

# WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 14, No. 9

OMAHA, NEBRASKA, JUNE 1, 1950

Published Monthly

## Gillin Given Showman Honor

### Mal's Farmers Plan Picnic

Square-Dancin' on the green, mountainous stacks of country-styled fried chicken, games, contests, and the renewal of wonderful friendships—

That'll be the order of the day, Saturday, June 17, when members of all three of the annual WOW farm study tours stage a picnic reunion.

"Mal's Farmers," whom Farm Service Director Mal Hansen guided to Europe in 1948, to the West Coast in 1949, and to the "New South" in 1950—have all been invited by WOW to the big shindig which will be held at Vennelyst Park (northwest of suburban Florence).

Early reservations indicated that almost all of the 420 persons who made up the three tours will be on hand—most of them with their families, and other guests.

The tourist-farmers will bring their own picnic dinners and WOW will supply Butter-Nut Coffee, Fairmont's Ice Cream dessert, and Pepsi-Cola or pop.

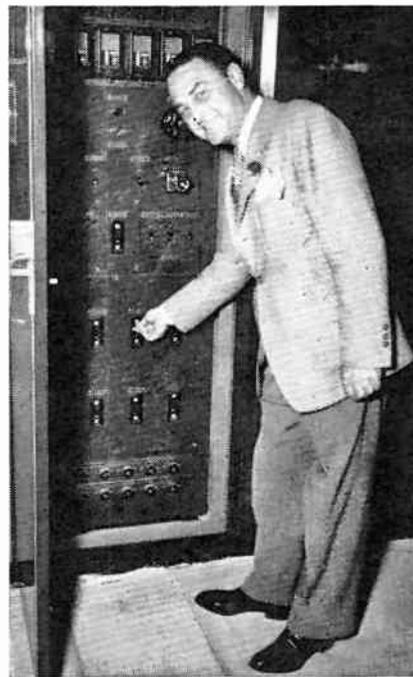
Lyle DeMoss, WOW's versatile assistant general manager, has promised a gala hour-long show featuring many members of the "WOW Calling" (12:30 p.m. to 1, weekdays on WOW) cast.

Festivities will get underway at 10:30 a.m. and continue throughout the day.

Vennelyst Park is located on the northwest edge of Florence, just off (west of) Highway 73—ninety blocks north of Dodge Street.

Details of the picnic-reunion are given daily on Mal's "Farm Service Reporter" program, 6:30 a.m. to 7 a.m. Special guests will include Bob Garst of Garst and Thomas, and Ed Kello-way of Walnut Grove, sponsors of Mal's program on WOW.

### Congrats, Boss! . . .



This is "Johnny" Gillin, 1950 Variety Showman, at the kickoff of his newest enterprise, WOW-TV (see next column).

—wow—

### HONOR WOW MEN

John J. Gillin, Jr., President and General Manager, and Farm Director Mal Hansen of WOW, have been named "Honorary 5-H Helpers," for assistance they have given to 4-H Club work at the Masonic Home for Boys, Omaha.

### Variety Fetes WOW Exec

John J. Gillin, Jr., President and General Manager of Radio Station WOW, Inc., was given the coveted Showmanager Award by Variety Magazine, show business publication. The award is a personal tribute to Mr. Gillin. It identifies him as the outstanding "showman" in American radio for 1950.

Variety characterized Gillin as a "typical example of a successful young American business man who reached the top 'the hard way.'" The citation added that the story of Johnny Gillin is the story of the growth of radio into one of the major and vital industries of the country."

Continuing, the citation added that Gillin knows more people and is known by more of his colleagues than any other station manager in America.

The citation points out that in his 21 years in radio Gillin rose from a part-time announcer to president and part owner—with an income running into five figures. It credits him with making WOW one of the most successful operations in the nation and adds that he presently manages and directs one of the best planned and best operated television stations in America.

"Since his election, in 1934, to the National Association of Broadcasters Board of Directors, he has projected himself into industry leadership, fighting for its best interests. He has been constructive in all his endeavors and has been quick to fight, at the drop of a hat, whenever a destructive element entered the radio picture. Further, he has always espoused the cause of the little fellow."

Variety announced its Showmanager Awards in its issue out May 24.

## FANS FLOCK TO TIP SAGGAU'S TRIPLE-HEADER WOW BASEBALL TOUR!

Tip Saggau's loaded spring-summer sports schedule this week included the WOW Baseball Trip—a once-in-a-lifetime opportunity for fans to see four National League clubs in action in a thrill-packed weekend, July 22-24.

First announcement of the Tipper's WOW baseball tour brought a dozen responses with cash on the line, and more than 100 inquiries, indicating great interest in the \$58.50 all-expense bargain, and the strong possibilities that the SRO sign will be hung out by the time the Fourth of July rolls around if not sooner.

Meanwhile the Tipper was a busy boy, involved in:

1. Telecasts of the Ak-Sar-Ben Feature Race at 4:30 p.m. each racing day for Falstaff on WOW-TV see page 9 this issue).

2. Preparations for the Cornhusker broadcasts for General Electric radio-television dealers, on both radio and television (see page 7).

3. Covering the races and all other sports for his 5:55 p.m. and 10:15 p.m. sportscasts weekdays for Nebraska Clothing, McFayden's Fords and Bristol-Myers.

4. Baby sitting with his newest (daughter) No. 5, born last week.

Tip ordered 250 reserved grandstand seats for the Cards-Braves July 22 night game, and box seats for the Cubs-Giants double-header July 23.

Bustling Lawrence Youngman of Travel and Transport, Inc., who (so well!) handled the three annual WOW Farm Study tours, was lining up an air-conditioned Burlington special train, fancy meals on diners and at hotels, buses, taxis, and a Lake Michigan boat trip, for the baseball tour members.

# NBC "Family" on WOW Daily

## Miles Sponsors Five-a-Week

"One Man's Family" moves into its 19th year on the air with a format change. The current Sunday half-hour version becomes a five-times-a-week quarter-hour series effective Monday, June 5.

The show's sponsor, Miles Laboratories, has signed a 52-week contract with NBC to move the program into the 15-minute time spot which precedes their own "News of the World" quarter-hour, Monday through Friday at 6:15 p.m. The new series will occupy the time period now held by the Lucky Strike "Light Up Time." The Frank Sinatra starrer bows out June 2. The move will give Miles' products a half-hour program block.

"One Man's Family" will broadcast its last Sunday show on June 4 and start the new series the following day. Miles will continue in Sunday radio with their "Quiz Kids" show on WOW each week at 2:30 p.m.

The company will advertise Tabacin and Bactine.

The program recently celebrated its 18th anniversary on the air. America's longest-running radio family story made its debut in San Francisco April 29, 1932, when writer Carlton E. Morse made an about face as an author. As writer and producer of "blood and thunder" mysteries, he became saturated with that type of show and turned to the opposite extreme to write the story of average American life.

His story has been the highly entertaining adventures of a typical American middle-class family, the Barbours.



Father Barbour says it with flowers to his favorite girl, Mother Fanny Barbour. J. Anthony Smythe and Minetta Ellen have headed the Barbour cast since NBC's "One Man's Family" program began in 1932.

-WOW-

## PEPSI-COLA AIRS

Omaha Pepsi-Cola bottler Robert Feinberg has announced a series of Pepsi-Cola commercial spots on WOW and WOW-TV.

With the hot summer months ahead the big season for soft drinks, the company is launching an extensive sales campaign with 13 weekly spots on radio and four weekly spots on television. The radio contract runs through November 8. Pepsi-Cola will use TV through July 14.

## SELECTS NEW STUDEBAKER



Omaha's own Walter Cassel's first action when he arrived in Omaha to star with Gail Manners in Ak-Sar-Ben's "New Moon" production, was to buy himself a new Studebaker. Photo shows Dealer Morton handing Walter the keys to his new Commander convertible when Cassel arrived at Municipal Airport.

## More Adventure For Sunday

Two new exciting detective-mystery shows join NBC and WOW's Sunday lineup of adventure.

Henry Calvin stars in "The Big Guy," a story of a widower who combines detective work with the raising of his two children. The new 4 p.m. series is a radical departure from the usual whodunit format. Personal risk in each crime case must be measured against the detective's responsibility towards his youngsters.

"The Big Guy" follows a half-hour of thrills on "High Adventure" at 3:30. Only a recent addition to NBC too, the series continues to gain more and more listeners who like hard-hitting action and suspense.

Veteran radio actor Les Damon plays "The Falcon" each Sunday night at 6 o'clock. This weekly series premiered May 7. Michael Waring, alias The Falcon, is a free-lance detective who's always ready with a hand for oppressed men and an eye for repressed women.

Add to this trio of topnotch drama programs "The Adventures of Sam Spade" at 7 p.m. and you have a full day of exciting escape.

-WOW-

## QUESTION WINS \$55

Richer by \$55 because her question stumped a "Double or Nothing" contestant, Mrs. Norvalle King, 5608 Hamilton, Street, Omaha, is planning a trip to New Mexico to use her prize money.

Mrs. King raised the question: "Who wrote the words to Hoagy Carmichael's 'Star Dust'?", and the contestant on the network didn't get the right answer: Mitchell Parish.

"After the broadcast I was swamped with calls, many from friends I hadn't heard from for years," Mrs. King said. "My biggest thrill was a long distance call from my daughter, wife of Captain Leo Hampton Flowers at Roswell, N. Mex. I am hoping to use my prize money to visit there."

Mrs. King said she sent in a Campbell's Pork and Beans label with her entry. She received a nice letter from Walter O'Keefe, master of ceremonies on the program. "Double or Nothing" is aired twice on WOW, 9:30 to 10 a.m. and 1 to 1:30 p.m., Mondays through Fridays—both programs for Campbell Soups.

-WOW-

## BUS BOY

The "breaks" came early to "Sam Spade" Howard Duff. Working as a bus boy in a Seattle restaurant, he broke so many dishes that he was fired after two weeks.

## WOW NEWS TOWER

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WOW NEWS TOWER

# Shows Join Wheaties' Parade

## Hansen Receives His Award

It was early morning as a trio of sleep-weary men trudged from their homes to the WOW studios Saturday, May 13. They had come to pay a debt.

While Mal Hansen remained home to snooze through his 6:30 a.m. "Farm Service Reporter" program that morning, the three Mal's, alias Merrill Workhoven, Slim Eberhardt and John Carson, conducted his show for Walnut Grove and Garst & Thomas.

Reason for the event: As losers of the recent contest to pick the most popular local WOW morning show, it was their consequence to do the winner's program some morning.

For a full half-hour the three WOW staffers presented the weather, farm news and interviews in Mal Hansen's place.

Twice the men jangled the phone at Mal's home to get his opinion on how they were doing. Both times the answer was the same—Zzzzz!

—wow—

## COCA-COLA CAMPAIGNS

The Coca-Cola Company, sponsor of "Songs by Morton Downey" each Tuesday, Thursday and Saturday nights at 10:30 on WOW, is now engaged in a five-week, nationwide foodstore promotion.

The major campaign, known as "Hospitality Fair," is built around Coca-Cola and the related food items that sell best during the summer months.

Grocers are featuring special merchandising displays, and WOW is boosting the event with local on-the-air announcements in addition to campaign commercials on the Morton Downey show.

## Quizmaster ...



Comedian Jack Paar takes over as emcee of Eversharp's "Take It or Leave It" quiz show, Sunday, June 11, for the summer. The popular program broadcasts over WOW at 9 p.m.

—wow—

## COLMAN PLANS FILM

Ronald Colman, star of "Halls of Ivy" which recently moved into the Wednesday WOW lineup, is spending much of his time in collaboration with Ivy productions for a screen play based on the comedy air show.

Present plans call for a full production by an independent producer. The group has already received a number of offers.

## Four New NBC Shows Soon

Four new NBC shows take places in "The Wheaties' Big Parade."

The new programs join the Monday adventure series "Nightbeat" and the Wednesday night "Dangerous Assignment" show to complete General Mills roster of 65 half-hour periods recently purchased on NBC in what was termed "the greatest sale of its kind in network history."

The new additions:

"Penny Singleton Story" broadcasts Tuesday nights. The program stars blonde radio and movie favorite Penny Singleton in the role of a young business woman in a comedy series.

Sara Berner, the versatile-voiced comedienne, will be heard on Thursdays as a police department stenographer in a satire on detective stories.

The current Friday night sustaining feature, "Dimension X," will be taken over by Wheaties. The weekly series broadcasts dramatizations of outstanding science fiction.

Screen star Joel McCrea, who has played many Western roles, will be heard in a series of thrillers taken from actual case records of the Texas Rangers.

All six programs have been scheduled in daily sequence, Monday through Saturday. As the News Tower went to press, exact time periods, however, were unavailable.

—wow—

## MAGAZINE IDEA

Sunday comedian Henry Morgan says he's thinking of putting out a new magazine called "Unpopular Mechanics." It's for people who like to break things.

## 'WOW CALLING' GANG SMILES FOR THE BIRDIE

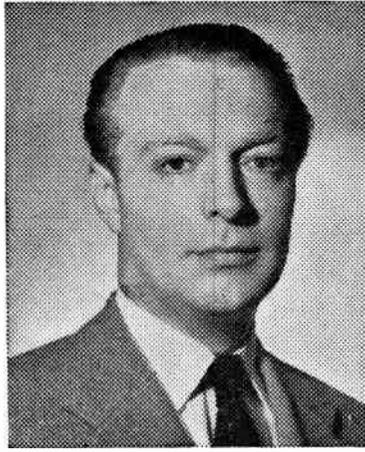


Here's the "WOW Calling" gang. Standing, left to right: Dick Stranglen, Dale Linville, Willie Wilson, Stan Ruker, Chris Bauer, Lambert Bartak, Skeets Mahoney, Don Larson, Tommy Maides, Vern Olson, Paul Harrington (writer), and Mort Wells. Seated,

left to right: Bill O'Hollaren (writer), Louise Seidl, Bob Cahill, Betty Cox, Russ Baker and Ray Olson. Slim Eberhardt and Bob Burt are not pictured. Catch this great variety show Monday through Saturday at 12:30 p.m.



**LOVE INTEREST**—Ann Marie Gayer supplies the love interest as Rosalie Ferriss on NBC's daily drama serial, "Pepper Young's Family."



**NEWSMAN**—Staats Cotsworth plays star reporter David Farrell in the afternoon drama "Front Page Farrell." His adventures air at 4:30.



**DAYTIME PLAYER**—Pert Treva Frazee acts in several NBC serials including "Life Can Be Beautiful" and as Jennie Smith in "Stella Dallas."

## There's Good Listening All Day Friday on Radio WOW

Friday daytime programming completes NBC's and WOW's regular weekday schedule of great entertainment. The five-a-week serials, interview, quiz, and music shows air their final programs of the week and prepare for a two-day respite. However, before this happens, listeners enjoy another day of topnotch radio on WOW.

Following a busy schedule of news, music, and comedy from an early 5:30 a.m., a session of questions and answers appears in the lineup at 9:30 a.m. It's the Campbell Soups' morning stanza of "Double or Nothing," starring Walter O'Keefe. This popular 30-minute show broadcasts another completely different version of "Double or Nothing" again at 1 p.m.

At 10:30 a.m., Prudential singer Jack Berch introduces a jammed-packed Friday quarter-hour of melody and song. On May 19, Jack initiated a novel plan of presenting a top sing-

ing star and a popular out-of-town disc jockey. The trio, after a five-minute, three-way interview, selects the top hit tune of the week. Chesterfield vocalist Perry Como appeared on the inaugural show.

Long a favorite daytimer, Oxydol's own "Ma Perkins" airs at 11:45. Current adventures of this remarkable woman centers on her lumber yard. A cousin, Ed Hammacher, has his eyes set on becoming Ma's partner in the business. To accomplish the job, Ed has set out on a campaign of undermining Shuffle Shober, Ma's long-time friend and helper.

Music and fun fills the 12:30 to 1 p.m. time spot. Cargill Nutrena and Nebraska Consolidated Mills sponsor the midwest's biggest noonhour show, "WOW Calling." The variety half-hour features the talents of Betty Cox, Mort Wells, Bob Cahill, Bob Burt, Willie Wilson, Skeets Mahoney and

many others. Ray Olson and Russ Baker emcee the festivities.

More serial dramas crowd the afternoon schedule including Tide's sponsorship of "Life Can Be Beautiful" at 2 o'clock. Story concerns Papa David, bookshop proprietor, and his young protegee Chichi Conrad. Lately, Chichi's job as companion to the wealthy Victoria Vandebusch has caused concern in the minds of Victoria's nephew Paul and his wife who plot to gain their aunt's fortune.

"Portia Faces Life" each weekday at 4:15 p.m. Lucille Wall plays the title role of Portia Manning in this Post serial drama. Portia is a woman who at times has found it necessary to divide her life between her family and a law career.

"Lean Back 'n' Listen," a quarter-hour of late afternoon music, entertains at 5:15 p.m. It's a program of easy-going, relaxing melodies.



**STELLA DALLAS**—Anne Elstner (left), who originated the title role of this daytimer, starts her 14th year on the program. She is shown with Vivian Smolen, who plays her daughter, Laurel. The show is produced by Frank and Anne Hummert and airs each weekday on WOW at 3:15 p.m.



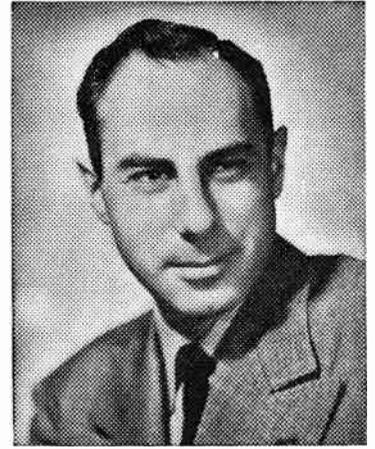
**SKELLY REPORTER**—Alex Dreier broadcasts the first network news of the day at 7 a.m. He's famous for predicting headlines.



**DURANTE'S PAL**—Don Ameche tries to help his buddy Jimmy Durante through a complicated but humorous situation each Friday at 8:30 p.m.



**PLAYHOUSE PLAYER**—Top stars like Academy Award actress Jane Wyman appear on the RCA Victor "Screen Directors' Playhouse" each Friday.



**STORY TELLER**—Colgate reporter Bill Stern spins little-known tales from the world of sports. It's "Sports Newsreel" at 9:30 p.m.

## Two New Shows Join the WOW Friday Night Program Parade

Friday night-time programming added two new shows to its roster the past month.

"Stars and Starters" bowed in May 19 in the 7 to 7:30 spot recently left open by "The Halls of Ivy" move to a Wednesday night period. The new weekly feature offers young newcomers to show business an opportunity to display their talent. Established stars introduce and appear with the new performers. Basil Rathbone and Bert Wheeler each presented a protege on the inaugural stanza. Jack Barry is emcee.

Listeners enter a world of tomorrow on the NBC science-fiction series, "Dimension X," each Friday at 7:30 p.m. It's exciting adventure told in the future tense. Life as it might be in the 1960's, 70's, 80's, 90's and beyond unfolds in 30 minutes of thrilling and believable drama.

"Screen Directors' Playhouse" offers

radio adaptations of outstanding motion picture successes at 8 o'clock. The RCA-sponsored drama series features top stars of Hollywood in their original film roles. Directors of each hit movie aired also make an appearance on the program.

A full hour of comedy follows at 8:30 with Camel Cigarettes' "Jimmy Durante Show," and the "Life of Riley" program at 9 o'clock. "Da Schnozz" and his pal Don Ameche become involved in various situations that spell trouble for the two boys and plenty of laughs for WOW listeners. Vera Vague is usually on hand to offer some not-so-helpful assistance.

Pabst Blue Ribbon Beer presents the laugh-packed "Life of Riley" half-hour. William Bendix plays Chester A. Riley who along with his family face the problems of everyday life in a most complicated and humorous manner. What seems to be a simple

task, turns out a monstrous undertaking when Riley attempts to lead the way.

Colgate Shave Creams presents a fast-moving quarter-hour, "Sports Newsreel of the Air," at 9:30. NBC's ace sports announcer Bill Stern narrates and spins sports yarns on this weekly series.

At 9:45 NBC airs reports, dramas, speeches, and discussions concerning the activities of the United Nations. The network and the UN work together to inform the listeners about important issues which face the various committees within the organization.

Ray Clark reports the day's happenings on the final WOW news period of the day at 10 o'clock. International, national, regional and local stories are prepared from the facilities of the Associated Press, the United Press, and WOW's own news staff.



**SERENADE SINGER**—Late listeners hear Dinah Shore and other top recording stars on WOW's "Spring Serenade" program nightly at 11:05 p.m.



**LIFE OF RILEY**—William Bendix, in the role of Chester Riley, talks things over with his son Junior, played by Tommy Cook. The duo and the rest of the Riley clan can be heard each Friday night at 9 o'clock on WOW. The top situational comedy half-hour is sponsored by Pabst Blue Ribbon Beer.

# Begin 11th Year on Radio WOW

## Five Shows Air a Decade

"Mr. District Attorney" and four other network shows recently chalked up a decade of broadcasting on NBC.

In honoring the weekly drama of the law-enforcement officer who not only solves crimes but destroys rackets, Lee Bristol, president of Bristol-Myers, sponsor of the show the past 10 years, said the program can continue to perform a real service as a warning to potential criminals.

The program's public service work has been a very real thing. New York City recently passed a law for protection of motorists, based on a "D.A." script. Proposed legislation also inspired by "Mr. D.A." is now under consideration in several states for the correction of laws on the disposal of lost or strayed pets.

Jay Jostyn portrays the title character, Len Doyle is Harrington and Vicki Vola is Miss Miller. The trio has been interpreting those roles almost the entire time the show has been on the air.

"Take It or Leave It," the Sunday night quiz show, also celebrated its 10th anniversary. The program marked the event with a studio audience made up of married couples who were also celebrating their 10th anniversary.

Comedian Jack Paar takes over Eddie Cantor's job as emcee of "Take It or Leave It" for the summer starting Sunday, June 11.

Another Sunday show, "The Quiz Kids," passed their 10th milestone. The top ranking radio program started as a summer series but popularity made it a regular feature.

The program has brought scores of intelligent youngsters to the microphone. Joe Kelly is quizmaster.

The top daytime serial program as chosen by the readers of Radio and Television Mirror, "Portia Faces Life," began its 11th year recently. Lucille Wall, who was voted "Favorite Daytime Radio Actress" in the same poll, stars as Portia, who would rather be a successful wife and mother than a brilliant lawyer.

Ralph Edwards' "Truth or Consequences" went all out when the town of Hot Springs, N. Mex., changed its name to Truth or Consequences to make the show's 10th anniversary complete.

-wow-

### COVERS BEAT

"Nightbeat" actor Frank Lovejoy actually covered the police beat for the Los Angeles Examiner one night last month. Always a stickler for authenticity, Frank now has much more respect for the character he portrays on the air.

-wow-

"Hit Parade" conductor Raymond Scott uses an unusual method when he composes music. Scott works out his ideas on the piano, records them on tape and also makes suitable comments. Then a stenographer plays the recording and transcribes the music to paper.

## Anniversary Stars...



Lucille Wall



Joe Kelly



Jay Jostyn



Eddie Cantor

-wow-

### CAREER CHANGED

Don Quinn, scripter for "Fibber McGee and Molly" and "Halls of Ivy" on NBC, started out in life to be a cartoonist. When he found that editors rejected his cartoons but kept the gags, he turned to comedy writing and has been going strong in that field ever since he helped create the McGee show in 1935.

-wow-

### MANY FANS

Doris Day, singing star of the Tuesday night "Bob Hope Show," receives more fan mail than any other femme singer on the NBC network.

## Look...Prizes to All in This Contest

There's no losers in the big Mother's Best Flour contest now underway.

Yes, the millers of Mother's Best Flour, who sponsor the first 15 minutes of "WOW Calling" Mondays, Wednesdays and Fridays, offer a beautiful silver-plated Rosanne Teaspoon to everybody who enters their Jean Foster Strawberry Shortcake Contest. Three money prizes of \$200, \$50 and \$25 await top winners.

The rules are simple. In 25 words or less, finish this sentence, "My family likes Jean Foster's Strawberry Shortcake made with (write in either 'biscuits' or 'cake') because..." Enclose one label from any size sack of Mother's Best Enriched Flour. Letters will be judged for originality and sincerity.

For copies of the two Jean Foster recipes and a handy contest entry blank, stop into your grocer today. Hurry! Contest ends Tuesday, June 20.

-wow-

### W.O.W. BIRTHDAY

More than 80 radio stations throughout the nation will air a special 30-minute transcribed program honoring the Woodmen of the World Life Insurance Society's 60th Anniversary Tuesday, June 6.

Vice President Alben W. Barkley will head a group of nationally prominent persons who will appear on the show. Radio Station WOW's Ray Olson will act as narrator.

The program will be heard over WOW, and KODY, North Platte, at 8:30 p.m.

-wow-

### BELMONT STAKES

WOW will carry the Belmont Stakes at 3:30 p.m. Saturday, June 10, from NBC, and listeners may see the great race at 9 p.m. Tuesday, June 13 on WOW-TV. Both specials are by courtesy of Gillette Safety Razors and Blades.

## BEST TEACHER LETTERS SHOW HUMOR

Here are some humorous quotes taken from a number of letters written by boys and girls who entered the 1950 Quiz Kids "Best Teacher Contest."

"I'll bet my teacher could get it through your head that Columbus discovered America faster than he could if he told you himself!"

"Mr. B. does not stand over you and preach to you. He does not believe in shoving you to the next grade to get rid of you."

"She taught me to use the dictionary and insickerpeateria when they are needed."

"She is big around, but runs and sings and plays with us."

"She gets mad in such a nice way."

"I used to stay in the restroom until the hard part of the lesson was over. Not any more."

"Some teachers act like they wonder how you've gotten where you are. She acts like you should be much further."

"When I go sliding down the banner of life she will have played a big part of it."

"She is old-fashioned enough to be cheerful and patient and yet she is modern enough to teach us to tango."

"I would say she is in her middle ages."

"She's certainly no stuffed shirt."

"He helped me most in English of which I have always been bad in."

"My teacher is a gentleman at all times, and that's hard work!"

# WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



## NBC Television Direct on October 1!

### Husker Games Are a G-E Treat

University of Nebraska football games will be telecast on WOW-TV, and broadcast over Radio WOW—both courtesy of your local General Electric radio and television dealer.

Contracts were signed this week, after approval by the University Athletic department, for G-E sponsorship of the five home games on WOW-TV, and all nine games over Radio WOW.

Tip Saggau, WOW Sports Director, currently doing TV of the Ak-Sar-Ben Races for Falstaff, and preparing for his big Saggau Baseball Tour weekend (July 22-24) will face the cameras and microphones for the 1950 Husker football broadcasts.

Arthur H. Luebbe, district manager, and Dan Kelly, sales manager, of the General Electric Supply Company, Omaha, announced the sponsorship for G-E radio and television dealers at spring sales meetings.

"Our dealers are delighted to again play host to thousands and thousands of folks who couldn't otherwise see these games," Mr. Luebbe said. "I sincerely hope that those who see and hear our broadcasts and telecasts will express their appreciation in person to their General Electric television and radio dealers."

First scheduled game of the season will be the Dad's Day intersectional classic with the Huskers meeting Indiana at Lincoln, September 30. Other games to be televised include October 21, Penn State; November 4, Missouri (Homecoming); November 11, Kansas State (Veterans' Day), and, away-from-home games scheduled include, October 7, Minnesota; October 14, Colorado; October 28, Kansas, and

### Spring Delicacy...



It's Bette Chapel, audio-visual charmer on the new Congoleum-Nairn "Garroway Show," Sundays, 9 p.m., on WOW-TV, via NBC.

—WOW-TV—

November 25, Oklahoma.

All the televised games will be carried "direct" over WOW-TV's own microwave relay system, illustrated below.

### NBC Schedule Full For Fall

First official announcement about direct television network service to WOW-TV, was made recently by the American Telephone and Telegraph Company, and the National Broadcasting Company.

The microwave relay system (often, but erroneously referred to as "the cable") between Chicago and Omaha will be in operation on October 1, A. T. and T. said.

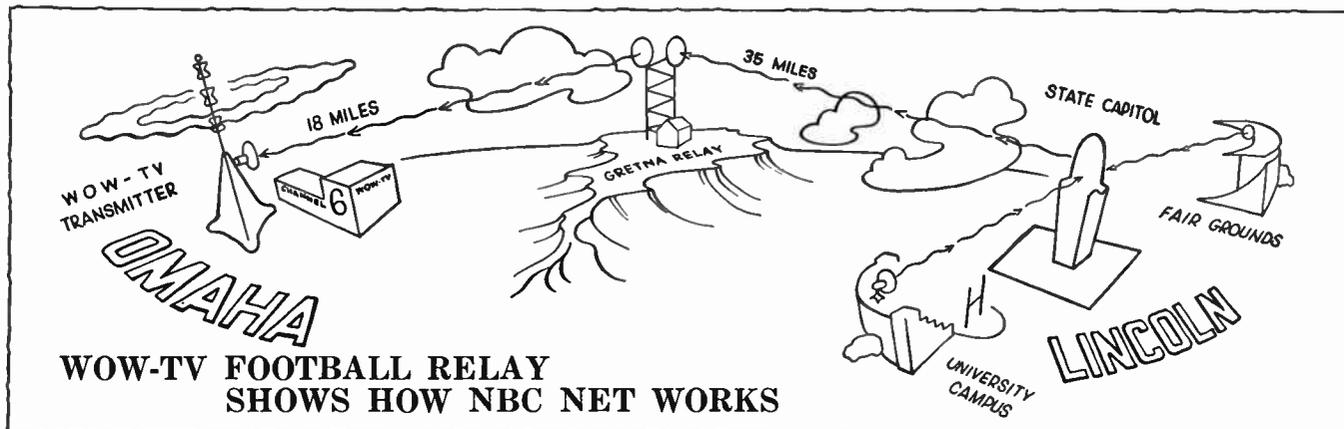
Concurrently NBC reported it is "sold out"—its schedule completely filled—with fine programs for late summer and fall—indicating that WOW-TV listeners will see 21 hours a week or more of the world's finest television programming, starting within three months.

Official news of the relay opening, the great upcoming schedule of network programs—including the World's Series and many top football games, was expected to boom TV set sales during the next few weeks.

WOW-TV will receive direct network programs over a series of relay stations, 25 to 50 miles apart, just as it gets direct programs from Lincoln (including football) over its privately-owned system, illustrated below.

Each relay sub-station across Illinois and Iowa has been constructed and tests are reported ready to start within a month or so.

These small stations are built to deliver programs to WOW-TV and other stations. Their signals cannot be picked up on home television receivers.



This sketch of the Lincoln-Omaha WOW-TV microwave relay system, Stadium-to-Capitol-to-Gretna-to-Omaha, used for direct Husker games and other features, is the same type of relay that

will bring NBC programs direct to WOW-TV, October 1, Chicago-to-Omaha. Signals of relay transmitters, such as the one at Gretna, cannot be heard on home television sets.

# Color TV Now '3 Years Away'

## FCC May Set Standards

Events of the past fortnight indicate color television transmission and reception in the Omaha area is still as much as three years away.

Senator Edwin Johnson of the Interstate Commerce Committee predicted the Federal Communications Commission may decide in September whether to authorize color. If FCC decides for color it may take months for its experts to set standards.

If the FCC decided color isn't ready for the public, the new art will be sent back to the laboratories for further development.

Board Chairman Sarnoff of RCA said that if the FCC should decide to set color standards his company plans to "acquire a factory and start color TV tube production by June of 1951." Beginning at that time RCA could make only 200 color TV sets per week, he indicated.

Meanwhile FCC Chairman Wayne Coy said the ban on new stations (the freeze) is expected to be lifted by year's end and the processing of applications for new stations could then start "early in 1951."

The reports from the Associated and United Press caused WOW-TV Manager Joe Herold to predict it may be

## Hope Returns ...



Bob Hope and Bea Lillie at rehearsal for second edition of the 90-minute Frigidaire Star Spangled Revue set for 9 p.m., June 6, on WOW-TV, via NBC.

-WOW-TV-

three years before color is generally available in the Omaha area "even if the expected September FCC decision

## Second Big Hope Revue Set

Second edition of the 90-minute Frigidaire NBC Bob Hope-Bea Lillie Star Spangled Revue is set for WOW-TV by kinescope recording for 9 p.m., Tuesday, June 6.

The NBC comedian will head up another stagebill of top-flight talent including Beatrice Lillie, Frank Sinatra and many others yet to be announced.

The Frigidaire division of General Motors Corporation, again will sponsor the Hope television show.

-WOW-TV-

William I. Kaufman, casting director for NBC television, is the author of a new book, "Your Career in Television," to be published next month by Merlin Press of New York.

-WOW-TV-

The Studebaker Theater in Chicago, was recently leased by NBC for television originations, seats 1,300 and is one of the largest in the Midwest.

is favorable to color—which is by no means certain."

TV factories are working around-the-clock producing 20,000 black-and-white sets per week.

## DAY-TIME

## Schedule For June

## WOW-TV

| TIME            | MONDAYS THROUGH FRIDAYS   |
|-----------------|---|
| 3 <sup>30</sup> | NEWS; 3:35—COFFEE COUNTER WITH DON KEOUGH—Edwards Coffee  |
| 4 <sup>00</sup> | MARTHA'S KITCHEN<br>General Electric, Roberts, Butter-Nut Coffee, Peter Pan, Seven-Up, Omaha Crockery, Blue Barrel Soap, Starlight Tuna.  |
| 4 <sup>30</sup> | AK RACES—Every Racing Day, Falstaff.<br>FAMILY MATINEE and Johnny Carson will be 4:30 Mondays, follow races Tuesday, Wednesday, Thursday. |
| 5 <sup>00</sup> | SUNDAYS—"HOPALONG CASSIDY"—Butter-nut Bread (1 hour)<br>HOWDY DOODY—NBC—Mars Candies, Ovaltine, Mondays, Wednesdays, Fridays.             |
| 5 <sup>30</sup> | "TIME FOR BEANY" and CARTOON TIME   |
| 5 <sup>45</sup> | TREASURY SALUTE—Mondays.<br>CARTOON TIME—Thursdays.   |
| 6 <sup>00</sup> | NBC—"KUKLA, FRAN AND OLLIE"—RCA, Sealtest, Ford<br>SUNDAYS—TRAVELOGUE.  |
| 6 <sup>30</sup> | MOHAWK SHOWROOM—Mondays, Wednesdays, Fridays; 6:30—Tuesday, ROSELLA, Commercial Savings and Loan.<br>SUNDAYS—NEWS REVIEW OF THE WEEK.     |
| 6 <sup>45</sup> | RAY CLARK AND COMPLETE NEWS ROUNDUP   |
|                 | TEST PATTERN PERIODS: Mondays thru Fridays—2 p.m. to 3:30 p.m.<br><br>Sundays—4:40 p.m.<br><br>Saturdays—Silent                           |

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

# Ak TV Races a Falstaff First

## “Howdy-Doody” to 3-a-Week

WOW-TV viewers now see the famous NBC “Howdy-Doody” show twice weekly—and will see it thrice weekly starting late this month.

The classic puppet show is aired Mondays, 5 p.m. to 5:30, for Mars, Inc., and the Wander Company, makers of Ovaltine, have added a second section on (May 19) on Fridays, same hour.

On June 28 Mars will add a Wednesday program, same time, and during August International Shoe will take a section.

—WOW-TV—

## JOB TO ‘MISS WOW-TV’

Lovely Barbara Carleman, Omaha U senior, who was named the Miss WOW-TV Queen of the Ice, didn’t win in the national ice competition in Hollywood, but she did land a contract to become a professional skater, probably in “IceCapades.”

—WOW-TV—

## MORNIN’, TEACHER!

Lyle DeMoss, assistant general manager of WOW and WOW-TV, has been invited to teach a class on program planning and building at the NBC-Northwestern University Summer Radio Institute in Chicago, starting June 26.

## Papa’s Pets...



The three gals in the family of Kay Kyser, the Ford TV star (Thursdays, 8 p.m., on WOW-TV via NBC) are all comely and blonde—Mrs. Kyser, the former Georgia Carroll, two - year - old Kimberly Ann and Baby Carol.

## Feature Event Every Day

Chalk up another first for WOW-TV and Falstaff on the successful telecasting of the Ak-Sar-Ben races!

Feature race is being telecast at 4:30 p.m. each racing day direct from the Ak track for the first time. Tip Saggau and Judge “Red Walker” are doing the honors.

The race series is luring many a horse fan into taverns, TV-dealers’ stores and other places where sets may be seen and permitting thousands of fans to see the spring sports classics within the comfort of their own homes.

Many fans have reported they can follow the gee-gaws better via TV than on the track.

In addition to his TV coverage each day Sports Director Saggau gives a summary and prices on his 5:55 p.m. and 10:15 p.m. sports casts on Radio WOW, each racing day.

—WOW-TV—

## WESTERNS TOPS

Most of the popularity of westerns is due to Bill Boyd and his great “Hopalong Cassidy” series ( 5 p.m., Sundays on WOW-TV, courtesy of Butter-nut Bread). Boyd is to make a new picture soon as a co-star with Bing Crosby, and with Boyd getting equal billing and equal share of profits.

## NIGHT-TIME

## Schedule For June

## WOW-TV

| TIME             | SUNDAYS                           | MONDAYS                           | TUESDAYS                                  | WEDNESDAYS                |
|------------------|-----------------------------------|-----------------------------------|---|---------------------------|
| 7 <sup>00</sup>  | COMO CHESTERFIELD SUPPER CLUB—NBC | CHEVROLET TELE- THEATER—Chevrolet | MILTON BERLE TEXACO STAR THEATRE NBC      | TV SHOWCASE               |
| 7 <sup>30</sup>  | WAYNE KING NBC Standard Oil       | WHO SAID THAT? NBC                |   | LEAVE IT TO THE GIRLS NBC |
| 8 <sup>00</sup>  | PHILCO PLAYHOUSE NBC              | LIGHTS OUT—NBC Admiral            | ORIGINAL AMATEUR HOUR Old Gold Cigarettes | MRS. ROOSEVELT NBC        |
| 8 <sup>30</sup>  |                                   | “GRASS ROOTS” 8:45—CHARADES       |   | GRASS ROOTS (Mal Hansen)  |
| 9 <sup>00</sup>  | GARROWAY SHOW—NBC Congoleum-Nairn | 9:15—NEWS SIGN OFF                | NEWS SIGN OFF                             | NEWS SIGN OFF             |
| 9 <sup>30</sup>  | NEWS, SPECIALS, SIGN OFF          |                                   |   |                           |
| 10 <sup>00</sup> |                                   |                                   |   |                           |

| TIME             | THURSDAYS                                | FRIDAYS                        | SATURDAYS             | SPECIALS                                     |
|------------------|--|--------------------------------|-----------------------|--|
| 7 <sup>00</sup>  | ROSELLA—Byrne Jewelry 7:15—SAGGAU SPORTS | NEWS—O.P.P.D. 7:15—GOLF, MEEKS | (4:30 P.M.— AK RACES) | NBC GRAND OPERA                              |
| 7 <sup>30</sup>  | TV FORUM (Live Studio)                   | SPORTS DIGEST Pontiac          | Falstaff              |  |
| 8 <sup>00</sup>  | KAY KYSER NBC Ford Dealers               | THE CLOCK Emerson              |                       |  |
| 8 <sup>30</sup>  |  | YOUR BACK YARD Mal Hansen      |                       |  |
| 9 <sup>00</sup>  | WRESTLING FROM HOLLYWOOD Falstaff        | 9:15—NEWS SIGN OFF             | SILENT                | • • •<br>Tune to WOW-TV for dates and times. |
| 9 <sup>30</sup>  |  |                                |                       |  |
| 10 <sup>00</sup> | NEWS SIGN OFF                            |                                |                       |  |

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

# Survey Proves Amazing Sales Effectiveness of Television

Television's amazing sales effectiveness, as evidenced by the most comprehensive and telling survey yet undertaken in this field, was revealed May 20th in a special press presentation of the Hofstra Study, conducted jointly by Hofstra College and the National Broadcasting Company.

The survey, basing its findings on 3,270 personal interviews in the Greater New York area in January and May, 1949, reveals that:

1. Television means the difference of 193 extra customers per thousand television homes to the advertiser using the medium.
2. An average sales gain of 70.2 per cent per product advertised on television is registered among viewers who watch and like commercials—over consumers who neither own sets nor view television.
3. Every one of 15 products advertised on television produced an increase in sales among television owners.
4. Every one of the 13 brands not using television experienced sales losses among television set owners.
5. Television advertisers average \$19.27 in extra sales for every \$1.00 spent in advertising their brands on video.

The Hofstra Study, using matched samples of television homes and non-television homes, checked consumer purchases in eight separate product groups: gasoline, dentifrices, cigarettes, cheese, coffee, soap, tea and razor blades. An independent pantry check was made during the survey to substantiate the purchasers' claims. The survey was conducted under the supervision of Dr. Thomas E. Coffin, formerly head of the Psychology Department of Hofstra and now a member of the NBC Television Research staff.

## 30% Gain

To substantiate the gain of 193 customers per thousand sets, the Hofstra Study shows an average percentage increase of 30.1 per cent among set owners in the purchasing of brands advertised on television. This represents a gain of 98 new customers per thousand television homes. In addition, 35 customers per thousand homes were added who otherwise would have been lost to their competitors had they not advertised their product on television. Finally, 60 "bonus customers" per thousand non-owner viewers were noted. These represented non-television-set-owning guest viewers who watched television 7.9 hours per month.

## 60% for Gasoline

In ascertaining that all 15 television-advertised brands within the categories studied enjoyed increased sales among set owners, the Hofstra Study showed that the percentage of increase ranged from 16.8 for cheese to as high as 60.2 per cent for gasoline. The average gain was 30.1 per cent for all products using television.

## EDITOR'S NOTE

*Advertisers, agency experts and television station men throughout America are discussing the "Hofstra Survey," reviewed on this page.*

*The survey reveals what many television advertisers have already learned, via WOW-TV and other stations.*

*WOW-TV Sales Representatives or Blair-TV men will be glad to discuss it with any sales or advertising executive interested in WOW-TV.*

The range of loss of sales for the 13 brands not on television was from 7.4 per cent in the case of tea to as high as 35.2 for dentifrice. The average sales loss was 19.1 per cent among all products not advertised on television.

## Habits Changed

Between the first and second surveys made by Hofstra, 72 persons bought sets and joined the television owners group. Before they owned sets they bought like non-owners. After they acquired sets they bought like owners. Their purchases of the average non-television-advertised brands decreased by 37.3 per cent.

## Not a Novelty

Further, the survey proves that television's sales influence stands up beyond the novelty stage when the set first enters the home. Of non-owners, 25.6 per cent bought the average television-advertised brand. The group owning television sets from one to nine months brought the figure to 32.9 per cent. A total of 33.9 per cent bought the average television-advertised brand after owning their sets sixteen months or more.

## Bonus Customers

The Hofstra survey also pointed up the fact of the large group of "bonus customers." Two-thirds of the television non-owners had seen television for an average of 7.9 hours the previous month. This had marked effect on their brand purchases. Among the non-viewers, 23.5 per cent bought the average television-advertised brand the month previous. Of the non-owner guest viewers, 26.5 per cent purchased these brands. Thus an increase of 12.8 per cent was noted among guest viewers. This amounts to 30 "bonus customers" per thousand non-owner viewers. Since there were about two non-owner viewers per set at the time

of the survey, this becomes 60 "bonus customers" per thousand sets.

The full range of television sales effectiveness according to degrees of exposure was also clearly outlined in the Hofstra Study.

It shows that the increase in buying average of the television-advertised brands from non-owner non-viewers to viewers who have recalled and liked the commercial ranges from 23.5 to 40 per cent. This represents a sales gain of 70.2 per cent. This, the report says, is the measured effectiveness of television advertising.

## Per Cent Buying Average TV Brand in Past Month

1. Non-owner non-viewers.....23.5
2. Non-owner guest viewers.....26.5
3. All TV owners.....33.3
4. Owners seeing program recently .....36.4
5. Seeing program regularly.....37.5
6. Recall seeing commercial recently .....38.6
7. Recall and like commercial recently .....40.0

The Hofstra presentation pointed out that the number of television homes in the United States is expected to reach 24 million by 1955 and that within a short range of six months its audience has passed the top 10 magazines in terms of circulation.

Comparing television with printed media in the city of Boston, the cost per thousand for NBC Television advertisers is less than that for Life magazine, This Week (a Sunday supplement), and the Boston Post.

The survey also pointed out that NBC Television has the top-rated program in major program classifications, including variety, drama, juvenile, news, sports and mystery. It also reveals that NBC is first in average ratings with an average rating for January-February, 1950, of 26.8, as compared with 20.9 for its closest competitor.

## NBC Far in Lead

The average number of stations per sponsored network program shows NBC far in the lead with 30, as against 20 for its closest competitor. The report also reveals that television advertisers invest more television dollars on NBC than on all other networks combined.

In the panel, owners and non-owners were matched for neighborhood, age, education, family size, standard of living and buying power. They were similar in all respects—shopped in the same area, exposed to the same advertising, lived in the same way—except that one group had television sets and the other did not. Thus if the buying of the non-owner group is taken as the norm, then any difference in the buying by set owners must be due to television.

# Aunt Sally...

KNOCK . . . KNOCK!  
MAY I COME IN?

Hi, Neighbors, your house cleaning is finished and the garden in so come and sit down with me for a moment. There are things to talk about.

If you have made a recent request for poems and they haven't arrived, please be patient for I moved my office last month and things got in a muddle. Please do not ask for a poem to be sent within a day or two. It will require at least two weeks. However, a beautiful poem is worth waiting for.



Aunt Sally

A beloved member of the Sunshine Service went home to heaven last month. Mrs. Grace Benson of Jeffersonville, Ind., has been released from her constant pain. A beautiful person who endeared herself to all who knew her—she will be sadly missed.

In the future more information of the work and more showers for shut-ins will be given over the air. I would like to know just how many of you are with me on Saturday and Sunday mornings at 8 o'clock. Please send me a postal this week telling me how often you hear either one or both programs so that I may have some idea how much information you will receive over the air. I would like to hear from every listener and every shut-in that I may make this check as soon as possible.

If there is any question you wish answered, please send a self-addressed postal. This will save time which is necessary to take care of a blessed work that will not be cut down.

Will you cooperate with me in this way so that more sunshine may be sent out every day.

Well, 'bye for now.

YOUR AUNT SALLY.

-w-o-w-

# Grass Roots...

By MAL HANSEN, WOW Farm Director

It's amazing! I'm speaking of the way farmers catch up with spring work after starting behind the "eight ball" all because of cold weather and wet ground. The big push can be traced to mechanical farming.



Mal Hansen

But you can't deny that some folks won't give up on the horse. Governor Beardsley of Iowa is one. He says he has two teams on the farm and is convinced that the horse-pulled planter is the best way to plant corn.

Whether the Governor just looks at the corn stand and figures it's a good

# Television Aids Sports

## Rev. R. R. Brown...

Pastor WOW World Radio Congregation

"There is death in the pot" was the cry of the frightened men who were eating the pottage. This incident, as recorded in II Kings 4:38-41, is strikingly provocative. Someone had gone to the field, taken gourds from a wild vine, put them into the mess that was being prepared for the men, and it had poisoned the food. We fear that in our day much that is being served is poisoned.

There is "poison" in the "pot" of our political philosophy. The prevailing idea that the government owes everyone a living, that we can survive on deficit spending, and that we can preserve our American heritage by destroying individual initiative is certainly "poison" in our "pot." Furthermore, the fallacious idea that we can ever have world peace while armed to the teeth is "wild gourds from a wild vine."

Then there is always the prevalent danger of "poison" being put into the "pot" of our modern education, where the student gets a materialistic view of life and is led to think more of making a living than making a life. Our social thinking becomes poisoned when a generation abandons simple ethics and moral law for personal pleasure and indulgence.

Referring to the incident above, the prophet then asked the men to bring the poisoned mess to him. He threw meal into it and it was made fit to eat. Today, we need to have clearly articulated the meal of truth about America's basic principles and the fundamental laws governing human relationships, which are love for God and love for our fellow men.

The church was never more needed than today. The world must have the meal of divine truth. Radio is playing a great part in making its facilities available to men who proclaim the things that are an antidote for the poisons in our pot.

thing, we don't know. Horse lovers find it easy to overlook the oats bill. It's doubtful that the corn stand has improved so much that it pays for the feed bill on the horses.

We think the Governor probably pulled in a couple of extra votes because of his statement about good horses. We'll call it smart politics; we aren't so sure about the smart farming part.

But we are sure that you'll have a lot of fun if you join our co-worker, Tip Saggau, on his big baseball trip

By TIP SAGGAU  
WOW Sports Editor

In all probability for the next 15 years, we will be hearing remarks concerning television and gate receipts at sporting events. If memory serves me correctly, I had a few lines about that subject a few months ago in this column, and I said at that time that until the facts are in, let's not blame everything on television.

A few days ago a story came over the wires of the United Press concerning an extensive survey made on the television audience regarding the effect television had on attendance at sporting events. It found that television did not harm most sporting events, but on the contrary, had a tendency to increase attendance.

I would like to point out one thing. The gentlemen participating in the poll made the announcement to the 20th annual convention of the Newspaper Promotion Association in Milwaukee. His name is Jerry Jordan. He reported on a two-year study begun at Princeton University and completed at the University of Pennsylvania's graduate school.

Mr. Jordan pointed out that owners of television sets at first stay home more and patronize paid entertainment less. But a year later, when the novelty has worn off, he said the original pattern tends to return and attendance at some forms of entertainment shows increases.

He said the Minor Leagues set their fourth straight attendance record last season with nearly 42 million admissions.

Jordan said 54 per cent of men who have owned a television set for two years or more attended one or more football games last fall. He said about 45 per cent of the non-owners ordinarily attend one game. His study also showed that about 45 per cent of non-television owners would go to a baseball game, but 58 per cent of television owners of a year or more attended games last year.

More and more will be written and more and more will be said on this subject of television, but let's face it . . . it is here to stay.

to Chicago and St. Louis, starting on July 22.

Baseball is the great sport in America. And I'm convinced that rural people like it better than any other sport . . . although I must admit that basketball is now giving the hardball game a mighty close race.

In any event, we hope a lot of farm people will join Tip on his big trip to see the Cards, Braves, Cubs and Giants. If your hired man has been a good worker all season, maybe the trip would be a nice bonus.



Tip Saggau



Rev. R. R. Brown

5,000 WATTS

WOW'S JUNE NIGHT SCHEDULE

590 Kc.

| TIME             | MONDAY                         | TUESDAY                          | WEDNESDAY                                | THURSDAY                            | FRIDAY                                 | SATURDAY                      | SUNDAY                                |
|------------------|--------------------------------|----------------------------------|--|-------------------------------------|--|-------------------------------|---------------------------------------|
| 5 <sup>30</sup>  | 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 <sup>55</sup>  | SPORTS—Vitalis                 | SPORTS—McFayden                  | SPORTS—Vitalis                           | SPORTS—McFayden                     | SPORTS—Vitalis                         | SPORTS—McFayden               |                                       |
| 6 <sup>00</sup>  | ONE MAN'S FAMILY Tabcin        | ONE MAN'S FAMILY Tabcin          | ONE MAN'S FAMILY Tabcin                  | ONE MAN'S FAMILY Tabcin             | ONE MAN'S FAMILY Tabcin                | ALBUM TIME                    | THE FALCON                            |
| 6 <sup>15</sup>  | NEWS—Alka-Seltzer              | NEWS—Alka-Seltzer                | NEWS—Alka-Seltzer                        | NEWS—Alka-Seltzer                   | NEWS—Alka-Seltzer                      |                               |                                       |
| 6 <sup>30</sup>  | 590                            | MUSIC BY MARTIN                  | 590                                      | MUSIC BY MARTIN                     | MUSIC BY MARTIN                        | MUSIC BY MARTIN               | PHIL HARRIS SHOW                      |
| 6 <sup>45</sup>  | MELODY LANE                    | M. WILLSON—Falstaff              | MELODY LANE                              | M. WILLSON—Falstaff                 |  | M. WILLSON—Falstaff           | Rexall                                |
| 7 <sup>00</sup>  | RAILROAD HOUR                  | CAVALCADE OF AMERICA—Dupont      | HALLS OF IVY Schlitz                     | ALDRICH FAMILY General Foods        | STARS AND STARTERS                     | JOE DI MAGGIO SHOW            | ADVENTURES OF SAM SPADE—Wildroot      |
| 7 <sup>30</sup>  | VOICE OF FIRESTONE CONCERT     | STARLIGHT CONCERT Tums           | GREAT GILDERSLEVE Kraft                  | FATHER KNOWS BEST General Foods     | DIMENSION X                            | TRUTH OR CONSEQUENCES—P. & G. | THEATER GUILD U. S. Steel             |
| 8 <sup>00</sup>  | TELEPHONE HOUR Bell Telephone  | BOB HOPE Swan Soap               | BREAK THE BANK Bristol-Myers             | SCREEN GUILD THEATRE—R. J. Reynolds | SCREEN DIRECTORS' PLAYHOUSE—RCA Victor | HIT PARADE Lucky Strike       |                                       |
| 8 <sup>30</sup>  | BAND OF AMERICA Cities Service | FIBBER MCGEE-MOLLY Johnson's Wax | MR. DIST. ATTORNEY Sal Hepatica, Ipana   | DUFFY'S TAVERN Blatz                | JIMMY DURANTE R. J. Reynolds           | DENNIS DAY Colgate            | ALBUM OF FAMILIAR MUSIC—Bayer Aspirin |
| 9 <sup>00</sup>  | NIGHTBEAT                      | BIG TOWN Lifebuoy                | BIG STORY Pall Malls                     | DRAGNET Liggett and Myers           | LIFE OF RILEY Pabst                    | JUDY CANOVA Colgate           | TAKE IT OR LEAVE IT Eversharp         |
| 9 <sup>30</sup>  | CHRISTOPHER LONDON             | PEOPLE ARE FUNNY Raleigh         | RICHARD DIAMOND PRIVATE DETECTIVE Rexall | SARA'S PRIVATE CAPER General Mills  | BILL STERN—Colgate                     | GRAND OLE OPRY Prince Albert  | BOB CROSBY Pet Milk                   |
| 10 <sup>00</sup> | WOW NEWS TOWER                 | WOW NEWS TOWER                   | WOW NEWS TOWER                           | WOW NEWS TOWER                      | UNITED NATIONS WOW NEWS TOWER          | WOW NEWS TOWER                | WOW NEWS TOWER                        |
| 10 <sup>15</sup> | SPORTS—Nebr. Clothing          | SPORTS—Nebr. Clothing            | SPORTS—Nebr. Clothing                    | SPORTS—Nebr. Clothing               | SPORTS—Nebr. Clothing                  | SAT. SPORTS PARADE            | HEADLINES                             |
| 10 <sup>30</sup> | DAVE GARROWAY SHOW             | MORTON DOWNEY Coca-Cola          | LIVING—1950                              | MORTON DOWNEY Coca-Cola             | HOTEL ROOSEVELT ORCHESTRA              | MORTON DOWNEY Coca-Cola       | SPRING SERENADE                       |
| 11 <sup>00</sup> | 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.  | NBC Stamp Club..... Sat.  | Town and Country..... Sat.  |
| 5:55 A. M.—Weather Report..... Daily ex. Sun.   | Morning Serenade..... Sun.  |   |
| 6:00 A. M.—Sunrise News Tower..... Daily ex. Sun.   | 10:30 A. M.—Jack Berch Show—Prudential Ins. Co.... Mon. thru Fri. | 1:45 P. M.—Judy and Jane—Folgers Coffee..... Mon. thru Fri.       |
| 6:15 A. M.—Welcome to the West..... Mon. thru Fri.  | Smilin' Ed McConnell—Buster Brown..... Sat.                       | 2:00 P. M.—Life Can Be Beautiful—P. & G. Soap..... Mon. thru Fri. |
| 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. |
| 7:00 A. M.—Alex Dreier—Skelly..... Mon. thru Fri.   | Solitaire Time—Campana..... Sun.                                  | Quiz Kids—Miles Lab..... Sun.                                     |
| L. Burlingham, This Farming Business—Skelly..... Sat.   | 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.    |
| Revival Hour—Gospel Broadcast'g Assn., Weather..... Sun.  | Homemakers Club—Omaha Public Power..... Sat.                      | 3:00 P. M.—Backstage Wife—Sterling Products..... Mon. thru Fri.   |
| 7:15 A. M.—Breakfast Bandstand—Mennen..... Mon., Wed., Fri.   | American Forum of the Air..... Sun.                               | WOW News Tower—Hubinger Starch..... Sun.                          |
| 7:30 A. M.—WOW News Tower..... Daily ex. Sun.   | 11:30 A. M.—Mid-Morning Moods..... Mon. thru Fri.                 | 3:15 P. M.—Stella Dallas—Sterling Products..... Mon. thru Fri.    |
| 7:45 A. M.—Morning Merry-Go-Round..... Mon. thru Fri.   | Music in Three-Quarter Time..... Sat.                             | 3:15 P. M.—Hymns of the World—Omaha Flour Mills..... Sun.         |
| 8:00 A. M.—Breakfast Club—General Mills..... Mon. thru Fri.   | National Guard..... Sun.  | 3:30 P. M.—Lorenzo Jones—P. & G. Dreft..... Mon. thru Fri.        |
| Aunt Sally..... Sat.  | 11:45 A. M.—Ma Perkins—P. & G. Oxydol..... Mon. thru Fri.         | Matinee at Meadowbrook..... Sat.                                  |
| Sunday with Sally..... Sun.   | Treasury Salute..... Sun.   | High Adventure..... Sun.  |
| 8:15 A. M.—John Carson Show..... Mon. thru Fri.   | Polka Parade..... Sat.  | 3:45 P. M.—Young Widder Brown—Sterling Prods... Mon. thru Fri.    |
| Pot Luck..... Sat.  | 12:00 Noon—Four-Bell News, Markets..... Daily ex. Sun.            | 4:00 P. M.—When a Girl Marries—General Foods... Mon. thru Fri.    |
| 8:30 A. M.—John Carson Show..... Mon. thru Fri.   | WOW News Tower..... Sun.  | Slim Bryant..... Sat.   |
| Chapel Service, Dr. R. R. Brown..... Sun.   | 12:15 P. M.—Musically Yours..... Sun.                             | The Big Guy..... Sun.   |
| 8:45 A. M.—E. Jabenis Scrapbook—Crestwood Shops..... Sat.   | 12:30 P. M.—WOW Calling—Merch. Biscuits..... Daily ex. Sun.       | 4:15 P. M.—Portia Faces Life—General Foods..... Mon. thru Fri.    |
| 9:00 A. M.—Welcome, Travelers—P. & G..... Mon. thru Fri.  | Your University Speaks—Uni. of Nebraska..... Sun.                 | 4:30 P. M.—Just Plain Bill—Anacin..... Mon. thru Fri.             |
| Fred Waring—Minnesota Canning..... Sat.   | 12:45 P. M.—WOW Calling—Nutrena..... Daily ex. Sun.               | Russ Morgan..... Sat.   |
| 9:30 A. M.—Double or Nothing—Campbell Soup..... Mon. thru Fri.  | The Music Room—Schmoller & Mueller..... Sun.                      | Harvest of Stars—International Harvester Co..... Sun.             |
| Mary Lee Taylor—Pet Milk..... Sat.  | 1:00 P. M.—Double or Nothing—Campbell Soup..... Mon. thru Fri.    | 4:45 P. M.—Front Page Farrell—Whitehall Pharm.... Mon. thru Fri.  |
| 10:00 A. M.—We Love and Learn—Manhattan Soap... Mon. thru Fri.  | National Farm and Home Hour—Allis Chalmers... Sat.                | Public Affairs..... Sat.  |
| WOW News Tower..... Sun.  | NBC Theater..... Sun.   | 5:00 P. M.—Guiding Light—P. & G. Duz..... Mon. thru Fri.          |
|   |   | Catholic Hour..... Sun.   |
|   |   | 5:15 P. M.—Lean Back 'n' Listen..... Mon. thru Fri.               |
|   |   | Personality Time..... Sat.  |

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