WOW Farmers in New Orleans

Weather Fine, All Aboard Well

New Orleans, La.—March 19—The WOW Farmers' "New South" Farm Study Tour special train with 212 Mid-west farmers and farm wives aboard left here tonight for Montgomery, Ala., after a scrumptious dinner at the famous Arnaud's Restaurant, and a day shock full of sight-seeing thrills. All on board were having the "time of our lives." All were well and the weather has been grand thus far. After tomorrow in Alabama, the tour heads for Florida for three days, an ocean-trip to Cuba, and then it starts back towards Omaha with stops at the famed Vanderbilt Estate in Asheville, N. C. Oak Ridge, the TVA, the "Blue Grass country," and the great Purina Farms near St. Louis. The tour is due back in Omaha at 7 a.m. of March 30, Burlington Station.

The "New South" tour left Omaha on March 15 after a grand depot "going-away" ceremony. The ladies wore bouquets compliments of Flowers Unlimited and Ray Clark made radio and television programing of the dancers. There were several hundred friends and relatives of the trippeers there for the farewell.

(Continued on page 3)

—wOw—

CANADA NAMES LAKE

Len Doyle, the two-fisted "Harrington" of the Wednesday night "Mr. District Attorney" program, has been notified that a Canadian lake has been named for him. The sportsman fished in the then nameless lake in the wilderness of northeastern Canada last summer. Canadian officials believe him to be the first white man to do so. Lake Doyle will be designated henceforth on all official maps of Canada.

—woW—

NEW GIMMICK

Bristol-Myers' Wednesday night quiz show "Break the Bank" has added a new gimmick. Each week a person in the studio audience selects the telephone number of some lucky person somewhere in the U. S. A call is made, a question asked. If emcee Bert Parks gets the correct answer to his question, $500 is awarded to the listener. Wrong answers net the telephone subscriber $50 and a year's supply of Vitalis and Trushay.
McGees Will Salute Retailers

To Plan Spring Sales Drive

Fibber and Molly McGee will do a special half-hour "Salute to the American Retailer" on the regular Johnson Wax program on NBC and WOW, Tuesday, April 11 (8:30 p.m.). The program will have Fibber cast in the role of proprietor of the "Bon Ton Store" and Molly and the others in the cast will be his helpers. It will illustrate (but with laughs galore), some of the problems the retailer faces and how he solves them.

The special program was arranged as a part of a national spring sales campaign in which retailers of all types are asked to feature items used in spring housecleaning, included the full line of Johnson products. The spring campaign was outlined to Omaha area Johnson executives at a meeting at the WOW studios March 10.

Highlight of the spring campaign will be the offer of a giant cake of wax at the special price, which will give the housewife one-third more for her money during the campaign.

The spring campaign was outlined over an NBC "closed circuit" network by Ray Carlson, general sales manager of the company and NBC officials.

—WOW—

PUERTO RICO FINE

The "Duffy’s Tavern" cast reports their colony in Puerto Rico finds things ideal. Ed Gardner and his staff of 16 persons, now producing the show from the historic U. S. possession, say living conditions are fine, costs lower than in the States, and fishing good at all times.

—WOW—

NEW YORK VISITORS

"Light Up Time" stars Dorothy Kirsten and Frank Sinatra do their singing from New York these days. The couple transferred from Holly- wood to fulfill personal appearance engagements in the East. Miss Kirsten will star in four productions of the Metropolitan Opera, and Sinatra is in the middle of a six-week session at the Copacabana night club.

WRITERS LEAD NEAR NORMAL LIFE

A seven-day, day and night, stint seems to be the work week of most topnotch comedy show writers, but not so for the "Baby Snooks" scripters. Artie Stander and Bob Fisher are probably the only two comedy writers in Hollywood who can finish a script in the standard 44-hour work week. The reason: the fellows have been collaborating for so many years now their minds click along the same track.

Their method of going about the job, however, isn't quite orthodox. Fisher maps a brief story line, then he and Stander go over it scene by scene. Then the two writers split the plot in half and each takes his part of the outline home and writes the script.

Stander does his writing at night. Shortly after sunset, his typewriter begins to clack. It doesn’t stop until about 4 a.m., when he turns in for a night’s rest.

Fisher needs a large bowl of bananas and a pot of coffee on the table beside him when he works. He munches bananas and sips coffee, and when the supply runs out, he stops everything to replenish it.

Except for these eccentricities, the two are considered about the most "normal" writers in the film capital.

BMB REPORT

(Continued from page 1)

—about 60 per cent in Nebraska, and 25 per cent in Iowa.

7. Eight of ten WOW listeners tune in three to seven days and nights to WOW every week. Sixty per cent tune in six or seven days and nights per week.

8. Less than 20 per cent of WOW’s audience is rated by Hooperatings! The density of WOW listening is greater at many points outside the city—Hooperating area.

9. Speaking of density, there are 112 WOW counties where density is 50 to 100 per cent.

10. WOW has more than 100,000 more listeners every day and every night, than the second station. The published rates of WOW and second station are almost identical.

11. WOW six or seven days and nights audience is about equal to the combined daily circulation of both the two largest Nebraska newspapers—(with no allowance for the big duplicate, morning-evening circulation of both)

12. WOW’s three to seven days and nights audience is 30,000 families greater than the combined circulation of the three largest dailies in the WOW area?

—WOW—

AMECHE A VET

Jimmy Durante’s pal Don Amche is now in his 20th year of broadcasting.

WOW News Tower

Published Monthly by RADIO STATION WOW, Inc.

Publication and Editorial Offices: Room 280, Insurance Bldg., Omaha, Nebr. Subscription price is fifty cents a year, payable in advance.
Fine Dinner Music Weeknights

Willson Show for Falstaff

Rearrangement of the 6:30 to 7 early evening "slot" to include a new Meredith Willson musical show for Falstaff, will give WOW listeners a full half-hour of fine dinner music every weekday evening.

The new Falstaff Meredith Willson show will be heard at 6:45 p.m., Mondays, Wednesdays and Saturdays (starting April 3).

It was announced when the famous Mason City, Ia., composer-conductor, was a special guest at the recent Falstaff convention in Omaha March 11 and 12.

With the addition of the new Willson show, the 6:30 to 7 "slot" will be as follows:

Mondays: 6:30 to 6:45, Freddie Martin and his music with Ray Clark as master of ceremonies.

6:45, Meredith Willson show for Falstaff.

Tuesdays: 6:30 to 7, "590 Melody Lane" with Thomson Holtz as master of ceremonies.

Wednesdays: Same as Mondays.

Thursdays: Guy Lombardo and his "Sweetest Music This Side of Heaven" for Metz Beer.

Fridays: 6:30 to 7, Freddie Martin show (half hour).

Saturdays: 6:30, "590 Melody Lane." 6:45, Meredith Willson show.

Music during the entire half hour—all programs, will be popular and light-classical, of the finest types.

—WOW—

ALDRICH ACTOR

Actress Charita Bauer agrees with George M. Cohan that "Mary is a grand old name"—her three most important acting roles have been as Mary.

Her current "Mary" role is that of Henry's sister on the Thursday night "Aldrich Family." As a child performer she played Mary in Cohan's "Forty-Five Minutes from Broadway" and as little Mary in "The Women."

PEBBLE HUNT NETS MAN AWARD

Christmas Day, 1949, the Atlantic Ocean washed the shore of a tiny island in the Azores bringing wonders of the modern world into the life of a 46-year-old Portuguese farmer.

That was the day Antonio Brasil went to the beach to gather some pebbles with which to clean his wine barrel and found a plastic ball dropped into the ocean 9 months before by the "People Are Funny" radio show.

The islander kept the ball for a week before he opened it at his wife's urging. He could not read the note inside. Because he couldn't afford bus fare, Antonio walked 18 miles to a nearby town to have the note translated.

As a result, the tenant farmer left his three-room stone house in the care of his wife and 10 children and was flown to Hollywood for an appearance on the Tuesday night, March 7, program. He also came to collect some $3,000 in cash and prizes he had won for being the first person to find one of the dozen balls tossed into the ocean by a contestant on the Art Linkletter starrer last spring.

Antonio toured the film circuit for his first look at a movie, television, venetian blinds and even plumbing. His comment at each new thing was a useful "Wonderful!" As well.

When the peasant left the United States and sailed for home, he carried blankets, clothing, a cowboy suit for his son, and some lunch boxes and other items for his family. The money, he would use to buy the farm on which he had toiled so long.

APRIL, 1950
These Folks Make Wednesday Night Listening a Pleasure

Variety keynotes Wednesday evening listening on WOW. The “Big Three” in entertainment—music, comedy and drama—all have a chance to please this night.

Meredith Willson returns to radio this month with a three-a-week music show. His outstanding orchestral and vocal arrangements broadcast for Falstaff Mondays, Wednesdays and Saturdays at 6:45 p.m. The former Mason City, Iowa, musician presents a pleasant quarter-hour of listening.

At 7 o’clock a guest of Philip Morris’ “This is Your Life” takes the stage with Ralph Edwards to hear his own story pass in review. For 30 minutes Ralph delves into the past and presents friends, relatives and others who have played a role in the subject’s life.

Comedy takes to the airwaves at 7:30 when “The Great Gildersleeve” holds forth. Currently the weekly episodes are devoted to the wedding plans of “Gildy’s” niece Marjorie and her fiancé Bronco Thompson. The couple plan to be married May 1.

Bert Park’s popular quiz show “Break the Bank” broadcasts at 8 p.m. Each week the program offers cash prizes for listeners as well as studio contestants.

“Mr. District Attorney” and his sidekick Harrington wage a fierce battle against crime each Wednesday at 8:30. Jay Jostyn stars in this Bristol-Myers’ show. Len Doyle and Vicki Vola assist him. No crime has been left unsolved since the D.A. took to radio more than a decade ago.

At 9 o’clock “The Big Story” continues with more exciting drama. Narrator Robert Sloane and Pall Mall Cigarettes take listeners into the courtroom, police station, gang headquarters or wherever important news is likely to happen. Each week a $500 award goes to the reporter whose “Big Story” is told.

“Living—1950” recently moved into the 10:30 p.m. listening spot. This prize-winning documentary series takes you behind the scenes of 20th century life.
Wednesday Daytime Means Good Listening Too!

Wednesday daytime programs deal mostly with the midweek adventures of various soap opera folks.

At 9:45 each weekday morning, WOW listeners hear "Dorothy Dix at Home." The famous name known to millions of newspaper readers as an advisor on personal relations has been written into an entertaining quarter-hour drama. Problems of the bewildered become the problems of this woman who tries to untangle lives with a bit of worth-while advice.

Everyone's Good Neighbor Jack Berch breaks up the a.m. drama schedule at 10:30 to offer 15 minutes of music and song. Accordianist Charlie Magnanti and his trio serve a musical backdrop to one of daytime radio's most popular singers.

Merril Workhoven presents WOW's "Midday Four Bell News Roundup" at 12:noon. All important international, national, regional and local happenings are reported in a most comprehensive 30-minute summary. Weather and market news so important to the farmers of WOW-Land are covered also. Two of the favorite afternoon dramas are "Stella Dallas" and "Lorenzo Jones." Since her daughter Laurel's marriage to the wealthy Richard Grosvenor, Stella has attempted to remain in the background because she believes her simple, homely personality doesn't fit into Laurel's social sphere. When, however, her daughter's happiness is threatened, Stella is ready to sacrifice her own principle to give aid. Hear "Stella Dallas" daily at 3:15.

"Lorenzo Jones" and his wife Belle have many troublesome adventures, but their woes mean fun for the listener. The mechanic whose inventions have never yet brought him that pot of gold at the end of the rainbow keeps right on trying each weekday at 3:30.

Yes, the dial twirler who settles on 590 for both day and night listening to the great WOW and NBC shows can be sure he's tuned to the very finest in entertainment.

RIGHT TO HAPPINESS — Claudia Morgan stars as Carolyn Kramer in this daily series which broadcasts on WOW at 2:45 p.m.

WOW CALLING — Ray Olson shares emcee duties with Russ Baker each day at 12:30 on this noon-time radio favorite. It's on television too!

WHEN A GIRL MARRIES — Rosemary Rice is cast as Kathy Stanley on this 4 p.m. daytimer. She's a "Cavalcade of America" player too.

JUST PLAIN BILL — Actor Arthur Hughes is made up for his role as the kindly, philosophical barber Bill Davidson. Listen at 4:30 p.m.

GUIDING LIGHT — Five times a week lovely Dorothy Lovett plays the part of Meta Bauer in this drama series. The show is now heard at 5 p.m.

PEPPER YOUNG — Mason Adams plays the title role in the adventures of "Pepper Young's Family." Listen to this popular series each weekday at 2:30 p.m.

APRIL 1950
Win a Weekend in Hollywood

Campbell Soup Sponsors

Walter O'Keefe's big DOUBLE OR NOTHING Hollywood Weekend Contest enters the homestretch—just two or three days remain to get entries in the mail.

Two lucky contestants will win a wonderful weekend in the film capital with all expenses paid by the quizmaster and the Campbell Soup Company for being picked as the persons with the best attitude for being quiz contestants.

Dr. W. H. Thompson, head of the Psychology Department at Omaha University, has prepared three questions which are being used as an aid to find the two talented individuals. Contestants are to send in their answers to one or all three of the questions now being asked on "The Johnny Carson Show." Monday to Friday at 8:15 a.m. on WOW.

To the dozen or so persons sending the best answers—answers in the minds of the judges that show those writers to possess the right qualities for quiz contestants—will come the opportunity to participate in another aptitude contest at the WOW studios April 9.

The two persons coming out best in this competition will win the thrilling weekend in Hollywood.

Listeners are urged to get their entries in the mail right away. Send your letters to DOUBLE OR NOTHING Hollywood Weekend Contest, Radio Station WOW, Inc., Omaha, Neb.

Cartridges Costly

One of the biggest monthly costs to NBC's Sound Effects Department aside from salaries, is the purchase of blank cartridges.

Mal Hansen Wins in Contest Poll

Mal Hansen won the election and Mrs. Margaret Patterson of Gretna, Neb., won the RG Carsten radio-phonograph console for writing the best letter in WOW's recent morning popularity contest.

Votes by way of letters poured into the WOW studios throughout a holly contested two weeks of campaigning for WOW's most favored a.m. star. Mal, Slim Eberhardt, Merrill Workhouse and John Carson, asked for votes from listeners through their own morning shows and guest appearances on "WOW Calling" and "590 Melody Lane."

Besides Mrs. Patterson's grand prize, a consolation prize of a steam iron went to Phyllis Kirkpatrick of Omaha, a set of stainless steel cooking utensils to Mrs. Ralph Lewis of Shenkel, Neb., and a stainless steel cutlery set to Mrs. J. R. Morrow of Council Bluffs, Ia.

Slim used his guitar and songs on his 5:30 a.m. show to attract votes for himself. At 6:30 each morning, Mal interrupted his farm news long enough to make a bid. Merrill campaigned at 7:30 on his news period, and John wound letters with music and chatter at 8:15 a.m.

WOW asked the aid of Skelly newsman Alex Dreier and staff to decide the winner from well over 1,000 entries. Prize winners were announced on Thomson Holtz' "590 Melody Lane" program Tuesday, March 14.

Canada Approves

Canada and the U. S. saw eye to eye in their preference for one of NBC's daytime shows. A report of the National Listeners Panel showed "The Road of Life" being listed as one of the "five most preferred daytime drama shows." The same rating turned up in a national Canadian listeners poll.

Movie Star

Frank Lovejoy, who stars as newsman Randy Stone on the Monday night adventure series "Nightbeat," made his motion picture debut as Sergeant Mingo in the prize-winning film "Home of the Brave."

DURANTE RESPONSIBLE

Those garbled phrases that flow from the lips of comedian Jimmy Durante each Friday night at 8:30 are not invented by the show's writers. The "mals"—short for malapropisms—flow spontaneously from Durante himself.

Norman Paul, chief script writer, says that during a story conference he keeps his ears open and pencil poised to catch Durante's inimitable phraseology. When Jimmy utters a word or phrase, such as "neuralgia" instead of "nostalgia," you have to put it down on paper right away. There's no getting the words to thunk back and remember what he said.

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WOW NEWS TOWER MAGAZINE,
Radio Station WOW, Omaha, Neb.

Gentlemen: Please enter my subscription to the WOW News Tower Magazine. My remittance for $__________ for payment is enclosed.

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(Please PRINT plainly)

Street and Number or Rural Route: ______________________________

City and State: __________________________________________

Clip This and Mail to WOW Today!
Expect 25,000 TV Sets by May 1

To Select WOW-TV Ice Queen

Some WOW-TV area young lady will be awarded the title "Miss WOW-TV Queen of Ice" on April 17 between acts at a performance of "Ice Capades" at Ak-Sar-Ben rink.

What's more the "WOW-TV Queen of Ice" will win a trip to Hollywood with all expenses paid to compete in the National Queen of Ice contest May 15 and 16.

The Miss WOW-TV ice queen finalists were to be chosen late in March at a series of semi-finals, and the semi-finals which were scheduled to take place at one of the Ak-Sar-Ben Knights' Omaha playoff games.

The contest was open to any girl between the ages of 17 and 26 who has poise, personality, charm, beauty of face and figure, and some ability to skate.

Details were announced on WOW-TV. Entry blanks and details were available at WOW-TV and at the box office at Ak-Sar-Ben rink.

WARNS ABOUT HASTE

Commissioner Frieda Hennock of the Federal Communications Commission told the recent New York meeting of the Institute of Radio Engineers that the FCC could not act in haste on lifting the freeze (on new licenses for TV stations) or setting standards for color television.

Action on either matter she indicated, would effect television for many years to come. She estimates it will take 2,000 television stations to serve total needs of the nation's population.

OTHERS WATCH TV

Forty-two per cent of the non-television-set-owning audience in the greater New York area see TV shows "regularly" on sets belonging to friends, relatives or in public places, according to a new "Pulse" survey. The same survey said 80 per cent of the area's set-owners have guests at least once a week, and six per cent have guests every day.

PRESENT GRAND OPERA

WOW-TV's third NBC grand opera presentation, "The Bat" based on Johann Strauss' "Die Fledermaus," was presented on WOW-TV Friday, March 24 at 7:30 p.m. Other opera telecasts will be scheduled on Fridays as they are available.

Set Shortages Easing

The WOW-TV area is keeping pace with the rest of the nation, if not exceeding it in television set sales. Sales by TV distributors passed the 19,000 mark in mid-March, and were expected to pass 20,000 by April 1.

Persistent rumors that the network relays will open months ahead of the October 1 scheduled date, and a current stepup of deliveries from factories, are two reasons for the present set-sales boom. Hundreds of fans want in ahead of the rush expected when the relay opens—an expected rush which may cause more set shortages in some of the new 1950 models now being sold.

The inability of distributors to get delivery of regularly priced sets from factories, eased at the end of the first quarter. All distributors expect to be able to deliver all models, in reasonable quantities, by April.

TV set sales are far ahead of schedule for the year, and ahead of 1950 estimates. From all indications the total will slightly exceed 25,000 sets by May 1—eighth months after television started in this area.

The 20,000-set mark will mean that nearly one home in every eight in the Omaha-WOW-TV primary area will be a "television home." It will be an available TV audience exceeding 80,000.

The long-range time-table of set sales, based on weekly sales reports thus far, indicates there will be 35,000 television homes by September 1, and 50,000 by November 1.

This means the total audience would reach 140,000 by September 1, and 200,000 by November 1.

If factories continue to supply more and more sets the total for 1950 will reach 60,000, or 10,000 more than the 1950 estimate.

Set sales for the first 10 weeks of 1950 averaged 564 per week (after a bad post-Christmas slump). The average jumped to 843 between February 1 and March 10, partly as a result of a sales drive put on by the Nebraska-Iowa Electrical Council.

WOW-TV:

SIOUX CITYANS VIEW

A manufacturer of television antennas in Sioux City, Ia., estimates that he has put in 100 to 125 installations in the northwest Iowa area, and that in all cases reception of WOW-TV has been good. Sioux City is almost 100 miles from Omaha.
WOW-TV Plant One of the Best

Cost $600,000
For TV Only

The WOW-TV television building is one of the most modern and efficient TV plants in America. It was designed and built to specifications of WOW-TV engineers after a three-year study of every modern television station in the United States. Most of the designing was supervised by Joe Herold, manager of WOW-TV, and one of the nation's top engineering experts in the new science.

WOW-TV is located at 35th and Farnam Streets, in the highest section of central Omaha.

The building cost more than $600,000 and is the first unit of a "Radio-Television City" and will eventually house all of Radio Station WOW, Inc., activities.

The antenna rises 90 feet above average terrain. Its effective radiated power is 16.2 kilowatts. It is Omaha's most powerful and efficient television tower.

The WOW-TV building occupies a lot with 250 foot frontage on Farnam Street. Its floor space is over 20,000 square feet.

Edwards Coffee is on "Counter"

Master-of-Ceremonies Don Keough has a new sponsor for his "Coffee Counter"—on WOW-TV at 12:15 p.m., Mondays through Fridays.

The new sponsor is Edwards Coffee, a product of fine acceptance in the Omaha area.

The "Coffee Counter," which follows Mal Hansen's "Grass Roots" and precedes the one-and-only "WOW Calling" simulcast (on both radio WOW and WOW-TV simultaneously) is one of the most popular WOW-TV produced shows.

Since its inception, "The Coffee Counter" has presented interviews with more than 2,000 persons, including many of the nation's great celebrities.

It has made a great contribution to the success of many fine charity drives. It was on the "Coffee Counter" that the now-famous "Singing Mouse" from Cherokee, Ia., made its debut.

Almost every day the Coffee Counter presents a different hostess, usually from one of the Omaha high schools or colleges. The hostess pours coffee (Edwards Coffee now!) to all guests.

First television announcer on WABD, channel 5, was a woman, Mrs. Dorothy Wootton.

---

Call TV Manager Joe Herold (Webster 3400) and arrange a visit to the modern studios at 3519 Farnam Street, Omaha.

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DAY-TIME Schedule For April

<table>
<thead>
<tr>
<th>TIME</th>
<th>MONDAYS THROUGH FRIDAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>330</td>
<td>MARTHA'S KITCHEN</td>
</tr>
<tr>
<td></td>
<td>General Electric, O.P.P.D., C. A. Swanson, Butter-Nut Coffee, Peter Pan</td>
</tr>
<tr>
<td>400</td>
<td>RAY CLARK—NEWS</td>
</tr>
<tr>
<td>415</td>
<td>COFFEE COUNTER WITH DON KEOUGH—Edwards Coffee</td>
</tr>
<tr>
<td>430</td>
<td>LIVE STUDIO PROGRAM</td>
</tr>
<tr>
<td>445</td>
<td>SUNDAYS—STRANGER THAN FICTION</td>
</tr>
<tr>
<td>500</td>
<td>SUNDAYS—&quot;HOPALONG CASSIDY&quot;—Butter-nut Bread (1 hour)</td>
</tr>
<tr>
<td>515</td>
<td>MONDAYS—HOWDY DOODY</td>
</tr>
<tr>
<td>530</td>
<td>&quot;TIME FOR BEANY&quot; and CARTOON TIME</td>
</tr>
<tr>
<td>545</td>
<td>CREIGHTON UNIVERSITY and OMAHA UNIVERSITY, alternate Wednesdays</td>
</tr>
<tr>
<td>600</td>
<td>NBC—&quot;KUKLA, FRAN AND OLLIE&quot;—RCA, Seabest, Ford</td>
</tr>
<tr>
<td>625</td>
<td>SUNDAYS—SPORTS ALBUM,—Nebraska Clothing; NEWS</td>
</tr>
<tr>
<td>630</td>
<td>6:40—NEBRASKA'S SPORTS ALBUM—Tuesdays and Thursdays</td>
</tr>
<tr>
<td>645</td>
<td>MOHAWK SHOWROOM—Mondays, Wednesdays, Fridays; 6:30—Tuesday, ROSELLA, Commercial Savings and Loan.</td>
</tr>
<tr>
<td></td>
<td>RAY CLARK AND COMPLETE NEWS ROUNDUP</td>
</tr>
</tbody>
</table>

TEST PATTERN PERIODS: Mondays thru Fridays—2 p.m. to 3:30 p.m.
Sundays—4:10 p.m.
Saturdays—Silent

SEE THE SHOPPING GUIDE, WORLD-HERALD OR YOUR LOCAL PAPER FOR PROGRAM CHANGES
"Beany" is Paramount Debut

NBC "Kine" Delays Listed

The following NBC kinescope recorded programs on WOW-TV are delayed as follows:
- Chesterfield Supper Club—two weeks
- Wayne King—two weeks, three days (plays WOW-TV Sundays)
- Philco Playhouse—two weeks
- Kukla, Fran and Ollie—three weeks
- Mohawk Showroom—three weeks
- Chevrolet Tele Theater—three weeks
- Who Said That—two weeks
- Lights Out—three weeks
- Texaco Star Theatre—two weeks
- Life of Riley (movie film)—one week
- Original Amateur Hour—two weeks
- The Clock—three weeks

Leave It to the Girls—two and one-half weeks (on WOW-TV Weds.)
- Today With Mrs. Roosevelt—three and one-half weeks (WOW-TV Weds.)
- Kay Kyser—four weeks

This means these features are carried so many weeks (as noted) after their original presentations on the NBC network. When the relay is in use they will be carried on WOW-TV simultaneously with the original telecasts.

WOW-TV

The average medium-priced television receiver has over 2,000 wired parts in excess of 20 tubes.

This is Beany...

It's a New Net for WOW-TV

Addition of "It's Time for Beany," one of the most popular shows in American television, to the WOW-TV schedule, marks a new association by WOW-TV with Paramount Television Productions, Inc., a division of Paramount Pictures, Inc., the same organization which produces some of the finest feature motion pictures.

"It's Time for Beany" began on WOW March 13 in the 5:30 to 5:45 p.m., Monday through Friday spot. It's ending each day will be just 15 minutes before the start of the popular "Kukla, Fran and Ollie" series (at 6, Mondays through Fridays).

The WOW-TV association with Paramount is tantamount to the joining of a new network—one which is growing in importance daily in the television field. It was Paramount that supplied WOW with the Olympic Auditorium wrestling programs. Other Paramount filmed shows of the highest caliber can be expected within the next few months.

In the months that six-year-old Beany has been on the air, he and his blustery uncle, Captain Huffenpuff, Cecil the Seashick Sea Serpent and the fabulous crew of the world-traversing "Leakin' Lena" have captured the imaginations of thousands of television fans.

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### NIGHT-TIME Schedule For April

<table>
<thead>
<tr>
<th>TIME</th>
<th>SUNDAYS</th>
<th>MONDAYS</th>
<th>TUESDAYS</th>
<th>WEDNESDAYS</th>
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<tr>
<td>7:00</td>
<td>COMO CHESTERFIELD SUPPER CLB-NBC</td>
<td>CHEVROLET TELETHEATER-Chevrolet</td>
<td>MILTON BERLE TEXACO STAR THEATRE</td>
<td>PARAMOUNT RADIO AMATEURS</td>
</tr>
<tr>
<td>7:30</td>
<td>WAYNE KING NBC Standard Oil</td>
<td>WHO SAID THAT? NBC</td>
<td>THE CLOCK</td>
<td>THE CLOK Lever Bros, NBC</td>
</tr>
<tr>
<td>8:00</td>
<td>PHILCO PLAYHOUSE NBC</td>
<td>LIGHTS OUT Admiral</td>
<td>ORIGINAL AMATEUR HOUR Old Gold Cigarettes</td>
<td>LEAVE IT TO THE GIRLS NBC</td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td>CHARADES</td>
<td></td>
<td>MRS. ROOSEVELT NBC</td>
</tr>
<tr>
<td>9:00</td>
<td>NEWS,SPECIALS, SIGN OFF</td>
<td>SPECIALS, SPORTS, MOVIE NEWS, SIGN OFF</td>
<td>Hollywood Reel Star-Kist Tuna</td>
<td>NEWS SIGN OFF</td>
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<td>10:00</td>
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<th>FRIDAYS</th>
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<tr>
<td>7:00</td>
<td>ROSELLA—Byrne Jewelry FILM</td>
<td>NEWS—OPP.D. GOLF—WEEKS</td>
<td>SILENT</td>
<td>NBC GRAND OPERA</td>
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<tr>
<td>7:30</td>
<td>TV FORUM (Live Studio)</td>
<td>FEATURE FILM OR NBC OPERA</td>
<td></td>
<td>BOXING</td>
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<tr>
<td>8:00</td>
<td>KAY KYSER NBC Ford Dealers</td>
<td>GARDEN PROGRAM</td>
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<td>8:30</td>
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<td></td>
<td>Tune to WOW-TV for dates and times</td>
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<tr>
<td>9:00</td>
<td>WRESTLING</td>
<td>NEWS</td>
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<td>9:30</td>
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<td>SIGN OFF</td>
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<td>10:00</td>
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**SEE THE SHOPPING GUIDE, WORLD-HERALD OR YOUR LOCAL PAPER FOR PROGRAM CHANGES**

**APRIL, 1950**
Twenty-one WOW-TV-Land cities will be saluted on the "Coffee Counter" in a new series of programs planned for now-and-then in the next few weeks. The "Coffee Counter" at 12:15 p.m., Mondays through Fridays, is sponsored by the makers of Edwards Coffee.

The "Counter"'s handsome master-of-ceremonies, Don Keough, sent invitations to the cities to be saluted last week. He asked mayors, chambers of commerce, business and civic leaders to come to Omaha to "speak up" for their home towns.

Each group will be expected to tell the history of its town, reasons for its importance and colorful incidents in its past. Additionally, the "Salutes" will be synchronized, when possible, with special local civic events, or charity drives, so that the miracle medium of television may boost these events.

The "Coffee Counter" has greeted many guests since it was started as one of WOW-TV’s original locally-produced features. On March 13 the Metropolitan Opera star, Patrice Munsel, in Omaha as a soloist with the Omaha Symphony Orchestra, was a guest. She was honored by Omaha Girl Scouts.

The policy of interviewing interesting people, whether they’re famous or not will remain unchanged. Anyone with a story to tell is invited to contact Keough to arrange for a possible television appearance.

Studio visitors are always welcome while the "Coffee Counter" is on the air. Groups are requested to make advance reservations.

Can you name Hopie’s horse? A viewer of the top Western star of them all, asked WOW-TV folks for the name of Hopalong Cassidy’s horse. The question stumped everybody. Even when they viewed the show Sunday at 5 p.m. (for Butter-nut Bread) they couldn’t answer it!

—WOW-TV—

HOPE ON TV

A special hour-and-a-half long Easter Sunday feature starring Bob Hope (his first appearance in television) and a host of other celebrities, is being arranged by Priscigala. It is tentatively scheduled on WOW-TV from 9 p.m. to 10:30 p.m. on April 16.

—WOW-TV—

TV NEWS NOTES

A new Jersey TV station has a good idea. At 5:45 p.m. it reminds children viewers like this: “Say kids if you’re looking in on a neighbor’s set don’t forget to tell your mom where you are, so she won’t worry.”

A Philadelphia barkeep is so fond of the Milton Berle show that he won’t permit any drinks to be served during the Tuesday night hour when the Berle Texaco show is on the air.

NBC has leased 76,000 square feet of space, three floors of a Manhattan building, for the largest and most complete television and scenery shop in the nation.

NBC’s research director estimated that 41/3 million homes in the nation now have television sets. This is an increase of nearly half a million since January 1.

Technicolor, world’s largest producer of color movies has become interested in color television. The company put out its first color movie in 1937. While highly successful only about one in thirty movies issued are in color.
Tip Saggau

WOW Sports Editor

Now that the basketball season has been sufficiently butted up, one of the lesser sports takes over high school and college circles. I speak, of course, of track. Personally, I would rather witness a good track meet than any other type of sporting event. By a good track meet, I mean one that is run off on time, that has contestants capable in college of making a conference record.

Track has always had a warm spot in this heart of mine because it is the only sport where an individual is strictly on his own. In other words at a track meet you definitely can separate the men from the boys. For example at a football game, if John Brown is running left end and makes a 3 yard gain but two inches he can blame it on the end or tackle who missed his blocking assignment. If a basketball player has a cold night on the yard court, then he can always cast it off by saying so and so didn't feed me the ball enough. But a track meet, brother, it's you and nobody else, no matter if you're a distance man, dash man or competing in the field events. If you win a 100-yard dash, you win it. If you lose it, you can blame anyone but yourself.

Don't let anyone ever tell you that a track man doesn't have to be in perfect physical condition. Because, speaking from experience, I know you do.

At the end of this month, the Drake Relays, one of the finest college meets in the U. S. will be held in Des Moines. At this writing, WOW will carry portions of the relays. Also the strong possibility that WOW-TV by means of motion picture film, will be on the spot to bring you the highlights of the action a day or so following the meet. You can also be looking forward to the Kansas relays down in Lawrence, Kans., and the Big Seven Conference meet and the Nebraska State High School meet in Lincoln on WOW and WOW-TV.

Now that the hockey season is out of the way, it might be fitting to tip the hat a bit to Mud Bruneteau and his Ak-Sar-Ben Knights. They did a grand job. The majority of the young fellows will miss the Omaha this year are on their way up. Chances are ten to one you won't see them on the Omaha ice during the next hockey season.

I hope also, and this has been aired and also mentioned in the paper, that next year will find the Omaha hockey team getting more. In other words they are on the way of a schedule. The Omaha hockey team is Mr. Hockey in the U. S. League. I, for one, and I think Harry Fowler, the manager of the Omaha Coliseum, feels the same way, think it is about time the other members of the U. S. Hockey League realize how important of a success the Omaha is to the success of the League and set up their schedules with that thought in mind.

Tip Saggau

Easter and Anniversary

Grass Roots

By MAL HANSEN, WOW Farm Director

Aboard the WOW Special Train to the "New South"

Don't be surprised if you find a midwesterner in your community talking with a southern drawl. We find many of our traveling companions are using the southern style in their speech. It's catching.

There is general agreement that the South can compete with the North when it comes to livestock production. But our good livestock feeders in the West like to visit as often as possible. And that's why we haven't forgotten the corn we have to do a good job of finishing.

There's a difference of opinion as to the most beautiful spot in the South. Some like the bayou country of Louisiana, others pick the resort area of Miami, the cypress gardens of Florida were a favorite spot for others. In all we agree that the South has a lot to show visitors. And we are seeing plenty.

Incidentally, we hear a lot about the hospitality of the West. We have experienced it. But the folks of the South are equally as kind. In fact, we wonder if the people in the Midwest are as kind to visitors as the folks in other areas. We hope so, because it gives a stranger a mighty warm feeling inside to be welcomed so much attention we are receiving on this trip. We wish all the News Tower readers were with us.

Aunt Sally

KNOCK ... KNOCK...

Hi, Neighbors! May I come in? I bring you April showers and pretty May flowers.

Quite clearly pictured in my memory is an April day 15 years ago when little daughter Terry and I stepped off a train in Omaha from the sunny Southland. It had been four years since we had felt a spring wind so I wonder now if it was really as strong as we thought it was. In the land of hot sun, sand and dunes, my blood gets thinner, 'tis said.

Fifteen years is a long time. I suppose but these years in WOW radioland have sped on the fleetest of wings, as did the three years of broadcasting in Miami, Fla.

Being interested in the OTHER fellow has been happy activity for me and if one is active for happiness time does fly.

May I take this opportunity to thank my sponsors for their desire to contribute to the comfort and joy of the folks on the inside and making me the steward for this desire. I hope I have given my best toward a most wonderful organization.

I want to thank the thousands of listeners who have assured me of loving hearts and helping hands over the years. Many of them since the day I first took to the air over 90 kc. I will always think of you as "DEAR HEARTS AND GENTLE PEOPLE" who have contributed so much happiness to hundreds of shut-ins.

But the management of WOW radioland wants an anniversary letter from all good friends, new or old, if I have meant anything to you as we covered the miles along the way.

Well 'bye for now.

YOUR AUNT SALLY.