Radio News Vital in 1951

Toscanini Directs NBC Symphony This Month

A living legend is returning to the air! Arturo Toscanini will return to direct the NBC Symphony on Saturday, January 27.

The famed maestro recently informed NBC that a recent injury is completely healed and that he is eager to conduct his first concert of the season. The performance will be Verdi’s “Requiem” and will be held in Carnegie Hall.

At this writing it was uncertain whether the “NBC Symphony” will be broadcast on Saturday nights or will be transcribed and re-broadcast in its present Monday night spot. The incredible Toscanini is now 83 and at the peak of a brilliant career.

Forum On the Air
In New Sunday Time

“The American Forum on the Air,” one of the most widely acclaimed discussion-type programs in the history of radio, is back on WOW in its new Sunday time of 9:30-10 p.m.

Moderator Theodore Granik regularly taps the nation’s leading legislators and public figures to appear on the “forum” and discuss a topic of interest to the nation’s radio listeners. “The American Forum on the Air” has been a radio feature for 22 years.

POPULAR MONTY

The rapid rise to a high listener rating by “The Magnificent Montagne” (WOW, 8 p.m., Fridays) has earned it a spot as one of four NBC shows which will be simulcast (broadcast and telecast at the same time) on an experimental basis.

The show stars Monty Woolley as an out-of-work Shakespearean actor who takes the leading role in an afternoon radio serial as a last resort. The plot centers around his attempts to keep his friends from learning of his supposed “going over to the enemy.”

On the Line...

MAKE FRIENDS
Radio WOW has been selected to carry the Hills Bros. Coffee “Make Friends” advertising campaign during all of 1951. The campaign consists of 10 musical announcements every week.

APPOINTED
Frank P. Fogarty, general manager of Radio Station WOW, Inc., has been appointed a member of the newly established Nebraska Advisory Defense Committee.

The committee was recently named by Governor Peterson who will act as its chairman.

SAINT BACK
That super-smooth man of mystery and scourge of evildoers—The Saint— is back on WOW once again.

After a brief vacation The Saint is doing business as usual, solving perplexing crimes and breaking a few hearts in the bargain. “The Saint” is now heard every Thursday at 8:30 p.m. on WOW, and stars Vincent Price as Simon Templar alias “The Saint.”

Mutual of Omaha Buys Considine on Net

Most important service of all radio and television—history-making 1951 reports over the horizon—will be the presentation of up-to-the-minute news of the day.

Far-sighted WOW and WOW-TV editors spotted the vital importance of news a year ago and put all-out emphasis on it. One result was the recent national recognition of WOW’s efforts by radio news experts from all over the nation (see page 2).

Also sensing a chance to do a great service, Omaha’s Mutual Benefit Health and Accident Association, announced it will sponsor the top-notch news commentator-analyst Bob Considine on both radio and television from coast to coast NBC networks, including WOW and WOW-TV.

Beginning on Sunday, January 21 “Mutual of Omaha” will sponsor “On the Line With Bob Considine.” WOW will air the show at 1:30 p.m. while televiewers will see it at 1:45 p.m. on channel six.

Bob Considine, the noted columnist and author, is one of the outstanding figures in the field of world journalism. He is a veteran newsmen and has covered everything from sports to world politics and combat reporting.

His “On the Line” program will usually consist of three minutes of spot news, three minutes of commentary, and a three minute interview. Of course this outline can and will be modified to meet the demands of the immediate situation.

THREE CHIMES MEAN GOOD TIMES ON NBC

A HAPPY NEW YEAR TO ALL WOW-LAND
**News Award Plaque Arrives**

**WOW Staff is Happy**

"It" finally arrived. "It," of course is the plaque awarded to WOW's News Department last month by the National Association of Radio News Directors at their annual convention in Chicago.

Harold Baker and Plaque

The plaque is symbolic of first place in news presentation among all of the member radio stations in the United States.

The engravers weren't through with the plaque when News Director Harold Baker was due to leave the Chicago convention so the news room gang was understandably impatient for the mail man to deliver it. To be chosen as the top news department among the more than 2,000 U. S. radio stations is a singular honor.

**WELCOME LETTER**

Folks in radio are a very human group and are naturally very delighted when their work is recognized. They are particularly pleased when such recognition comes from a client. Very understandably, then, Bill McBride has been all smiles lately after receiving the following letter. "My dear Mr. McBride: So many times when someone puts forth a real effort it apparently goes unnoticed, as far as any type of recognition is concerned. Therefore, I do want so badly to send you a little note of appreciation for the splendid job you are doing on our television show. Your commercials are done so comfortably, without the impression that what you are trying to do is create sales, but rather that you are just advising the public what the Nebraska Clothing Company has to offer and wants to do. "I think you are doing an outstanding job, and I do want to send you my congratulations and compliments.

Sincerely yours,

W. O. Swanson, President Nebraska Clothing Co."

**Hansen On Network's Special Xmas Show**

Those of you who heard the special NBC Christmas program "Christmas Around the World" at 10:45 Christmas Eve heard WOW's popular Farm Service Director Mal Hansen interview an Ashland, Neb. farm family. The show was on a national hook-up and included segments from all parts of the world.

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MRS. DALLAS

Anne Elstner has played the title role in NBC's "Stella Dallas" (WOW, 3:15 p.m., Monday through Friday) for so long that she almost feels that she is the part. Townspeople in Stockton, N. J., where she has her home, have referred to the distinguished actress-resident as "Mrs. Dallas," ever since she began the role nearly 15 years ago.

Miss Elstner uses a train, cab and two busses and walks half a mile before reaching her New Jersey home after each day's Sterling Products sponsored radio show. However, she wouldn't live any place else.

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**BEST STORIES**

It's that time again—and Ray Clark's mail is heavy with requests for him to appear at luncheon clubs, church gatherings and other organizations with his famous "Ten Best News Stories of 1950."

For the past nine years Ray has made these appearances shortly after the first of the year. In his own unbeatble style he reports to his audiences his version of the 10 top stories of the past year. These widely acclaimed appearances of Ray's in the past have made it necessary for him to meet an almost impossible schedule of appearances around the first of the year.

Ray first began the custom of speaking on the top 10 news stories of the year back in 1941 when, of course, the No. 1 story of the year occurred tragically on December 7 at Pearl Harbor.

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EX-PAINTER

Staats Cotsworth, who plays the leading role in Whitehall Pharmacist's "Front Page Farrell" (WOW, 4:45 p.m., Monday through Friday), wanted to be a painter—pictures, not houses.

In fact he studied both in the U. S. and abroad and did all right as a book illustrator until the lure of grease paint proved too strong and he turned to acting. His radio debut came on a Rudy Vallee show and he has been going great ever since.

**Gillin Memorial**

The Variety Club of Omaha has presented the Hattie B. Munroe Home for Crippled Children with a complete set of dining room furniture as a memorial to the late John J. Gillin, former president and general manager of Radio Station WOW, Inc.

The Omaha institution was presented with eight tables and 32 posture chairs for the handicapped and crippled children. The furniture is specially built in various sizes in order to accommodate children of all ages.

A heart-shaped plaque hangs on the dining room wall in testimonial of the memorial to the late Mr. Gillin. The plaque is in the shape of a heart as a symbol of "the Heart of Variety"—its charity committee.

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**Omaha Family Selected One of Ten Finalists**

An Omaha family was selected from over 10,000 entries as one of the 10 finalists in the "Christmas Family Contest" conducted by Tommy Bartlett on his "Welcome Travelers" show (WOW, 9 a.m., Mondays through Fridays).

Listeners were asked to write letters nominating "the family that best typifies the spirit of Christmas all year long." The search was narrowed to 10 finalists whose nominating letters were read on the program.

The Elmer Larson family of 5137 North 23rd Street, Omaha, was nominated in a letter by Mrs. C. E. Sexton of Cromwell, Ia. Mrs. Cromwell's letter was read on the program on December 14. The Larson family was nominated on the Procter & Gamble sponsored show for their open-hearted kindness in giving loving care to three youngsters from the Welfare Home in addition to their own four children.

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**One of Many . . .**

Mary Martin participates regularly in WOW's transcribed musical programs.

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**NEWS TOWER**

WOW News Tower

WOW News Tower
Best Teacher Contest Opens

Sunday News at 4:55

NBC is going to see to it that WOW listeners will be able to get a brief, late Sunday afternoon news summary in the near future.

The science-fiction tale "Dimension X" will take the 4:30 Sunday afternoon spot as a 25 minute show. This will enable NBC to present a late news summary at 4:55. Leon Pearson will handle the news reporting duties.

WITTY WOOLLEY

The caustic and witty Monty Woolley is the star of NBC and WOW's delightful new Friday night comedy show "The Mysterious Montague."

Woolley, best known for his portrayal of "The Man Who Came to Dinner," is now heard as a celebrated Shakespearean actor who is forced by financial difficulties to become a radio actor.

Ann Seymour plays Woolley's wife and former co-star and the series evolves around the hilarious mishaps that occur in Woolley's new career. "The Mysterious Montague" is now heard regularly every Friday night at 8 on WOW.

Broadway Wife...

Lovely Claire Nissen stars in the role of Mary Noble, wife of matinee idol Larry Noble, on the Sterling products serial-drama, "Backstage Wife" on WOW at 3 p.m., Mondays through Fridays.

NBC's award winning documentary "Living 1950" (WOW, Sunday at 1 p.m.) is now dramatizing a 13 week series entitled "The People Act"—stories of typically American communities.

Butter-Nut Coffee Does It Again!!

This year, as during every Christmas season, the fine folks in WOW-Land again proved themselves kind-hearted and thoughtful.

Thousands upon thousands of them joined the Butter-Nut Coffee Christmas Club by saving their Butter-Nut key strips and jar labels and turning them in at Christmas time to gladden the hearts of many orphans in this area. The Butter-Nut people, as you undoubtedly know, present Christmas gifts to the orphans in direct proportion to the number of key strips and jar labels turned in by the members of the club.

Here at WOW the staff could cite hundreds of instances of generous listeners who devoted a great deal of time and effort in collecting these Butter-Nut strips and labels for the orphans. Two of these workers are pictured on this page. The younger, Gary Gallagher, age 4, collected 100 key strips as he put it, "To buy presents for other little boys who don't have any."

Mrs. Melida Jorgensen who is 75 years young is the other. This year Mrs. Jorgenson collected and delivered to WOW slightly more than 5,000 Butter-Nut strips and labels for the Christmas Club. Mrs. Jorgenson started her fine Christmas Club work several years ago.

Seek Two Best Teachers

The Sixth Annual Quiz Kids "Best Teacher Contest" opens officially on Sunday, January 7. The 1951 contest, conducted on both the Quiz Kids radio (WOW, Sundays, 2:30 p.m.) and television shows, will run from January 7 through February 11. Two winning teachers will be named: The "Best Teacher of the Year," who will receive $2,000 in cash, and the "Most Promising Teacher," who will be awarded $2,000 to be used for graduate study.

Five hundred and fifty-two prizes to students will include two $1,000 U. S. Savings Bonds for the two winning letters; 50 prizes of $10 each and 500 gold plated Quiz Kids pins and honor certificates.

For further details listen to the Alka-Seltzer sponsored "Quiz Kids" next Sunday at 2:30 on WOW.

BIGGER THEATRE??

With "The Big Show" off to such a widely acclaimed start, rumor has it that NBC is considering an equally ambitious innovation along dramatic lines. Reports thus far say that it will concern an expanding "NBC Theatre" with actress-director Margaret Webster handling the production reins, and the accent on adaptation of contemporary classics such as Hemingway, Faulkner, etc. Starting date for the expanded show is indefinite.

JANUARY, 1951
Eddie Arnold Show on WOW

Purina Buys New Show

Eddie Arnold, one of the top cowboy singers in the country today, will be heard in his own half-hour show on WOW beginning Saturday, January 6.

Eddie Arnold

“The Eddie Arnold Show” will be heard every Saturday from 12:30 until 1 p.m. and will be sponsored by Ralston Purina. “WOW Calling” will continue to be heard at 12:30, Mondays through Fridays.

Arnold’s smooth delivery of Western songs and ballads gained him a wide following soon after he began singing professionally. Since that time this group of Eddie Arnold fans has continued to increase by leaps and bounds and today an Eddie Arnold introduction to a new song almost guarantees its success.

Ralston Purina is also sponsoring the “5:55 Weather Report” each weekday morning on WOW.

WOW

“Say this is a lovely coat,” said Ed “Archie” Gardner to Tallulah Bankhead on NBC’s The Big Show (WOW, Sundays, 5 p.m.) “Mink-dyed?”

“Well,” replied Miss Bankhead, “we all have to go sometime.”

ANOTHER WINNER!

The top award of the National Council of Teachers of English went to “NBC Theater” (WOW, Wednesday, 9:30 p.m.) for the second consecutive year as the program which during the 1949-50 school year has done most to promote a greater understanding and appreciation of our literary heritage, to promote powers of intelligent listening and critical thinking, and to raise ideals of good speech and writing.

The Council announced its annual radio awards at a meeting in Milwaukee, Wis.

NBC's “Living—1950” (WOW, Sunday, 1 p.m.) documentary series received honorable mention.

Marion Back On Homemakers Club

Things returned to normal on “The Homemakers Club of the Air” on Saturday, December 9, when Marion MacDonald returned to take over her regular post.

After an illness which caused her to spend several weeks in the hospital Miss MacDonald is now enjoying the best of health. In fact, she says that she is even strong enough to put up with Johnny Carson who helps her on her Omaha Public Power District-sponsored show. “The Homemakers Club of the Air” is heard every Saturday morning at 11.

New Award for ‘Voice of Firestone’

The Firestone Family, sponsors of NBC’s “Voice of Firestone,” has won the second annual Lowell Mason Award for its sponsorship of the Monday night series (WOW, 7:30 p.m.).

The award was conferred on Mrs. Idabelle Firestone and her family, “For outstanding contribution to music on the air.”

QUITE A SHOCK

Berry Kroeger, Abby Lewis and Doug Parkhurst, known jointly in radio life as the Overton family of NBC’s daytime serial “Road of Life,” are basketball enthusiasts in private life, and try to see as many games as possible together.

They were at Madison Square Garden together for a game when Maggie Hayes, guest interviewer for the WPIX telecasts of Garden sports events, spotted Berry in the audience. Berry, a bachelor, shocked Maggie before the TV cameras by informing her that he had his wife and son with him! When Abby and Doug joined him, he explained that they were only his family a la “Road of Life.”

Oxylol sponsors this popular daytime serial on WOW, Monday through Friday at 2:15 p.m.

BIG STORY

The romance of the story news — of getting the story from the principals themselves and, in turn, making that story live for your reader or listener — this romance plays a big part in the popularity of Pall Mall’s “The Big Story” heard over WOW every Wednesday night at 9.

Bob Sloane, who narrates this interesting program entered radio in 1932 as a writer. He wrote, directed and acted in many shows and finally took over the part of narrator in “The Big Story” in 1937. Each week he helps tell the story of a reporter’s “Big Story” just as the reporter himself covered the story and dug up the facts.

WOW NEWS TOWER

Bob Stars in “Solitaire”

Bob Houston, the star of Campana’s “Solitaire Time” heard each Sunday morning at 10:45 on WOW, says singing is more fun than studying economics in college or working

your way around the world on a freighter. He's done both. He's also worked as a printer and been the vocalist on the Johnny Long and the late Glenn Miller’s orchestra. After World War II service he auditioned at NBC and was signed to a five year contract. His fine baritone voice makes “Solitaire Time” a top Sunday morning listening favorite.

WOW

FRIENDS

“With our voices,” said Joan Davis to Tallulah Bankhead on NBC’s “The Big Show” (WOW, 5 p.m., Sunday) “maybe we ought to stop gargling with Drano.”

“I don’t know why I beat my head against the wall talking to you,” Tallulah replied.

“Maybe you’re just trying to get a shape you like.”

WOW NEWS TOWER
### WOW-TV Channel 6

#### MONDAYS THRU FRIDAYS ... DAYTIME SCHEDULE

<table>
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<tr>
<th>Time</th>
<th>Program</th>
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</thead>
<tbody>
<tr>
<td>2:00 PM</td>
<td>PHILCO TELEVISION PLAYHOUSE (NBC)</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>GARROWAY AT LARGE</td>
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<tr>
<td>2:30 PM</td>
<td>CHARADES</td>
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<tr>
<td>2:30 PM</td>
<td>RANSOM SHERMAN VARIETY SHOW—NBC</td>
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<tr>
<td>3:00 PM</td>
<td>BERT PARKS VARIETY—Mon., Wed., Fri.—NBC</td>
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<tr>
<td>3:00 PM</td>
<td>THE KATE SMITH-TED COLLINS SHOW—NBC</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>MARTHA'S KITCHEN With MARTHA BOHLEN</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>&quot;THE UNK&quot; and &quot;ANDY&quot;</td>
</tr>
<tr>
<td>4:30 PM</td>
<td>&quot;HOWDY DOODY&quot;</td>
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<tr>
<td>5:00 PM</td>
<td>&quot;UNK AND ANDY&quot;—Brandies—Tues., Thurs.</td>
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<tr>
<td>5:15 PM</td>
<td>GABBY HAYES—Mon., Wed., Fri.—NBC</td>
</tr>
<tr>
<td>5:30 PM</td>
<td>KUKLA, FRAN AND OLILLIE—NBC</td>
</tr>
</tbody>
</table>

#### SUNDAYS

- 2:00 P.M.: Battle Report (NBC)
- 2:30 P.M.: Mrs. Roosevelt (NBC)
- 3:00 P.M.: "Meet the Press" Rivers Caper (NBC)
- 3:30 P.M.: "The Zoo Pandemonium" Quaker Oats (NBC)
- 4:00 P.M.: "GABBY HAYES SHOW" Quaker Oats (NBC)

#### JANUARY SCHEDULE

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>6:00 P.M.</td>
<td>CAPTAIN VIDEO (Du.)</td>
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<tr>
<td>6:30 P.M.</td>
<td>Robert Quinlan Midwood (NBC)</td>
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<tr>
<td>7:00 P.M.</td>
<td>&quot;THE TEXACO STAR THEATER&quot; (NBC)</td>
</tr>
<tr>
<td>8:00 P.M.</td>
<td>&quot;LIGHTS OUT&quot; (NBC)</td>
</tr>
<tr>
<td>9:00 P.M.</td>
<td>CALVACADE OF BANDS (Du.)</td>
</tr>
<tr>
<td>9:30 P.M.</td>
<td>OLD GOLD AMATEUR HOUR (NBC)</td>
</tr>
<tr>
<td>10:00 P.M.</td>
<td>KRAFT TELEVISION THEATER (NBC)</td>
</tr>
<tr>
<td>10:10 P.M.</td>
<td>STAR THEATER (NBC)</td>
</tr>
<tr>
<td>10:30 P.M.</td>
<td>STRAS OVER HOLLYWOOD (NBC)</td>
</tr>
<tr>
<td>11:00 P.M.</td>
<td>BROADWAY OPEN HOUSE (NBC)</td>
</tr>
</tbody>
</table>

#### FRIDAYS

- 6:00 P.M.: "CAPTAIN VIDEO" (Du.)
- 6:30 P.M.: Robert Quinlan Midwood (NBC)
- 7:00 P.M.: "THE TEXACO STAR THEATER" (NBC)
- 8:00 P.M.: "LIGHTS OUT" (NBC)
- 9:00 P.M.: CALVACADE OF BANDS (Du.)
- 10:00 P.M.: STRAS OVER HOLLYWOOD (NBC)
- 10:30 P.M.: BROADWAY OPEN HOUSE (NBC)

#### SATURDAYS

- 1:00 P.M.: "HOPALONG CASSIDY" General Foods (NBC)
- 6:00 P.M.: "Once Upon a Tune" (Du.)
- 6:30 P.M.: ONE MAN'S FAMILY Manhattan Soup (NBC)
- 7:00 P.M.: JACK CARTER SHOW Campbell Soup & Co. Wiltroot
- 8:00 P.M.: SHOW OF SHOWS Sid Caesar and Imogene Coca SnowCroc ROS Scrojithor Dense Crowley
- 9:30 P.M.: LUCKY STRIKE HIT PARADE (NBC)
- 10:00 P.M.: Falstaff Wrestling from Chicago (Du.)
Kate's Show is Sold Out

With the sale of the 15-minute period to each of two sponsors—Proctor & Gamble Company and Hunt Foods, Inc.—the "Kate Smith Hour" is sold out. The "Kate Smith Hour" is seen Monday through Fridays from 3 to 4 p.m. on WOW-TV.

The sell-out represents the largest billings for a single program in the history of television and shows the tremendous confidence that national advertisers of all sizes have in the effectiveness of daytime television.

Earlier in December NBC sold segments of the "Kate Smith Hour" to the Cop Products Refining Company (C. L. Miller Co.), Simmonds Company (Kemp & Robin), Andrew Jergens Company (Robert W. Orr Associates), Chestrough Manufacturing Company (Clayton, Inc.), and Hazel Ripping, Inc. (Raymond Spector Co.)

GROUCHO'S HIT

"We try to hit a happy medium," said Groucho Marx of his NBC television quiz program, "You Bet Your Life." "Personally, I never feel I hit a happy medium, but I was acquired by one in Kansas City. Her husband used to beat her every night."

Here's a million-dollar baby that isn't from the ten-cent store. It's Carol Burnett of New York and as she appeared Monday on "Our Man's Fum- ber" (6:30 p.m., Saturdays on WOW-TV for Manhattan Soap) wearing a coast million-dollar worth of diamonds!

Six Out of Ten on WOW-TV

Six of the top ten shows in all network television (week of October 23) were shows carried by WOW-TV. In order they were Texaco Star Theater, Colgate Comedy Hour, Fibber McGee and Molly, Martin Kane Private-eye (U. S. Tobacco), Arthur Godfrey's Talent Scouts (Jimkyn) and Your Show of Shows, which placed sixth and tenth. One of the remaining three shows is not carried in the Omaha market—thus WOW's margin is eight to two.

HONORS COPS

Recognition of members of community police departments or other law enforcement agencies for outstanding work performed in line of duty is the aim of an award just established by the Martin Kane, Private Eye TV program (9 p.m., Thursday 15th).

The monthly award will consist of $50 in cash and a certificate of merit. Nominations may be made in a letter to the magazine telling why the person so honored is worthy of the honor.

NBC television's scenery department uses enough paint in 3 years to cover the RCA Building in New York four times.

Better-than Bresn's new "giddypumper," the "Cisco Kid" on WOW-TV, is at 7:30 p.m. Thursday, was launched for Schulte Baking Company salutes in grand style, with officials of the Omaha company's parent organization, Interstate Bakeries Corporation, present. The 108 men wear a "peek preview" of the first "Cisco" program. A group of Mexican entertainers billed as "Cisco's relatives." "Cisco" radio programs move to WOW in February.

The speakers' table at the banquet included (left to right): Frank P. Pogarzy, general manager, WOW, Inc.; Bill Bleyer, R. J. Potts, Callanos & Holdren, Inc., agents, Harry Merly, general sales manager for Interstate, both of Kansas City; Jim Zelenga, manager, Omaha plants; Frank Potts, Los Angeles; Interstate advertising manager; Bill Winman, WOW-TV sales promotion manager; Jake Gehbel, Don Muñoz branch manager, and Robert M. Dooley, WOW-TV sales.

"Cisco" on WOW-TV...Also Radio WOW Soon

A beautiful blonde from Jacksonville, Fla., is Nancy Wright, feminine vo- calist on NBC's Raymond Showman TV show. It starts the day off at 2 p.m., Mondays through Friday, WOW-TV.

"IT'S AMAZING"

Jimmy Durante, called by Variety "The No. 1 smash hit among the show business vets to embrace TV," had this to say about television: "The best (a television set) is in the most amazing thing ever to hit show business; nobody can afford to stay out of it; its impact tops anything that has gone be- fore; it has an intimacy far beyond anything realized in pictures." Durante added that there just isn't enough good material in the world to permit a comic to do a first-class show once a month.

A AND C DEBUT

Abbot and Costello will make their debut as television stars during January on the Colgate Comedy Hour (7 p.m., Sundays on WOW-TV). They will be for Martin and Lewis who are still tied up in Hollywood making a movie.

MILLION A WEEK

Adventures in television network shows has climbed into the one- million-dollar-a-week bracket. The magazine "Television" reports that half a million is being spent for TV shows by 66 leading advertisers with the Ford Motor Company leading the parade. Ford's weekly tab for TV shows tops total more than $100,000 dollars.

January, 1951

WOW NEWS TOWER

Issued to Increase Enjoyment of WOW-TV Television Programs

Nearly 60,000 Sets in Area

TVBoosts All Business

The impact of television on busi- ness, the pocketbook and family life has been phenomenal during 1950.

Back in July of 1949—when WOW-TV telecasting was in its infancy—only 1,892 sets were being used in this area. On Septem- ber 1 of that year regular program- ming went to 6,000 sets. Three months later 12,400 sets were in operation, and on December 22 of this year, with network television in full force, there were 25,000 sets in use by next October.

There are 49,000 homes within the area covered by WOW-TV. Taking the national average of four and six-tenths dollars per set, that means more than $230,000 knob- twisters are watching TV at least one time or another in WOW-TV-Land. The investment in TV has totaled $18,000,000 in the Omaha area dur- ing the past 14 months. And, even if an anticipated manufacturing cut- back taken place, estimates point to between 85,000 and 100,000 sets in use by October 1951.

Television in the WOW-TV area has also been a trend in this area to business in other lines. Furniture dealers have sold countless daven- ports, chairs, drapes, lamps, foot- stools and end tables. Food dealers and confectioners have reported trem- endous increases in the sale of material, candy, potato chips and nuts. Beverage dealers also report an increase in sales to television families. A national trade paper said confectioners sales were up 70 per cent in television over non-TV homes.

Incidentally, television isn't strictly a city concern as the sets sales rate among the top video fan- about 19 per cent. About 225 sets are sold for use on farms.

Network sales which started September 30 provided the big boom for television last 24 hours of programming weekly on WOW-TV, bringing in the re- mainder by delayed telecast or film. Sandwiched in with this is between 10 and 15 hours of local program- ming, both network and station.

9,000 IN TV

The National Association of Broadcasters last week estimated that there are 9,000,000 sets in use for employees of radio and TV stations, although 9,000 work full time for TV stations.

A beautiful blonde from Jacksonville, Fla., is Nancy Wright, feminine vo- calist on NBC's Raymond Showman TV show. It starts the day off at 2 p.m., Mondays through Friday, WOW-TV.

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MILLION A WEEK

Adventures in television network shows has climbed into the one- million-doll
**Rev. R. R. Brown...**

An ancient Biblical writer said, "As a man thinketh in his heart, so is he." As we begin a new year, we can not too highly appraise the value of right thinking. There is so much of bitterness, recrimination, insincerity, dishonesty, and superficiality, that we should begin this year with a resolution to safeguard our thinking. Loose talk comes from careless thinking and by this medium seeds of suspicion, hatred, resentment and war are sown. Too often children are exposed to careless, critical talk about persons in positions of responsibility and authority, about their schools, their government, and the church. Let us be thankful that in America we have freedom of speech, but this should not be interpreted to mean that I have license to indulge in unbridled conversation. I know of no higher resolve that we can make than to follow the counsel of the great apostle who wrote in Philippians 4:8, "Whatever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report; if there be any virtue, and if there be any praise, think on these things."

In the words of another writer, "Add to your faith virtue; and to virtue knowledge; and to knowledge temperance; and to temperance patience; and to patience meekness; and to meekness longsuffering; and to longsuffering charity."

Let these timely, priceless words be our resolve. A glad and blessed new year to everyone!

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**Grass Roots...**

This is the time of year when we pause for our annual inventory of the year just passed, and a bit of guessing as to what the next year has in store.

Here at WOW in 1950 the Farm Department lost a great and true friend in Johnny Gillin. But the world keeps moving, as it must. We established many new friendships with farm folks, especially on the WOW New South Trip.

Businesswise, we got better acquainted with two grand companies who have sponsored our shows in the morning, Garst & Thomas of Coon Rapids and Walnut Grove of Atlantic.

And it’s pleasant to know that both firms had record-breaking sales during the year. We hope WOW and our listeners had something to do with this.

So now we look to the year ahead. The uppermost thought in the mind of farm families with young men is whether or not they will be drafted... and if so... for how long.

The livestock feeder wonders about price controls and rationing. The meat packer is concerned about competition from the black market. The machinery dealer questions the supply of the product he sells.

You can go right down the list, Question marks are everywhere. The year of 1951 will be a great moral test of our people, both on the farm and in the city. We were at war, without war. And that condition will test our mettle, sometimes to a greater degree than war itself. But I know that the people on the land will be up to the test.

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**New List Ready by January 10th**

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

Hi, Neighbors, and Happy New Year... Well, it’s all over... Christmas I mean... or is it over? The glad part is over and now comes the sad part... the bills.

Long about now letters will be coming to me from all the shut-ins to report their Christmas joy and their letters of appreciation should be going out to those who membered them with a gift. If you sent a gift to one of our shut-ins you should have an acknowledgment by January 10.

With the New Year comes fresh thought on how to hold the Sunshine Service within bounds, to increase its activity without an increase of strain and stress.

Appeals come in constantly from shut-ins or their friends for membership and in order to keep the work from growing beyond me I am forced to refuse these appeals and that is a most difficult task for I would like to bring our sunshine to every shut-in everywhere.

The past 15½ years our members were gathered from near and far inclusive of Canada, England, Scotland and from coast to coast but in the future our members will be chosen only from the Midwestern states, Nebraska, Iowa, South Dakota, Minnesota, Illinois, Missouri and Kansas.

Write for your new list of shut-ins and their birthdays for the list will be ready to go out by January 10 and I hope one of your resolutions was to write more letters and cards this year to those who are on the inside.

May the New Year realize all your fond hopes and bring your little dream ships a sailing in laden with happiness and may the world realize more brotherly love and the ship of PEACE sail in.

Happy New Year Everybody, and

"Bye for now."

**YOUR AUNT SALLY.**

A man like Landis comes along only once in a great while. In defense of Chandler it can be said that to date the major league club owners have given Chandler no concrete evidence or instances of incompentency. If the league owners have reasons for their action, and undoubtedly they do have, they should publish them, or at least give them to Chandler in written form.

At any rate, it will be interesting to watch the developments in what might well be one of the top sports stories of the year.

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**Sports With McBride...**

At the time this column was being written, the hottest sports news for many a day concerned the major leagues' failure to renew the contract of Commissioner A. B. (Happy) Chandler, and Chandler's subsequent determination to remain in office until "the very last second of my tenure."

The major leagues' action to oust Chandler seems, to your reporter, to go far deeper than the mere removal of a man who at best was never too popular. It could be a deliberate attempt by the major league owners to do away entirely with the commissioner's office. It is a well known fact that few men wield the power in their own businesses that the baseball commissioner holds over baseball. The baseball commissioner is, in effect, the boss of those who elect him. He can, and often does, take action which unfavorably affects the club owners. But this action, when taken fairly, is in the best interests of the great American game.

"Happy" Chandler became baseball's second commissioner upon the death of Judge Kenesaw (Mountain) Landis. At best Chandler's job was destined to be difficult in succeeding a man whose honesty and fairness was seldom questioned.

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**Bill McBride**

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**January, 1951**
<table>
<thead>
<tr>
<th>Time</th>
<th>Program Description</th>
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<tbody>
<tr>
<td>5:30 A.M.</td>
<td>Five-Thirty Call—Early morning music to help you start the day right. Daily ex. Sun.</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>6:15 A.M.</td>
<td>Welcome to the West—Slim Everhart</td>
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<tr>
<td>7:00 A.M.</td>
<td>Network News—Alex Dreier for Skelly Oil, This Farming Business—Lloyd Burlingham for Skelly Oil. Mon. thru Fri.</td>
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<tr>
<td>7:15 A.M.</td>
<td>Breakfast Bandstand—Gene Edwards with recorded music you'll like. Mon. thru Sat.</td>
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<tr>
<td>7:45 A.M.</td>
<td>Revival Hour—Gospel Broadcasting Association</td>
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<tr>
<td>8:00 A.M.</td>
<td>Breakfast Club—Don McNeil and Co. for General Mills—Mon. thru Fri. Aunt Sally—Her program helps to brighten many lives. Sat.</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 information. Mon. thru Sat.</td>
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<tr>
<td>8:45 A.M.</td>
<td>Elaine Jabenis Scrapbook—Crestwood Shops—Sat.</td>
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<tr>
<td>9:00 A.M.</td>
<td>Welcome Travelers—Tommy Bartlett with a great show. Mon. thru Fri. Mind Your Manners—Sat.</td>
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<tr>
<td>9:30 A.M.</td>
<td>Double or Nothing—The popular quiz show with Walter O'Keefe emceeing for Campbell's Soup. Mon. thru Fri.</td>
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<tr>
<td>9:45 A.M.</td>
<td>From the Master's Pen—Art of Living.</td>
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<tr>
<td>10:00 A.M.</td>
<td>Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker. Mon. thru Sat.</td>
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<tr>
<td>10:45 A.M.</td>
<td>David Harum—Babo presents this show. Solitar Time—Another Campana presentation. Sun.</td>
</tr>
<tr>
<td>11:00 A.M.</td>
<td>Live Like a Millionaire—You'll enjoy hearing the contestants in action. General Mills—Mon. thru Fri. Homemakers Club of the Air—Omaha Public Power. Sponsors Marion MacDonald with household hints. Sat.</td>
</tr>
</tbody>
</table>

11:45 A.M. — Your Melody Time—Late morning melodies. Mon. thru Fri. Polka Parade—Lively tunes. Sat. \( \cdot \) 12:00 Noon — Four Bell News Tower—The Midwest's most complete news coverage with all of the latest national, international, farm and market and local news. Daily ex. Sun. WOW News Tower—A complete 15 minute news coverage. Sun. \( \cdot \) 12:15 P.M. — Great Stories About Corn—Everett Mitchell and Funk's G. Hybred Seed Corn bring you this show. Sun. \( \cdot \) 12:30 P.M. — WOW Calling—a happy half hour for Folger's Coffee, Swanson's Margarine, and Nutrena. Mon. thru Fri. The Eddie Arnold Show—Wednesday Night's Program. Sat. Your University Speaks—University of Nebraska—Sat. \( \cdot \) 12:45 P.M. — The Music Room—Schmoller & Mueller Sat. \( \cdot \) 1:00 P.M. — Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup. Mon. thru Fri. National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers. Sat. \( \cdot \) 1:30 P.M. — Ma Perkins—Oxen's long time favorite. On The Line with Bob Considine. Mon. thru Fri. U. S. Army Band. Sat. \( \cdot \) 1:45 P.M. — Judy and Jane—Folger's Coffee. Mon. thru Fri. \( \cdot \) 2:00 P.M. — Life Can Be Beautiful—P. & G. Soap. Mon. thru Fri. Town and Country Time. Sat. \( \cdot \) 2:15 P.M. — Road of Life—Interesting to follow—oxygen. Mon. thru Fri. \( \cdot \) 2:30 P.M. — Popper Young's Family—You'll like them. P. & G. Soap. Mon. thru Fri. \( \cdot \) Quiz Kids—Miles Laboratories presents these youthful mental giants in an entertaining show. Mon. thru Fri. \( \cdot \) 2:45 P.M. — Right to Happiness—Everyone's right. P. & G. Soap. Mon. thru Fri. Town and Country Time. Sat. \( \cdot \) 3:00 P.M. — Backstage Wife—Sterling Products. Mon. thru Fri. \( \cdot \) The Falcon. Mon. thru Fri. \( \cdot \) 3:15 P.M. — Stella Dallas—A moving story—Sterling Products. Mon. thru Fri. \( \cdot \) 3:30 P.M. — Lorenzo Jones—The Artist—Presented by Drift. Mon. thru Fri. \( \cdot \) WOW News Tower—Hubinger Liquid Starch. Mon. thru Fri. \( \cdot \) 3:45 P.M. — Young Widder Brown—Sterling Products. Mon. thru Fri. \( \cdot \) World's most popular—Nebraska Savings & Loan. Mon. thru Fri. \( \cdot \) 4:00 P.M. — When a Girl Marries—General Foods. Mon. thru Fri. \( \cdot \) To be announced. Mon. thru Fri. \( \cdot \) 4:15 P.M. — Counter-Spy—Tales of espionage. Mon. thru Fri. \( \cdot \) 4:30 P.M. — Just Plain Bill—Anacin. Mon. thru Fri. \( \cdot \) Music in the Morgan Manner. Mon. thru Fri. \( \cdot \) Dimension X. Mon. thru Fri. \( \cdot \) 4:45 P.M. — My Relations—The McNeil Son. Mon. thru Fri. \( \cdot \) News Summary—Leon Pearson. Mon. thru Fri. \( \cdot \) 5:00 P.M. — Guiding Light—Sponsored by DuB. Mon. thru Fri. \( \cdot \) Public Affairs. Mon. thru Fri. \( \cdot \) “The Ben Hur”—One and a half hours of the best in radio with Cantor, Hope, Allen, Marx, Durante, Como. Mon. thru Fri. \( \cdot \) 5:15 P.M. — Lean Back 'n' Listen. Mon. thru Fri. \( \cdot \) Your National Guard. Sat. \( \cdot \)
## 5,000 Watts
### WOW'S JANUARY NIGHT SCHEDULE

<table>
<thead>
<tr>
<th>Time</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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</thead>
<tbody>
<tr>
<td>5:30</td>
<td><strong>The Big Show</strong>&lt;br&gt;A full hour and a half of the nation's brightest stars—Allen, Durante, Hopalong, Cantor, Bankhead, Marx, Bruce, Wilson, Shore, Daily, MacRae, Como—every week different For RCA Victor, Ford and Anacin</td>
<td><strong>4-Bell News Tower</strong>&lt;br&gt;ALL THE NEWS</td>
<td><strong>4-Bell News Tower</strong>&lt;br&gt;ALL THE NEWS</td>
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<td>6:00</td>
<td><strong>The Phil Harris-Alice Faye Show</strong>&lt;br&gt;A real treat in comedy and music</td>
<td><strong>News of the World</strong>&lt;br&gt;Alka-Seltzer</td>
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<tr>
<td>7:00</td>
<td><strong>Hedda Hopper</strong>&lt;br&gt;Your Hollywood Reporter and her screen guests</td>
<td><strong>The Railroad Hour</strong>&lt;br&gt;With Gordon MacRae and Norman Luboff's Orchestra and guests singers</td>
<td><strong>Cavalcade of America</strong>&lt;br&gt;Famous stars in equally famous plays for DuPont</td>
<td><strong>The Halls of Ivy</strong>&lt;br&gt;Mr. and Mrs. Ronald Colman in stories of college life</td>
<td><strong>The Aldrich Family</strong>&lt;br&gt;Family comedy starring Efra Stone as Henry General Foods</td>
<td><strong>Nero Wolfe</strong>&lt;br&gt;Sidney Greenstreet stars as the famous detective</td>
<td><strong>DANGEROUS ASSIGNMENT</strong>&lt;br&gt;Brian Donlevy stars as a worldly adventurer</td>
</tr>
<tr>
<td>8:00</td>
<td><strong>Theatre Guild on the Air</strong>&lt;br&gt;U. S. Steel presents the theater's best plays and nation's best actors for a full hour every Sunday night</td>
<td><strong>Voice of Firestone</strong>&lt;br&gt;Guest stars with Howard Barlow's Orchestra and Chorus</td>
<td><strong>Baby Snooks</strong>&lt;br&gt;Guest stars with Fanny Brice and Hamley Stafford with comedy for Tums</td>
<td><strong>The Bob Hope Show</strong>&lt;br&gt; Chernished brings you this week's funniest stories</td>
<td><strong>Father Knows Best</strong>&lt;br&gt;Robert Young has his hands full as &quot;Father&quot; General Foods</td>
<td><strong>Sam Spade</strong>&lt;br&gt;Follow Sam in his exciting capers</td>
<td><strong>Man Called X</strong>&lt;br&gt;Herbert Marshall is the man of mystery A &quot;Tandem&quot; show</td>
</tr>
<tr>
<td>9:00</td>
<td><strong>Tales of the Texas Rangers</strong>&lt;br&gt;Joel McCrea stars in authentic stories</td>
<td><strong>Western Hour</strong>&lt;br&gt;With Gordon MacRae and Norman Luboff's Orchestra and guests singers</td>
<td><strong>Fibber McGee and Molly</strong>&lt;br&gt;Pet Milk takes you to 79 Wisful Views for laughs</td>
<td><strong>Mr. District Attorney</strong>&lt;br&gt;Crime doesn't pay with the D. A. at hand—Bristo-Myers</td>
<td><strong>The Saint</strong>&lt;br&gt;Follow his exciting adventures each week</td>
<td><strong>Duffy's Tavern</strong>&lt;br&gt;Fun with Archie, Miss Duffy and Fingavel A &quot;Tandem&quot; show</td>
<td><strong>A Day in the Life of Dennis Day</strong>&lt;br&gt;Music and fun for Colgate</td>
</tr>
<tr>
<td>10:00</td>
<td><strong>64 Question</strong>&lt;br&gt;Jack Paar encores this interesting quiz program for RCA</td>
<td><strong>NBC Symphony</strong>&lt;br&gt;Climaxing an evening of the best in music This great musical organization under the baton of great conductors Sponsored by RCA Victor, Ford and Anacin</td>
<td><strong>Big Town</strong>&lt;br&gt;Stories of exciting newspaper editor Lifebuoy Soap</td>
<td><strong>The Big Story</strong>&lt;br&gt;Tales of exciting stories by the newsmen who covered them—Pall Mall</td>
<td><strong>Screen Directors' Playhouse</strong>&lt;br&gt;Lovers of the theatre won't want to miss hearing the family plays to be presented on this prize-winning series Sponsored by RCA Victor, Ford and Anacin</td>
<td><strong>Life of Riley</strong>&lt;br&gt;Family comedy for Pabst Blue Ribbon Beer</td>
<td><strong>The Judy Canova Show</strong>&lt;br&gt;Fun with Judy and her friends for Colgate</td>
</tr>
<tr>
<td>11:00</td>
<td><strong>WOW News Tower</strong>&lt;br&gt;All the News</td>
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<td><strong>Grand Ole Opry</strong>&lt;br&gt;Ernie Ford and Gail Davis with homespun humor for Prince Albert</td>
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<td>11:15</td>
<td><strong>Behind Headlines</strong>&lt;br&gt;With John T. Flynn</td>
<td><strong>Sports Nebraska Clothing</strong>&lt;br&gt;Nebraska Clothing</td>
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<td><strong>Hotel Roosevelt</strong>&lt;br&gt;Orch. Music for dancing and dancing for the outdoorsman</td>
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<tr>
<td>11:30</td>
<td><strong>The Catholic Hour</strong>&lt;br&gt;Begin its 21st year in this new time slot</td>
<td><strong>Dial Dave Garway</strong>&lt;br&gt;Dial Soap</td>
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<td><strong>Dial Dave Garway</strong>&lt;br&gt;Dial Soap</td>
<td><strong>Wild Life Roundup</strong>&lt;br&gt;For the outdoorsman</td>
</tr>
<tr>
<td>12:00</td>
<td><strong>News Summary</strong>&lt;br&gt;WINTER SERENADE presents music you'll enjoy</td>
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Farmers Honored By Skelly
400 Awards to Date

Since "This Farming Business" went on the air over eight years ago more than 400 outstanding farmers have been honored with the W. G. Skelly Agriculture Achievement Award.

The award consists of a $100 U. S. savings bond, a gold pen and a scroll and is presented by Lloyd Burlingham on "This Farming Business" heard every Saturday morning at 7 on WOW. Burlingham then goes on to report the details of the farm operation and NBC Commentator Alex Dreier winds up the show with a report on world news.

Mr. Dreier is heard regularly, Monday through Friday, in the same time slot with a 15 minute interpretation of the news. Both fine programs are sponsored by the Skelly Oil Company.

RED MADE GOOD

This is the story of Red Foley, a bashful country boy who has made good in the city.

Years before Red became famous as a soft-voiced, mild-mannered folk song star of Prince Albert's "Grand Ole Opry" (WOW, Saturdays at 9:30 p.m.), he entertained himself by humming his favorite tunes in the little community of Blue Lick, Ky. Red got his first guitar when he was still "knee high to a chigger." It was an antiquated instrument which a convenient customer had given Red's father as payment for a grocery bill. By the time he was seven years old Red could pick out folk tunes.

Red was spotted by a talent scout while in college and hired to appear on the Chicago "Barn Dance." Some years later he was offered his present starring role on "Grand Ole Opry." He has had numerous offers to go into the popular music field, but has refused.

LOVABLE CHARACTERS

From 10:30 to 11 every Saturday morning WOW listeners are treated to an unusual assortment of lovable children's characters as ever captured a youngster's heart.

All of these characters are heard on the Buster Brown Shoe sponsored "Smillin Ed McConnell Show."

Ed describes his show as: "We have a little skit, I sing a little, and finally some of my special friends drop in for a chat." The special friends include: Froggy, the tabby cat; Squeaky, the mechanical mouse; and Old Grandie, the talking piano. For a happy half-hour for children and grown-up alike hear Smillin' Ed next Saturday.

New Star...

Pretty Patricia Wheel plays Jocelyn McLeod in Oxydol's "Road of Life" on WOW at 2:15 p.m. five times weekly.

SNOOKS REASONS

"How," said Daddy, to NBC's "Baby Snooks" (WOW, Tuesday, 7:30 p.m.) "did Harvey break your doll?"

"I hit him over the head with it," said Snooks.

FAVORITE PHOTO

Have we run a photo of your favorite star lately? With so many top radio and television celebrities to choose from it keeps us busy getting all of their photos into your WOW NEWS TOWER. Write us and let us know whose photos you'd like to see more.

'Guiding' Star...

Lovely Dorothy Lovett plays the part of Meta Bauer in the daytime-drama series "Guiding Light." This interesting show is sponsored by Duz on WOW five times weekly at 5 p.m.

Walter N. Greaza is New 'Big Town' Editor

The exciting NBC radio show, "Big Town" (WOW, Tuesday, 7:30 p.m.) got a new managing editor when Walter N. Greaza took over the role of Steve Wilson as the newspaper drama series started its eighth consecutive year on December 12. Fran Carlon continues her role as reporter Lorelei Kilbourne, his reportorial assistant.

Greaza is "The Illustrated Press" third managing editor. Edward G. Robinson first created the role in 1937, when the series began. Clarence Trevor starred as Lorelei. In 1943 when the program returned to the air, Edward Pawley and Fran Carlon had the roles. Lifebuoy sponsors "Big Town."

HOPE STUMPED

NBC's Bob Hope has rarely, in his long and honorable career, been fazed, but he was darened close to it recently in New York when he was surrounded by a screaming group of girls who wanted his autograph. Ski-nose did the job, then turned to the yelling group and asked affably: "Is there anything I can do for you girls?"

There was momentary silence. Then from the rear piped a thin voice:

"Yes, when you get back to Hollywood and see Gordon MacRae, tell him Betty asked for his autograph."

Hope stars in his own show for Chesterfield Cigarettes on Tuesdays at 8 p.m., and MacRae stars in "The Railroad Hour" Mondays at 7 p.m., both on WOW.

TICKETS SCARCE

The hardest tickets to get in New York are not to "South Pacific" or "Call Me Madam," but to "The Big Show" (WOW, Saturdays, 9 p.m.), NBC's 90-minute Sunday-night radio extravaganza, starring Tallulah Bankhead in the role of a mistress of ceremonies. Over 9,000 requests deluged NBC for a chance to witness the fabulous premiere in the 2,100-seat Centre Theatre.

LATE STARTER

Unlike many show people, William Bendix, star of NBC's "The Life of Riley" (WOW, Fridays, 9 p.m.), did not go on as usual until he was almost 30. Although a native of Manhattan, he was once a batboy for the Dodgers' hated rivals, the New York Giants. He was subsequently a semi-professional baseball player and a salesman.

WOW NEWS TOWER

Published Monthly by
RADIO STATION WOW, INC.
Publication and Editorial Offices: Room 260, Insurance Bldg., Omaha, Neb. Subscription price is fifty cents a year, payable in advance.