

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 14, No. 8

OMAHA, NEBRASKA, MAY 1, 1950

Published Monthly

General Mills Adds 65 Shows

Promotion to Last Four Months

This month General Mills takes over some of their 65 summer night-time half-hour network periods purchased recently.

The sale, the biggest of its kind in radio history, calls for General Mills to acquire several segments which become vacant as certain NBC advertisers take their normal summer intervals.

Time will be used for a special sales campaign for General Mills products during the summer months. The new programs will extend over the period beginning May 1 through September 7.

First time periods on WOW to come under the new arrangement are the Monday 9 to 9:30 p.m. and the Wednesday 9:30 to 10 p.m.

At present WOW carries two daytime serial dramas sponsored by General Mills, "Light of the World" at 11 a.m. and "Today's Children" at 1:30 p.m.

Products which will be boosted or are now being advertised on NBC and local stations include: Gold Medal Kitchen Tested Flour, Cheerios, Betty Crocker Soup, Cake Mix, Red Band Flour, Bisquick, Crustquick, Softasilk, Bean Soup, and Sperry Pancake and Waffle Flour.

Campbell Doubles 'Double' Show

The Campbell Soup Company takes a literal view of their "Double or Nothing" quiz show by sponsoring a second edition of the program in a morning time spot.

Beginning Monday, May 1, the new program will broadcast five mornings weekly on WOW at 9:30. The new period of the popular quiz show will also star Walter O'Keefe who emcees the afternoon series, Mondays through Fridays at 1 p.m. Both programs will continue through the summer, having been signed for a solid year.

Emphasizing that the morning show would be different each day from the afternoon program, NBC officials also pointed out that this new sale—a new concept of network advertising—represents a total of five hours weekly.

"Double or Nothing" has used NBC facilities daily for the past two years.

The two shows, which originate in Hollywood, will devote the first 15 minutes of each program to Campbell Soups, and the second quarter-hour to Campbell's Pork and Beans.

Other Campbell Company news this month include notes from the two lucky winners of the big "Double or

(Continued on page 4)

Success Story...

WOW Engineer Roy Ekberg is well on his way to fame and fortune in the songwriting business. The radio man recently received his first quarterly royalty check from Broadcast Music Incorporated, publishers of his song, "My Inspiration." The amount came to the huge total of 48 cents!

AWARDS TO NBC

Eleven NBC radio and television performers and programs won honors at the First Awards Dinner of the Academy of Radio and Television Best Arts and Sciences last month.

Radio awards went to "National Farm and Home Hour," for agricultural programs, "Telephone Hour" for music, and "Theater Guild on the Air" for dramatic programs. Homer Fickett won the producer-director award for the last named program.

Television garnered honors with "Philco Playhouse" as best dramatic show, "Camel News Caravan" for news and commentary, "Kukla, Fran and Ollie" for children's programs, and Milton Berle was named the year's outstanding television comic.

Dave Garroway and Fran Warren were named "Promising Stars." A special citation went to Fred Waring.



Campbell Soup's Walter O'Keefe (second from left) talks things over with (left) WOW's John Carson, Mrs. Raymond Nelson of Ashland, Neb., and Mr. George Millar of Nebraska City before the

trio made an appearance on a "Double or Nothing" broadcast recently. The latter two folks were winners of the big "Double or Nothing" Hollywood Weekend Contest.

Berch Spiel Reaps a Harvest

20 Tons of Mail Results

Mrs. Edward Russell and the town of Richmond, Quebec, Canada, is slowly digging out from a blizzard—a blizzard of old Christmas cards.

For several weeks now sacks of mail have been pouring into the Canadian community as a result of one 30-second announcement on the Jack Berch show. In the first six weeks nearly 5,000,000 used cards—20 tons of mail—arrived.

It all developed as a result of Mrs. Russell's interest in the Lone Guides, an organization of girls in isolated localities who cannot participate in regular Girl Scout activities. She was advised by the Ontario International Guide Commission some time ago that a Lone Guide company had been formed in a leper colony in South Africa, and was asked if it would be possible for her to make kits of old Christmas cards to be sent to the colony.

A fan of the Prudential singing star, Mrs. Russell requested him to ask his listeners to send all their used Christmas cards to her. The appeal was made on the Jack Berch show January 25.

The Richmond housewife, mother of five children, was amazed when a week later, she was advised by the Richmond Post Office that nine bags of mail were ready to be delivered. The second day brought 16 bags, then 40 bags the third day. Thereafter 10 bags a day.

Mail has come from the United States, Canada, Australia, England, New Zealand, Alaska and Guatemala, South America.

Six weeks after the appeal had been made, the Russells and the town of Richmond were faced with the following problems:

The bags totaled 370, and postmaster Lawrence Mackenzie was wondering frantically what to do—all his mail bags were being used by the Russell mail and the mail of the townspeople was being neglected.

The mayor, was organizing an emergency committee to handle the situation.

Russell, a tool and die maker, has gathered the following statistics on the fantastic operation.

1. More than \$40,000 was spent by card donors on postage alone.
2. There are 38,500 pounds of mail.
3. Sixty-seven different organizations, on hearing the amazing mail response, had offered to help the Russells dispose of the mail.

—wow—

EARLY BIRDS

When young people who love their sleep get up at 4 a.m., and drive 40 miles to see a radio program broadcast—they must be pretty fond of this program!

This happened the other day when 23 high school students from Persia, Ia., were studio visitors on Mal Hansen's "Farm Service Reporter" program. They were in the studios and wide awake by 6:15 a.m.



SUPER SALESMAN—Jack Berch made a 30-second announcement that caused a blizzard. See story at left.

—wow—

P-TA RECOMMENDS

A group of parent-teacher associations has just selected Jimmy Durante's Friday night radio show for Camel Cigarettes as one of the "cleanest" in that medium. Durante, veteran of the entertainment world, never cracks a "blue" line or permits one in his show. The associations recommended his show definitely as one they would permit their children to hear at any time.

'RAILROAD' TO CHANGE FORMAT ...



Marion Bell



Lucille Norman



Dorothy Kirsten

The "Railroad Hour" will change its winter format to present a new and different type of music series for the summer.

Lovely Lucille Norman, a frequent guest on the show the past season, will join Gordon MacRae in a "musical almanac." Each show will be devoted to tuneful recollections of a different era in American history. The series commences Monday, May 29.

Scripting for the series will be done by Jean Holloway, adapter of most of the "Railroad Hour" winter operetta presentations.

Lucille Norman has been a frequent guest artist on network programs for several years and has starred in her own regional and television shows. She has appeared in films, and has done successful stints in supper clubs and stage shows.

In private life, Miss Norman is the wife of actor Bruce Kellogg and the mother of a three-year-old daughter Pamela Jane.

WOW Flooded With Calls

That radio is a sure-fire advertising medium was proven again recently when WOW Assistant General Manager Lyle DeMoss broadcasted an appeal for an old fashion player piano.

Urgently needing the music machine for a television stage prop, and having been advised by local music stores that the relics no longer existed, Lyle turned to radio to get the job done.

An item containing his request was carried on the 10 p.m. news. Soon after the airing, the WOW switchboard began to flicker and buzz with incoming telephone calls. One call after another in rapid-fire order poured in with offers of pianos.

Every available staff member was assigned to a phone to handle the traffic. Within the first few minutes, 80 calls were recorded.

Despite announcements informing listeners of the situation and asking them to call no more, calls continued the next morning. When the tally ended, the scoreboard read: 136 phone calls—two letters!

—wow—

Roger DeKoven, new cast member of NBC's daytime serial "The Road of Life," has more than 10,000 air performances to his credit!

WOW NEWS TOWER

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WOW NEWS TOWER

Telephone Hour's 11th Year

Quiz Kids Name Best Teacher

Seven WOW-Land children won prizes in the Quiz Kids fifth annual "Best Teacher Contest." The students and the teachers they nominated:

Both Donald Cheloha, 11, and Lynn Blaser, 9, of Route 4, Columbus, Neb., for Mrs. Lola E. Gerber, District 37, Platte County.

Joy Joyce, 16, DeWitt, Neb., for Mrs. Opal Carter, DeWitt High School.

Richard Wilson, 12, 6125 Seward Street, Omaha, Neb., for Mrs. Ardyth Feaster, Rosehill School.

Warren Denenberg, 17, 5118 Davenport Street, Omaha, Neb., for Miss Juliette Griffin, Omaha Central High School.

Donnie Jenkins, 7, Plattsmouth, Neb., for Miss Kafferferger, Central School.

John Monson, 13, Turin, Ia., for Miss Kate Kelsey, Smithland.

Donald and Warren were two of the 50 students who won awards of 10 dollars each. The others received special certificates and gold Quiz Kid pins.

Miss Pauline V. Powers, a teacher of blind students in the Chaney School, Youngstown, Ohio, received \$2,000 as "Best Teacher of 1950." Alex Chavich, 17, a boy blinded at birth, won a \$1,000 U. S. Security bond for his winning letter about Miss Powers.

"Most Promising Teacher of 1950" award went to Mrs. Elizabeth Brattig, 34, English teacher at Erasmus Hall High School, Brooklyn. Ruth Kramer, 16, received a \$1,000 bond for her letter. Mrs. Brattig won a \$2,000 cash scholarship.

Telephone Star ...



EVER WELCOME—Bidu Sayao, opera and concert soprano, has been a frequent guest on NBC's "Telephone Hour" in the past few years. She will be heard again on May 8 when she becomes the fourth artist to appear in the program's 11th year of broadcasting.

—wow—

AWARD TO QUINN

Don Quinn, writer of "The Halls of Ivy" and "Fibber McGee and Molly," received the Joe Miller award as "top gagwriter in the country" from the Gagwriters' Institute during National Laugh Week last month.

New Stars to be Visitors

The "Telephone Hour" began its 11th year of weekly concerts with the Monday, April 17, broadcast. Lily Pons was first guest soloist of the new season.

Many of the program's brightest stars will return again this year and a number of new artists will be featured with Donald Voorhees and the Bell Telephone Orchestra.

Among the new stars will be Michael Rabin, sensational 14-year old violinist, whose exceptional talent is the talk of New York music circles. Todd Duncan, star of the Broadway musical, "Lost in the Stars," will make his first "Telephone Hour" appearance June 5.

Igor Gorin, baritone of opera, concert and radio, will make his debut on a future program. Another first will be Leonard Pennario, 24-year-old American pianist. The ex-G. I. has received the applause of concert-goers from coast to coast since he resumed his career at the end of the war.

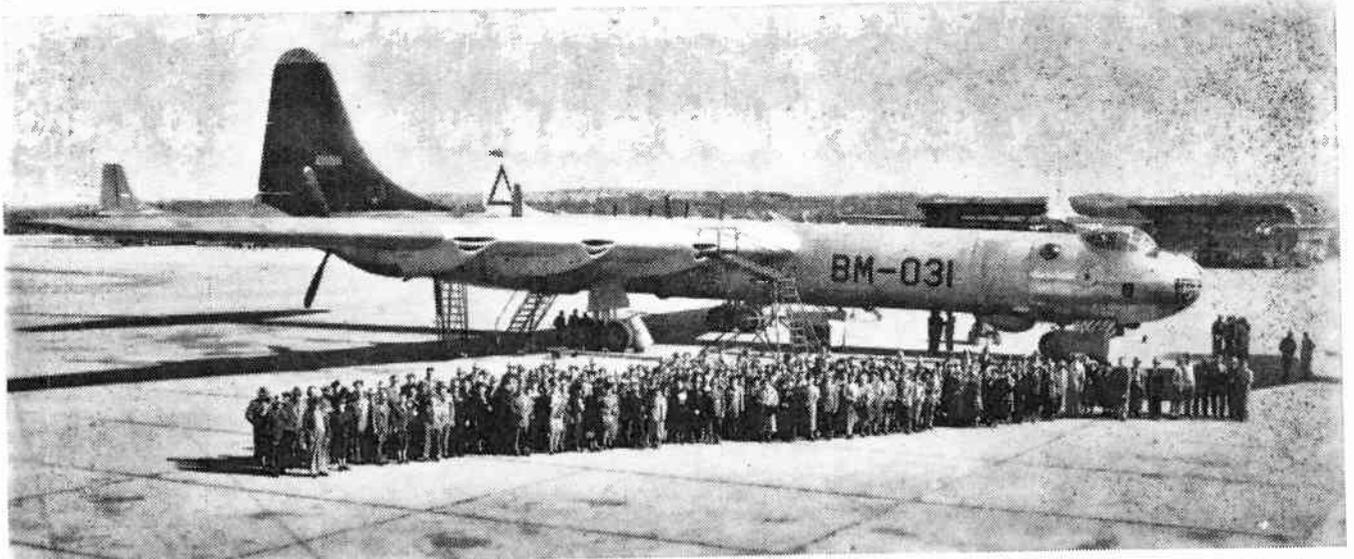
Favorites with listeners during its first decade of broadcasts who will be heard again include Miss Pons, Jascha Heifetz, Bidu Sayao, Ferruccio Tagliavini, John Charles Thomas, Nelson Eddy, Ezio Pinza, Marion Anderson and Robert Casadesus.

—wow—

'OPRY' CLUBS FORM

Minnie Pearl's European fan mail—a result of her recent tour of overseas army bases with NBC's "Grand Ole Opry" troupe—tells of the formation of numerous "Opry" fan clubs, particularly in Austria, where American-style folk music apparently is the latest fad.

Carswell Air Base Welcomes WOW Farm Group



Two-hundred-sixteen WOW-Land farmers and wives line up beside a huge United States Air Force B-36 super bomber. The group inspecting the giant plane were members of the WOW "New South Farm Study Tour" which recently completed a

16-day junket through 18 states and Havana, Cuba. The picture was taken while the trippers paused in their whirlwind tour long enough to visit the Carswell Air Base near Fort Worth, Tex. Many other interesting stops marked their route.

P & G Serials Inspire Dresses

New Line From Daytimers

Four Procter & Gamble daytime radio serials heard on WOW are among 10 which influenced a dress manufacturer to create a new line of spring and summer dresses.

Each dress in the special "Daytime Drama" line has been designed to "capture the mood, theme or feeling created by the story or its principal female character."

NBC shows serving as inspiration are "Road of Life," "Right to Happiness," "Life Can Be Beautiful" and "Pepper Young's Family." McKettrick-Williams Company manufactures the dresses and will distribute them through more than 10,000 retail outlets throughout the country.

The four Procter & Gamble daytimers broadcast on WOW each weekday from 2 to 3 p.m.

The dresses, three of which are pictured elsewhere on this page, made their premiere appearance on April 10 in New York, when the first of a series of more than 50 fashion shows introduced the new "Daytime Drama" line at a Stork Club luncheon.

Each McKettrick dress carries an identifying show title tag or, as in the case of "Pepper Young's Family" drama, the name of the show's feminine lead, plus the manufacturer's label.

Since the kickoff fashion show in New York, women throughout the country are taking to these new popular priced dresses. Every woman who has ever listened to a radio serial seems to have an interest in the new line of spring and summer dresses.



THE RIGHT TO HAPPINESS—Lovely Claudia Morgan, who stars as "Carolyn Kramer" in this NBC daytime drama, is pictured in the dress especially fashioned to represent her show.

BATTER BROADCASTS

New York Yankee's great outfield star, Joe DiMaggio, completes the fourth broadcast of his new Saturday evening sports series this week.

The famous baseballer presents a half-hour of sports features, including interviews with sportswriters, famous athletes, and audience participation in sports quizzes. Jack Barry is DiMaggio's teammate on the new program which broadcasts over WOW at 7 p.m.

—WOW—

SIMONIZ SPOTS

In tune with spring clean-up, the Simoniz Wax Company is currently carrying out a campaign of five chain break spots per week on WOW for the promotion of their polishes.



ROAD OF LIFE—Vivacious Helen Lewis models the dress named after this popular radio daytime serial in which she plays the leading role of "Maggie Lowell."

—WOW—

HOLLYWOOD TRIP

(Continued from page 1)

Nothing" Hollywood Weekend Contest.

Mrs. Raymond Nelson, Ashland, Neb., and Mr. George Millar, Nebraska City, spent a thrilling three days in the film capital as a result of writing the best answers to two psychological questions broadcast early last month on the "Johnny Carson Show" and besting a group of finalists in an elimination contest held at the WOW studios.

The two winners, along with WOW's John Carson and his wife, Jody, left Omaha at 5 p.m., Thursday, April 13, aboard a Mid-Continent Airlines plane bound for Kansas City. There, they transferred to a TWA Constellation for the trip west. Two brief stops, one at Albuquerque, N. Mex., and Phoenix, Ariz., then Hollywood at 12:30 the same night.

Three furious days of activity followed. From the airport, the folks were whisked to their living quarters



PEPPER YOUNG'S FAMILY—Pretty Betty Wragge models the "Peggy Young" dress, one of the four "Daytime Drama" line dresses fashioned by the McKettrick-Williams Company.

—WOW—

CALIFORNIA TOBACCO

A native of the deep South, now transplanted in California, has a longing for his tobacco plantation back home. The man is L. A. "Speed" Riggs, who chants those incomprehensible but highly significant words for Lucky Strike on "Light Up Time."

To overcome his homesickness, Speed has planted a tobacco crop right smack in the middle of his California orange grove.

at the beautiful Garden of Allah Hotel on the famous Sunset Strip—just a few blocks from filmland's "bright lights."

Friday noon, lunch at the Brown Derby. Afternoon, tour of the Paramount Studios where they watched Bob Hope run through a few scenes of a new movie. That night, an appearance on the Walter O'Keefe "Double or Nothing" show.

Saturday, a complete tour of the NBC studios entertained the group. There, they watched NBC's Ralph Edwards prepare for his "Truth or Consequence" broadcast, and later that evening they watched the show from a special seat on the stage.

Sunday, other tours and sight-seeing excursions and dinner stops completed the busy three-day trip.



FATHER—Handsome Robert Young plays the father of three in the popular Thursday night comedy show, "Father Knows Best," at 7:30 on WOW.



CHESTERFIELD SUPPER CLUB—Here are the lovely Fontane Sisters who help Perry Como tell folks about the ABC's of smoking each Thursday night at 9. The vocalists represent the A, B and C of beauty too, for, left to right, Geri is a redhead, Margie, a blonde, and Bea, a brunette.

The Thursday Night Spotlight Centers on These Folks

Comedy predominates in the listening picture on WOW each Thursday night. Music, drama and variety, however, squeeze in some choice time periods that evening also.

Guy Lombardo and his Royal Canadians lead off the schedule on the Metz Beer half-hour of good music at 6:30. "The Guy Lombardo Show" features Guy, vocalists Don Rodney, Kenny Gardner, and the trio, plus beautiful picture medleys with narration by David Ross. A prize Gruen wristwatch is awarded to some lucky listener during each broadcast.

Comedy takes the spotlight at 7 o'clock when "The Aldrich Family" airs problems and tries desperately to

keep son Henry in line and out of mischief. This Jello 30-minute period stars Ezra Stone as "Henry" and Jackie Kelk as his pal, "Homer." Mr. and Mrs. Aldrich are played by House Jameson and Kay Raht.

More fun follows at 7:30 on "Father Knows Best." This sparkling situational comedy series stars screen actor Robert Young in the title role. June Whitley, Ted Donaldson, Rhoda Williams and Norma Jean Nilsson support him. Maxwell House Coffee sponsors the humorous adventures of this typical American family each week.

Camel Cigarettes offers drama at 8 o'clock on "Screen Guild Theater." Each Thursday night some of Holly-

wood's top actors and actresses star in a radio adaptation of an outstanding film production.

"Duffy's Tavern" returns the listener to another half-hour of laughter at 8:30.

Perry Como, the Fontane Sisters, Martin Block, and Mitchell Ayres and his orchestra provide an entertaining 30 minutes of music, comedy and drama on the "Chesterfield Supper Club" at 9 p.m.

At 9:30 Liggett and Myers Tobacco Company air the exciting police drama series, "Dragnet." The much-lauded show presents true cases from the files of the Los Angeles Police Department.



DRAGNET—Jack Webb, left, and Barton Yarborough, who portray Detective Sergeants Joe Friday and Ben Romero, respectively, on "Dragnet," the Thursday night police drama series, check through the files of the Los Angeles Police Department. The programs are based on actual police cases.



MISS DUFFY—A photographer surprises "Miss Duffy," portrayed by Hazel Shermet who recently took over the role on "Duffy's Tavern."

Local News Items Increase

Nearly Half of Newscast

Local and regional news reports increase at WOW. That's the gist of figures released this month by WOW News Editor Harold Baker.

In a careful story-by-story tabulation, the News Department reports an upturn in the number of news stories devoted to happenings in the WOW area. Since the first of the year regional stories have climbed to the point where they now make up 47.7 per cent of all stories aired—an increase of 14.7 per cent over the same quarter last year.

Although local stories increased percentage-wise, the total number of stories used per week remains the same.

Mr. Baker's report shows also that the WOW news audience hears a per week total of from 1200 to 1600 separate stories concerning world events. Approximately one-half of these have to do with happenings within the WOW region.

Each quarterly report is a planned effort on the part of Radio Station WOW to see that each news category—local, regional, national, and international—receives its proper quota of stories in the overall newscast.

In creating a more complete and comprehensive picture of news developments on the local front—developments that more often affect the WOW listener personally—this in no way means that national and international reports are neglected. Important world news is gathered and edited through the facilities of two news services, the Associated Press, and the United Press, then edited and given proper play by the WOW news staff.

Local news is gathered by WOW's own staff of reporters, plus many regional correspondents scattered throughout the WOW area.

—WOW—

CHOIRS AIR

Three more top high school choirs remain on NBC's "Green Cross Song Festival" series Saturdays at 4 p.m. The programs, presented in cooperation with the National Safety Council, stress the need for driver education to reduce teen-age auto accidents.

On May 6, the North Fulton High School Chorus of Atlanta, Ga., broadcasts followed by East High School Choral Club of Cleveland, May 13, and the Ahrens Trade High School Chorus of Louisville, Ky., May 20.

—WOW—

RILEY REPLACEMENT

Actress Louise Erickson has taken over the role of Babs on the WOW-NBC Friday night "Life of Riley" show. The part has been filled for the last few years by Barbara Eiler who has resigned from the cast to await the birth of a child.

—WOW—

Besides rating as a radio comedienne, Hazel (Miss Duffy) Shermet of "Duffy's Tavern" on NBC, does such assorted microphone chores as howling babies, yowling alley cats and the like.

'Parade' Alums ...



Frank Sinatra



Beryl Davis



Andy Russell



Ethel Smith



Bill Harrington



Johnny Mercer

—WOW—

SAGGAU BUSY MAN

It takes more than a seat on the 50-yard line to make a person a good sportscaster. A recap of any month with WOW's Sportscaster Tip Saggau proves it.

An average month means conducting two radio shows six nights per week, one five-minute summary for Falstaff at 5:55 p.m., a quarter-hour session for the Nebraska Clothing Company at 10:15 p.m., and two television shows weekly, "Mostly About Sports," on WOW-TV Thursdays at 7:15 p.m. and "The Golf Clinic" for Meeks Garage at the same hour Friday night. These, plus play-by-play accounts of such athletic contests as football, basketball, hockey and others as they are carried on WOW and WOW-TV.

The day doesn't end once broadcasts are wrapped up. Extra-curricular work goes into play. Tip makes outside contacts to secure interviews with outstanding personalities in the world of sports. To keep listener interest high, he maintains an average of 30 or more interesting interviews each month.

Other outside activity includes con-

Cigarette Show Has Birthday

On April 22, 15 years and 874 programs ago, Lucky Strike Cigarette's "Your Hit Parade" began a weekly measurement of the song-pulse of the nation, delivering to millions of radio listeners the most popular songs of the times as indicated by special surveys.

For those who like to reminisce, here is a list of the most popular songs, according to the survey:

1935—"Chasing Shadows" and "Cheek to Cheek."

1936—"Did I Remember?" and "The Way You Look Tonight."

1937—"Boo Hoo," "It Looks Like Rain in Cherry Blossom Lane" and "Once in a While."

1938—"My Reverie."

1939—"Deep Purple."

1940—"Woodpecker Song" and "I'll Never Smile Again."

1941—"I Hear a Rhapsody."

1942—"White Christmas."

1943—"You'll Never Know."

1944—"I'll Be Seeing You."

1945—"Don't Fence Me In" and "Till the End of Time."

1946—"Oh, What it Seemed to Be," "The Gypsy" and "To Each His Own."

1947—"Peg o' My Heart."

1948—"Now is the Hour" and "Buttons and Bows."

1949—"Some Enchanted Evening."

Many talented show folks have been starred over the years. Among them have been Frank Sinatra, Bill Harrington, Johnny Mercer, Beryl Davis, Ethel Smith, Andy Russell, Buddy Clark, Bea Wain, Joan Edwards, Mark Warnow and Raymond Scott. Pictures of several former paraders are shown elsewhere on this page.

—WOW—

BIRD FANCIER

Earle Ross, actor who plays "Judge Hooker" on "The Great Gildersleeve" each Wednesday night, raises some of the nation's finest singing canaries on his San Fernando Valley ranch. He's been shipping the birds east for several years now.

—WOW—

UNION MAN

Perry Como, star of both the radio and television versions of NBC's "Chesterfield Supper Club," is proud that he was once a barber—so proud he still carries his barber's union card.

ferences with various sports directors, officers, and organizations concerning rules, regulations, and events in the midwest athletic picture.

Speeches to sports-minded groups is another item on the roster of a busy sportscaster—a sportscaster like Tip Saggau.

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



"Garroway - at - Large" on WOW-TV

TV Fever Hits Lincoln

Some 25,000 Lincoln area householders perked up their ears and eyes at month's end as the Lincoln Television Exposition, sponsored by the Nebraska-Iowa Electrical Exposition was staged at the 4-H building, Lincoln State Fair grounds.

Interest in TV in the Capitol City area zoomed, and set distributors estimated there will be 10,000 set-owners in the area by September 1—about 10 times the present number.

Of special interest to Lincolniters was a WOW-TV signal strength survey which proved beyond a doubt that good television is available in the area, providing the set-buyers install efficient, outdoor two-channel antennas.

The WOW-TV survey indicates that an area at least 30 feet above the ground and "cut to" both channel 6 and channel 3, would permit good year-around reception, under most conditions.

The WOW-TV engineering department urged Lincoln area set buyers not to "skimp" by permitting cheap, inefficient antennas to be erected on their houses.

"Lincoln area (and all other fringe area) antennae must be of the type that is specifically constructed to get both channel 6 and channel three if the householder wants to get his money's worth out of his TV set investment," said Joe Herold, manager of WOW-TV. "No antenna cut to a single channel will do the job. It's a waste of money to buy a good set and then put up a cheap antenna."

Herold added that a good antenna, with uniform pickup of both Omaha channels would probably cost \$50 to \$75, and that any cheaper antenna would probably reduce the quality of reception.

Herold further pointed out that the Omaha stations are the only source of TV programming available to Lincoln residents and that for years to come—perhaps permanently—an efficient two-channel antenna will be absolutely necessary.

—WOW-TV—

NEW 'CLOCK'S' SPONSOR

The Emerson Radio and Phonograph Corporation, makers of radios, TV sets and record-players will take over sponsorship of "The Clock" in the near future, NBC announced. WOW-TV carries "The Clock" at 7:30 p.m., Wednesdays.

Miss WOW-TV ...



Miss Barbara Carleman, Omaha U senior recently named "Miss WOW-TV-Queen of the Ice"—leaves May 7 for Hollywood to compete for the National Queen of Ice title and her big chance at a professional skating career. She is shown above with runner-up Jackie Horton. St. Catherine's lab technician, who won a "Miss America" Bulova watch consolation prize from B. Q. Haines, Omaha "jeweler who makes watches tell the truth."

—WOW-TV—

GIANT SWEETHEART

Baseball players are well known for their superstitions. And the New York Giants baseball club insured their good luck for 1950 when they selected Roberta Quinlan, singing star of NBC's television program, "Mohawk Show Room," as their team "Sweetheart for 1950."

—WOW-TV—

MEN ONLY

Mrs. Franklin D. Roosevelt doesn't believe any political convention will ever offer the Presidency to a woman. She expressed the opinion on her "Today with Mrs. Roosevelt" telecast on WOW-TV recently.

Top NBC Show on Sundays

"Garroway at Large," another of the nation's top network television comedy shows will begin on WOW-TV May 21. This NBC feature will be presented via kineoscope recording at 9 p.m. on Sunday nights following the popular Philco Playhouse dramatic programs.

The Garroway show features the same screamingly funny fellows, Dave Garroway, now familiar to all radio listeners. In addition, Songstress Connie Russell who guest-starred in Omaha at a television exposition a couple of years ago, and Cliff Norton, Garroway's stooge are regular members of the cast. Bette Chapel, another songstress, Baritone Jack Haskell, Dancers Margaret Gibson and Charles Tate are other regulars.

Sponsored by Congoleum-Nairn, the "Garroway Show," is known in the industry as the "hottest TV show" on the air—that is the one that is shooting skyward fastest in popularity.

—WOW-TV—

HOPE SOCKO!

On his television debut (April 18 on WOW-TV), NBC's star comedian Bob Hope scored a national Hooper rating of 49.4, placing him second only to Milton Berle in program rankings.

A special Hooper rating was taken in New York, Chicago, Cleveland and Washington for the Hope program, which was titled "Star Spangled Revue" and sponsored by Frigidaire.

The share of audience figure was 88.2 average for the entire show, placing it a close second to Berle's leading 91.6 share. The number of viewers per set recorded for the Hope show was more than five persons.

—WOW-TV—

EXTEND 'LIGHTS OUT'

Admiral Corporation, through the Kudner Agency, has extended the 26-week contract of "Lights Out" on NBC Television for an additional eight weeks with options. Effective date of the extension is May 8.

The half-hour program (Mondays, 8 p.m., on WOW-TV) is an NBC package show in which Frank Gallop narrates a supernatural tale.

Latest New York City Hooper ratings give "Lights Out" fifth place (41.4) among all television programs, and fourth place (17.9) among all radio television programs presented in the area.

—WOW-TV—

First principles of scanning an image in television were developed by a German scientist, Paul Nipkow in 1879.

"Strays" Eye TV on NBC

Radio trade magazines and newspapers are abuzz with rumors that NBC is wooing Jack Benny, Edgar Bergen and others back into the fold. No announcements have been made publicly, either by NBC or parties said to be involved.

The stories point out that while Benny sold out his talent business, he is, personally, under contract to his tobacco company sponsor, and that because of this, negotiations for his personal services could be carried on. They also point out that Bergen too, is available, if NBC wants to make him a good enough deal.

Both Bergen and McCarthy are said to be interested in NBC mainly because of that network's predominate position in television. While their present radio deals seem to be "out of this world," they feel, the stories say, that if they want top television ratings quickly and top stardom their best bets would be under the NBC banner.

NBC, on the other hand, is reported to lack interest in any of their ex-stars—which the net made famous—unless they want to talk a combination radio and television deal. One trade paper scoffed at the whole idea, asserting that NBC is fast-developing a new crop of young stars on both radio and television, and that it feels that the "wanderers" can't last many more years anyway.

Dulcet Dulcy...



TV folks call her "Dulcet Dulcy," and her last name is Jordan. You see her on many TV dramatic shows, including Chevrolet Tele-Theater, "The Clock," Philco Playhouse and others on WOW-TV. NYU Boys recently voted her "The Girl We'd Like to Go Around the Clock With."

TV Audiences Pass Mags

Television's amazing growth has catapulted the new medium ahead of major magazines in the number of homes reached in the United States. S. L. Weaver, NBC's TV boss said recently to the Pittsburgh Advertising club. Not only are there more TV sets in use in major cities, but TV has a great bonus audience of viewers who do not own sets.

Weaver said that in February the "bonus" audience numbered more than 20,000,000 viewers, according to a survey. These are viewers who see television in public places or at the homes of friends or relatives.

Here in the Omaha area the number of sets in use has passed the circulation of any individual national magazine. The picture-weekly with the greatest circulation reaches about 30,000 families in all of four states. The WOW-TV sets figure is right at the 25,000 mark, and this concentrated almost entirely within 60 miles of Omaha.

—WOW-TV—

BIGGER SCREENS

The trend toward larger television screens continues according to a check by the Radio Manufacturers Association.

In February, says RMA, 96 per cent of all cathode-ray tubes made were for TV sets of 12-inch picture screens or larger.

DAY-TIME

Schedule For May

WOW-TV

TIME	MONDAYS THROUGH FRIDAYS
3 ³⁰	NEWS; 3:35—COFFEE COUNTER WITH DON KEOUGH—Edwards Coffee
4 ⁰⁰	MARTHA'S KITCHEN General Electric, Roberts, Butter-Nut Coffee, Peter Pan, Seven-Up, Omaha Crockery, Haskins Soap
4 ³⁰	JOHNNY CARSON'S SQUIRREL'S NEST—Monday, Wednesday and Friday; FAMILY MATINEE
5 ⁰⁰	SUNDAYS—"HOPALONG CASSIDY"—Butter-nut Bread (1 hour) MONDAYS—HOWDY DOODY—NBC—Mars Candies
5 ³⁰	"TIME FOR BEANY" and CARTOON TIME
5 ⁴⁵	CREIGHTON UNIVERSITY and OMAHA UNIVERSITY, alternate Wednesdays
6 ⁰⁰	NBC—"KUKLA, FRAN AND OLLIE"—RCA, Sealtest, Ford
6 ²⁵	SUNDAYS—SPORTS ALBUM—Nebraska Clothing; NEWS
6 ³⁰	6:40—NEBRASKA'S SPORTS ALBUM—Tuesdays and Thursdays MOHAWK SHOWROOM—Mondays, Wednesdays, Fridays; 6:30—Tuesday, ROSELLA, Commercial Savings and Loan.
6 ⁴⁵	RAY CLARK AND COMPLETE NEWS ROUNDUP
	TEST PATTERN PERIODS: Mondays thru Fridays—2 p.m. to 3:30 p.m. Sundays—4:40 p.m. Saturdays—Silent

SEE THE SHOPPING GUIDE, WORLD-HERALD OR YOUR LOCAL PAPER FOR PROGRAM CHANGES

Kids Flock to Troopers Club

Boys and girls throughout WOW-TV-Land are flocking by the hundreds—yes, even thousands—to membership in the Hopalong Cassidy Troopers Club. So great has been the interest since "Hoppy" announced the new organization that grocers haven't been able to keep a supply of membership applications on hand!

During the first week after the club was announced on WOW-TV (Sunday, April 16) nearly 3,000 boys and girls sent their application to "Hoppy" at the Bar 20 Ranch, P. O. Box 2848, Los Angeles, 54, Calif.

Any boy or girl is eligible to join, and there's nothing to buy. Grocers who sell Butter-nut Bread have copies of the Troopers' News (four-page newspaper) and application cards, and any boy or girl may secure these simply by asking for them.

Each applicant who lives up to the rules will get an official membership card, which includes the Troopers Club Secret Code, and the right to participate officially in many events planned for the future.

Full details are announced each Sunday at 5 p.m. on WOW-TV during the Hopalong Cassidy Butter-nut program.

-WOW-TV-

New York City Police Department was one of the first law enforcement groups to utilize television. It transmitted missing persons bulletins and pictures weekly via WABD in 1943.

Great Trooper!...



Here's that great Trooper—Hopalong (Bill Boyd) Cassidy, who invites all boys and girls to join his Hopalong Cassidy Troopers Club. For details tune to WOW-TV at 5 p.m. each Sunday afternoon.

-WOW-TV-

A GREAT TOOL!

Television is destined to be the greatest single tool in the field of public relations, Sydney H. Eiges, vice president in charge of Press and Information for the National Broadcasting Company, pointed out recently in an address before the Boston University School of Public Relations.

Sees TV as Aid in Teaching

At least 50 per cent of school work in grade and high schools of the future will be done by television.

That's the prediction of John Cameron Swayze, "anchor man" on the NBC-TV program "Who Said That?"

Swayze asserts that TV is particularly adapted to two important subjects—English and history. Through the use of television it will be possible to present the world's finest literature and the voices that are available.

"Science, too," continues Swayze, "can use television, and junior chemists and physicists will be able to see and hear the great men of science explain the elements of various perplexing problems."

All in all, sums up the commentator, students of tomorrow will have a more intimate knowledge of history, a better mode of speech, a far-greater understanding of music and drama and general educational opportunities far surpassing those available in pre-TV days.

-WOW-TV-

USE REAR SCREEN

For the first time on NBC Television, motion picture rear screen projection was utilized in a commercial during a recent "Lights Out" program on WOW-TV.

Motion picture rear screen projection previously has been used only on the dramatic segments of NBC network shows. The process was developed late in 1949 by NBC engineers.

NIGHT-TIME

Schedule For May

WOW-TV

TIME	SUNDAYS	MONDAYS	TUESDAYS	WEDNESDAYS
7 ⁰⁰	COMO CHESTERFIELD SUPPER CLUB—NBC	CHEVROLET TELE- THEATER—Chevrolet	MILTON BERLE TEXACO STAR THEATRE NBC	PARAMOUNT RADIO AMATEURS
7 ³⁰	WAYNE KING NBC Standard Oil	WHO SAID THAT? NBC		LEAVE IT TO THE GIRLS NBC
8 ⁰⁰	PHILCO PLAYHOUSE NBC	LIGHTS OUT—NBC Admiral	ORIGINAL AMATEUR HOUR Old Gold Cigarettes	MRS. ROOSEVELT NBC
8 ³⁰		CHARADES		GRASS ROOTS (Mal Hansen) Staley
9 ⁰⁰	GARROWAY SHOW—NBC Congoleum-Nairn	SPECIALS, SPORTS SIGN OFF	HOLLYWOOD REEL Star-Kist Tuna	
9 ³⁰	NEWS, SPECIALS, SIGN OFF		NEWS SIGN OFF	NEWS SIGN OFF
10 ⁰⁰				

TIME	THURSDAYS	FRIDAYS	SATURDAYS	SPECIALS
7 ⁰⁰	ROSELLA—Byrne Jewelry 7:15—SAGGAU SPORTS	NEWS—O.P.P.D. 7:15—GOLF, MEEKS	SILENT	NBC GRAND OPERA BASEBALL ... Tune to WOW-TV for dates and times.
7 ³⁰	TV FORUM (Live Studio)	GARDENING (Mal Hansen 7:45—FEATURE FILM)		
8 ⁰⁰	KAY KYSER NBC Ford Dealers	NEWS SIGN OFF		
8 ³⁰				
9 ⁰⁰	WRESTLING FROM HOLLYWOOD Falstaff			
9 ³⁰				
10 ⁰⁰	NEWS SIGN OFF			

SEE THE SHOPPING GUIDE, WORLD-HERALD OR YOUR LOCAL PAPER FOR PROGRAM CHANGES

SQUIRRELY BUT GOOD!...



Anything can happen (and does!) on Johnny Carson's new "Squirrel's Nest" section of the Family Matinee on WOW-TV at 4:30 p.m. on Mondays, Wednesdays and Fridays. A horse may walk in. The roof may fall in or a freakish contest may take place. Anyway TV-viewers agree, there's never a dull moment. On one show recently, 95 telephone calls were received and probably hundreds more who called got a "busy" signal. Lyle DeMoss was in the act when the above shot was taken.

What Made Hope? Radio or Films?

Variety, the show business magazine reports an interesting behind the scenes row in movie and television circles over the recent appearance of Bob Hope on the Frigidaire special NBC program (on WOW-TV Tuesday, April 18).

An eastern movie exhibitor accused Hope of "deserting the movies," after, he said, "the movies made him famous." The exhibitor, E. M. Loew, Variety said, threatened to start a ban on Hope pictures in neighborhood theaters.

Merlin H. Aylesworth, former NBC president, countered that Loew's charges were "a big laugh." He pointed out that both Hope and Bing Crosby were "made" by radio, not by the movies.

Most reviews gave Hope's debut on the Frigidaire 90-minute special an excellent sendoff.

—WOW-TV—

NAVY USES TV

Video, which to date has been considered primarily an entertainment and advertising medium, has many industrial, educational and military applications as well. The latest development to reach public notice is the completion of a four-year Navy TV research project which shows that video may be used in aerial reconnaissance, underwater photography and engineering research and training. The Navy first used video successfully during the war to guide pilotless planes to bombing objectives in the Pacific.

Hansen on TV Twice a Week

Farm TV-viewers and city gardeners alike are pleased with the new evening programs of Mal Hansen, WOW Farm Service Director, on WOW-TV. Both programs come late enough in the evening so they can be seen after work in the fields or gardens.

Hansen presents his regular Staley "Grass Roots" program Wednesdays at 8:30 p.m. and his new "In Your Own Back Yard" gardening series on Fridays at 7:30 p.m.

—WOW-TV—

NBC OPERA

Jacques Offenbach's "fantastic" opera, "Tales of Hoffman," fourth presentation of the NBC Television Opera Department, will be scheduled on WOW-TV in May (watch for announcement). The work will be presented in English, with a prologue, two acts and an epilogue. Davis Cunningham will sing the title role. "Olympia," the dancing doll will be sung offstage by Barbara Gibson, and danced on stage by Dorothy Etheridge.

—WOW-TV—

New York and Los Angeles are the only two cities in the United States to be assigned seven channels for television stations. Other cities have six or less.

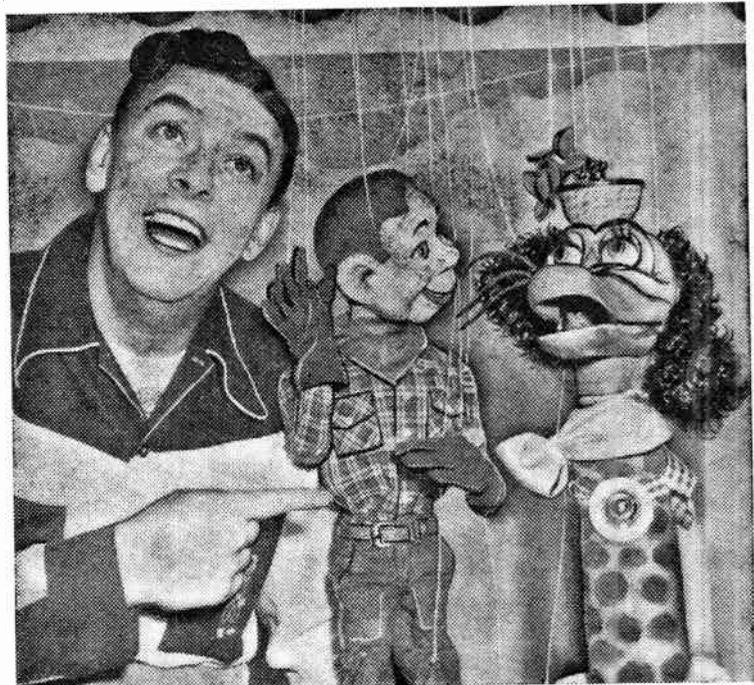
—WOW-TV—

ROADS FORUM

Ray Clark, director of news and special events for WOW will lead a television discussion of Nebraska highways and highway finances on WOW-TV May 5 at 9 p.m.

The theory that television images are limited to line of sight distances has been dispelled in actual practice. Viewers 100 miles or more from transmitters have reported continuously reliable reception.

HOWDY TRIES TO TALK BACK...



In Howdy Doody's never-never land, Bob Smith and Howdy himself try to get in a word edgewise with the garrulous, always-excited Flap Doodle. The Flap Doodle, newest creation on the NBC television show, has joined Mr. Bluster, Dilly Dally, and others in the Howdy Doody cast presented over WOW-TV at 5 p.m., Mondays.

Tip Saggau...

WOW Sports Editor

The middle of last month I had the opportunity of talking with one of the top managers in the fight game. I speak of Jack Kearns who has handled such all-time greats as Jack Dempsey and Mickey Walker, and at present master-minds the current "Light-heavyweight Champion of the World," Joey Maxim.



Tip Saggau

Jack Kearns has probably knocked around boxing more successfully than any manager in the business today. And if you think the old gent has lost any of his fire or enthusiasm, you are smoking the wrong type of weed.

Kearns, by the way, doesn't think very much of the present heavyweight picture. As a matter of fact he thinks at present Maxim can handle with ease any of the so-called top contenders. He compares Maxim's boxing ability to Gentleman Jim Corbett, which, in my very humble opinion, is quite a statement.

I was especially interested in Kearns' plans for Omaha. He complimented this city on the splendid stadium we have and hopes, in the not too distant future, to stage a championship go here either this summer or next.

Maxim is a bit different than most of the fighters I have bumped into. He is a good looking, clean cut and mild-mannered lad, who, at first appearance, reminds one more of a successful businessman than the light-heavyweight title holder.

In asking Kearns to compare Jack Dempsey with Joe Louis when both were in their prime, he had to string along with the old manassa mauler. The reason in Kearns' opinion, Dempsey could be knocked off his feet, pick himself up off the floor a better fighter than when he went down. Louis, according to Jack, didn't have it once he had been floored.

Farm Policy Important

By MAL HANSEN, WOW Farm Director

As our good friend Tip Saggau puts it . . . "I'd like to sound off today." It isn't often that we use this column to editorialize but today we want to

Aunt Sally...

KNOCK . . . KNOCK!

Hi, Neighbors! May I come in? If you are house cleaning you won't want a visitor but I have only about 25 lines to say and then I'll run along.

Most houses look like "No Man's Land" now but how nice it will be when everything is spiced and span on ce more. My house is in order now, but I hope no one takes a second look at my desk at the office! Anniversary time brought lots of mail and things to do and I really had to throw things around. But it is a happy clutter, if you know what I mean, for the disorder meant the mail came in too fast for me to keep the desk cleared and tidy.



Aunt Sally

That mail meant, too, that people cared about me and also about the family I was giving my anniversary to this year.

I wish you could have seen that big refrigerator and shiny fat washing machine that were sent to the family I mentioned. They were so beautiful I just stood there in the store patting them, and I'll bet a cooky when that mother saw them, she patted them too, unless, she fell over in a dead faint.

Now, washing for eight children will be a different matter, and the children will be different too. For now they will have fresh, sweet milk this summer.

Radioland is a wonderful place. Nice people live there . . . people that care about the other fellow and how he will fare.

Truly the sun shone in April this year.

Well, 'bye for now.

YOUR AUNT SALLY.

It involves our educational units in rural areas. By that I mean schools, extension clubs, farm groups, FFA chapters, 4-H Clubs, night schools, and other organizations that have the general purpose of informing our farm population.



Mal Hansen

First we want to state that they have done an admirable job . . . in educating our people in improved production techniques. We know how to get more from our soil, how to save baby pigs, how to iron a shirt in five minutes.

But production isn't our problem right now. Our big problem lies in the field of farm policy . . . farm marketing . . . or farm politics, if you wish to call it that. Our farm people must make up their mind about the Brannan Plan, the 1949 farm law, and/or any new laws that might be suggested.

Farm policy can determine the success or failure of a farm, just as an inefficiency or a drought can determine its success or failure.

But think back and recall the number of farm meetings you have attended when you've learned much about farm policy or our marketing problems. Chances are they were few and far between.

We are not chastising our educational units alone. Radio fails in this respect, too. We promise to do better.

Listeners of 27 Years Send Congratulations

By REV. R. R. BROWN

Twenty-seven years of continuous broadcasting has ended for WOW and the World Radio Congregation. Commercial radio was only about a year and a half old when WOW went on the air. Now we are in the days of television. As radio minister, it has been my privilege to plan every chapel program. Some of my associates have been with us since the second or third broadcast.



Rev. R. R. Brown

The anniversary letters were full of interest. I thought that this month I might share some of them with you. A friend in Nebraska writes: "We

listened to that first program in 1923, so the anniversary service was especially interesting to me. I have heard most of the programs since then through these 27 years, but I doubt that there has been any more thrilling than when we gathered around the home-made radio constructed by our oldest son and heard that first Sunday morning service over WOAW."

From Minnesota: "I do so enjoy the Sunday morning broadcast. My family heard the first program with the ear-phones 27 years ago. Now I am a shut-in."

From Iowa: "We are still listening to your programs and have for 27 years. We feel that it is the best program on the air. Congratulations to all who help make it so wonderful. We still have our certificates that we received when we joined the church of the air."

From Nebraska: "We can't find adequate words to tell you how much we enjoy listening to WOW services."

A retired minister in South Dakota wrote: "We heard your 27th anniversary service Sunday morning and I thank you so much for it. Many, many congratulations. I was driving to my supply work last year down in Yankton, and while on the road I listened to your 26th anniversary service. I was greatly uplifted thereby and went into my pulpit greatly inspired and told the congregation some of the things that I had just heard you say. I could do that, for they fitted into my sermon perfectly."

The chapel service is heard every Sunday morning from 8:30 to 9:30 from the chapel studio in the Omaha Gospel Tabernacle, 2006 Douglas Street.

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	HENRY MORGAN SHOW
5:55	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	CHRISTOPHER LONDON
6:00	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	ALBUM TIME	PHIL HARRIS SHOW
6:15	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	590 MELODY LANE	REXALL
6:30	MUSIC BY MARTIN	590 MELODY LANE	MUSIC BY MARTIN	GUY LOMBARDO SHOW Metz	MUSIC BY MARTIN	M. WILLSON—Falstaff	ADVENTURES OF SAM SPADE—Wildroot
6:45	M. WILLSON—Falstaff	CAVALCADE OF AMERICA—Dupont	M. WILLSON—Falstaff	ALDRICH FAMILY General Foods	HALLS OF IVY Schlitz	JOE DIMAGGIO SHOW	THEATER GUILD U. S. Steel
7:00	RAILROAD HOUR	FANNY BRICE, BABY SNOOKS—Tums	TO BE ANNOUNCED	FATHER KNOWS BEST General Foods	20TH CENTURY SERENADE	TRUTH OR CONSEQUENCES—P. & G.	ALBUM OF FAMILIAR MUSIC—Bayer Aspirin
7:30	VOICE OF FIRESTONE CONCERT	BOB HOPE Swan Soap	GREAT GILDERSLEEVE Kraft	SCREEN GUILD THEATRE—R. J. Reynolds	SCREEN DIRECTORS' PLAYHOUSE—RCA Victor	HIT PARADE Lucky Strike	TAKE IT OR LEAVE IT Eversharp
8:00	TELEPHONE HOUR Bell Telephone	FIBBER MCGEE-MOLLY Johnson's Wax	BREAK THE BANK Bristol-Myers	DUFFY'S TAVERN Blatz	JIMMY DURANTE R. J. Reynolds	DENNIS DAY Colgate	BOB CROSBY Pet Milk
8:30	BAND OF AMERICA Cities Service	BIG TOWN Lifebuoy	MR. DIST. ATTORNEY Sal Hepatica, Ipana	CHESTERFIELD SUPPER CLUB	LIFE OF RILEY Pabst	JUDY CANOVA Colgate	WOW NEWS TOWER
9:00	NIGHTBEAT	PEOPLE ARE FUNNY Raleigh	BIG STORY Pall Malls	DRAGNET Liggett and Myers	BILL STERN—Colgate	GRAND OLE OPRY Prince Albert	WOW NEWS TOWER
9:30	DANGEROUS ASSIGNMENT	WOW NEWS TOWER	RICHARD DIAMOND PRIVATE DETECTIVE	WOW NEWS TOWER	UNITED NATIONS WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER
10:00	WOW NEWS TOWER	SPORTS—Nebr. Clothing	WOW NEWS TOWER	SPORTS—Nebr. Clothing	WOW NEWS TOWER	SAT. SPORTS PARADE	HEADLINES
10:15	SPORTS—Nebr. Clothing	MORTON DOWNEY Coca-Cola	SPORTS—Nebr. Clothing LIVING—1950	MORTON DOWNEY Coca-Cola	SPORTS—Nebr. Clothing	MORTON DOWNEY Coca-Cola	SPRING SERENADE
10:30	DAVE GARROWAY SHOW	NEWS	NEWS	NEWS	HOTEL ROOSEVELT ORCHESTRA	NEWS	NEWS
11:00	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call..... Daily ex. Sun.	10:15 A. M.—Your Melody Time..... Mon. thru Fri.	1:30 P. M.—Today's Children—General Mills..... Mon. thru Fri.
5:40 A. M.—Slim Eberhart—Carter Products..... Mon., Wed., Fri.	Creighton University of the Air..... Sat.	Town and Country..... Sat.
5:55 A. M.—Weather Report..... Daily ex. Sun.	Morning Serenade..... Sun.	1:45 P. M.—Judy and Jane—Folgers Coffee..... Mon. thru Fri.
6:00 A. M.—Sunrise News Tower..... Daily ex. Sun.	10:30 A. M.—Jack Berch Show—Prudential Ins. Co. Mon. thru Fri.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap... Mon. thru Fri.
6:15 A. M.—Welcome to the West—Imdrin..... Mon. thru Fri.	Smilin' Ed McConnell—Buster Brown..... Sat.	One Man's Family..... Sun.
6:30 A. M.—WOW Farm Service Reporter, Markets—Walnut Grove Products, and Garst & Thomas..... Daily ex. Sun.	From the Masters Pen..... Sun.	2:15 P. M.—Road of Life—P. & G. Oxydol..... Mon. thru Fri.
Sunday Serenade..... Sun.	10:45 A. M.—David Harum—Babo..... Mon. thru Fri.	2:30 P. M.—Pepper Young's Family—P. & G. Soap... Mon. thru Fri.
6:55 A. M.—Reveille—Fair Store..... Daily ex. Sun.	Solitaire Time—Campana..... Sun.	Quiz Kids—Miles Lab..... Sun.
7:00 A. M.—Alex Dreier—Skelly..... Mon. thru Fri.	11:00 A. M.—Light of the World—General Mills..... Mon. thru Fri.	2:45 P. M.—Right to Happiness—P. & G. Soap..... Mon. thru Fri.
L. Burlingham, This Farming Business—Skelly... Sat.	Homemakers Club—Omaha Public Power..... Sat.	3:00 P. M.—Backstage Wife—Sterling Products..... Mon. thru Fri.
Revival Hour—Gospel Br'dcast'g Assn., Weather... Sun.	American Forum of the Air..... Sun.	WOW News Tower—Hubinger Starch..... Sun.
7:15 A. M.—Breakfast Bandstand..... Daily ex. Sun.	11:30 A. M.—Mid-Morning Moods..... Mon. thru Fri.	3:15 P. M.—Stella Dallas—Sterling Products..... Mon. thru Fri.
7:30 A. M.—WOW News Tower..... Daily ex. Sun.	Music in Three-Quarter Time..... Sat.	3:15 P. M.—Hymns of the World—Omaha Flour Mills..... Sun.
7:45 A. M.—Morning Merry-Go-Round..... Mon. thru Fri.	National Guard..... Sun.	3:30 P. M.—Lorenzo Jones—P. & G. Drefl..... Mon. thru Fri.
8:00 A. M.—Breakfast Club—General Mills..... Mon., thru Fri.	11:45 A. M.—Ma Perkins—P. & G. Oxydol..... Mon. thru Fri.	Matinee at Meadowbrook..... Sat.
Aunt Sally..... Sat.	Treasury Salute..... Sun.	High Adventure..... Sun.
Sunday with Sally..... Sun.	Polka Parade..... Sat.	3:45 P. M.—Young Widder Brown—Sterling Prods. Mon. thru Fri.
8:15 A. M.—John Carson Show..... Mon. thru Fri.	12:00 Noon—Four-Bell News, Markets..... Daily ex. Sun.	4:00 P. M.—When a Girl Marries—General Foods... Mon. thru Fri.
Pot Luck with Holtz..... Sat.	WOW News Tower..... Sun.	Slim Bryant..... Sat.
8:30 A. M.—John Carson Show..... Mon. thru Fri.	12:15 P. M.—Great Corn Stories—Robinson Seed..... Sun.	4:15 P. M.—Portia Faces Life—General Foods..... Mon. thru Fri.
Chapel Service, Dr. R. R. Brown..... Sun.	12:30 P. M.—WOW Calling—Merch. Biscuits..... Daily ex. Sun.	Facts Unlimited..... Sun.
8:45 A. M.—E. Jabenis Scrapbook—Crestwood Shops..... Sat.	Your University Speaks—Uni. of Nebraska..... Sun.	4:30 P. M.—Just Plain Bill—Anacin..... Mon. thru Fri.
9:00 A. M.—Welcome, Travelers—P. & G..... Mon. thru Fri.	12:45 P. M.—WOW Calling—Nutrena..... Daily ex. Sun.	Russ Morgan..... Sat.
Fred Waring—Minnesota Canning..... Sat.	The Music Room—Schmoller & Mueller..... Sun.	Harvest of Stars—International Harvester Co. Sun.
9:30 A. M.—Double or Nothing—Campbell Soup..... Mon. thru Fri.	1:00 P. M.—Double or Nothing—Campbell Soup..... Mon. thru Fri.	4:45 P. M.—Front Page Farrell—Whitehall Pharm. Mon. thru Fri.
Mary Lee Taylor—Pet Milk..... Sat.	National Farm and Home Hour—Allis Chalmers... Sat.	Public Affairs..... Sat.
9:00 A. M.—We Love and Learn—Manhattan Soap... Mon. thru Fri.	NBC Theater..... Sun.	5:00 P. M.—Guiding Light—P. & G. Duz..... Mon. thru Fri.
Lassie—Morrell..... Sat.		Catholic Hour..... Sun.
WOW News Tower..... Sun.		5:15 P. M.—Lean Back 'n' Listen..... Mon. thru Fri.
		Personality Time..... Sat.

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