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.

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

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!

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 “Philo 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.
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 25 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 wonderingly in the dark as to what to do—his mail bags were being used by the Russell 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 Flooded With Calls

That radio is a sure-fire advertising medium was proven again recently when WOW Assistant General Manager Lyle DeKoss broadcasted an appeal for an old fasion 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 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 more, calls continued the next morning. When the tally ended, the scoreboard read: 136 phone calls—two letters!

Roger DeKoven, new cast member of NBC’s daytime serial “The Road of Life,” has better than 10,000 air performances to his credit!

‘Railroad’ to Change Format...

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.

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.

Marion Bell
Lucille Norman
Dorothy Kirsten

Born in Lincoln, Neb., she toured the country with her parents, both of whom were singers. She finished her musical training at the Conservatory of Music in Cincinnati, and made her singing debut with the Colorado Symphony while still a teen-ager.

Remaining broadcasts in the current “Railroad Hour” series include: “Sally” with lovely Marion Bell as guest star on May 1; “The Pink Lady” with Lucille Norman, May 8; “Robin Hood” with Dorothy Kirsten, May 15. Both Dorothy Kirsten and Lucille Norman will team up with Gordon MacRae on May 22 to offer “The Princess Pat.”
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.


Richard Wilson, 12, 6125 Seward Street, Omaha, Neb., for Mrs. Ardith Feaster, Rosell 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, la., 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 Bratting, 34, English teacher at Erasmus Hall High School, Brooklyn. Ruth Kramer, 16, received a $1,000 bond for her letter. Mrs. Bratting won a $2,000 cash scholarship.

Telephone Hour's 11th Year

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.

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.

Favourites 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.

"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" 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.

MAY, 1950
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.

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

Friday night, 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.
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 Rahm.

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 Hollywood'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 Yarbrough 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 per centagewise, 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.

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 following the High School Choral Club of Cleveland, May 13, and the Ahrens Trade High School Chorus of Louisville, Ky., May 20.

RILEY REPLACEMENT

Actress Louise Erickson has taken over as emcee of Bab's in the WOW NBC Friday night "Life of Bab" 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.

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.

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.

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.

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.

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-

Frank Sinatra
Beryl Davis

Andy Russell
Ethel Smith

Bill Harrington
Johnny Mercer

Parade' Alums...
"Garroway at Large" on WOW-TV

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 kinescope recording at 9 p.m. on Sunday nights following the popular Philco Playhouse dramatic programs.

The Garroway show features the same reassuringly 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 Bower, 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.

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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 Review" 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.

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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 (Monday's, 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.

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NEW 'CLOCKS' 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.

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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."

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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."

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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.
“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 predominating 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.

Dulcey Dulcey...

TV people call her “Dulcey Dulcey” 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.

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.

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

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, “a man who,” 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

<table>
<thead>
<tr>
<th>TIME</th>
<th>SUNDAYS</th>
<th>MONDAYS</th>
<th>TUESDAYS</th>
<th>WEDNESDAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>700</td>
<td>COMO CHESTERFIELD SUPPER CLUB—NBC</td>
<td>CHEVROLET TELE-TheATER—Chevrolet</td>
<td>MILTON BERLE TEXACO STAR THEATRE NBC</td>
<td>PARAMOUNT RADIO AMATEURS</td>
</tr>
<tr>
<td>730</td>
<td>WAYNE KING NBC Standard Oil</td>
<td>WHO SAID THAT? NBC</td>
<td>ORIGINAL AMATEUR HOUR Old Gold Cigarettes</td>
<td>LEAVE IT TO THE GIRLS NBC</td>
</tr>
<tr>
<td>800</td>
<td>PHILCO PLAYHOUSE NBC</td>
<td>LIGHTS OUT—NBC Admiral</td>
<td>HOLLYWOOD REEL Star-Kist Tuna</td>
<td>MRS. ROOSEVELT NBC</td>
</tr>
<tr>
<td>830</td>
<td>GARROWAY SHOW—NBC Congoleum-Nairn</td>
<td>SPECIALS, SPORTS SIGN OFF</td>
<td></td>
<td>GRASS ROOTS (Mal Hansen) Stailey</td>
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<tr>
<td>900</td>
<td>NEWS, SPECIALS SIGN OFF</td>
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<td>NEWS SIGN OFF</td>
<td>NEWS SIGN OFF</td>
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<tr>
<th>TIME</th>
<th>THURSDAYS</th>
<th>FRIDAYS</th>
<th>SATURDAYS</th>
<th>SPECIALS</th>
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<tbody>
<tr>
<td>700</td>
<td>ROSELLA—Byrne Jewelry 7:15-NUGAUGA SPORTS</td>
<td>NEWS—O.P.P.D. 7:15—GOLF, MEETS</td>
<td>SILENT</td>
<td>NBC GRAND OPERA</td>
</tr>
<tr>
<td>730</td>
<td>TV FORUM (Live Studio)</td>
<td>GARDENING (Mal Hansen) 7:45—FEATURE FILM</td>
<td></td>
<td>BASEBALL</td>
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<tr>
<td>800</td>
<td>KAY KYSER NBC Ford Dealers</td>
<td>NEWS</td>
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<td>...</td>
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<tr>
<td>830</td>
<td></td>
<td>SIGN OFF</td>
<td></td>
<td>Time to WOW-TV for dates and times.</td>
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<tr>
<td>900</td>
<td>WRESTLING FROM HOLLYWOOD Palenfl</td>
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<tr>
<td>930</td>
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<td>1000</td>
<td>NEWS SIGN OFF</td>
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SEE THE SHOPPING GUIDE, WORLD-HERALD OR YOUR LOCAL PAPER FOR PROGRAM CHANGES

MAY, 1950
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.

**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.

**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.

**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.

**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 manangers 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.

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 entertainment, you are smoking the wrong type of weed.

Kearns, by the way, doesn’t think very much of the present heavyweight pictures. As 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

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, like “No Man’s Land” now but how nice it will be when everything is spic and span. More, my house is in order now, but I hope not to take 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 and kept me off the desk cleared and tidy.

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 high and tight sent to the family I mentioned. They were so beautiful I just stood there in the store putting 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.

Listeners of 27 Years Send Congratulations

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 moves on, it has been my privilege to plan every chapel program. Some of my associates have been with us since the second or third broadcast.

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 for me. I have heard nearly all the programs of the series since then through these 27 years, but I doubt that there has been any more thrilling evening when we gathered around the home-made radio constructed by our oldest son and heard that first Sunday morning service over WOAI”.

From Minnesota: “I do so enjoy the Sunday morning broadcast. My family heard the first program with the earphones 17 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 writes: “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 moved 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.
<table>
<thead>
<tr>
<th>TIME</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
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<td>5:30</td>
<td>4-BELL NEWS TOWER</td>
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<td>4-BELL NEWS TOWER</td>
<td>4-BELL NEWS TOWER</td>
<td>HENRY MORGAN</td>
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<td>5:35</td>
<td>SPORTS—Falstaff</td>
<td>SPORTS—Falstaff</td>
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<td>SHOW</td>
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<td>5:40</td>
<td>LIGHT UP TIME American Tobacco</td>
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<td>LIGHT UP TIME American Tobacco</td>
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<td>LIGHT UP TIME American Tobacco</td>
<td>LIGHT UP TIME American Tobacco</td>
<td>CHRISTOPHER</td>
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<td>5:45</td>
<td>NEWS—Alka-Seltzer</td>
<td>NEWS—Alka-Seltzer</td>
<td>NEWS—Alka-Seltzer</td>
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<td>LONDON</td>
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<td>PHIL HARRIS</td>
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<td>5:55</td>
<td>M. WILLSON—Falstaff</td>
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<td>M. WILLSON—Falstaff</td>
<td>M. WILLSON—Falstaff</td>
<td>SHOW</td>
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<td>6:00</td>
<td>RAILROAD HOUR</td>
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<td>6:10</td>
<td>VOICE OF FIRESTONE CONCERT</td>
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<td>VOICE OF FIRESTONE CONCERT</td>
<td>VOICE OF FIRESTONE CONCERT</td>
<td>THEATER GUILD</td>
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<td>6:15</td>
<td>TELEPHONE HOUR</td>
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<td>TELEPHONE HOUR</td>
<td>U. S. Steel</td>
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<tr>
<td>6:20</td>
<td>Bob Hope</td>
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<td>Bob Hope</td>
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<td>Bob Hope</td>
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<tr>
<td>6:25</td>
<td>Band of America</td>
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<td>Band of America</td>
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<td>6:30</td>
<td>Nightlight</td>
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<td>6:35</td>
<td>Dangerous Assignment</td>
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<tr>
<td>7:00</td>
<td>Dave Garroway Show News</td>
<td>Dave Garroway Show News</td>
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<td>Dave Garroway Show News</td>
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<td>7:15</td>
<td>Morton Downey</td>
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<td>7:30</td>
<td>News</td>
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**Morning and Afternoon Schedule**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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</thead>
<tbody>
<tr>
<td>5:30 A.M.</td>
<td>Five-thirty Calligraphy</td>
</tr>
<tr>
<td>5:40 A.M.</td>
<td>Slim Eberhart—Carter Products</td>
</tr>
<tr>
<td>5:55 A.M.</td>
<td>Weather Report</td>
</tr>
<tr>
<td>6:00 A.M.</td>
<td>Sunriser News Tower</td>
</tr>
<tr>
<td>6:15 A.M.</td>
<td>Welcome to the West—Imdrin</td>
</tr>
<tr>
<td>6:30 A.M.</td>
<td>Wow Farm Service Reporters—Walnut Grove Products, and Star &amp; Thomas</td>
</tr>
<tr>
<td>6:45 A.M.</td>
<td>Sunday Serenade</td>
</tr>
<tr>
<td>7:00 A.M.</td>
<td>Alex Dreier—Skelly</td>
</tr>
<tr>
<td>7:15 A.M.</td>
<td>Breakfast Bandstand</td>
</tr>
<tr>
<td>7:45 A.M.</td>
<td>Morning Menu—Round</td>
</tr>
<tr>
<td>8:00 A.M.</td>
<td>Breakfast Menu—Round—Aunt Sally</td>
</tr>
<tr>
<td>8:15 A.M.</td>
<td>John Carson Show</td>
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<tr>
<td>8:30 A.M.</td>
<td>John Carson Show</td>
</tr>
<tr>
<td>8:45 A.M.</td>
<td>E. Jakob &amp; Business—Bankly</td>
</tr>
<tr>
<td>9:00 A.M.</td>
<td>Welcome—Travelers—P. &amp; G.</td>
</tr>
<tr>
<td>9:30 A.M.</td>
<td>Double—Club—Camping—Campbell Soup—Mary Lee Taylor—Pet Milk</td>
</tr>
<tr>
<td>10:00 A.M.</td>
<td>We Love and Learn—Manhattan Soap</td>
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</tbody>
</table>

**5,000 Watts**

**WOW'S May Night Schedule**

**590 Kc.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>10:15 A.M.</td>
<td>Your Melody Time</td>
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</table>

**Expiration Date near your name below /5/30 MEANS THIS IS YOUR LAST ISSUE**

**RETURN POSTAGE GUARANTEED**

TO: Radio Station WOW
Omaha, Nebr.