New Shows Are Still Coming

John J. Gillin Memorial
A memorial to the late John J. Gillin, Jr., former president and general manager of Radio Station WOW, Inc., was recently presented to St. Joseph's Hospital in Omaha by the Radio Council of the Omaha area.

The group presented two floor type blood pressure machines to the hospital where Mr. Gillin had been born and which was one of his favorite charities.

In making the presentation the council cited the late WOW chief for his generous aid and assistance, particularly during the early days of the council.

---wow---

TIP TO LEGION
Tip Saggau, sports director for WOW since April, 1947, has announced his resignation, effective December 1st.

On that date Tip will take over his new duties as Adjutant of Omaha Post No. 1 of the American Legion.

Needless to say the WOW staff joins with Tip's thousands of fans in wishing him the best of good luck in his new endeavor. At this writing no successor to Tip had been named.

---wow---

BIG TALKER
Tallulah Bankhead, mistress of ceremonies of WOW's "Big Show" (Sundays, 5 p.m.) is a famous talker—and is said to start talking the moment she hears footsteps.

---wow---

SKIPPED SCHOOL
Florence Freeman, who plays the title role in "Young Widder Brown" (WOW, 3:45 p.m., Mondays thru Fridays) is a former teacher who decided she would rather act.

Her first audition was in response to a dare and it was a lucky dare for her, because she made good and won a job that led her to present network position.

---wow---

SAD SOUND
"There is no more doleful sound," said Mr. William Todhunter Hall (Ronald Colman) of WOW's "The Halls of Ivy" (Wednesdays, 8 p.m.) "than the reverberation of an idea striking a brass hat."

---wow---

Here's Hedda...

Hedda Hopper's great new show fits right into NBC's big Sunday night schedule following "The Big Show" and "The Phil Harris-Alice Faye Show."

---wow---

HANSEN WINS AGAIN!
Once again Mal Hansen, Farm Service Director for WOW and WOW-TV, has brought home the bacon in the form of an award.

This time Mal received a Certificate of Award from the National Association of Radio Farm Directors. The award was presented to Mal "in recognition of 10 years of outstanding service to agriculture through farm broadcasting."

The presentation was made at the annual convention of the National Association of Radio Farm Directors in Chicago.

In addition to the award Mal was chosen by his fellow farm directors to be editor of the association's publications for the forthcoming year.

---wow---

FOURTH CHIME
At 2:26 p.m., Sunday, December 7, 1941 when the Japanese attacked Pearl Harbor, NBC instantly added it's famous "Fourth Chime" to the world-famous three chime signature which follows the close of every NBC program. The prearranged emergency signal calls all NBC engineers and key personnel to report immediately to their posts.

---wow---

DANCER, TOO!
Frankie Laine, singing star of WOW's "Big Show" (Sundays, 5 p.m.) once sang at dance marathons and rounded out a meager income by competing as a dancer, too.

Didn't last long, though, because the schedule meant 80 hours of work a week.

---wow---

FATHER' SINGLE
Anthony Smythe, "Father Barbour" of Tabein's "One Man's Family" (WOW, 6:45 p.m., Mondays thru Fridays) is actually a bachelor.
WOW Named First in News

Tops Among Nation Stations

The National Association of Radio News Directors has awarded WOW’s News Department first place among all of the member radio stations in the United States. News Director Harold Baker was presented with a plaque symbolic of the award at the recent national convention of news department directors in Chicago.

Soren Munkhof, former WOW news director and now production manager for WOW-TV, also attended the convention and was elected secretary of the group.

Recognized leaders in the news departments of the various networks and press associations judged the contest based on a basis of news technique, coverage and ability.

WOW has long been recognized as one of the nation’s top-rated news stations, but some 18 months ago the station decided to broaden its already expansive news service. In addition to the entire leased wire of the United Press and the Associated Press radio service, WOW now has a staff of eight veteran newsmen, whose combined radio, newspaper and press service experience totals more than a century. Six other staff members are primarily concerned with the farm, sports and secretarial side of the news.

Immeasurable strength is added to WOW coverage by 94 regional correspondents who channel news to the station. They are located in all the major towns and communities within the stations listening area.

Another important reason for the high rating given WOW’s news broadcasts is the fact that all WOW newscasts are rewritten. No wire copy is used as it comes from the teletype thus eliminating that monotonous sameness so often noted.

That this expanded news service has more than done the job is proved by the award.

Of the more than 2,000 radio stations in the United States WOW was singled out as having the top news department—a fitting tribute for a conscientious effort to better serve its vast radio audience.

Generous Gene...

Gene Edward has been one of the leading figures in the world of music at his disposal, but he’s not at all selfish—he shares them with WOW listeners on his 7:15 a.m. "Breakfast Bandstand." and his 6 p.m. "Falstaff Serenade" and "590 Melody Lane" programs daily.

SHEEPISH LAVALLE

Paul Lavalle’s business is conducting, but his avocation is shearing sheep.

When the Cities Service “Band of America” bandmaster bought his Wilton, Connecticut home a few years back, a ram and a ewe came with it.

The two parents have now given birth to a herd of offspring, and Lavalle and his wife, concert artist Muriel Angelus, are now busy having the sheep’s wool made into blankets.

The “Band of America” is heard Mondays at 8:30 p.m. on WOW.

ABOUT MOTHER

Father (Robert Young) of General Foods’ “Father Knows Best” (WOW, 7:30 p.m., Thursdays) has definite ideas on motherhood, which although they are a bit premature for Mother’s Day, bear repeating. Father says:

“Being a wife and mother isn’t so glamorous as being a movie star—but the rewards are so much greater...

“They give out different awards to mothers. They give a mother a baby’s tears to carry in her heart. They give her laughter and love to comfort her on lonely nights. They give her dirty faces to wash and hems to let out. They give her the greatest collection of memories a woman can want. The woman with the greatest possible career is still the plain, everyday mother.”

SNAPPY SNOOKS

Baby Snooks, played by Fanny Brice on Tums’ “The Baby Snooks Show” (WOW, 7:30 p.m., Tuesdays) always manages to leave Daddy breathless with her reactions to his statements. Here is an excerpt from a recent conversation:

Daddy: “A lodge is a group of high-minded men getting together each week to discuss standards in the community, and no women are allowed.”

Snooks: “A lodge is a group of weak-minded men getting high together to discuss women in the community, and no standards allowed.”

PLAYHOUSE’ BACK

Those who appreciate the best in radio drama will be happy to know that “Screen Directors’ Playhouse” has returned to NBC and WOW as a full hour program.

Heard regularly on Thursdays at 9 p.m., “Screen Directors’ Playhouse” is a participant in NBC’s “Operation Tandem,” sponsored by RCA Victor, the Ford Motor Co. and Anaic.
"Big Show" Rates Raves

Mal Hansen is Honored by FFA Iowa Chapter
Mal Hansen, popular Farm Service Director for WOW and WOW-TV, is now an honorary Future Farmer of America.

The honor came to Mal through the Nishna Chapter of the Future Farmers of America at Atlantic, la. Each year at the chapter's annual parent-son banquet a single honorary FFA award is made. This year Mal was invited to speak at the affair and at the conclusion of his talk was surprised by the award which was presented to him by FFA President Jack Bell on behalf of the chapter's 51 members.

Judy Canova was discovered by Rudy Vallee singing in a basement night club in Greenwich Village.

HE WORKS AT NIGHT
Wildroot's "Charlie Wild" is the latest and one of the most popular private detectives to join WOW and NBC. A rock hitted, razor tongued private eye who dauntlessly risks life and limb to get his man...and a fat fee, he can be heard every Sunday at 4:30 p.m.

Wild does his sleuthing during the nighttime, and on all his dangerous adventures he is aided by a young assistant, a McCoy from West Virginia. The radio audience learns of his various activities as Wild dictates his reports to a wire recorder in the wee small hours of the morning.

George Petrie, versatile star of the stage, screen, radio and television, is heard in the featured role.

Give a WOW News Tower Magazine Subscription for CHRISTMAS
One One-Year Subscription . . . . 50 Cents
Two One Year Subscriptions . . . . . . . . $1.00
Five One-Year Subscriptions . . . . . . . . $2.00

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

Gentlemen: Please enter Christmas Gift Subscription for the following persons. My remittance for $__________ for payment of these subscriptions is enclosed.

Name ____________________________
(Please PRINT plainly)
Street and Number or Rural Route ____________________________
City and State ____________________________

Name ____________________________
(Please PRINT plainly)
Street and Number or Rural Route ____________________________
City and State ____________________________

AW SHUCKS, FELLOWS—Jimmy Durante, one of the many stars on "The Big Show" modestly bows his head after reading the rave reviews in Billboard and Variety.

No show, regardless of its financial returns, is considered a success by show business until these top trade magazines have passed judgement on it in their review pages. For this reason NBC feels that the estimated $50,000 that it spends weekly to bring you "The Big Show" is a first class investment now that Variety and Billboard have added their official praises to those of millions of listeners.

Carried on WOW from 5 to 6:30 every Sunday evening "The Big Show" gives radio listeners "the mostest of the bestest"—if we may again borrow from Variety. RCA Victor, Ford and Anacin sponsor segments of this 90 minute radio treat.

Tallulah Bankhead is the dynamic mistress of ceremonies for the show which features a different cast of outstanding stars each week. Lovely Mindy Carson is one of the regularly featured vocalists in this show that Billboard calls "by all odds the biggest radio series of all time."

Keep your radio tuned to WOW every Sunday night from 5 to 6:30 and you'll agree with Variety that "NBC can take a bow for perpetuating big-time radio."

DECEMBER, 1950
'Tandem' New Idea in Programming

An entirely new—and better—type of programming for both listeners and sponsors has been introduced by NBC and is now on effect on WOW.

Called "Operation Tandem" the plan is built around NBC's new 90 minute super-program, "The Big Show." It provides all parties concerned with a diversified programming plan that includes variety, comedy, drama, adventure and music.

CHRISTMAS STORY

In keeping with the Christmas spirit the story of "Pokey, the Xmas Elf" will be presented on WOW at 4 p.m. on December 24 by the Metropolitan Utilities District.

This novel and interesting tale of the adventures of "Pokey" one of Santa's elves, will thrill and entertain both children and adults with its light and joyful story.

The story tells of how the Xmas Elf almost didn't get to help Santa deliver his gifts.

SAM IS BACK

Tough, brash Sam Spade is returning to NBC and WOW.

In response to a quarter of a million letters received by the network since the detective halted his air capers, "The Adventures of Sam Spade" will be heard again on Fridays at 7:30 p.m.

Returned by popular demand, the Sam Spade series will continue the detective's experiences in San Francisco.

KODY SOLD

Permission to assign the license of Station KODY of North Platte, Neb., has been given Radio Station WOW, Inc., of Omaha by the Federal Communications Commission. The license will be assigned to a new operation company, Radio Station KODY, for 100 thousand dollars. The new company is headed by John Alexander, long-time manager of KODY under WOW, Inc. operation.

MYSTERY MAIDS

The C. A. Swanson & Sons "Mystery Maids" may appear at your local grocery at any time and ask you questions that can result in your winning valuable prizes. They might take a peek into your shopping bag for Swanson's Margarine, also. Get complete details on "WOW Calling."

NOT ALL SPORTS

When Warden Clinton T. Duffy of San Quentin was visiting NBC studios, "Double or Nothing" emcee Walter O'Keefe invited him to appear on the program as a contestant.

In the course of the interview, Warden Duffy went into great detail about the wonderful athletic facilities and competitive sports set-up at the California prison.

"There are just two sports lacking," Warden Duffy stated.

"What are those," Walter asked, "you have baseball and football?"

"Well, we didn't have to eliminate track and pole vault."

"Double or Nothing" is heard at 9:30 a.m. and 1 p.m. Mondays through Fridays on WOW for Campbell's Soup.

JOEL McCREA: A REAL RANCHER

Joel McCrea, who stars as Jace Pearson in "Tales of the Texas Rangers" Sundays at 8:30 p.m. on WOW, is the owner of a 2700 acre ranch—and he can thank the late Will Rogers for it.

Joel had originally wanted to own a ranch, but had lost sight of his goal while trying for success as an actor. In 1931 when he played in a film with Will Rogers the two got to be close friends and Rogers told him to start on that ranch as soon as possible. Joel took the great humorist's advice and scraped together enough to buy 100 acres—the start of his present ranch.

Joel is married to his one time leading lady, Frances Dee, and they have two boys, both of whom attend a small country school near the McCrea ranch. As yet Joel hasn't had to call on his "Texas Ranger" experience to track them down during a hockey session.

Hormel Honey...

Jeanne Kaufman, a former Omaha resident, is a member of the famous Hormel Girls Musical organization which is now heard on WOW every Sunday afternoon at 2. Don't Miss "Music With the Hormel Girls" next Sunday.

XMAS PROGRAM

America's favorite young actress, Margaret O'Brien, will star in a special Christmas program, "The Angel With the Cold Nose" on WOW at 1:30 p.m. on Sunday, December 24.

Omaha Public Power District is sponsoring the half-hour dramatic show with its special message of good will and happiness that will match the joyous holiday spirit. Don't miss this deeply moving Christmas show with its unique story twist.

WOW NEWS TOWER
SUNDAYS

(ALL DAY)

2:00 P. M.—Battle Report (NBC)
2:30 P. M.—Mrs. Roosevelt (NBC)
3:00 P. M.—Meet the Press (Crosley) (Du.)
3:30 P. M.—Art Deco Parade (Quaker) (Du.)
4:00 P. M.—Gabby Hayes Show (NBC)
4:45 P. M.—Kalenderscope (Merrimac-Ullines)
5:00 P. M.—WOW-TV Presents
6:00 P. M.—Gene Autry Show

MONDAYS

6:00 P. M.—Captain Video
7:00 P. M.—Winchell and Mahone
7:30 P. M.—Arthur Godfrey
8:00 P. M.—Lights Out
8:30 P. M.—Extra Special
9:00 P. M.—Robert Montgomery Drama
9:30 P. M.—Sonnell
10:00 P. M.—Omar Weather Man
10:15 P. M.—News with Ray Clark
10:30 P. M.—Singlow Theater
11:00 P. M.—Broadway Open House

TUESDAYS

6:00 P. M.—Captain Video
7:00 P. M.—The Texaco Star Theater
8:00 P. M.—Calvadcade of Bands
9:00 P. M.—Old Gold Amateur Hour with Ted Mack and Co. (NBC)
10:00 P. M.—Omar Weather Man
10:15 P. M.—News with Ray Clark
10:30 P. M.—Stars Over Hollywood
11:00 P. M.—Broadway Open House

WEDNESDAYS

6:00 P. M.—Captain Video
7:00 P. M.—Groucho Marx in "You Bet Your Life" for DuPont (NBC)
8:00 P. M.—Kraft Television Theater
9:00 P. M.—Break the Bank
9:30 P. M.—Furca
10:00 P. M.—Omar Weather Man
10:15 P. M.—News with Ray Clark
10:30 P. M.—Stars over Hollywood
11:00 P. M.—Broadway Open House

THURSDAYS

6:00 P. M.—Captain Video
7:00 P. M.—Groucho Marx in "You Bet Your Life" for DuPont (NBC)
8:00 P. M.—Kraft Television Theater
9:00 P. M.—Break the Bank
9:30 P. M.—Furca
10:00 P. M.—Omar Weather Man
10:15 P. M.—News with Ray Clark
10:30 P. M.—Stars over Hollywood
11:00 P. M.—Broadway Open House

FRIDAYS

6:00 P. M.—Captain Video
7:00 P. M.—The Quiz Kids
8:00 P. M.—Hold That Camera

SATURDAYS

(ALL DAY)

12/2—Army vs. Navy

12/9—Presidential All-Star Game

WOW-TV Channel 6

Mondays Thru Fridays... Daytime Schedule

2 to 2:30 P. M.—Ransom Sherman Variety Show—NBC
2:30 to 3:00 P. M.—Bert Parks Variety—Mon., Wed., Fri.—NBC
3 to 4:00 P. M.—The Kate Smith-Ted Collins Show—NBC
4 to 4:30 P. M.—"Martha's Kitchen" with Martha Bohlsen

7:00 P. M.—Walt Disney Productions (NBC)
8:00 P. M.—"Howdy Doody"—NBC
9:00 P. M.—Mildred Davis Variety—NBC
10:00 P. M.—Bob Hope and Bing Crosby—NBC
11:00 P. M.—"Good Morning America"—NBC

Keep This Schedule Near Your Set! Watch WOW News Tower or Your Local Newspaper for Changes and Corrections New Shows!
TV Set Sales Pass 50,000
See 60,000 by Year's End

The sale of television sets in the WOW-TV area has passed the 50,000 mark—and most of the big Christmas rush is still ahead.

Set distributors expect at least 55,000 families will see television this Christmas in their own homes on their own sets and the total may reach 60,000 by year's end.

Last Christmas when television was less than three months old in this area there were only 11,989 sets in use. Thus, this year's television "families" will be more than five times as large as it was a year ago.

Since "interconnection" (the beginning of direct network service) three months ago nearly 25,000 families have purchased TV sets. Sets have been sold at the rate of more than 250 per day.

Only limiting factor in the sale of sets will be availability of sets. Several hundred folks have already purchased sets for Christmas delivery and installation. Dealers were urging those intending to make this a "Televisions Christmas" to place their orders as soon as possible. Many will not deliver sets and some will deliver.

A big rush for sets has been among farm families in the WOW-TV area (including Cudahy, Fairbanks, and Omaha). A WOW-TV survey indicated that 19 per cent of the sets sold thus far have been for use in farm homes. This means about 19 per cent of all the farm homes in the WOW-TV-Land are now television-equipped.

Farmers, especially, were urged to order their sets as soon as possible due to the possible shortage of television antennas and antenna parts. Almost all farm homes must have antennas in order to receive TV programs. TV sets beyond a 25 to 35 mile radius of Omaha must have elaborate antenna installations.

7 MILLION SETS
About 7,230,000 American families—almost one out of every five households, according to the National Opinion Surveys Company reported.

The average TV set radio is 17.5 per cent of the approximately 43,860,000 American TV sets.

Craftsmen and skilled workers own 57.5 per cent of the sets among occupational groups, folowed by clerical workers, professional service workers, professional men and women, and executives.

New Bigelow Theater

"Bigelow Theater," a new half-hour series of television dramas, comedies and comedies starring Dinean Wood, will premiere on WOW-TV stations across the country, Wednesday, December 1. It stars on WOW-TV at 6:30 p.m.

The series, which will be sponsored by the Bigelow-Sanford Cola Company, has been filmed especially for television by Jerry Fairbanks, Cine, in Hollywood.

Viewers in 30 cities will see original productions of television dramas, written by such illustrious authors as Diana Lynn, Jon DeFore, Victor Jury, Nancy Koury, Cudahy, and Virginia Bruce.

8 YEARS OFF!

Dr. Allen B. Dumont, a leading television authority believes that practical color television in the home is still eight years away. He made the prediction in a speech before the New York Radio Executives Club on Associated Press dispatch reported.

RUSH ON TOYS

An Omaha department store with a check register for customers last July 29 days after announcement on two dozen of the strongest 30 children's blackboards per day after opening a home store with six per day before the program started.

TV NEWS NOTES

Switch & Company will sponsor a segment of the NBC Saturday Night Live Show, "The Dean and Wheeler" and weekly thereafter. All of this year's Tele-Guide ratings for WOW-TV advertising carried on WOW-TV.

The Anderson-Olson Co., makers of Jergens Lotion and other products, will carry a portion of the Kate Smith show (3:15 p.m. to 3:30 p.m., Wednesdays and Fridays) starting January 3.

By a margin of about 8 to 2, television watchers, according to the University of Nebraska football games have proven that the WOW-TV survey revealed.

A new Omaha television survey shows that WOW-TV had 60 per cent of the potential audience between 2 p.m. and midnight during the week of December 6-12.

More than 300 New Orleans fans who watched the telecast of the Jazz-Oilers game in New Orleans last Sunday (11-10) afternoon in "Zoo Parade" is K. Ralphin Perkins. Omaha public schools use this feature for "out-of-school" study.

Newspaper boys who become a co-sponsor of "Powow Doody" effective December 8.

Walt Disney TV Debut

One of Xmas Specials

The world premier of Walt Disney television and two outstanding grand opera will be among the greatest special Christmas presentations on WOW-TV within the next two weeks. In a spectacular hour-long production called "One Hour in Wonderland," the first Disney effort will be presented at 4 o'clock Christmas Day as a gesture of good will by the Coca-Cola Company. It will combine the appeal of Disney's beloved characters with the charm and wit of Edgar Bergen and Charlie McCarthy.

The same day NBC will present one of night grand opera planned for this winter—Humperdinck's "Hansel and Gretel" by the NBC Grand Symphony Orchestra.

A week earlier (December 17 from 2 p.m. to 3 p.m.) the same company will present Beire's "Carmen," another string opera—films in English, and all especially produced for television.

Walt Disney's "Ozma of Oz" will be presented at 6:30 p.m. December 24 by theKMA. The show will be presented at 6:30 p.m. December 24 by the KMA. The show will be presented on WOW-TV at 6:30 p.m. December 24 by the KMA.

Walt Disney TV will be seen on WOW-TV at 6:30 p.m. December 24 by the KMA. For the Armada Spectoral, "One Hour in Wonderland," the first Disney effort will be presented at 4 o'clock Christmas Day as a gesture of good will by the Coca-Cola Company.
Old Fashioned Wish Still Best

Tip Saggau...
What caused the Nebraska Cornhuskers to only catch fire during the 1950 football season? Everyone has his or her idea, so Saggau may as well give out with his. Since war, the Huskers have had anything but a good record on the gridiron. They lacked an offensive sparkplug to get that extra yardage when the chips were down. Nebraska was suffering from defeatist attitude and couldn't seem to get over the fact that heart has a lot of bearing on the outcome of any athletic contest.

There were a couple of boys who played 60 minutes of football, and one in particular, from Nebraska, who went into every game with the idea of winning. However, for the most part, the Huskers lacked that certain something necessary for a winning season. During the 1950 season, the men of Huskerland entered every game to win. I don't write this piece to suggest Nebraska didn't try to play winning ball the past few years. I think they did, but after suffering defeat after defeat, it seemed the teams of a few years ago took a short end of the score for granted.

This year Nebraska is taking their first step toward a place in the football sun. The team of 1951, sparked by All-American Rambling Robert Reynolds, and coached by one of the top men in the business, Bill Glassford, will bring Husker fans their first Big Championship in many a moon.

Aunt Sally...

KNOCK...KNOCK!
MAY I COME IN?

Hi, Neighbors. Three guesses what we'll talk about this month? Why old SAINT NICK for sure—for he will reign supreme in heads and hearts of young and old. Well, by this time that old fellow arrives every shut-in on my list will have been adopted for a grand Christmas. I hope all you wonderful people who have cooperated will understand that some of my people are unable to write and it is often difficult for them to get some one to write letters for them, but I figure that at birthday and Christmas time anyone who finds someone who would write two or three letters of appreciation.

I have always requested the members to keep a list of names and addresses of those who send gifts and have also asked that they secure these names and addresses from the packages before they are opened. In a sense of my advice some of the shut-ins are so excited that they tear the package open and occasionally lose the address.

If you have not heard from your shut-in within two weeks after you sent a gift please let me know at once.

There has been a most gratifying response this year in the holiday activities. The Saturday breakfast call at 8 o'clock continues to hold its old friends and Sunday With Sally half hour on Sunday morning at 7 is bringing a world of new and grand friends who are interested in the work and deeply concerned about Gene's appetite.

Thanks again for standing by for happiness and my one wish to Santa this year is that all the shut-ins and all you dear people in radio land will have the grandest Christmas and begin the finest new year of your life.

Well, Merry Christmas...Everybody...Everywhere. YOUR AUNT SALLY.

Rev. R. R. Brown...

Once more, we come to Christmas, one of the most joyous seasons in our calendar and to the end of a year surrounded by war clouds. The air, instead of being filled with a song of good will and peace, is filled with songs of hatred, revenge, suspicion and distrust. Some would attribute our disorderly conditions to the failure of Christianity, but such fail to remember that He whose birth we celebrate and was to be "Prince of Peace," "Emmanuel," God with us, has not been permitted to enter the parliaments of nations.

This Christmas time and the fasting hours of another year should provoke us to meditation. There never was a time when we needed contemplation of things eternal and immortal more than now. The wise men saw His star and came to worship Him. As the year closes, it should also lead us to confession. Confession not only of our own but of the sins of nations whose stupidity is costing not only multiplied millions of dollars, but precious lives, destruction of property and dislocation of our society. Finally, it should bring us to a new consecration. The wise men brought gifts. Let us bring ourselves. Let us dedicate our lives to the highest and holiest things that we might know the full meaning of the angels' song, "Glory to God in the highest and on earth, peace toward men of good will.

Mrs. Brown and my associates want to wish all the readers of News Tower a very joyous Christmas and a peaceful and prosperous New Year.

DECEMBER, 1950
<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>5:30 A.M.</td>
<td>Five-Thirty Call—Early morning music to start the day right.</td>
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<tr>
<td>5:40 A.M.</td>
<td>Slim Everhart—Carter's Little Liver Pills.</td>
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<tr>
<td>6:00 A.M.</td>
<td>Sunrise News Tower—All the latest happenings in detail.</td>
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<tr>
<td>6:15 A.M.</td>
<td>Welcome to the West—Slim Everhart.</td>
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<tr>
<td>6:30 A.M.</td>
<td>WOW Farm Service Report—Battling to bring latest Agriculture reports and regional news for Pioneer Hybred Seed Corn and Walnut Grove Mineral Products.</td>
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<tr>
<td>7:00 A.M.</td>
<td>Network News—Alex Dreier for Skelly Oil.</td>
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<tr>
<td>7:15 A.M.</td>
<td>Breakfast Bandstand—Gene Edwards with recorded music you'll like.</td>
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<td>7:30 A.M.</td>
<td>WOW New Tower—Merrill Workhoven.</td>
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<tr>
<td>7:45 A.M.</td>
<td>Morning Merry-Go-Round—Lively music.</td>
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<tr>
<td>8:00 A.M.</td>
<td>Breakfast Club—Don McNeil and Co. for General Mills.</td>
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<tr>
<td>8:15 A.M.</td>
<td>John Carson Show—Johnny's early morning show.</td>
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<tr>
<td>8:30 A.M.</td>
<td>John Carson Show—A half-hour of music and fun.</td>
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<tr>
<td>8:45 A.M.</td>
<td>Chalice Service—Dr. R. R. Brown.</td>
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<tr>
<td>9:00 A.M.</td>
<td>Walmart Travelers—Tommy Bartlett with Mind Your Manners.</td>
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<tr>
<td>9:30 A.M.</td>
<td>Double or Nothing—The popular quiz show with Walter O'Keeffe emceeing for Campbell's Soup.</td>
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<tr>
<td>10:00 A.M.</td>
<td>Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker.</td>
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<tr>
<td>10:30 A.M.</td>
<td>Jack Berch Show—Jack sings songs in a style you'll always enjoy.</td>
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<tr>
<td>11:00 A.M.</td>
<td>Live Like a Millionaire—You'll enjoy hearing the contestants in action—General Mills.</td>
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<tr>
<td>11:05 A.M.</td>
<td>David Harum—Babo presents this show.</td>
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<tr>
<td>11:45 A.M.</td>
<td>Your Melody Time—Late morning melodies.</td>
</tr>
<tr>
<td>12:00 Noon</td>
<td>Four Bell News Tower—A complete 15 minute news coverage with all of the latest national, international, farm and market and local news.</td>
</tr>
<tr>
<td>12:15 P.M.</td>
<td>WOW Calling—A happy half hour for Folger's Coffee.</td>
</tr>
<tr>
<td>1:00 P.M.</td>
<td>Double or Nothing—With genial master-of-ceremonies.</td>
</tr>
<tr>
<td>1:30 P.M.</td>
<td>Ma Perkins—Oxydol's long time favorite.</td>
</tr>
<tr>
<td>2:00 P.M.</td>
<td>Life Can Be Beautiful—P. &amp; G. Soap.</td>
</tr>
<tr>
<td>2:30 P.M.</td>
<td>Peggy Pendleton's Family—You'll like that!</td>
</tr>
<tr>
<td>3:00 P.M.</td>
<td>Quiz Kids—Miles Laboratories presents these youthful mental giants in an entertaining show.</td>
</tr>
<tr>
<td>3:30 P.M.</td>
<td>Right to Happiness—Everyone's right—P. &amp; G.</td>
</tr>
<tr>
<td>3:30 P.M.</td>
<td>Backstage Wife—Sterling Products.</td>
</tr>
<tr>
<td>4:15 P.M.</td>
<td>Portia Faces Life—General Foods.</td>
</tr>
<tr>
<td>4:30 P.M.</td>
<td>Just Plain Bill—Anacin.</td>
</tr>
<tr>
<td>5:00 P.M.</td>
<td>Guiding Light—Sponsored by Duz.</td>
</tr>
<tr>
<td>5:15 P.M.</td>
<td>Lean Back 'n Listen.</td>
</tr>
</tbody>
</table>

**RADIO WOW'S DECEMBER DAYTIME SCHEDULE**
<table>
<thead>
<tr>
<th>TIME</th>
<th>DAY</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30</td>
<td></td>
<td>THE BIG SHOW</td>
<td>All the News</td>
<td>4-BELL NEWS TOWER</td>
<td>All the News</td>
<td>4-BELL NEWS TOWER</td>
<td>All the News</td>
<td>4-BELL NEWS TOWER</td>
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<tr>
<td>5:55</td>
<td></td>
<td>All the News</td>
<td>SPORTS NEWS</td>
<td>Falstaff Steer</td>
<td>SPORTS NEWS</td>
<td>Falstaff Steer</td>
<td>SPORTS NEWS</td>
<td>Falstaff Steer</td>
</tr>
<tr>
<td>6:00</td>
<td></td>
<td>500 MELODY LANE recordings with Gene Edward</td>
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<td>FALSTAFF SERENADE music for Falstaff</td>
<td>FALSTAFF SERENADE music for Falstaff</td>
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<td>500 MELODY LANE recordings with Gene Edward</td>
</tr>
<tr>
<td>6:15</td>
<td></td>
<td>For RCA Victor, Ford and Anacin</td>
<td>Need we say more?</td>
<td>MUSIC BY MARTIN</td>
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<td>Need we say more?</td>
<td>MUSIC BY MARTIN</td>
</tr>
<tr>
<td>6:45</td>
<td></td>
<td>A real treat in comedy and music</td>
<td>ONE MAN'S FAMILY</td>
<td>Tabacin</td>
<td>ONE MAN'S FAMILY</td>
<td>Tabacin</td>
<td>ONE MAN'S FAMILY</td>
<td>Tabacin</td>
</tr>
<tr>
<td>7:00</td>
<td></td>
<td>HEDDA HOPPER</td>
<td>THE RAILROAD HOUR</td>
<td>With Gordon McRae and Norman Luboff's Orchestra</td>
<td>THE HALLS OF IVY</td>
<td>Mr. and Mrs. Ronald Colman in stories of college life</td>
<td>THE ALDRICH FAMILY</td>
<td>Family comedy starring E.R. Stone as Henry General Foods</td>
</tr>
<tr>
<td>7:30</td>
<td></td>
<td>Your Hollywood Reporter and her guest</td>
<td>VOICE OF FIRESTONE</td>
<td>Guest stars with Howard Barlow's Orchestra and Chorus</td>
<td>BABY SNOOKS SHOW</td>
<td>Fanny Brice and Stanley Stanford with comedy for Tums</td>
<td>FATHER KNOWS BEST</td>
<td>Robert Young has his hands full as &quot;Father&quot; General Foods</td>
</tr>
<tr>
<td>8:00</td>
<td></td>
<td>THE THEATRE GUILD ON THE AIR</td>
<td>TELEPHONE HOUR</td>
<td>Donald Voiles with Bell Symphonie Orchestra and chorus singers</td>
<td>THE BOB HOPE SHOW</td>
<td>Chesterfield brings you this fabulous show</td>
<td>YOU BET YOUR LIFE</td>
<td>Grocho Marx at his wittiest best with constant gags</td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td>U. S. Steel presents the theatre's best plays and nation's best actors for a full hour every Sunday night</td>
<td>TELEPHONE HOUR</td>
<td>Donald Voiles with Bell Symphonie Orchestra and chorus singers</td>
<td>THE BOB HOPE SHOW</td>
<td>Chesterfield brings you this fabulous show</td>
<td>YOU BET YOUR LIFE</td>
<td>Grocho Marx at his wittiest best with constant gags</td>
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<td>8:45</td>
<td></td>
<td>TALES OF THE TEXAS RANGERS</td>
<td>CITIZENS SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartet</td>
<td>FIBBER McGEE AND MOLLY</td>
<td>Pet Milk kids to 79 Watful Vats for laughs</td>
<td>MR. DISTRICT ATTORNEY</td>
<td>Crime doesn't play by the rules—Batt-Bristol-Myers</td>
<td>NBC THEATRE</td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td>$6 Question</td>
<td>NBC SYMPHONY</td>
<td>Climaxing an evening of the best in music</td>
<td>BIG TOWN</td>
<td>Stories of a crusading newspaper editor Lifebuoy Soap</td>
<td>THE BIG STORY</td>
<td>Tales of exciting stories by the newsmen who covered them—Pall Malls</td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td>Jack Paar emcees this interesting quiz program for RCA</td>
<td>NBC PRESENTS</td>
<td>NBC SYMPHONY</td>
<td>Climaxing an evening of the best in music</td>
<td>PEOPLE ARE FUNNY</td>
<td>Art Linkletter arranges hilarious situations Raleigh Cigarettes</td>
<td>RICHARD DICKSON</td>
</tr>
<tr>
<td>10:00</td>
<td>Friday</td>
<td>WOW NEWS TOWER</td>
<td>WOE NEWS TOWER</td>
<td>All the News</td>
<td>SPORTS NEWS</td>
<td>Nebraska Clothing</td>
<td>WOW NEWS TOWER</td>
<td>All the News</td>
</tr>
<tr>
<td>10:15</td>
<td>Friday</td>
<td>BEHIND HEADLINES</td>
<td>WOE NEWS TOWER</td>
<td>All the News</td>
<td>SPORTS NEWS</td>
<td>Nebraska Clothing</td>
<td>WOW NEWS TOWER</td>
<td>All the News</td>
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<tr>
<td>10:30</td>
<td>Friday</td>
<td>THE CATHOLIC HOUR</td>
<td>DIAL DAVE GARWAY</td>
<td>DIAL DAVE GARWAY</td>
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<td>DIAL DAVE GARWAY</td>
<td>HOTEL ROOSEVELT ORCH. Music for dancing</td>
</tr>
<tr>
<td>11:00</td>
<td>Friday</td>
<td>NEWS SUMMARY</td>
<td>WINTER SERENADE</td>
<td>presents music you'll enjoy</td>
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<td>presents music you'll enjoy</td>
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</table>
NBC Stars Sweep Awards

Name Annual Winners

Nine NBC radio and television stars and programs won first place honors in Radio Daily's annual poll of outstanding radio and television markets, the States, JIMMY FAYE "KUKLA, — "Documentary on — star WOW-TV). (Saturdays, 7 p.m.) was 16, he was a bugler with General Pershing in Mexico.

GROUCHO—One of many winners.

LOTS OF QUESTIONS

More than 10 years—and thousands of questions—ago something new in radio programs was begun on NBC and WOW. It was on June 28, 1940, to be exact, and the new program was called "The Quiz Kids."

By now almost everyone with a radio is familiar with this Alka-Seltzer sponsored question and answer show heard every Sunday at 2:30 p.m. on WOW.

The young experts heard on the program are chosen from recommendations by the public, school teachers, friends and parents. Of the five selected each week, the three top scorers are held over for the following show. When they reach the age of 16 the children must retire from the program.

For each appearance the Quiz Kids get a $100 war bond and the persons sending in the questions used on the program also receive a prize. Joe Kelly is the permanent quizmaster.

When Brian Donlevy, star of WOW's "Dangerous Assignment" (Saturdays, 7 p.m.) was 16, he was a bugler with General Pershing in Mexico.

Other PRIZE WINNERS

GROUCHO MARK—"YOU BET YOUR LIFE”—"Quiz Show of the Year" (8 p.m., Wednesdays, on WOW; Thursdays, on WOW-TV)

Television

SID CAESAR—"Man of the Year"—star of "Your Show of Shows" (Saturdays, 8 p.m., WOW-TV).

FAYE EMERSON—"Woman of the Year"—star of "Fifteen With Faye" (while on NBC).

MILTON BERLE—"Comedy Show of the Year"—star of "Texaco Star Theater" (7 p.m., Tuesdays, on WOW-TV).

JOHN CAMERON SWAYZE—"Commentator of the year"—star of "Camel News Caravan" (6:45 p.m., Mondays thru Fridays, on WOW-TV).

JIMMY POWERS—"Sportscaster of the Year"—Sportscaster on Gillette boxing "Cavalcade of Sports" (9 p.m., Fridays, WOW-TV).

"KUKLA, FRAN and OLLIE"—Children's Show of the Year" (5:30 p.m., Mondays thru Fridays, on WOW-TV).

PAPA CARSON—Johnny Carson was making with cigars and candy early in November to celebrate the birth of son Christopher. Johnny usually makes with the music and fun each week-day morning from 8:15 until 9 on his "Johnny Carson Show.

PROBLEM CHILD

Yowls, yells and yips issue from the radio every Tuesday night at 7:30 as the terrible tempered tot, Baby Snooks, again tries the patience of poor, poor Daddy.

This season Hanley Stafford is back in the role of the stern and stuffy father of the incorrigible imp of radio, and once more places himself at the mercy of her devilish schemes. It took a throat operation and a leave of absence from the Tums sponsored show to cure Stafford of the ills inflicted by "Snook's" fiendish naughtiness, but he has made a full recovery and is prepared to speak as sternly as necessary to somewhat protect himself from her deviltry.

Fanny Brice has been portraying Baby Snooks on WOW since 1938 with the exception of one season when the program was off the air, but age has not tempered Snook's wiles and she promises us lots of laughs and lunatic-antics for this season's series.

SOME ASH TRAYS

Donald Voorhees, musical conductor of "The Telephone Hour" (WOW, Mondays, 8 p.m.) boasts one of the most expensive handmade ash trays in the musical world. "Made by engineers in the Bell Telephone plant in his home town of Allentown, Pa., the handsome desk-piece is of hand tooled lucite plastic, inlaid with hand carved miniature reproductions of the telephone products made in the plant.

NOVEMBER BRIDE—Perth and petite songstress Bette's Chapel is back in her usual spot on Armour's "Dial Dave Garway" (WOW, 10:30 p.m., Mondays thru Fridays) after her November 25 wedding to William Wilkes, a young Chicago businessman. The wedding took place in Cleveland, Bette's home town, and her six married sisters acted as bridesmaids.