and Kenny Delmar of Senator Claghorn fame.

The "Henry Morgan Show" is to be sponsored throughout the summer by the Bristol-Myers Company.

Welcome Travelers' to WOW

Tip Saggau...

WOW Sports Editor

ON THE 12th of last month the people of Omaha witnessed the first public showing of television in this area. I, for one, think the demonstration was splendid, and it gave us an idea of fine entertainment to come the 1st of September.

NATURALLY, my interests in television is along the sporting line, and I know those in and around Omaha are going to, in the very near future, see the top sporting events in this area.

A YEAR AGO last month I was in New York for the Louis-Walcott fight, and I am not giving you any lip service when I tell you I got a tremendous boot out of watching some of the major league games via video.

I'D LIKE to point out one thing, television is not like being at an athletic contest. You miss the color; you miss the crowd; and you miss that good looking gal that is sitting two rows to the right or left of you. However, as far as the actual contest is concerned, if you have a television set next fall, you'll be on the 50-yard line with the important football games and front row ringside for every boxing and wrestling match.

WOW engineers have been working for years to perfect and improve their knowledge of video. In short, when we do hit the air the boys in charge will know which end is up.

-WOW-

Numerous Cast Changes on NBC Daytime Shows

Stefan Schnabel has joined the "Lora Lawton" cast as Professor Tonyan (WOW, Mondays through Fridays, 10:45 a.m., for Babo).

Bob Dryden plays Mr. Moon in the current "Stella Dallas" sequence (WOW, Mondays through Fridays, 3:15 p.m., for Sterling Products).

Daniel Ocko portrays Mr. McComber in the new "Lorenzo Jones" sequence (WOW, Mondays through Fridays, 3:30 p.m., for Sterling Products).

Charita Bauer as Evelyn Groves, Rosaline Green as Judith Seymour and Ivor Francis as Leslie Groves have been added to the cast of "Just Plain Bill" (WOW, Mondays through Fridays, 4:30 p.m., for Anacin).

John Stanley and Phyllis Creore also have joined the cast of "Just Plain Bill." They will be heard in the roles of "Keith Durkin, Sr." and "Sophie Durkin," respectively.

Recent cast changes in NBC's daily dramatic serial, "Front Page Farrell" (WOW, Monday through Friday, 4:45 p.m., for Whitehall Pharmacal), included the addition of Virginia Dwyer as "Janet Cleason," Joshua Shelley as "Mousie," Sanford Bickert as "Stu" and Eva Condon and George Matthews as "Mrs. Tate" and "Rupp."

-WOW-

Listen to Ray Clark's "Direct Report" Mondays, Wednesdays and Fridays at 6:30 p.m. on WOW for Standard Oil.

Shirley Booth Stars as 'Hogan's Daughter'

Stage and radio star Shirley Booth takes the title role in "Hogan's Daughter," a new half-hour comedy drama over NBC Tuesday nights at 7 p.m., WOW.

"Hogan's Daughter," with top-notch talent, direction, scripting and production, is seen along radio row as establishing an important new trend in summer programming.

"Hogan's Daughter" occupies the time vacated by Ralph Edwards' "This Is Your Life," which is off the air for the summer. Writing the new show is John Whedon and Sam Moore, who collaborated for four years on "The Great Gildersleeve" scripts.



Shirley Booth

-WOW-

Glare Shield Offered on 'King for a Night' Show

S. C. Johnson Company and Sons, sponsors of "King for a Night" on WOW are offering a safety glare shield. The glare shield selling regularly for 79 cents is being offered to purchasers of Johnson's Carnu Auto polish for only 19 cents and combined \$1.48 value for 88 cents.

For full details listen to "King for a Night" Tuesdays at 8:30 p.m.

-WOW-

'Big Town' is Cited for Forest Fire Prevention

Lever Brothers' "Big Town," weekly crime-busting series of half-hour dramatic programs (WOW, Tuesdays, 9 p.m.), has been cited by S. G. Fantana, president of the National Association of State Foresters, for aid in highlighting the need for public cooperation in preventing destructive forest fires."

Popular Show Will Start July 11

"Welcome Travelers," a human-interest interview program conducted by Tommy Bartlett, will start as an NBC feature Monday, July 11, from 9 to 9:30 a.m., on WOW, Mondays through Fridays.

Bartlett will present his show from the College Inn at the Hotel Sherman in Chicago. His audience and guests will be composed of travelers stopping in the city or awaiting transportation to other points.

Bartlett's scouts visit every train, bus and plane terminal in Chicago, seeking persons who not only have stories behind their traveling, but also are eager to relieve the loneliness and monotony of their journey. The resulting program is a combination of true stories of the experiences and aspirations of the participants.

This program will take the time spot of Fred Waring's morning series.

"Welcome Travelers" is sponsored by the Proctor and Gamble Company.

-WOW-

Teachers Study TV as Possible Teaching Aid

The media of television made quite an impression upon some 50 members of the University of Omaha Workshop in teaching aids this year.

The group largely interested in audio visual education met in the WOW studios for a talk on television in education by TV Film Facilities Manager Harold Storm. Mr. Storm told the group that television could be a great and important aid to them in the classroom as soon as educators by and large were willing to permit sponsored television in the schools.

Following the talk the group attended the television demonstration at the Bus Depot to further visualize the potential of television as a teaching aid.

-WOW-

'My Good Wife' is New Summer Show on WOW

Arlene Francis and John Conte will be co-starred in "My Good Wife," new comedy series about a happy marriage, starting on NBC Friday, June 3 (8:30 p.m., WOW).

Miss Francis and Conte will play a young married couple who live in suburban Larchmont, N. Y., with their nine-year-old daughter. The wife is a charming bumbler, the husband an affable Mr. Fixit.

-WOW-

Dick Powell's Namesake Found in Rhode Island

Dick Powell, who portrays "Richard Diamond, Private Detective" on the new series (WOW, Saturdays, 9 p.m.), last week received a letter from a Providence, R. I., architect, named Richard Diamond.

5,000 WATTS

WOW'S JULY 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	SUNRISE SERENADE
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	VOICES AND EVENTS
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	GUY LOMBARDO SHOW Rexall
45	FALSTAFF SERENADE	FALSTAFF SERENADE	FALSTAFF SERENADE	SILENT PARTNER	FALSTAFF SERENADE	SATURDAY DANCE DATE	FOUR STAR PLAY-HOUSE
7:00	ONE MAN'S FAMILY	HOGAN'S DAUGHTER Philip Morris	CHICKEN EVERY SUNDAY	EIGHT BY REQUEST	BANDS OF AMERICA Cities Service		NBC SYMPHONY U. S. Steel
7:30	VOICE OF FIRESTONE CONCERT	ME AND JANIE Lewis and Howe	ADVENT'S OF ARCHIE ANDREWS—Kraft Foods	EDDY AND KIRSTEN Kraft Foods	A TREE GROWS IN BROOKLYN	HIT PARADE Lucky Strike	
8:00	TELEPHONE HOUR Bell Telephone	MARTIN AND LEWIS	HENRY MORGAN SHOW Bristol-Myers	JAMES AND PAMALA MASON	SCREEN DIRECTORS PLAYHOUSE—Pabst	MIKE BARROWS, TREASURY AGENT	A. ALBUM OF FAMILIAR MUSIC—Bayer Aspirin
8:30	JANE PICKENS SHOW	KING FOR A NIGHT Johnson's Wax	MR. DIST. ATTORNEY Sal Hepatica, Ipana	FRED WARING General Electric	MY GOOD WIFE	RICHARD DIAMOND	TAKE IT OR LEAVE IT Eversharp
9:00	CONTENTED HOUR Carnation Milk	BIG TOWN Lifebuoy	CURTAIN TIME Mars, Inc.	DRAGNET	DR. I.Q. Mars, Inc.	GRAND OLE OPRY Prince Albert	HORACE HEIDT Philip Morris
9:30	MUSIC FROM HEART OF AMERICA—Falstaff	A LIFE IN YOUR HANDS—Raleigh			BILL STERN—Colgate	WOW NEWS TOWER	WOW NEWS TOWER
45				TV FORUM		SAT. SPORTS PARADE	HEADLINES
10:00	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	NOCTURNE	J. PORTRAITS—Brown DAVE GARROWAY
15	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing		NEWS
10:30	APPOINTMENT WITH MUSIC	NOCTURNE	HOTEL STATLER ORCHESTRA	NOCTURNE	UNITED NATIONS		
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.	1:45 P. M.—Judy and Jane—Folgers Coffee.....	Mon. thru Fri.
5:40 A. M.—Slim Eberhart—Carter Products.....	Mon., Wed., Fri.	Adventures of Frank Merriwell.....	Sat.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.....	Mon. thru Fri.
5:55 A. M.—Weather Report.....	Daily ex. Sun.	WOW News Tower.....	Sun.	Music in the Modern Mood.....	Sun.
6:00 A. M.—Sunrise News Tower.....	Daily ex. Sun.	10:15 A. M.—We Love and Learn—Manhattan Soap.....	Mon. thru Fri.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon. thru Fri.
6:15 A. M.—Aunt Sally—Organ Reveries.....	Mon. thru Fri.	Morning Serenade.....	Sun.	2:30 P. M.—Pepper Young's Family—P. & G. Soap.....	Mon. thru Fri.
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.	Who Said That.....	Sun.
Sunday Serenade.....	Sun.	Smilin' Ed McConnel—Buster Brown.....	Sat.	2:45 P. M.—Right to Happiness—P. & G. Soap.....	Mon. thru Fri.
6:55 A. M.—Reveille—Fair Store.....	Daily ex. Sun.	From the Masters Pen.....	Sun.	3:00 P. M.—Backstage Wife—Sterling Products.....	Mon. thru Fri.
7:00 A. M.—Alex Dreier—Skelly News.....	Daily ex. Sun.	10:45 A. M.—Lora Lawton—Baby Solitaire Time—Campana.....	Mon. thru Fri.	Your Health Today.....	Sat.
Revival Hour—Gospel Br'dcast'g Assn., Weather.....	Sun.	11:00 A. M.—Light of the World—General Mills.....	Mon. thru Fri.	Living—1949.....	Sun.
7:15 A. M.—Breakfast Bandstand.....	Daily ex. Sun.	Homemakers Club—Omaha Public Power.....	Sat.	3:15 P. M.—Stella Dallas—Sterling Products.....	Mon. thru Fri.
7:30 A. M.—WOW News Tower.....	Daily ex. Sun.	Silver Strings.....	Sun.	Edward Tomlinson.....	Sat.
7:45 A. M.—Morning Merry-Go-Round.....	Mon. thru Fri.	11:15 A. M.—Perry Mason—P. & G. Tide.....	Mon. thru Fri.	3:30 P. M.—Lorenzo Jones—Sterling Products.....	Mon. thru Fri.
8:00 A. M.—Breakfast Club—General Mills.....	Mon., thru Fri.	11:30 A. M.—Mid-Morning Moods.....	Mon. thru Fri.	Contrasts.....	Sat.
Saturday Scrapbook—Crestwood Shop No. 2.....	Sat.	Music in Three-Quarter Time.....	Sat.	3:45 P. M.—Young Widder Brown—Sterling Prods.....	Mon. thru Fri.
World News Roundup.....	Sun.	Treasury Salute.....	Sun.	4:00 P. M.—When a Girl Marries—General Foods.....	Mon. thru Fri.
8:15 A. M.—Eight-fifteen Call.....	Mon. thru Fri.	11:45 A. M.—Big Sister—P. & G. Oxydol.....	Mon. thru Fri.	Harlow Burgess Orchestra.....	Sat.
Little Doghouse.....	Sat.	Adventures in Music—Hospes's.....	Sat.	Surprise Serenade.....	Sun.
Story to Order.....	Sun.	Walter Cronkite Reports.....	Sun.	4:15 P. M.—Portia Faces Life—General Foods.....	Mon. thru Fri.
8:30 A. M.—Eight-fifteen Call.....	Mon. thru Fri.	12:00 Noon—Four-Bell News, Markets.....	Daily ex. Sun.	Constant Invader.....	Sat.
Pot Luck with Holtz.....	Sat.	WOW News Tower.....	Sun.	4:30 P. M.—Just Plain Bill—Anacin.....	Mon. thru Fri.
Chapel Service, Dr. R. R. Brown.....	Sun.	12:15 P. M.—Musically Yours.....	Sun.	Matinee at Meadowbrook.....	Sat.
8:45 A. M.—Rosemary—P. & G. Ivory.....	Mon. thru Fri.	12:30 P. M.—WOW Calling—Merch. Biscuits, Dreft.....	Daily ex. Sun.	Hollywood Calling.....	Sun.
9:00 A. M.—Welcome, Travelers—P. & G.	Mon. thru Fri.	Your University Speaks—Uni. of Nebraska.....	Sun.	4:45 P. M.—Front Page Farrell—Whitehall Pharm.....	Mon. thru Fri.
Fred Waring—Minnesota Canning.....	Sat.	12:45 P. M.—WOW Calling—Nutrena.....	Daily ex. Sun.	5:00 P. M.—Guiding Light—P. & G. Duz.....	Mon. thru Fri.
9:30 A. M.—Road of Life—P. & G. Duz.....	Mon. thru Fri.	The Music Room—Schmoller & Mueller.....	Sun.	Public Affairs.....	Sat.
Mary Lee Taylor—Pet Milk.....	Sat.	1:00 P. M.—Double or Nothing—Campbell Soup.....	Mon. thru Fri.	Hollywood Calling.....	Sun.
9:45 A. M.—The Brighter Day—P. & G. Soap.....	Mon. thru Fri.	National Farm and Home Hour—Allis Chalmers.....	Sat.	5:15 P. M.—Phil Brito.....	Mon. thru Fri.
		Guy Lombardo Show—Paramount Radio.....	Sun.	U. S. Navy Band.....	Sat.
		Today's Children—General Mills.....	Mon. thru Fri.		
		Open House—Byrne's Jewelry.....	Sun.		

EXPIRATION DATE NEAR YOUR NAME BELOW "7/49" MEANS THIS IS YOUR LAST ISSUE

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