

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 14, No. 10

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Published Monthly

NATION'S TOP STARS TO NBC

WOW Baseball Trip S.R.O.

At least 250 persons will be aboard when the Tip Saggau WOW Baseball Trip leaves for St. Louis and Chicago July 22. Efforts were being made to secure an additional 50 tickets to the St. Louis Cardinal-Boston Braves night game Saturday night and for the Cubs-Giants double-header on Sunday (July 23) in Chicago.

Saggau, the WOW Sports Editor, said that no reservations will be accepted after July 10.

Saggau is offering the trip on his 10:15 p.m. sportscast on WOW at \$58.50, all-expense. The tour will travel in an air-conditioned Burlington special train.

The WOW Baseball Special will leave Omaha at 7 a.m., July 22 and return to Omaha at 7 a.m., July 24.

-WOW-

HONOR CLARK

The Rotary Club of Omaha honored WOW's Ray Clark last month.

In appreciation for the newscaster's annual report before the group on the 10 big news stories of the year, a talk he has made nine times in nine years, Program Chairman Forest Protzman presented Ray with a limited edition book entitled "Herbert Hoover, American Quaker," autographed by the author.

Incidentally, this month Ray marks his 10th anniversary with WOW.

-WOW-

ACTING ENDS

Play acting has been the daily chore of NBC actors Teri Keane and John Larkin. Teri plays "Chi-Chi" on "Life Can Be Beautiful" each afternoon on WOW at 2 o'clock, and John has the male lead in "Right to Happiness" which airs at 2:45 p.m. On June 17 the pair halted their "make believe" long enough to become "real life" Mr. and Mrs.

-WOW-

WORKS IN SUN

Art Linkletter, emcee of "People Are Funny," his wife and two of his five children are currently enjoying Hawaiian sunshine. Although its supposed to be a vacation trip, Art is taking out time from play to star in several non-broadcast "People Are Funny" stage shows for the benefit of Hawaiian charities.

NBC Newcomers . . .



Songbird Kate Smith signed an exclusive television contract with NBC this past month. Kate will spearhead the network's entrance into afternoon television programming next fall.



Here's Groucho Marx who along with his top-rated comedy-quiz "You Bet Your Life" moves from CBS to NBC next fall. See story at right.

Groucho, Kate, Sherman Sign

Two of the nation's top comedians signed exclusive radio and television contracts with NBC. Groucho Marx and his top-rated quiz show, "You Bet Your Life," leave CBS for NBC next fall. Bob Hope made a long-term agreement with the network and will also star for a new sponsor, Chesterfield Cigarettes, next season.

Also last month the network acquired exclusive 5-year television contracts with two of the nation's most outstanding entertainment personalities — Kate Smith and radio's Ransom Sherman.

Kate Smith will spearhead NBC's entrance into afternoon television programming next fall with an hour-long, five-times-a-week show. Ted Collins will be the beloved singer's producer on video, as he has been for 20 years on radio.

Funnyman Ransom Sherman's first assignment will be as emcee of a half-hour variety show which begins later this month as the summer replacement for "Kukla, Fran and Ollie." Sherman is famous for his madcap NBC program "Club Matinee"—after which the new TV series will be patterned.

Hope became the newest addition to NBC's continually growing list of exclusive stars. The contract with Hope and the sale of his program to Liggett & Myers was announced less than two weeks after the signing of Groucho Marx and the sale of his program to the DeSoto Division of the Chrysler Corporation.

In a move negotiated by NBC President Joseph H. McConnell, Groucho and co-ordinator John Guedel signed an eight-year pact with the network. Still breathless after months of negotiations between the two networks, Groucho gasped, "It was a terrific fight, but I won."

The Groucho Marx radio program has been one of the outstanding success stories of the air. After going on in 1947, it rose rapidly in the popularity polls and is currently in a leading position in the Nielsen ratings.

In addition to Hope and Marx, other major stars and programs under exclusive contract to NBC are Fibber McGee and Molly, Phil Harris and Alice Faye, Fred Allen, Eddie Cantor, Dean Martin and Jerry Lewis. "Kukla, Fran and Ollie," Dave Garroway, "Life of Riley," "Baby Snooks" starring Fanny Brice, Henry Morgan, Dick Powell, Sid Caesar, Imogene Coca and Paul Winchell.

NBC Symphony Airs Sundays

Top Conductors and Soloists Star

Noted conductor Fritz Reiner and soprano Bidu Sayao helped launch the "NBC Symphony" Summer series Sunday, June 11. The 13-week concert program takes the time period of the vacationing "Theater Guild of the Air," which will return to NBC September 10.

Sponsored by United States Steel, the Summer series presents world-renowned conductors and soloists in an hour-long program of selections from the lighter classics.

Artists who will be heard in the remaining weeks of the musical series include: Milton Katims and mezzo-soprano Rise Stevens, July 2; Arthur Fiedler and clarinetist Benny Goodman, July 9; Max Reiter and tenor Lauritz Melchior, July 16; Pierre Monteux and soprano Dorothy Maynor, July 23.

Erich Leinsdorf and violinist Zino Francescatti, July 30; Wilfrid Pelletier and soprano Rose Bampton, August 6; Sigmund Romberg, soprano Jarmila Novotna and baritone Warren Galjour, August 13; Vladimir Golschmann and soprano Helen Traubel, August 20; Rafael Kubelik and baritone Robert Merrill, August 27; and conductor Harold Levey with a soloist yet to be announced.

Robert Pryor narrates the series and George Hicks reports on the activities of the U. S. Steel Corporation. Norman Brokenshire serves as announcer. The program broadcasts over WOW each Sunday evening at 7:30.

—WOW—

FUND LEADER

Ilona Massey, star of NBC's "Top Secret" spy-drama series shares with John Reed King the radio chairmanship of the 1950 Fund Drive of the National Cancer Foundation. The appointment was announced by Dan Seymour, national chairman, and announcer on "The Aldrich Family."

—WOW—

TOUGH QUESTION

Walter O'Keefe's Grand Slam question on NBC's "Double or Nothing" recently had the crew as well as the audience in fits of laughter. The question was "How much faster does a wife talk than a husband listens . . . by percentage?" The answer was 20 per cent, from an item in the New Yorker magazine.

—WOW—

HONOR TO STERN

Bill Stern recently received an honor rare among sport authorities. The head man of Colgate Shave Cream's "Sports Newsreel" on WOW each Friday at 9:30 p.m. was awarded an honorary degree of Doctor of Science from his alma mater, Pennsylvania Military College.

—WOW—

There are an estimated 35-million radio families with one or more radio sets in their homes in the United States.

Star Tenor . . .



SYMPHONY STAR—Lauritz Melchior is but one of the many famous music personalities to star in the summer programs of the "NBC Symphony." The noted tenor will appear Sunday, July 16.

—WOW—

Iowa Man Wins \$250 Prize



LUCKY MAN—C. V. Lannholm receives the "WOW Calling" jackpot award of \$250 from WOW's Russ Baker.

A 73-year-old retired minister from Oakland, Ia., won the big, record-breaking \$250 jackpot phone call on "WOW Calling" June 20.

He is Mr. Charles V. Lannholm who correctly identified the transcribed voice of "Mr. Detective" as stage star Ralph Bellamy, originator of the lead role in the Broadway play "Detective Story."

The "Mr. Detective" transcription ran more than 40 weeks with over 40 listeners receiving a chance at the jackpot, which increased at the rate of \$10 daily. The \$250 cash award topped the previous high by \$90.

Russ Baker Acts in NBC Series

Even though his job now keeps him jumping making WOW-TV programs run smoothly, Russ Baker's ability as a legitimate actor is still remembered nationally.

Baker was exactly the character NBC Producer Fred Friendly needed for a serious role in an atomic age documentary series. Within 36 hours Baker flew to New York, played his role, and returned to his Omaha post as production chief of WOW-TV.

The role was that of a "Professor Zinn," who was active in the early days of A-bomb research at the University of Chicago. The part consisted of only a single page of script, but Friendly knew just what he wanted and Baker was the man.

The series entitled "The Quick and The Dead" has a star-list which includes such all-time greats as Helen Hayes, and Bob Hope, who incidentally does a serious narration job.

The program series will be aired in "The Aldrich Family" time, 7 p.m., starting July 6 and Baker will appear on the first program and possibly, by recording, on subsequent episodes.

Friendly is one of the nation's great radio producers. He does "Who Said That?" for NBC-TV, and was the producer of the famed Columbia record album entitled "I Can Hear It Now."

Baker knew Friendly personally many years ago when the Omaha boy was on the New York stage. Prior to that time Baker distinguished himself in stock, and originally in the Omaha Community Playhouse.

—WOW—

MAN DISAGREES

One guy, who ought to know, isn't too enthusiastic about the idea of General Mills new morning show, "Live Like a Millionaire," which broadcasts Mondays through Fridays at 11 a.m.

When the program's producers arranged with Conrad Hilton, the hotel magnate, for a suit at the Waldorf-Astoria for the winners, Hilton said, "Who wants to live like a millionaire? All I do is work 12 to 14 hours a day. I wish you'd start a program called 'Live Like a Hobo'—that appeals to me!"

—WOW—

BEGINS 14TH YEAR

NBC's popular daytimer "Young Widder Brown" recently began its 14th year on the air. The Monday to Friday adventures of young, attractive Ellen Brown and her two children air for Sterling Drug Company on WOW at 3:45 p.m.

WOW NEWS TOWER

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WOW NEWS TOWER

\$750,000 Summer For WOW

New Programs Are About Set

NBC completes its big lineup of new summer programs this month. The network, in its most ambitious summertime programming to date, offers more than \$750,000 of new entertainment for the pleasure and enjoyment of WOW listeners.

Mystery and adventure receive the biggest share of the hot weather spotlight with comedy and music taking a piece also. Big names include Charles Boyer, Ilona Massey, Dick Powell, Joel McCrea, William Powell, Vincent Price, Cass Daley, Sara Berner, Don Ameche and Jane Pickens.

The weekly schedule when completed will go like this:

SUNDAY

A new radio family "The Truitts" airs at 2 p.m. "High Adventure," the first of several Sunday adventure mystery-type shows, broadcasts at 3:30. At 5 p.m. "\$1,000 Reward" offers some mystery-minded listener the chance to solve a crime and win the cash. Cowboy Tex Williams brings his "Western Caravan" in at 5:30 p.m. "The Big Guy," another detective yarn, gets the 6 p.m. slot. More mystery at 6:30 with Vincent Price starring as "The Saint." Comedy at 8:30 when William Powell heads the cast of "My Mother's Husband."

MONDAY

Monday night remains stable with the exception of the new spy adventures of lovely Ilona Massey in "Top Secret." Her show follows "Nightbeat" at 9:30 p.m.

TUESDAY

The quote-quiz "Who Said That" broadcasts at 7 o'clock. "Penny Single" (Continued on page 4)

-wow-

FUNNY PAPER COMIC?

Colgate star Dennis Day, currently on vacation until August 26, may soon appear in the funny papers. A national syndicate is seeking Day's permission to create and distribute a daily comic strip based on exploits such as appear on NBC's "A Day in the Life of Dennis Day."

-wow-

CONCERT STARS

Three musical stars of NBC's "The Railroad Hour" will participate in an all-Gershwin program in the Hollywood Bowl's "Symphonies under the Stars" (not a broadcast) on July 15.

Baritone Gordon MacRae, soprano Lucille Norman and conductor Carmen Dragon will perform in the sixth annual Gershwin concert in the Hollywood Bowl.

-wow-

PUZZLE ENDS

Eversharp's new "Take It or Leave It" quizmaster Jack Paar was recently asked the question which puzzled many radio listeners. Whatever happened to Jack since his radio success in 1947? Paar's answer: "I let Jack Benny be my winter replacement and he wouldn't give the microphone back."



"The Railroad Hour" is high on the roster of good listening this summer on NBC and WOW. Format of this Monday night musical calls upon Gordon MacRae and Lucille Norman (above) to present a light, refreshing 30 minutes of songs from their "musical almanac." The show is sponsored by the Association of American Railroads.

500 Farm Folks at WOW Picnic

In spite of cloudy weather and intermittent showers, nearly 500 persons showed up for the WOW Farm Study Tour Members' picnic at Vennelyst Park near Omaha on June 17. Those who attended were members of the WOW West Coast, "New South" and European farm study tours. Each farmer brought a basket and WOW served Fairmont Ice Cream, Butter-Nut Coffee and Pepsi-Cola.

The Walnut Grove Company, sponsors of Mal Hansen's "Farm Service Reporter" program, 6:30 a.m. to 7 a.m., weekdays on WOW, showed up at the picnic with a huge truck loaded with, what Bob Marshall said was, 33,000 pounds of peanuts. Everyone took home a hat-full.

Bob Garst, of Garst and Thomas, the other sponsor of Mal's show, could not be present, but he is planning an open house at his Pioneer Hi-Bred seed corn plant at Coon Rapids, Ia., later this summer.

The feature of the picnic was the awarding of a \$290 Kelly Ryan disc harrow to Mr. Franz Haas, western Iowa farmer. He won the farm machinery by writing the best report on, "What I Learned About Agriculture in the 'New South.'" Dave Phillips, public relations director of the Kelly Ryan Manufacturing Company of Blair, Neb., made the presentation.

Clark Joins WOW ...



Warren Clark

Warren Clark joined WOW in June. The former Oklahoman is the station's newest announcer. Clark, no relation to newscaster Ray, took over his studio duties Wednesday, June 21.

Warren comes to WOW from KGHI, Little Rock, Ark. Earlier radio experience included NBC's Washington affiliate, WRC, and WOOK in Silver Spring, Md.

The new WOW man is married to a Little Rock girl, Ruth Rauch. The couple have a little girl, Dawn Adair, 6 months.



STARLIGHT CONCERT — Carmen Dragon directs the orchestra and wife Eloise is featured singer on this all-musical half-hour Tuesdays at 7:30 p.m.



QUIZ KIDS — Harvey Dytch gets acquainted with his new friend. The puppy, a cocker spaniel, was given to Harvey recently on his seventh birthday.



A LIFE IN YOUR HANDS — Carlton KaDell and Marianne Bertrand are heard in this mystery-thriller in the Tuesday "People Are Funny" time.

These Folks Star On NBC and WOW This Summer

\$750,000 SUMMER FOR WOW

(Continued from page 3)

ton Show" airs at 8 o'clock. Penny plays the role of a career woman in real estate. At 8:30, "Presenting Charles Boyer," a comedy-adventure series, takes over. An Erle Stanley Gardner mystery series, "A Life in Your Hands," gets the 9:30 to 10 period.

WEDNESDAY

On July 19, Wheaties will return Brian Donlevy in his role of government agent Steve Mitchell in "Dangerous Assignment." The show will air at 7 o'clock. At 7:30, Les Damon stars in the intriguing mystery series "The Falcon." Rexall presents Dick Powell as "Richard Diamond—Private Detective" at 9:30 p.m.

THURSDAY

"The Quick and the Dead," a new series dramatizing the creation of the atomic and hydrogen bombs, will start July 6 at 7 p.m. Beginning July 13 in the 7:30 to 8 period, NBC will present a series of eight one-time-only shows tentatively entitled "Advance Release." Each show will offer a new program idea. Comedienne Cass Daley begins a new laugh show in the 8 to 8:30 spot July 6. More comedy at 9:30 on the "whodunit" adventures of Sara Berner in "Sara's Private Caper."

FRIDAY

"Stars and Starters," the new talentest show with Jack Barry, airs at 7 o'clock. Exciting adventure in the world of tomorrow broadcasts on "Di-

mension X" at 7:30 p.m. At 8:30, Jack Lait, best-selling author, crime reporter and editor of the New York Daily Mirror brings "Confidentially Yours" to WOW July 7. The program will feature dramatizations of great news stories. The same night NBC premieres an authenticated documentary program "Wanted" at 9 p.m.

New Saturday programs are listed on following page.

The new shows are in addition to many such topnotch shows as Wildroot's "Adventures of Sam Spade," "Telephone Hour," "Railroad Hour," Lifebuoy's "Big Town," Pall Mall's "Big Story," Bristol-Myers' "Break the Bank" and "Mr. District Attorney," Fatima Cigarette's "Dragnet," and R. J. Reynolds' "Grand Ole Opry."



MY MOTHER'S HUSBAND—William Powell stars in this new Sunday comedy series as the head of a St. Louis family during the Gay Nineties.



THURSDAY COMIC—Comedienne Cass Daley returns to WOW Thursday, July 6, with a new laugh-packed half-hour. Her show will air at 8 p.m.



THE FALCON — Les Damon plays the title role in this new Wednesday detective drama series. "The Falcon" fills in for "The Great Gildersleeve."



YOUR HIT PARADE — Lovely Eileen Wilson joins with Jeff Clark to sing the nation's top songs of the week each Saturday night at 8 o'clock.



GRAND OLE OPRY — Baritone Red Foley does emcee and vocal chores for Prince Albert Smoking Tobacco's fast-moving folk music half-hour.



BASIN STREETER — Jane Pickens and her six Escourtiers join the festivities each Saturday night on "Chamber Music Society of Lower Basin Street."

Saturday Listening Topnotch All Summer Long

Topnotch listening remains the order of the day for Saturday programming throughout the summer.

Forty-five minutes of farm news gets underway at 6:30 a.m. when Walnut Grove and Garst & Thomas present WOW's Mal Hansen. Following Mal's half-hour, Skelly offers a quarter-hour session with Lloyd Burlingham.

At 8:45 Elaine Jabenis and Ray Olson turn the pages of Elaine's scrapbook to chat about this and that. Music too is a part of this entertaining quarter-hour for Crestwood Shop No. 2.

"Mind Your Manners" offers a sparkling half-hour of talk and discussion with teenagers at 10 o'clock. The "Adventures of Archie Andrews" airs comedy at 10:30.

WOW's Lyle DeMoss and home economist Marion MacDonald broadcast recipes of the season for the Omaha Public Power District. "WOW Calling" at 12:30 is a Saturday feature too.

Everett Mitchell emcees the Allis Chalmers "National Farm and Home Hour" at 1 p.m. It's entertainment and information for all.

WOW's Gene Edward plays host at the turntable to spin records of hit tunes from the past, present and future on the 90-minute "Town and Country Time." Gene adds interesting comments and information about the music to be heard starting at 2 p.m.

Pabst Blue Ribbon Beer will sponsor "Sport of Kings" at 3:30 p.m. beginning July 8. Don Ameche and Jack

Drees will be on hand to present some of the year's top turf events from Arlington Park and Washington Park race tracks near Chicago. At 4:15 the same day, WOW will start carrying "Herman Hickman Speaks." The head football coach of Yale University will tell anecdotes about sports personalities of the past and present. Also on July 8, "Chamber Music Society of Lower Basin Street" returns to the NBC network at 9 o'clock. Jane Pickens and her six singing Escourtiers team with Henry "Hot Lips" Levine and his "Dixieland Octet" and Gene Williams to present a show dedicated to the music of the Three B's—Barrelhouse, Boogie Woogie and the Blues. Preceding Jane Pickens, Joel McCrea stars in the adventurous "Tales of the Texas Rangers."



TOWN AND COUNTRY TIME — WOW's Gene Edward spins 90 minutes of hit melodies of the past, present and future each Saturday afternoon at 2 o'clock.



HOMEMAKER'S FRIEND — Mary Lee Taylor helps housewives solve their food problems each Saturday morning at 9:30. Pet Milk sponsors each session.



FARMER'S FRIEND — Everett Mitchell emcees the NBC "National Farm and Home Hour" program each Saturday afternoon beginning at 1 o'clock.

More Adventure Joins WOW

Exciting New Shows Air

More exciting hours of mystery and adventure join NBC and WOW.

The debonair gentleman-adventurer, Simon Templar, otherwise known as "The Saint," made his debut in the Sunday lineup at 6:30 p.m. Screen actor Vincent Price portrays this suave, witty sleuth whose slightly shady methods aren't always appreciated by Scotland Yard.

At 5 p.m. the same day, alert, mystery-minded listeners have a chance to win a weekly "\$1,000 Reward." This new detective-drama series offers thrilling mystery for 25 minutes, then, some listener at home will be called by phone and given an opportunity to solve the crime and win the reward.

New in the Monday night schedule is "Top Secret." Alluring blonde Ilona Massey stars in the role of a spy in stories of counter espionage in World War II.

An Erle Stanley Gardner mystery series, "A Life in Your Hands," features a retired lawyer who solves court cases while acting as an amicus curiae (friend of the court). This show for Raleigh Cigarettes airs at 9:30, Tuesdays, in the time of the vacationing "People Are Funny."

On Friday, July 7, two new shows make their debut. Jack Lait, crime reporter and editor of the New York Daily Mirror brings "Confidentially Yours" to WOW. The NBC feature will air dramatizations of great news stories.

At 9 p.m. real-life drama broadcasts on "Wanted." The weekly series will present recorded voices of people—police officers, newsmen, prison officials, witnesses—who actually were part of the crime story being presented. An underworld character, kept anonymous for his own protection, will take part in the program each week.

—WOW—

BUSY TALKER

Announcer Frank Martin has to eat a lot of Wheaties this summer to keep up with the schedule of programs he has taken on—a minimum of five each week, the most ever handled on a regular basis by one announcer for an individual sponsor.

Martin is the announcer for "The Wheaties Big Parade" and does the commercials for "Nightbeat" on Mondays, the Penny Singleton show on Tuesdays, "Dangerous Assignment" on Wednesdays, "Sara's Private Caper" on Thursdays, and "Tales of the Texas Rangers" on Saturdays.

—WOW—

IMPRESSIVE RECORD

Bill Spier, producer-director of the Sunday night "The Adventures of Sam Spade" show, has chalked up an impressive list of accomplishments in the past 23 years. The bearded whiz has been a music critic, pianist, composer, radio writer, director, producer, story editor, motion picture producer, network executive, ad agency representative and talent scout.

'Richard Diamond' ...



CRIME BUSTER — Dick Powell plays the title role in "Richard Diamond, Private Detective" heard on WOW each Wednesday at 9:30 p.m. The Rexall Drug Company recently became sponsors of this exciting series.

—WOW—

ORDAINED MINISTERS

Dialers who marvel at the deep feeling with which the Jordanaires interpret spirituals on the NBC "Grand Ole Opry" broadcasts might be interested to know that two of the quartet—Bill and Monty Matthews—are ordained ministers.

WOW Awards \$100 to 4-H Clubs

WOW gave attendance awards totaling \$100 to counties and 4-H Clubs who participated in the Western Iowa Experimental Farm Field Day at Castana, Iowa, June 30.

Awards went to counties having the highest percentage of their clubs represented and to clubs who had the largest man-miles—members multiplied by distance—of travel to the event.

—WOW—

POPULAR NAME

The name "Caroga" is as popular in "Big Town" as "Smith" is in almost every other American city. Invariably, the script of every Tuesday night NBC broadcast of the newspaper melodrama series has at least one reference to the name—Caroga Street, Mr. and Mrs. Caroga, Caroga Arena, etc. Behind its unusual popularity is the fact that the name was invented by "Big Town's" authors to avoid legal entanglements where real-life names are mentioned.

—WOW—

RECEIVES GIFT

Helen Lewis recently received her fourth pair of handmade shoes from an admiring fan. The star of the day-timer "The Road of Life" owns radio's smallest feet. Her new shoes came from an 87-year-old cobbler who claims that making size 3 shoes for a "grown woman" brings back the days of his youth!

—WOW—

USE NBC SCRIPTS

Several NBC programs are used as instruction highlights in two major radio and television textbooks recently published by Rinehart and Company. Scripts written for Walter O'Keefe, Eddie Cantor, Henry Morgan, "Portia Faces Life" and "We, the People" are among the instruction examples in a revised edition of Max Wyllie's "Radio and Television Writing."

MATCH WITS WITH WINNERS

Did you ever say, "Aw, I could've answered that question if I'd been a contestant on the show?" Well, here's your chance to match wits with some of the winners who took \$11,370 in cash from the Bristol-Myers-sponsored "Break the Bank" show, starring Bert Parks.

1. What two famous movie stars, who have been seen often together as lovers on the screen, starred in "The Keeper of the Flame?"
2. What was the name of the President who was the father of the first child to be born in the White House, September 9, 1893?
3. What is the capital of Uruguay?

4. In what year did George Washington lay the cornerstone of the building which still stands today as the Capitol of the U. S.?

5. What well-known, six-foot actor played the role of Abe Lincoln in Robert Sherwood's play, "Abe Lincoln in Illinois?"

"Break the Bank" answers:

1. Katherine Hepburn and Spencer Tracy (\$1,800).
2. Grover Cleveland (\$1,450).
3. Montevideo (\$1,500).
4. 1793 (\$1,000).
5. Raymond Massey (\$5,620).

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



WORLD SERIES... WOW-TV

Fred Allen and Cantor Sign

Flash! Fred Allen and Eddie Cantor, two of the greatest stars of all time in the entertainment world, start their television careers on the NBC network and WOW-TV early this fall in one of the most spectacular programs ever seen on the video screen.

The Colgate Palmolive Peet Company disclosed that Colgate and the National Broadcasting Company have made a long term arrangement for sponsorship of this program, a one hour attraction scheduled for Sunday nights at 7 p.m., Omaha time.

This unique idea in television programming will bring a new and different show every Sunday night alternately starring Allen, Cantor and two other headline acts.

Allen and Cantor and the other starring headliners will be surrounded with a large and costly supporting cast featuring still other top entertainment attractions. Outstanding writers, directors and producers will shortly be assigned.

Plans for the new Sunday night program have been in the making for the past six months. Allen and Cantor expressed great enthusiasm when the full scope of this dramatic new idea in television programming was outlined to them.

Allen has spent the past year of his vacation from regular appearances on radio in assiduous study of the new medium of television. He regards his entry into television as a great upward turning point in his career. He has under wraps many new and unique ideas for the visual medium.

Cantor has available for television literally an inexhaustible supply of musical comedy routines, songs and dramatic vignettes heretofore seen only by limited audiences on Broadway. He can draw upon his background of more than 25 years in show business. In addition he, like Allen, has spent a long period of time in study of the medium and in the development of new ideas for television.

-WOW-TV-

SUNNY SKY ALWAYS

If a television drama calls for sunny skies next fall, NBC-TV will be prepared. The network has its own sky now. It's a dark grey-green cyclorama, 80 x 14 feet. The cyc, colored for the best television effect, was developed in response to constant demand for "more and better skies" in dramas.

"DiMag" on TV? ...



Will the great Yankee Powerhouse, Joe DiMaggio, play right in your living room next October? He will if the Yanks make the World's Series! The famous annual baseball classic will be telecast over WOW-TV via the new "direct" network relay.

-WOW-TV-

TV GROWS FAST

A leading manufacturer predicts that 75 per cent of all U. S. families will have their own television sets in five to six years.

Football Every Saturday

WOW-TV will carry "direct" the 1950 World Series over the new network relay, scheduled to begin service October 1.

WOW-TV will carry 10 or more hours every day of super-fine TV programming, about 90 per cent network.

In addition:

WOW-TV may carry ALL NINE University of Nebraska football games, at home and away. The complete Minnesota, Colorado, Kansas and Oklahoma games may be carried delayed by film.

Top-notch national grid games will be carried "direct" on days when Nebraska is away from home. Thus, there will be a great game on WOW-TV every Saturday of the season. There may also be some Sunday afternoon professional games.

Details of the planned NBC and Dumont network schedules for WOW-TV are being worked out by John J. Gillin, Jr., president and general manager of Radio Station WOW, Inc.

The tentative schedule calls for network programming to begin as early as 1 p.m. and to continue as late as midnight, seven days a week, Gillin said.

"WOW-TV will offer a fine schedule by direct network, and by kinescope . . . augmented by many fine locally-produced shows . . . that will not be topped by any television station in America," Gillin said. "The quality and number of fine shows we will offer is positively breath-taking."

The NBC network schedule for fall includes programs of every type . . . variety, comedy, dramatic, boxing, wrestling, news and quizzes.

So great has been the rush of national advertisers to buy television programs, that afternoon programming via network is assured. Trade paper reports said that before the end of the year there may be weekday morning programs aired.

-WOW-TV-

HEARS WOW-TV

WOW-TV's television signal stretched beyond its regular 50-mile perimeter last month when a radio shop operator in Madison, S. D., reported a clear picture several times. Ralph Hess has built a 60-foot, motor-operated, booster-equipped antenna and has been tuning in such distant points as Houston, Tex., Norfolk, Va., Minneapolis and Omaha.

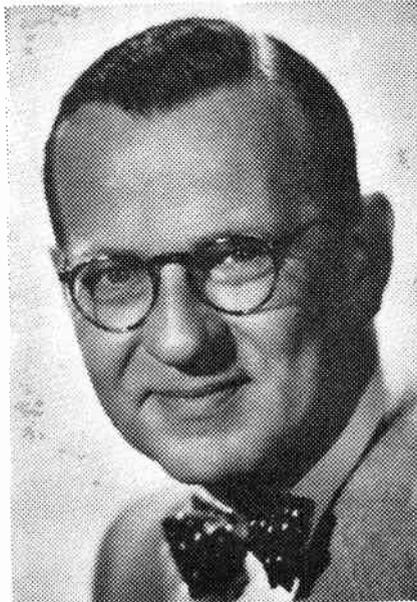
NBC Signs Comic Ransom Sherman



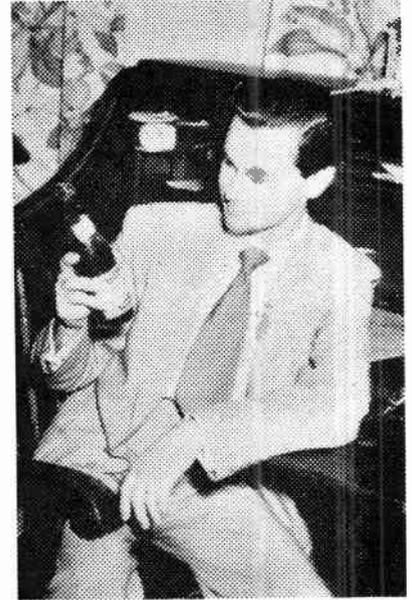
COMIC JACK HALEY, assisted by five guest singers, dancers and other comics will sub for Kay Kyser and the "College of Musical Knowledge," starting late this month. Haley too may have his own show come fall, when Ford resumes with the Kay Kyser show.

Ransom Sherman, rated as one of the funniest men ever to face a microphone, has been signed by NBC to be a funnyman on television.

His first assignment will be to sub for "Kukla, Fran and Ollie" while they take a summer hiatus. Then in the fall he's expected to have his own program on NBC.



Ransom Sherman



THE FUZZ on Johnny Carson's chin is barely visible after weeks of effort in beard-raising. Johnny decided to grow a beard until he got a sponsor of his TV show (which moves back to 4:30 p.m. starting July 6). He got a part-time sponsor, Al Mahan Appliances, Tuesdays and Thursdays, so the beard grows only two-fifths of the time.

DAY-TIME

Schedule For July

WOW-TV

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

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

Van Camp "Little Show" Stars Conte

New TV feature "The Little Show," starring John Conte, and a brilliant line-up of guest stars, will get under way this month on WOW-TV, via NBC, on a twice-a-week schedule, 6:30 p.m., Tuesdays and Thursdays. Its sponsor: Van Camp's Foods. Conte, star of many a big Broadway hit, movies and radio, will be both singing star and emcee on the new series.



WENDY BARRIE, television's bunny girl, reputed as top femme interviewer on the air, will sub for a few weeks for Roberta Quinlan on the Mohawk Show Room, 6:30 p.m., Mondays, Wednesdays and Fridays on WOW-TV, from NBC, via kinescope recording.



John Conte



ON THE BALL this summer is Bob Hope whose two Frigidaire specials earned him an exclusive long-term NBC contract.

NIGHT-TIME

Schedule For July

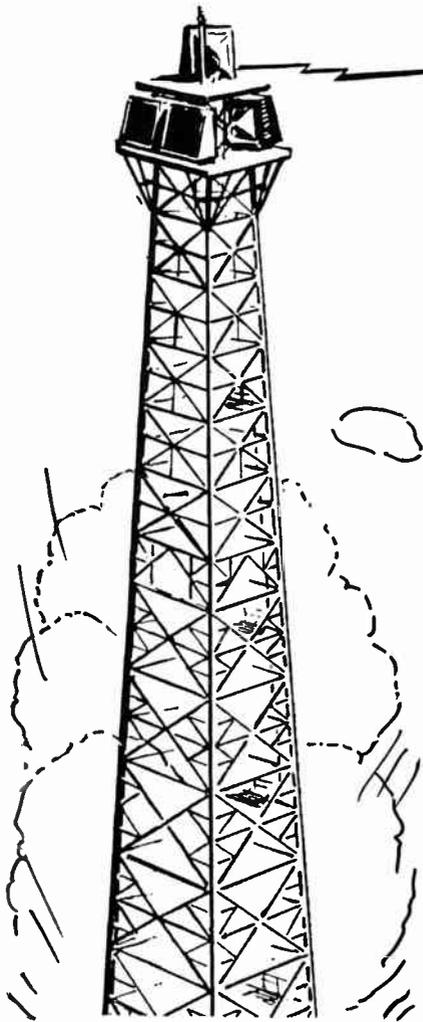
WOW-TV

TIME	SUNDAYS	MONDAYS	TUESDAYS	WEDNESDAYS
7 ⁰⁰	SUMMER REPLACEMENT	CHEVROLET TELE- THEATER—Chevrolet	SUMMER REPLACEMENT	TV SHOWCASE
7 ³⁰	WAYNE KING NBC Standard Oil	WHO SAID THAT? NBC		LEAVE IT TO THE GIRLS NBC
8 ⁰⁰	PHILCO PLAYHOUSE NBC	LIGHTS OUT—NBC Admiral	ORIGINAL AMATEUR HOUR Old Gold Cigarettes	TELEVISION THEATRE NBC
8 ³⁰		"GRASS ROOTS" 8:45—CHARADES		GRASS ROOTS (Mal Hansen)
9 ⁰⁰	GARROWAY SHOW—NBC Congoleum-Nairn	9:15—NEWS SIGN OFF	NEWS SIGN OFF	NEWS SIGN OFF
9 ³⁰	NEWS, SPECIALS, SIGN OFF			
10 ⁰⁰				

TIME	THURSDAYS	FRIDAYS	SATURDAYS	SPECIALS
7 ⁰⁰	ROSELLA—Byrne Jewelry 7:15—SAGGAU SPORTS	NEWS—O.P.P.D.	SILENT	NBC GRAND OPERA . . . Tune to WOW-TV for dates and times.
7 ³⁰	MEET THE PRESS NBC	SPORTS DIGEST Pontiac		
8 ⁰⁰	KAY KYSER NBC Ford Dealers	THE CLOCK Emerson		
8 ³⁰		YOUR BACK YARD Mal Hansen		
9 ⁰⁰	WRESTLING FROM HOLLYWOOD Falstaff	9:15—NEWS SIGN OFF		
9 ³⁰				
10 ⁰⁰	NEWS SIGN OFF			

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

Direct Network Relay Ready Soon



Towers like this are finished at Earlham, Adair, Elkhorn and Minden, in western Iowa, and equipment is now being added to complete the Des Moines-to-Omaha link of the relay-cable system which will bring direct network programs to WOW-TV viewers this fall. The relay will carry an exclusive NBC circuit.

—WOW-TV—

NBC Exhibits Quality Kinescope Recordings

NBC has just demonstrated vastly improved methods of motion picture transmission on television which will bring the quality of kinescope recordings to a level approaching live programming on home television sets.

The new development is called "orthogram amplification" and has been worked on for several years by NBC electronics scientists.

Press representatives who saw demonstrations in New York and Chicago said the quality of "Kines" was improved 50 per cent or more. In some instances they couldn't tell kines programs from live presentations of the same test-material.

Even though most NBC programs will come to WOW-TV direct this fall, some of them will still be carried by the newly improved film.

NBC Has Ordered Private Line

Construction is being completed, in the air, underground, and underwater—on the relay system which will bring direct network programs to WOW-TV viewers about October 1.

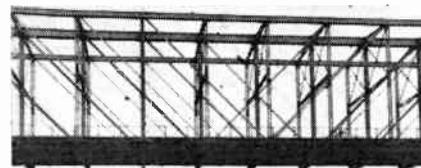
Open steel towers are soon to be completed in western Iowa near Earlham, Elkhorn and Minden. (See photo drawing this page.) Concrete towers have been completed on the Chicago-to-Des Moines link. Since they were completed engineers learned that the open-steel type are equally effective, or better, hence the use of the steel type from Des Moines west.

A combination of coaxial (underground) cables and relays between New York, Washington, and many other eastern points to Chicago, is already in use.

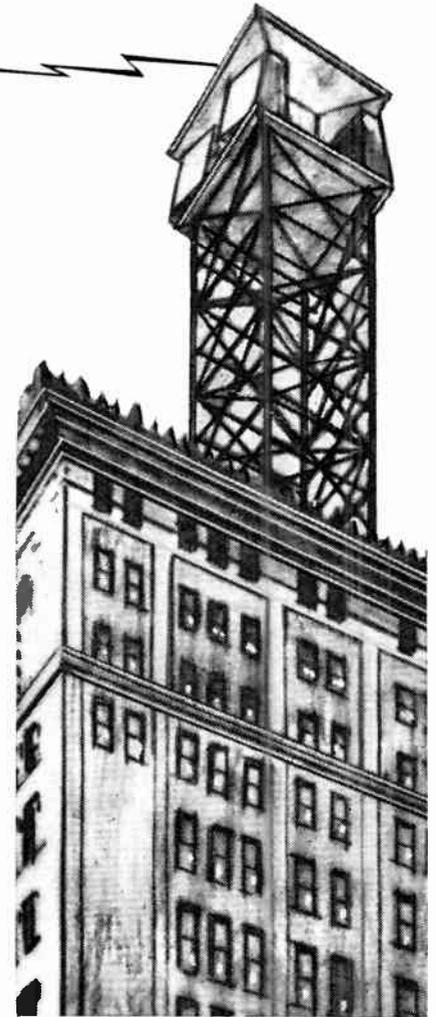
When the relay-cable system is ready for use, most network programs, from all nets for all stations, will reach Omaha "direct" over the A. T. and T.-owned system.

When the system opens (or shortly thereafter) it will carry two program-circuits. One circuit will be exclusively for NBC programs for WOW-TV (and later for other NBC stations south and west). The second circuit will be shared by the other three TV networks, and by other present or future TV stations in the Omaha area.

Recent reports to the contrary, NBC and WOW-TV ordered exclusive-circuit service on the system seven months ago. First of the other networks requested service about a month ago.



Almost directly beneath the Ak-Sar-Ben (Douglas Street) Bridge two coaxial cables have been buried 4 to 18 feet below the bottom of the river. These will carry telephone lines to Council Bluffs and network TV programs to the Kansas City coaxial cable.



The Minden tower station will "bounce" direct network programs to the tower atop the Northwestern Bell building at 19th and Douglas, pictured above. It's highest point is 300 feet above the street, 1409 feet above sea-level, and in direct "line-of-sight" with the WOW-TV tower at 35th and Farnam.

—WOW-TV—

Two-Year Survey Shows Television Aids Gate

TV doesn't hurt sports attendance—it helps!

This is conclusion of a two-year study just announced, which found:

(1) Among men owning sets three months or less, last fall, 24 per cent attended at least one football game. Among four to eleven-month owners, figure was 41 per cent. For one to two-year owners, number was up to 45 per cent or "normal." And two-year-or-more group actually hit 45 per cent.

(2) Small colleges aren't harmed at all, even if located within range of big game telecasts. Last year, 58 per cent of such schools increased attendance, while only 44 per cent of small colleges in non-TV areas made gains.

The same pattern proved true for baseball. TV set owners attended games oftener than non-TV-set owners.

Tip Saggau...

WOW Sports Editor

On the 14th of June I had the privilege of talking with Harry Stuhldreher, director of athletics at the University of Wisconsin. You recall that Stuhldreher announced his resignation on that day effective September 31. I thought you might be interested in what Stuhldreher had to say regarding his stay at Wisconsin and the facts concerning his resignation.



Tip Saggau

First and foremost, Stuhldreher was not given the boot. He left of his own free will for a position that will pay him twice the money with U. S. Steel Corporation. I realize there was a lot of dissension among the ranks of Wisconsin alumni due to the poor football seasons the Badgers had during Stuhldreher's 14-year tenure.

Stuhldreher's resignation marks the end of four football greats as far as the coaching world is concerned. I speak of the famed four horsemen of the University of Notre Dame. Just to call their names to your mind in case you have forgotten them, there was Sleepy Jim Crowley, Elmer Layden, Don Miller and Stuhldreher. The four mentioned at one time held major coaching jobs throughout the country but are now away from the screams and howls of alumni, synthetic or otherwise, and have entered the field of business.

You would think a fellow like Stuhldreher would be a little bit on the sad side following the howls and yelping at Madison, Wis., during the 1948 football season, but he had nothing but praise for the folks up around that neighborhood, and considers Ivy Williamson a great coach and a credit to any university. Stuhldreher also knows Bill Glassford, our Husker coach. And he thinks Bill, if given the horses, has the ability to lift Nebraska back into a football power.

"Stop, Look and Think"

By R. R. BROWN

Pastor WOW World Radio Congregation

Aunt Sally...

**KNOCK . . . KNOCK!
MAY I COME IN?**

Hi, Neighbors . . . By this time the weather and the calendar have told you it is July and July means another year upon my shoulders. Because you good friends deluge me with lovely cards of congratulations every year, I want to request again that those cards be turned into some comfort for the shut-ins.

Your good wishes to me on a penny postal will let me know you are still for me and with me. Long ago I gave my birthday away, so let it benefit someone else. PLEASE omit the fancy cards on July 22.



Aunt Sally

By this time you know I have moved again. Rev. Fuller moved up to 8 o'clock, so SUNDAY WITH SALLY moves back to 7. I've traveled most of my life, from town to town, house to house, and for 18 years I've traveled around the clock in radioland from the crack of dawn to the sign-off hour of midnight.

Of course these moves are necessary in radio and they bring their smiles and tears to me. Tears for the old friends who cannot follow me and smiles for the new friends I will find at the different hour.

Last month I surely caught my head under the gate. Mentioned that I had oodles and oodles of poems that I would have to burn and if anyone wanted some of them I would be glad to send a package. Whew! I'm positively dizzy with oodles of requests.

There will be plenty of poems to go around, but it will perhaps require a month for me to get them all sorted and sent, but they will be along.

Well, 'bye for now.

YOUR AUNT SALLY.

Who does your thinking for you? The other day I felt impressed to ask myself this question when considering some modern problems. Do I really think, or only think that I think? Am I just another opportunity for propagandists, or do I take time to weigh in the balances of my mind the prevailing problems and the urgent issues.



Rev. R. R. Brown

Two things are vitally needed in America today. One is an aroused citizenry that will insist upon the constituted leaders coming forward with facts, instead of spending their time in name-calling. Second, we need an aroused conscience that will recognize moral values.

Furthermore, if we do not check our loose and careless conduct, we may lose our sense of moral and spiritual values and suffer humiliating judgment.

We must not only "stop, look and listen," but "stop, look and think." It might be worthwhile for us to ask not only ourselves but others questions. For example, what will become of charitable institutions supported by public funds if taxes keep mounting so high that we will have mortgaged the future of several generations? Ours, as well as other governments, should be asked the question—is there no better way to assure security than to spend billions for armament?

There is a formula for peace. It is expressed in the great law "love God and love thy neighbor as thyself." It is time to think about the moral issues involved in current problems. We must give God a chance. A spiritual revival is our only hope.

. . .

Remember the chapel service each Sunday morning, 8:30 to 9:30, C. S. T.

We Go Down on the Farm For Overnight Visit

By MAL HANSEN, WOW Farm Director

It isn't very often that your farm editor gets to stay on the farm overnight. Oftentimes we have the invitation, but seldom do we have a schedule that fits our work.



Mal Hansen

But just last month the invitation came and it worked into our travel plans. We stayed on the edge of the Sandhills, at the Elwin Robertson place near Chambers.

They are a young couple . . . just getting a start at this

business of farming . . . but good natured, cheerful folks and sharp as tacks. They had to be cheerful to put up with our group, consisting of engineer Percy Ziegler, Bob Marshall of Walnut Grove, and yours truly.

They are just putting in their bathroom. It made those of us who now live in the city realize that modern improvements don't always come easy to people on the farm.

But when Bob got a chance to gather the fresh eggs . . . and Percy played ball in the front yard, without fear of bothering the neighbors, then we knew there were compensations to life on the farm.

But city life can spoil one for country life. You miss the hustle and bustle. Percy tossed and turned in his bed, despite a fast and furious square dance party before he retired. He missed the Omaha streetcars on Military Avenue with all their clanging and banging.

But all in all we came back home convinced that our children ought to be out on the farm this summer and every summer, just as the Robertson children are now. And don't invite yours truly to stay with you if we are in your community. We'll probably take you up on the offer.

And eat you out of house and home!

5,000 WATTS

WOW'S JULY NIGHT SCHEDULE

590 Kc.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5 ³⁰	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	TEX WILLIAMS
5 ⁵⁵	SPORTS—Vitalis	SPORTS—McFayden	SPORTS—Vitalis	SPORTS—McFayden	SPORTS—Vitalis	SPORTS—McFayden	THE BIG GUY
6 ⁰⁰	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	
6 ¹⁵	NEWS—Alka-Seltzer 590	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	MUSIC BY MARTIN	THE SAINT
6 ³⁰	MELODY LANE	MUSIC BY MARTIN	MELODY LANE	MUSIC BY MARTIN	MUSIC BY MARTIN	M. WILLSON—Falstaff	ADVENTURES OF SAM SPADE—Wildroot
7 ⁰⁰	RAILROAD HOUR	WHO SAID THAT?	HALLS OF IVY Schlitz	THE QUICK AND THE DEAD	STARS AND STARTERS	JOE DI MAGGIO SHOW	NBC SYMPHONY U. S. Steel
7 ³⁰	VOICE OF FIRESTONE CONCERT	STARLIGHT CONCERT Tums	THE FALCON	ADVANCE RELEASE	DIMENSION X	TRUTH OR CONSEQUENCES—P. & G.	
8 ⁰⁰	TELEPHONE HOUR Bell Telephone	PENNY SINGLETON	BREAK THE BANK Bristol Myers	CASS DALEY	SCREEN DIRECTORS' PLAYHOUSE—RCA Victor	HIT PARADE Lucky Strike	MY MOTHER'S HUSBAND
8 ³⁰	BAND OF AMERICA Cities Service	PRESENTING CHARLES BOYER	MR. DIST. ATTORNEY Sal Hepatica, Ipana	DUFFY'S TAVERN Blatz	CONFIDENTIALLY YOURS	TALES OF THE TEXAS RANGERS—General Mills	TAKE IT OR LEAVE IT Eversharp
9 ⁰⁰	NIGHTBEAT	BIG TOWN Lifebuoy	BIG STORY Pall Malls	DRAGNET Liggett & Myers	WANTED	JANE PICKENS	BOB CROSBY Pet Milk
9 ³⁰	TOP SECRET	A LIFE IN YOUR HANDS Raleigh	RICHARD DIAMOND PRIVATE DETECTIVE Rexall	SARA'S PRIVATE CAPER General Mills	BILL STERN—Colgate	GRAND OLE OPRY Prince Albert	
10 ⁰⁰	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER
10 ¹⁵	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SAT. SPORTS PARADE	HEADLINES
10 ³⁰	DAVE GARROWAY SHOW	MORTON DOWNEY Coca-Cola	LIVING—1950	MORTON DOWNEY Coca-Cola	HOTEL ROOSEVELT ORCHESTRA	MORTON DOWNEY Coca-Cola	SPRING SERENADE
11 ⁰⁰	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call..... Daily ex. Sun.	10:15 A. M.—Morning Moods..... Mon. thru Fri.	1:30 P. M.—Ma Perkins—P. & G. Oxydol..... Mon. thru Fri.
5:40 A. M.—Siim Eberhart—Carter Products..... Mon., Wed., Fri.	Morning Serenade..... Sun.	1:45 P. M.—Judy and Jane—Folgers Coffee..... Mon. thru Fri.
5:55 A. M.—Weather Report..... Daily ex. Sun.	10:30 A. M.—Jack Berch Show—Prudential Ins. Co... Mon. thru Fri.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap... Mon. thru Fri.
6:00 A. M.—Sunrise News Tower..... Daily ex. Sun.	Archie Andrews..... Sat.	Town and Country..... Sat.
6:15 A. M.—Welcome to the West..... Mon. thru Fri.	From the Masters Pen..... Sun.	2:15 P. M.—Road of Life—P. & G. Oxydol..... Mon. thru Fri.
6:30 A. M.—WOW Farm Service Reporter, Markets— Walnut Grove Products, and Garst & Thomas..... Daily ex. 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.
Sunday Serenade..... Sun.	Solitaire Time—Campana..... Sun.	Quiz Kids—Miles Lab..... Sun.
7:00 A. M.—Alex Dreiser—Skelly..... Mon. thru Fri.	11:00 A. M.—Live Like a Millionaire—General Mills... Mon. thru Fri.	2:45 P. M.—Right to Happiness—P. & G. Soap..... Mon. thru Fri.
L. Burlingham, This Farming Business—Skelly... Sat.	Homemakers Club—Omaha Public Power..... Sat.	3:00 P. M.—Backstage Wife—Sterling Products..... Mon. thru Fri.
Sunday with Sally..... Sun.	American Forum of the Air..... Sun.	WOW News Tower—Hubinger Starch..... Sun.
7:15 A. M.—Breakfast Bandstand—Mennen..... Mon., Wed., Fri.	11:30 A. M.—We Love and Learn—Manhattan Soap... Mon. thru Fri.	3:15 P. M.—Stella Dallas—Sterling Products..... Mon. thru Fri.
7:30 A. M.—WOW News Tower..... Daily ex. Sun.	Music in Three-Quarter Time..... Sat.	3:15 P. M.—Hymns of the World—Omaha Flour Mills..... Sun.
7:45 A. M.—Morning Merry-Go-Round..... Mon. thru Fri.	National Guard..... Sun.	3:30 P. M.—Lorenzo Jones—P. & G. Dreft..... Mon. thru Fri.
8:00 A. M.—Breakfast Club—General Mills..... Mon. thru Fri.	11:45 A. M.—Your Melody Time..... Mon. thru Fri.	Sport of Kings..... Sat.
Aunt Sally..... Sat.	Treasury Salute..... Sun.	High Adventure..... Sun.
Revival Hour—Gospel Br'dcast'g Assn., Weather... Sun.	Polka Parade..... Sat.	3:45 P. M.—Young Widder Brown—Sterling Prods... Mon. thru Fri.
8:15 A. M.—John Carson Show..... Mon. thru Fri.	12:00 Noon—Four-Bell News, Markets..... Daily ex. Sun.	4:00 P. M.—When a Girl Marries—General Foods... Mon. thru Fri.
Pot Luck..... Sat.	WOW News Tower..... Sun.	Catholic Hour..... Sun.
8:30 A. M.—John Carson Show..... Mon. thru Fri.	12:15 P. M.—Musically Yours..... Sun.	4:15 P. M.—Portia Faces Life—General Foods..... Mon. thru Fri.
Chapel Service, Dr. R. R. Brown..... Sun.	12:30 P. M.—WOW Calling—Merch. Biscuits..... Daily ex. Sun.	Herman Hickman..... Sat.
8:45 A. M.—E. Jabenis Scrapbook—Crestwood Shops..... Sat.	Your University Speaks—Uni. of Nebraska..... Sun.	Just Plain Bill—Anacin..... Mon. thru Fri.
9:00 A. M.—Welcome, Travelers—P. & G..... Mon. thru Fri.	12:45 P. M.—WOW Calling—Nutrena..... Daily ex. Sun.	Russ Morgan..... Sat.
Fred Waring—Minnesota Canning..... Sat.	The Music Room—Schmoller & Mueller..... Sun.	Harvest of Stars—International Harvester Co.... Sun.
9:30 A. M.—Double or Nothing—Campbell Soup... Mon. thru Fri.	1:00 P. M.—Double or Nothing—Campbell Soup... Mon. thru Fri.	4:45 P. M.—Front Page Farrell—Whitehall Pharm... Mon. thru Fri.
Mary Lee Taylor—Pet Milk..... Sat.	National Farm and Home Hour—Allis Chalmers... Sat.	Public Affairs..... Sat.
10:00 A. M.—Morning Moods..... Mon. thru Fri.	NBC Theater..... Sun.	5:00 P. M.—Guiding Light—P. & G. Duz..... Mon. thru Fri.
WOW News Tower..... Sun.		\$1,000 Reward..... Sun.
		5:15 P. M.—Lean Back 'n' Listen..... Mon. thru Fri.
		Personality Time..... Sat.

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