And They Don't Cost You a Penny

Network sponsors pay $1,226,000 EVERY WEEK for the talent which WOW and WOW-TV fans hear and see "For Free."

True that great figure buys the same talent for all America, but that doesn't lessen the significance of the fact that WOW and WOW-TV families get $175,000 worth of talent delivered to their living rooms every day!

About two-thirds of this great expenditure goes for the talent seen and heard on network television shows.

The figures are supplied by "Variety" magazine in its annual one-week check of talent and production costs for a single week. They do not include what the sponsor pays for time.

The total for NBC and Dumont networks, which serve WOW, and WOW-TV was $1,226,000. The total for the second network was just over $1,000,000 a week; the third network, $434,000, and the fourth network, $49,900.

The figures do not include talent costs for network non-commercial shows, station-produced shows, or shows which are carried by transcription or film. If these could be added the total would probably be swelled by another half million or so.

Elsewhere in this News Tower are stories and photos telling what the costs are for the most expensive of the big radio and TV shows.

Douglas Feeds Sponsors Western Musical Group

"Riders of the Purple Sage," famed western musical group is featured in a new series sponsored by Douglas Feeds, Elkhorn, Neb., Saturdays at 7:15 a.m. on WOW. Roy Williams, the cowboy singing star is featured in the new Saturday morning series which will immediately precede the 7:30 a.m. edition of the WOW News Tower.

"The Riders of the Purple Sage" are already well known throughout the country through their popular recordings and the motion picture work.

Now on WOW ...

ACTION . . . "The Cisco Kid" subdues an outlaw in one of the exciting radio adventures. "The Robin Hood of the Old West" is now heard on WOW every Monday, Wednesday and Friday at 6 p.m. for Butter-nut Bread.

T.N.T . . .

T-N-T . . . Together 'N Terrific! That's the only apt description for Humphrey Bogart and Lauren Bacall in their new adventure program "Bold Venture" which begins on WOW, Sunday, March 25 under the sponsorship of the Crosley Dealers of WOW-Land.

BOLD VENTURE

Humphrey Bogart and Lauren Bacall will star in what promises to be one of the most exciting adventure series in radio when "Bold Venture" begins on WOW, Sunday, March 25.

"Bold Venture" is cast in the rough and tumble setting of a tropical waterfront. Each week Bogart and Bacall are caught in a web of swift, dramatic adventure that inures a half-hour of real entertainment. Each program will be a complete episode. "Bold Venture" will be sponsored by the Crosley Dealers of WOW-Land and will be heard at either 4 or 5 p.m. on Sundays.

TWO NEW SHOWS

Two new shows have been added to WOW's mid-week listening lineup.

"Short Story" will be heard on Thursdays at 8:30 p.m. replacing "The Saint." "Short Story" will feature dramatizations of famous short stories.

"Album Time" will be heard on Wednesday nights at 9:30 p.m. in place of "NBC Theatre" which will return in a new time at a later date. "Album Time" will feature popular recorded music of yesterday and today. Don't miss these new shows.
Jane Morgan in New Show

Blonde, beautiful Jane Morgan is now heard in her new singing show, "The Girl From Paris," on WOW Sundays at 1:45 p.m.

Boston-born Miss Morgan, who recently returned from a four-year engagement in France, mixes English and French lyrics about evenly in her songs. On her program Jane usually sings the Gallic and English versions of American hit tunes and old favorites.

"The Girl From Paris" will be heard each Sunday in this time period. The musical accompaniment is furnished by Andrew Ackers and his 14-piece NBC orchestra.

WOW—

FARMER?

Jackie Kelk, "Homer" in NBC's "The Aldrich Family" (WOW, 7 p.m., Thursdays), owns a farm in Pound Ridge, N. Y. Each week during the summer he transports enough fruits and vegetables to the NBC studios, in New York City, to supply the entire cast.

WOW—

TAKES TOUR

Kenneth W. Philbrick, 17, of Grand Island, Neb., was one of America's 12 most outstanding Eagle Scouts who were recently taken on a tour of NBC radio and television studios in New York. The group also participated on a transcribed radio program.

WOW-TV—

Moderator...

Sage Rider...

Here's Foy Willings, the famous cowboy singer, who with his "Riders of the Purple Sage" will entertain you at 7:15 each Saturday on WOW. Douglas Feeds sponsors this new program.

WOW—

Tommy Bartlett Meets Many Famous Guests

Tommy Bartlett, genial emcee of NBC's "Welcome Travelers" (WOW, 9 a.m., Mondays through Fridays) has been keeping track of some of the comments of his famous guests, who have discussed everything from television to the state of the world.

Here's what two of the better-known headliners had to say:

"The weather played a huge part in helping us win the war in the Pacific against the Japs. The fact that the weather always moved from west to east was a terrific handicap to the Japs all through the war." — Adm. Chester E. Nimitz, former commander-in-chief, Pacific Fleet.

"Russia doesn't want a war today. They're in no position to start or maintain a war. All this talk about us withdrawing from Asia and Europe to defend only our own shores, is put out by people who don't realize the implications involved if we do that. We would be just handing Russia control of a staggering amount of the world's resources." — Rear Adm. Ellis M. Zacharias, former Navy intelligence chief.

WOW—

LIVING—EDITORIALLY

NBC's "Living—1951" (WOW, Sundays, 11 a.m.), in particular the program's current 13-week "People Act" documentary series, is the subject of a recent complimentary editorial in the Christian Science Monitor.

WOW—

Allen writes for big show

Fred Allen has been signed as a regular writer for NBC's "The Big Show" (WOW, Sundays, 5 to 6:30 p.m.) on which he is also scheduled to appear every other week with Portland Hoffa.

Allen, a frequent guest of mistress of ceremonies Tallulah Bankhead on "The Big Show," expressed great pleasure with his new assignment and said that it "intrigues" him. Although he wrote his own radio program for many years, he has never served as a staff writer on any other program.

Producer-director Dee Engelbach is equally delighted with the addition to his writing staff, which previously consisted of Goodman Ace, Selma Diamond, George Foster, Mort Green and Frank Wilson.

WOW—

NO ROMANCE HERE

NBC's Bob Hope (WOW, Tuesdays, 8 p.m.) claims he recently visited a large Army base in California where the GI's simply don't care to date the girls from the surrounding area. The solution is simple, states Bob. Seems the girls all work as lettuce pickers, and all they do during dates is feed the boys' heads to see if they fit into the crates.

WOW—

Jim and Ken...

Jim Martin, standing and Ken Case, seated, are the youngest members of WOW's announcing staff in point of seniority. Listeners requested that we print their pictures in answer to our question as to "Your Favorite Photo." Have you sent in the name of the radio personality whose picture you'd like to have us run in the News Tower?
**WOW Boost in Sioux City**

Radio WOW is the NBC station in the Yankton-Sioux City area... and its audience stands to increase when the network shakeup in this area takes place on June 1.

On that date WNAX, Yankton, drops ABC and takes on CBS. A local station will lose CBS and take on ABC.

WOW will continue to be the number one NBC outlet for the big Sioux City market area, and much of rich southeastern South Dakota.

WOW is the only NBC-affiliate giving full regional NBC service in the area.

Nineteen southeastern South Dakota counties are well within WOW's measured 1/4-millivolt contour. Included are Brookings, Sioux Falls, Mitchell, Yankton and Sioux City.

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**EXERCISE?**

NBC stars Bob Hope (Tuesday, 8 p.m.) and Gordon MacRae were talking about various methods of exercising.

"I go down to Laguna," said Gordon who is heard Mondays at 7 p.m. on "The Railroad Hour," get on by surfboard and paddle way out—then I stand up on the board and come screaming in on those top speedy 20 miles per hour. Can you think of anything more exhilarating that that?"

"Well," mumbled Hope, "that's good—but it's also a lot of fun to puncture marshmallows and let the warm air blow over your face."

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**Crestwood Sales...**

Ringing up sales for Omaha's Crestwood Shops comes naturally to Elaine Jabenis and Ray Olson, right. Joe Shaver (left), manager of the No. 2 store, approves the pair's checking out procedure. Elaine and Ray donned the working garb in celebration of the Crestwood Shops' fourth renewal of "Elaine Jabenis Scrapbook!" which is heard each Saturday morning at 8:45 on WOW. Incidentally, Mr. Ashley, manager of Crestwood Shop No. 1, collaborated with Mr. Shaver in his opinion.

---

**SHOW TRAINS**

NBC came up with another "first" during February. On February 18 not one, but TWO special "Show Trains" brought residents of Boston, Mass., and Hartford, Conn. to New York to see NBC's "Big Show" (WOW, 5 p.m. Sundays).

This was the first time in the history of the entertainment world that a special train has been scheduled for a radio broadcast. The demand for tickets on the original train was so great that it was necessary to run two trains.

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**RADIO INCREASE**

The National Association of Broadcasters, quoting private surveys, predicts official census will show 41,902,700 radio families as of January 1, 1951. This, says NAB, is an increase of 1,201,100 families in a year.

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**HARRIS WINS**

Phil Harris, co-star of the Phil Harris-Alice Faye Show (WOW, 6:30 p.m., Sundays), never hesitates to snag an opportunity for more honors. So intense is his desire to compete, and win, that the mentor of "The Thing" recently walked away from honors and money at Bing Crosby's 10th mixed pro-amateur golf tournament at Pebble Beach, Calif., one of the toughest golf courses in the nation.

The well dressed Harris, paired with pro Dutch Harrison, captured the best-ball event of the tourney to draw the plaudits of the record 16,000 gallery, most of whom, the modest Harris declares, came to see what he was wearing.

On the 17th hole, with honor at stake, Harris dug in and sank the masterful 60-footer, tough approach and all.

Sunday night listeners will agree that Harris is also a "winner" on the "Phil Harris-Alice Faye Show" at 6:30.

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**OUCH!**

An Associated Press dispatch says proposed new taxes on radio and TV sets will increase the price of a $300 set to $325.

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**SPORTSCASTER CLARK**

Ray Clark, WOW's chief sports-caster is fast getting a big name as a sportscaster, too. He's assigned to the 5:55 p.m. "Sports-time" program, weekdays. It's sponsored by Country Club Beer three days a week.

---

**ANOTHER HIT**

The Big Show's maestro, Meredith Willson is composer of "May the Good Lord Bless and Keep You," which is used weekly at sign-off. It has become so popular that five record companies have recorded it and one high school senior class picked it as a class song.

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**Win Ten First Places**

NBC programs and performers captured 10 first places in Motion Picture Daily's 15th annual Radio Poll for Fame.

---

Mr. and Mrs. Ronald Colman—More laurels for "The Halls of Ivy."

Following is a complete list of NBC winners of the 1950 poll, selected by radio editors and columnists of American newspapers and magazines throughout the country:

Jack Webb "Dragnet" (WOW, 8 p.m., Thursdays)—Most Promising Star of Tomorrow.

Willard Waterman "The Great Gildersleeve" (WOW, 7:30 p.m., Wednesdays)—Second Most Promising Star of Tomorrow.

Mindy Carson "Mindy Carson Sings"—Third Most Promising Star of Tomorrow.

Fiber McGee and Molly (WOW, 8:30 p.m., Tuesdays)—Best Comedy Team.

Ronald Colman "The Halls of Ivy" (WOW, 7 p.m., Wednesdays)—Film Personality Most Effective on Radio.

Bill Stern (WOW, 9:30 p.m., Fridays)—Best Sportscaster.

NBC Symphony (WOW, 6:30 p.m., Saturdays)—Best Symphonic Orchestra.

"Theatre Guild on the Air" (WOW, 9 p.m., Thursdays)—Best Drama Program.

"Dragnet" (WOW, 8 p.m., Thursdays)—Best Mystery Show.

"The Telephone Hour" (WOW, 8 p.m., Mondays)—Best Musical Show.

"The Railroad Hour" (WOW, 7 p.m., Mondays)—Second Best Musical Show.

"Voice of Firestone" (WOW, 7:30 p.m., Mondays)—Third Best Musical Show.

"You Bet Your Life" (WOW, 8 p.m., Wednesdays)—Best Quiz Show.

"You Bet Your Life" (WOW, 8 p.m., Wednesdays)—Best Audience Participation Program.
He's tops in comedy and naturally his program is tops in cost. The "Bob Hope Show" every Tuesday night at 8 p.m. on WOW costs a cool $30,000.

Fibber McGee is giving Molly the latest cost figures on their program—$23,000 per broadcast. Hear this show every Tuesday at 8:30 p.m. on WOW.

"Railroad Hour" regular Gordon MacRae and guest Jane Powell know "The Railroad Hour" costs $12,500 every Monday at 7 p.m. on WOW.

Yours For Almost Nothing

An evening of the best entertainment in radio costs you only the almost negligible amount of electricity used by your radio and the energy you expend in turning on the set.

However, the cost of the show to the advertiser is another matter entirely.

The photographs on this page point out some of the more expensive programs which are heard each week on NBC and WOW together with their estimated overall production costs. These estimates were made by "Variety" magazine and not by WOW or NBC. These costs include production expense, talent fees, actors, musicians, writers, etc., but not such items as commercial announcers, agency directors, agency commission and network time charges. Needless to say if these amounts were added to the "Variety" estimates the figures would be increased considerably.

Just what does an evening of top radio listening cost? Let's take Tuesday night as an example. It contains some of NBC's top shows. According to the Variety estimates the line-up goes something like this:

"Cavalcade of America" $9,000,
"Baby Snooks Show" 6,500,
"Bob Hope Show" $30,000,
"Fibber McGee and Molly" $23,000,
"Big Town" $3,750 and
"People Are Funny" 7,500. This Tuesday night entertainment package adds up to a total of $79,750—and it's all yours every Tuesday night on WOW at practically no expense to you.

Radio is the only medium that brings the outstanding figures of all of the many types of entertainment into your home during 18 of the 24 hours of each day.

Lovely Rise Stevens is one of many "Telephone Hour" guest artists. This top show is heard at 8 p.m. on Monday over WOW and costs $12,000.

Van Heflin is one of the many Hollywood stars heard on "Theatre Guild On the Air." Heard at 7:30 p.m. Sundays, the program costs $11,000.

Riley and Digger O'Dell plant the flat-bush sign firmly. "The Life of Riley" is heard at 9 p.m. on Fridays over WOW and costs $9,500 per broadcast.

WOW NEWS TOWER
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<td>6:00 P.M.—Kidds, Fran and Ollie (NBC)</td>
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<td>2:00 P.M.—Battle Report (NBC)</td>
<td>6:30 P.M.—Robert Quinlan (NBC)</td>
<td>6:30 P.M.—John Conte’s Van (NBC)</td>
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<td>2:30 P.M.—Mrs. Roosevelt (NBC)</td>
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<td>3:00 P.M.—“Meet the Press” (DuMont)</td>
<td>7:00 P.M.—“THE TEXACO STAR THEATER” (NBC)</td>
<td>7:00 P.M.—NBC 4-STAR VARIETY (NBC)</td>
<td>7:00 P.M.—“GREASIE MAX” in “You Bet Your Life” for DeReis (NBC)</td>
<td>7:00 P.M.—You Asked for It (Skippy) (Du.)</td>
<td>7:00 P.M.—The Quiz Kids (Mite Laboratory (NBC)</td>
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<td>3:30 P.M.—“The Zoo Parade” (Colony)</td>
<td>“VOICE OF FIRESTONE” CONCERT (NBC)</td>
<td>“STVARALCIDE OF BANDS” Drug Store Products (NBC)</td>
<td>Starring Jimmy Durante &amp; Jack Carson</td>
<td>Starring John Carson</td>
<td>with Radio’s Art Baker!</td>
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<td>4:00 P.M.—“Gobby Hayes” Show (Quast) (NBC)</td>
<td>8:00 P.M.—“LIGHTS OUT” (NBC)</td>
<td>9:00 P.M.—OLD GOLD AMATEUR HOUR with Ted Mack and Co. (NBC)</td>
<td>6:00 P.M.—“LIGHTS OUT” (NBC)</td>
<td>6:00 P.M.—“LIGHTS OUT” (NBC)</td>
<td>5:00 P.M.—MYRA (NBC)</td>
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<td>4:30 P.M.—NBC News</td>
<td>8:30 P.M.—EXTRA SPECIAL! P &amp; G Musical Comedy with Robert Montgomery Drama (NBC) (alternating weeks)</td>
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<td>Amateurs Get a Break!</td>
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<td>5:00 P.M.—“LIGHTS OUT” (NBC)</td>
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<td>4:45 P.M.—“KALIDOSCOPE” Metropolitan Utilities</td>
<td>Drama at its Best</td>
<td>Ted Mack &amp; His Bank, Brasilian-Meyer (NBC)</td>
<td>9:00 P.M.—KEHAVY THEATRE (NBC)</td>
<td>Ted Mack</td>
<td>5:00 P.M.—“LIGHTS OUT” (NBC)</td>
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**WOW-TV Channel 6**

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<tr>
<th>MONDAYS THROUGH FRIDAYS...DAILY SCHEDULE</th>
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<td>1:30 to 2:00 P.M.—“SHOW WINDOW” with Julann Caffrey—Mon., Wed., Fri.</td>
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<td>2:00 to 2:15 P.M.—“MISS SUSAN” for Colgate—Mon., Wed., Fri. (NBC)</td>
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<td>2:30 to 3:00 P.M.—“BERT PARKS VARIETY”—Mon., Wed., Fri. (NBC)</td>
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<td>3:00 to 4:00 P.M.—“THE KATE SMITH-TED COLLINS SHOW” (NBC)</td>
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<td>4:00 to 4:30 P.M.—“MARTHA’S KITCHEN” with MARTHA BÖHLSEN</td>
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**SATURDAYS**

| 4:15 P.M.—“MAGIC SLATE” (Garden Foods) |
| 4:45 P.M.—“ON THE LINE” (Bob Considine) |

For changes and corrections, new shows!
Many NBC Shows Originate Here

Many NBC Shows Originate Here

Here's a peek behind the scenes at NBC's great "Studio 8H"—the world's largest and most efficient—from which many of the big shows aired on WOW-TV originate.

It's a city-block long, cost a cool million, and is in Radio City. It's three stories high and at modern as tomorrow. Some radio programs (Big Show) also originate here.

...Along the Video Grapevine...

Omaha city fathers are among the most ardent viewers of "Martha's Kitchen." Every station house has a TV set. Some of these big, burly smoke-eaters can whip up a delightful salad with lady-finger sandwiches in almost no time.

When Victor Borge (new and wonderful at 6 p.m., Saturdays, on WOW-TV) first came to this country 10 years ago he didn't have enough money to buy a Radio City Tour (50 cents)...

...Thus...

Many of the TV production labs are growing a bit too fast for a shortage of motion picture film, due to the defense effort. Not too long ago NBC alone was using more film in a day than Hollywood used in a year...

Mal Hansen has a spring garden show in the works which will pop out soon on WOW-TV. It was a very popular feature last spring.

Ben Blue, the clown and cocentre dancer, who scored a smash hit on the Jack Carter show recently, now has his own starting role on "Broadway Open House" (Anchor-Hocking), Mondays and Wednesdays at 11 p.m. on WOW-TV.

So far Danny Kaye isn't interested in TV; he says he’s too much of a man-eating cherub.

It was bound to happen sooner or later with so many low-necked actresses cavorting about in television. However, Grace Fields was "well clothed underneath" (she reported) when her split recently during the Milton Berle show.

Gwencho Marx, accepted a television "Emmy" (an Oscar in the movies) recently..."I've been a good father to all my children and a good husband to all my wives."...Thus...

Variety says Fred Allen will be on The Big Show alternate weeks (but not on TV) and will devote most of his time helping Goodman Ace on writing chores. (See HILL WISEMAN "WowTV").

Armour & Company will do a big promotion this month on chili and corned beef hash in connection with its "Stars Over Hollywood" program, Tuesdays, 10:30 p.m. on WOW-TV.

...Thus...

WOW News Tower

Million a Week For Talent

Most of Best on WowTV

If you'll sit down at your television set and look at all NBC and Dumont programs on WOW-TV for one full week, you'll see programs which cost sponsors $86,225!

That's "Variety's" estimate of program and production costs for NBC and Dumont commercial programs. The three-quarter-of-a-million-per-week-plus figure does not include what the sponsors pay for time charges (to nets and stations).

Nor does it include non-network programs carried by him, or "live studio," which costs, if added, would bring the total well over the million-dollar-per-week figure.

"Variety" points out that there are 15 big network shows with a tab weekly of more than $10,000 each. Of these, 10 are carried regularly on WOW-TV; so, if you put it another way, two-thirds of the best (most expensive) shows are brought to you via Channel 6.

The check for the top three shows: Colgate Comedy Hour, Bob Hope Star Spangled Review (Frigidaire), and the Four Star Review (Motorola, Norge, and Pet Milk) is $50,000 per program each. All three are NBC shows (on WOW-TV).

Three more shows are tied for second place: two of them on NBC and WOW-TEV. They are, the Show of Shows and Texaco Star Theater. Their sponsors shovelt out $40,000 per program.

Two more NBC-WOW-TV shows are tied for third: the Jack Carter Show, and the Bob Montgomery shows, and they cost $35,000 each, per show.

Procter & Gamble's Musical Comedy series is fifth at $20,000 a week and four shows are tied for sixth at $25,000 a week. Including the Jack Haley (Ford) Revue. The Sunday night Philco Theater is listed in seventh place at $20,000 a week.

NBC programs alone are more costly than ABC and CBS programs put together, the "Variety" listing indicates.
Eastern Farm Tour Planned

Bill McBride

It's now regarded as almost a certainty that Joe Louis will meet Ezzard Charles for the heavyweight championship of the world some time in June. There is a wide difference of opinion as to the wisdom of such a fight. Many competent critics believe that, as a contender, Joe is through. However, there are others who are just as convinced that the man who gave Freddie Beshore a four-round whipping is a revived and well-conditioned fighter.

Beshore was the first to advance that thinking. "The way Louis fought against me, he could have beaten Charles," said Freddie. Louis has made it plain to the boxing world that he wants another crack at Charles. In order to remain in condition, he says he must keep fighting. If this is true, it would be logical to reason that Joe should take on a few of the boys recognized as potent fighters—Tex Layne, LaStarra, Marziano and Bob Murphy. Layne, however, lost much of his heavyweight prestige in his recent win over Omello Agramonte.

If Louis were to do this, and beat the boys, one by one, he certainly would be entitled to the June bout with Charles. Boxing promoters, on the other hand, may not wait for all this to happen. With a firm belief in the drawing power of the man Louis, they may set up the fight in June, before Joe has eliminated all other contenders, or, indeed, been eliminated himself.

At any rate, no one can deny Joe his right to fight as long as he remains in condition. Certainly no one wishes such a once-great champion bad luck.

DOUBLE DUTY

Ronald Colman, no less, wrote the script on January 24, for "The Halls of Ivy" (WOW, 7 p.m., Wednesdays). At the close of the broadcast Colman said, "Tonight's script was written by... .oh, dear.

"Tonight's script was written by Ronald Colman," Mrs. Colman firmly stated at this point.

"Thank you, my dear," said Colman. "I loved doing it... .shows I have more than one string to my bow.

"Well," said Mrs. C., "as long as I have only one beau to my string, I'm going to let him take me home. Good night, everybody."

"Halls of Ivy" is sponsored by the Joe Schlitz Brewing Company.

—WOW—

Three Days...

Because of an early publication date for the NEWS TOWER we are forced to go press without this month's column from the Rev. R. R. Brown which he was to mail to us from his current Missionary Tour of the Far East.

The column will, of course, be carried in the April issue.

In letters to his family the Rev. Brown told of an interview in Tokyo with General Douglas MacArthur. He is now on the Island of Mindinao in the Philippines and hopes to move to Hong Kong the week-end of March 4.

—WOW—

ATOMIC “FIRST”

The reverberations of the atomic blast which took place somewhere in Nevada at dawn on Thursday (February 1) were first heard over Alka-Seltzer's "News of the World" (WOW, 6:30 p.m., Mondays through Fridays) the same evening in NBC's broadcast of the nuclear explosion.

A recording from Hollywood had been on the scene outside of Las Vegas, Nev., all week in order to tape the sound of the newest tests by the Atomic Energy Commission.

A tape recorder was put in operation from dawn until sunset every day since Sunday, January 28, picking up interviews with gamblers who heard earlier blasts; ranchers who had seen atomic flashes; cowboys and a sheriff. For many hours while the machine was open, there was only the silence of the desert.

Tom Payne, of Las Vegas, and NBC's John Storm described the week of waiting and the actual blast, which was repeated on NBC's "Voices and Events" (WOW, Sundays, 9:30 p.m.) program Sunday, February 4.

—WOW—

It was bound to happen sooner or later. A Cleveland lady got a divorce because she saw her hubby on TV with another femme at a rasslin' match.

MARCH, 1951
RADIO WOW’S MARCH DAYTIME SCHEDULE

5:30 A.M.—Five-Thirty Call—Early morning music to help you start the day right. . . . Daily ex. Sun.
6:00 A.M.—Sunrise News Tower—All the latest happenings in detail . . . Daily ex. Sun.
7:00 A.M.—Morning News—A freer for Skelly Oil . . . . This Farming Business—Lloyd Burlingham for Skelly Oil . . . . Sat.
7:15 A.M.—Breakfast Bandstand—Gene Edward with recorded music you’ll like . . . . Mon. thru Sat.
7:45 A.M.—Morning Merry-Go-Round—Lively music . . . . Mon. thru Sat.
8:00 A.M.—Breakfast Club—Don McNeil and Co. for General Mills . . . . Mon. thru Fri.
John Carson Show . . . . Sat.
8:30 A.M.—John Carson Show—A half-hour of music and fun . . . . Mon. thru Sat.
Chapel Service—Dr. R. R. Brown . . . . Sat.
8:45 A.M.—Elaine Jabenis Scrapbook—Crestwood Shops . . . . Sat.
9:00 A.M.—Welcome Travelers—Tommy Bartlett with a great show . . . . Mon. thru Fri.
Your Manners—Walt O’Keefe . . . . Mon. thru Fri.
9:30 A.M.—Double or Nothing—The popular quiz show with M. . . . . Mon. thru Fri.
O’Keefe emceeing for Campbell’s Soup . . . . Mon. thru Fri.
Mary Lee Taylor for Pet Milk . . . . Mon. thru Fri.
U. N. In My Best . . . . Mon. thru Fri.
9:45 A.M.—From the Master’s Pen . . . . Sun.
10:00 A.M.—Martha’s Cupboard—Hear Martha Bohlsen, the Midwest’s leading homemaker . . . . Mon. thru Sat.
WOW New Tower—All the latest national news . . . . Sun.
10:30 A.M.—Jack Berch Show—Jack sings songs in a style you’ll always enjoy—Prudential Insurance Co. . . . . Mon. thru Fri.
11:00 A.M.—School Time—Mr. Leak . . . . Sat.
10:45 A.M.—Dial Dave Garoway . . . . Mon. thru Fri.
11:00 A.M.—Live Like a Millionaire—you’ll enjoy hearing the commercials . . . . Mon. thru Fri.
Homemakers Club of the Air—Omaha Public Power sponsors Marion MacDonald with household hints . . . . Sat.
11:30 A.M.—Love and Leash—Manhattan Soap . . . . Mon. thru Sat.
Music in Three-Quarter Time . . . . Sat.
11:45 A.M.—Your Melody Time—Late morning melodies . . . . Mon. thru Fri.
Polka Parade—Lively tunes . . . . Sat.
Treasury Salute . . . . Sun.

12:00 Noon—Four Bell News Tower—The Midwest’s most complete news coverage with all of the latest national, international, farm and local news . . . . Daily ex. Sun.
WOW News Tower—A complete 15 minute news coverage . . . . Sun.
12:30 P.M.—WOW Calling—a happy half hour for Swanson’s Margarine, and Nutrena . . . . Mon. thru Sat.
Your Universal Speaker . . . . University of The Air . . . . Sat.
1:00 P.M.—Double or Nothing—With genial master-of-ceremonies . . . . Mon. thru Fri.
Walter O’Keefe for Campbell’s Soup . . . . Mon. thru Fri.
National Farm and Home Hour—One of the nation’s top agricultural programs—Allia Chalmers . . . . Sat.
American Forum of the Air . . . . Sat.
1:30 P.M.—Ma Perkins—Oxydol’s long time favorite . . . . Mon. thru Fri.
On the Line with Bob Considine—Mutual of Omaha . . . . Sat.
Creighton University of The Air . . . . Sat.
1:45 P.M.—Irony and Jane—Folger’s Coffee . . . . Mon. thru Fri.
Slim Bryant and His Wildcats . . . . Sat.
2:00 P.M.—Life Can Be Beautiful—P. & G. Soap . . . . Mon. thru Fri.
Town and Country Time . . . . Sat.
Music With the Hormel Girls . . . . Sat.
2:15 P.M.—Road of Life—Interesting to follow—Oxydol . . . . Mon. thru Fri.
2:30 P.M.—Pepper Young’s Family—You’ll like them with Bob Mills & Co. . . . . Mon. thru Fri.
Cigarette Kids—Marvin Laboratories presents these youthful mental giants in an entertaining show . . . . Sun.
3:00 P.M.—Backstage Wife—Sterling Products . . . . Mon. thru Fri.
Town and Country Time . . . . Sat.
The Falcon—Kraft Cheese . . . . Sat.
3:30 P.M.—Lorenzo Jones—Presented by Dreyfuss . . . . Mon. thru Fri.
Ramsay’s Time Nurse . . . . Sat.
3:45 P.M.—Young Widder Brown—Sterling Products . . . . Mon. thru Fri.
World’s Best Seller—Nebraska Savings & Loan . . . . Sat.
4:00 P.M.—First Piano Quartette . . . . Sun.
Just Plain Bill—Anacin . . . . Sat.
Music in the Morgan Manner . . . . Sat.
Mr. and Mrs. Blundings . . . . Sun.
4:45 P.M.—Front Page Farrell—Whitehall Pharmaceutical . . . . Mon. thru Fri.
5:00 P.M.—News Summary—Leon Pearson . . . . Mon. thru Fri.
Guiding Light—Sponsored by Duz . . . . Mon. thru Fri.
Public Affairs . . . . Sat.
“The Big Show”—One and a half hours of the best in radio . . . . Mon. thru Fri.
5:15 P.M.—Lead Back ‘n Listen . . . . Mon. thru Fri.
Your National Guard . . . . Sat.
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<th>TIME</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
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<td>THE BIG SHOW</td>
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<td>5:55</td>
<td>HEDDA HOPPER Your Hollywood Reporter and her screen guests</td>
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<td>VOICE OF FIRESTONE</td>
<td>The Cisco Kid</td>
<td>Falstaff Serenade music for Falstaff</td>
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**SUMMARY:**
- WOW's March Night Schedule features a variety of programs, including news, music, comedy, and adventure stories.
- The schedule includes shows like "The Big Show," "Theater Guild on the Air," and "Cites Service Band of America."
Cast Changes Announced
New Players in Daytime

Several of your favorite NBC daytime serials have announced changes in their casts. We list the changes here in order that you may keep up to date in regard to who is playing the various roles.

Boris Aplon plays District Attorney Patterson, Amzie Strickland is heard as Nurse Clark, and Gene Leonard is Dr. Allen, in the Sterling Products’ “Backstage Wife” cast (WOW, 3 p.m.).

Claire Niesen still stars as Mary Noble in “Backstage Wife.”

Additions to “Lorenzo Jones” include Tony Rivers as Dick, and Mabel Kramer as Jackson (WOW, 3:30 p.m.).

In Whitehall Pharmacal’s “Front Page Farrell” Elizabeth Morgan is cast as Claudia Crain, Hal Studer as Barry Crain, Ross Martin as Chuck Nichols, Alice Reinhart as Laverne Rollins, John Griggs as Wallace Peck, Sylvia Leigh as Dolores Nell, Audrey Eagan as Barbara Schaefer, Ray Johnson as Chester Bellows, Harry Bellever as Sergeant Myers, Toni Darnay as Helena Teasdale, Sidney Smith as Herbert Waterman, Doris Dalton as Nora Waterman, Stuart MacIntosh as Judson, and Lois Holmes as Nell Teasdale (WOW, 4:45 p.m.).

Ivor Francis is cast as Oliver Faxon, Margery Maude as Edith Roper, Ann Burr as Leonaansom, and Richard Hanaver as Myron Grovenor on Sterling Products’ “Stella Dallas” (WOW, 3:15 p.m.).

Julie Stevens portrays Barbara Kane and Richard Newton plays Frank Woods on Anacin sponsored “Just Plain Bill” (WOW, 4:30 p.m.).

All programs are heard at the times stated each Monday through Friday.

—wow—

‘FATHER’ SAYS

“Women have a peculiar attitude when it comes to unattached males. If a man wanders around unmarried, every woman in the world considers it a personal insult,” says Robert Young, star of NBC’s “Father Knows Best” (WOW, Thursdays, 7:30 p.m.).

A Real Chore

“A Broadway show,” Dee Engelbach, producer-director of NBC’s Sunday extravaganza “The Big Show” (WOW, 5 to 6:30 p.m.) says, “is about an hour and 50 minutes. The average movie runs for an hour and a half. Both of those operations take three to six months of preparation. And we do roughly the same thing each week.”

Sunday night, just after the previous show has gone off the air, Engelbach goes into a huddle with his writers and they “kick the premise around.” That means activating the routines, planning a story line that will integrate “The Big Show,” lifting it far above the plane of the benefit performance (the other entertainment comparable in size, scope and importance of guest performers).

On Monday Engelbach goes over the sketches with the writers, who work in an adjoining office. Everyone contributes ideas, with Engelbach getting the last word.

On Tuesday, he and musical director Meredith Willson plan the musical portions of the forthcoming broadcast.

On Wednesday and Thursday, Engelbach confers with the guest stars and goes over their material with them.

On Friday comes the first rehearsal—Meredith Willson, chorus, orchestra and any guest performers who have musical numbers. Three hours.

On Saturday comes dialogue rehearsal, cuts, revisions, more rehearsal. Five hours.

On Sunday comes the integrated rehearsal, and running all day long. The show goes on, is over,—and Engelbach’s week starts over again.

—wow—

Campbell Soup Kid...

“Peavy” Honored by Druggists

Richard Le Grand, known to millions of listeners as the lovable druggist Peavy, sidekick and fellow Jolly Boy of Kraft’s “The Great Gildersleeve” (WOW, Wednesdays, 7:30 p.m.), had a double celebration on a recent broadcast.

In honor of his 50th year in show business, he was named “America’s Favorite Neighborhood Druggist” by the more than 60,000 members of the National Association of Retail Druggists.

—wow—

Most Promising...

Jack Webb, star of Fatima’s “Dragnet” (WOW, Thursday, 8 p.m.) named “Most Promising Star of Tomorrow” (see page 3).

—wow—

YOUNG EDISON

Cary Grant, who with Betsy Drake, stars in TWA’s “Mr. and Mrs. Blandings” (WOW, Sundays, 4:30 p.m.) studied electricity during his youth, and at the age of 13, invented and put to practical use a stage lighting system still in use in many British theatres.

—wow—

NEW RANK

Minnie Pearl, man-chasing comedienne on Prince Albert’s “Grand Ole Opry” (WOW, 9:30 p.m. Saturdays), reports that her latest beau is a chief petty officer in the Navy.

WOW NEWS TOWER
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