Bogart, Bacall and Regan

Jack Payne is Sports Director

Jack Payne is the new sports director for Radio Station WOW, Inc.

The 27-year-old native of Oklahoma is already on the job and you have undoubtedly heard him on WOW or seen him on WOW-TV.

However, this is the first chance the NEWS TOWER has had to bring you a little background information on the splendid qualifications which caused Jack to receive the nod over the other applicants for the position which has been temporarily handled by the capable Bill McBride. Bill took over when Tip Saggau resigned to become adjutant of Omaha Post No. 1 of the American Legion.

Jack is married, the father of two young daughters, and a 1949 graduate of Oklahoma University with a major in speech. His high school athletic career kept him plenty busy since he participated in football, basketball and baseball for three years. He entered Central State College and played varsity football in 1940. About that time along with millions of others he turned his energies to more serious subjects and from 1942 to 1946 served in the Air Force.

After Jack was discharged from the Air Force he enrolled in the University of Oklahoma and shortly thereafter was named sports announcer for WNAD, Oklahoma University's radio station. In 1946 and '47 he broadcast all of O. U.'s home football, basketball and baseball games.

Jack then moved to Station KTOK in Oklahoma City and amassed more sports experience by broadcasting the 1948 play-by-play accounts of all Oklahoma A. & M. football games over the 13-station Oklahoma Network. While at KTOK he also handled the week's top basketball games of either Oklahoma University or Oklahoma A. & M.

In September of 1949 he became sports director at KNOR, Norman, and broadcast the University of Oklahoma's '49 and '50 basketball games and the '50 football games over a 21-station network. It is easy to understand from this why the name of Jack Payne is practically a by-word in the sports world of the southwest. In addition to his above seasonal sports duties Jack also wrote and presented two 15-minute sports programs daily.

This then, is the background of WOW's new sports director, Jack Payne. You'll be hearing and seeing a lot more of Jack in forthcoming issues.

Hansen Renamed To Two Offices

Mal Hansen, Farm Service Director for WOW and WOW-TV, was re-elected to two offices since we last went to press with the NEWS TOWER.

Once again Mal is a director of the Nebraska Farm Improvement Association. He was also re-elected secretary of the European Farm Study Tour organization.

On April 2 Radio Station WOW begins its 28th year of achievement in the field of public service and entertainment.

NEW DAY SERIAL

A new daytime radio serial "The Woman in My House" written by Carleton E. Morse now replaces the Manhattan Soap sponsored "We Love and Learn" on WOW at 11:30 a.m., Monday through Friday.

Forrest Lewis, Lee Premayne and Alice Rinehardt will have the leading roles in "The Woman in My House." Mr. Morse, the author, is best known as the author and producer of "One Man's Family" (WOW, 6:45 p.m., Monday through Friday).

Added Bonus on Sundays

A power-packed adventure program and a sparkling variety-quiz service-camp show have been added to your late afternoon Sunday listening line-up on WOW.

"Bold Venture" at 5 p.m. and "The Phil Regan Show" at 4 p.m. are the latest golden links in your WOW Sunday listening schedule.

Coupled with such recently added stellar attractions as "Mr. and Mrs. Blandings" at 4:30 and the widely-acclaimed "Big Show" at 5:30 the two new programs make your WOW Sunday line-up outstanding by any test.

Starring Humphrey Bogart and Lauren Bacall, "Bold Venture" is a swift and dramatic adventure series. Most of the action centers around the rough and tumble setting of a tropical waterfront. Sponsored by the Crosley Dealers of the Omaha area "Bold Venture" has been acclaimed by critics in preview broadcasts. Speaking of "Bold Venture" a Radio Daily columnist says:

"A pre-view hearing convinces us that this is the top show of its kind to hit radio in many a year." You'll agree when you hear "Bold Venture" next Sunday at 5 p.m. on WOW.

Phil Regan, singer and film headliner, is starred on his own traveling program for servicemen, the "Phil Regan Show" over WOW (Continued on page 2)
New Star in 'Road of Life'
Anne Sargent
in New Role

Lovely Anne Sargent scored doubly this month by being cast for an important role in Oxydol's
daytime serial "The Road of Life" (WOW, Monday through Friday, 2:15 p.m.), and simultaneously
receiving local screenings via her latest movie, the newly released "Three Guys Named Mike."

The green-eyed actress replaced Patricia Wheel as "Jocelyn McLeod," leading lady of "The Road of Life"'s hero, "Dr. Jim Brent."

Anne has been acting in radio for five years and has had roles in such popular WOW shows as "Young Dr. Malone," "The Right to Happiness" and "Big Story."

"The Naked City" was Anne's last Hollywood chore, and her latest Broadway appearance was with the Lunts in "I Know My Love."

Baker Back as Emcee
of 'The $64 Question'

Phil Baker, whose tenure as emcee of "The $64 Question" (WOW, 9:30 p.m., Sunday) was by far the longest of any in the 11-year history of the show, has returned to the quiz program in that capacity.

Thirteen Hours in
'The Music Room'

Lyle DeMoss is going to be in Schmoller and Mueller's "Music Room" for 13 hours during the coming 52 weeks.

However, this period of time will be broken up into those delightful quarter-hour sessions that have made "The Music Room" a Sunday afternoon listening favorite in WOW-Land. Schmoller and Mueller's renewal of the 12-45 p.m., Sunday show affirms their belief in WOW listeners' demand for the best in recorded music.

Farmer Makes O'Keefe
Take a Back Seat

Walter O'Keefe, master of ceremonies for Campbell Soup's "Double or Nothing" (WOW, 9:30 a.m. and 1 p.m., Monday through Friday) had to take a back seat in talking to a farm contestant recently. The conversation went something like this:

O'Keefe: "How many Cadillacs do you have?"

Farmer: (Puzzled) "Well, I don't know."

O'Keefe: "You mean things are so good in Iowa that you can't even count your Cadillacs?"

Farmer: (Flashing his toothless grin) "Oh, I thought you said cavities."

O'Keefe: "What do you specialize in?"

Farmer: "Well, right now it's home made sorghum."

O'Keefe: "Say, I'm a city-feller, tell me, how do you make sorghum?"

Farmer: "Well, you raise lots o' cane to start with."

O'Keefe: "How did you meet your wife?"

Farmer: "I was in town and saw a nice lookin' girl with her girl friends. I said '... talkin'—one thing led to another—she got ready to go home. I said, 'Let me take you home,'—she was agreeable to that—so then we was. And I'll tell you another thing."

O'Keefe: "I bet you will!"

Farmer: "After I got her home, I asked her for another date—we talked a little bit—you know, it's just like olives in a bottle—the first one's hard to get—but the rest of 'em come easy!"

O'Keefe: "Now, here's the grand slam question. The Chinese show respect by the number of courses they serve. To show the highest respect, how many courses do you think they would serve at dinner for a big shot?"

Farmer: "Well, I guess I'm not a big shot. They only served me two courses last night when I had dinner in Chinatown."

ANOTHER WINNER

Dupon's "Cavalcade of America" drama series (WOW, Tuesday at 7 p.m.) recently won first place for radio programs in the 1950 Freedoms Foundation Awards. The award marks the second time "Cavalcade" has been honored by the Foundation for its weekly dramas reflecting the American scene.

PHIL REGAN SHOW
(Continued from page 1)

Sundays at 4 p.m., under the Pepsi-Cola Company sponsorship.

The handsome, Brooklyn-born Irish tenor will be heard in broad-
casts originating in rotation from Army, Navy and Marine bases and defense plants throughout the country.

A serviceman performer will be selected in a post contest several days before each broadcast. He will receive $100 in cash, a spot on the forthcoming broadcast from his camp and a chance to participate in the finals, which will be a part of every fourth program.

Three consecutive shows will originate from service posts. The fourth, from a defense plant, will present the three winning service-
men entertainers in competition for a $500 prize.

Another feature of each broadcast will be a second serviceman, to be selected by his post authori-
ties on the basis of his human interest story. His appearance will not be competitive in any way but will provide a dramatic spot in each program, and his award will be commensurate with the needs his story brings to light.

Not for Cops Says Riley

Peg, the long suffering wife of Riley, in Past Beer's "The Life of Riley" (WOW, Friday, 9 p.m.), be-
comes alarmed at the increase of juvenile delinquency.

Peg: "This is awful. Everyone is up in arms over the rise in juvenile
delinquency. It even says here the police are stopping necking parties in public parks."

Riley: "It's about time they stopped. Police have got no busi-
ness necking."

Don't miss the Ralston-Purina "Weather Report" each week-day morning at 5:55 on WOW. Get each day's weather information in advance!
Skip Television For 'Big Show'

A total of 1,555 passengers on the two Show Trains run to New York by the New Haven Railroad on February 18 paid from $2 to $6 each, and traveled from one to four-and-a-half hours, in this television age, to attend a radio program—NBC's "The Big Show" (WOW, Sundays, 5:30 to 6:30 p.m.) at the NBC Center Theater. Visiting newspapermen and radio and television station representatives brought the total on both Show Trains to 1,700.

In a special poll conducted by the network's Research Department on each train, it was discovered that of the $85 paid passengers on the train that left Boston, more than 55 per cent were from television homes.

--WOW--

Cute Bunny...

A late Easter Bunny is better than none and since the above photo is of pretty Bunny Davis who plays an important role in P. and G. Soap's "Life Can Be Beautiful" (WOW, 2 p.m., Monday through Friday) that seemed a good enough excuse to print Bunny's picture.

--WOW--

OPERA LOVER!

The "Old Timer" tells Pet Milk's Fibber McGee and Molly (WOW, Tuesdays at 8:30 p.m.) that he's taking his girl, Bessie, to the Opera House that afternoon.

"The Opera House?" says Molly. "There's nothing playing there today. The Opera House is dark this week!"

"Who's complainin'?" snaps the Old Timer.

--WOW--

SNAPPY DRESSERS

NBC's Bob Hope and Ed Herlihy are among the "10 best dressed men in America," according to the consensus of the National Association of Retail Clothiers and Furnishers.

Grass Roots...

That WOW Farm Study Tour of the East which we suggested as a possibility in our March issue of this News Letter now has the green light. Before long Lawrence Youngman will start his preliminary investigation of the route—arranging the farm visits and sightseeing and scheduling for the meals.

Many readers of the column have already asked that we hold reservations. Now that it is definite, we are taking the $50 payment per person necessary to assure our listeners of a place on the all-room special train.

Also, we have prepared a tentative schedule. You can get one by dropping us a note at WOW. We hope you will be among the passengers.

This fourth WOW Farm Study Tour may be a sellout soon after we go on the air so New Tower readers are getting advanced information.

If you have friends who might be interested, why not tell them about it? We have selected the September date for many reasons. But one big one is that some of the active young farmers can get away from the home place easier at that time of year than during most any other part of the summer.

While we are mentioning trips, here's a thought about which we invite your comments. You will recall that the first WOW Farm Study Tour was to Europe. Some time in 1952 we may tackle a Farm Study Tour to South America.

It is, of course, a rather ambitious undertaking. But perhaps, if world conditions are stable enough, we might arrange such a journey. We also want to find out if folks are interested in a 30-day jaunt to the southern neighbor of the United States, with agriculture as our special interest.

--WOW--

'Daddy' Describes Some Women's New Shoes

Baby Snooks 'Daddy' had some sage remarks to make about the cost of living on a recent Tums' sponsored "The Fanny Brice-Baby Snooks Show" (WOW, Tuesday at 7:30 p.m.)

Says Daddy: "Women's shoes! The less they give you the more they cost. And every year it gets worse. First no toes, then no backs, then no insteps— if it keeps up, you know what they'll probably be selling you next year? Two bunion pads with ankle straps!"

Considine Has Many Talents

Successful in Many Ways

Bob Considine, whose "On the Line" show is sponsored by Mutual of Omaha every Sunday at 1:30 p.m. on WOW (Saturdays at 4:45 p.m. on WOW-TV), has done just about everything that a working journalist can do.

He has been a sports writer, drama critic, columnist, editorial writer, short story writer, war correspondent, film writer, is the author of "MacArthur the Magnificent," and edited "Thirty Seconds Over Tokyo."

According to Newsweek magazine "Considine has done much to fill the gap left by Damon Runyon's death." He is married and has four children.

--WOW--

'Calling' Cutie...

Betty Cox makes a mighty pretty picture when framed by Swanson's Margarine cartons. Betty had the photo taken to celebrate Swanson's renewal of their "WOW Calling" sponsorship each Tuesday and Thursday from 12:45 until 1. Nutrena sponsors the same time each Monday, Wednesday and Friday. Hear "WOW Calling" each weekday from 12:30 to 1 p.m.

--WOW--

GROUCHO ON PLEBO

In answer to a storm of requests avalanching into NBC concerning Groucho Marx's ("You Bet Your Life," Wednesday, 8 p.m.) hilarious Plebo Company "commercials" on a recent "The Big Show" broadcast (WOW, 5:30 to 6:30 p.m., Sundays), we are delighted to present this reprint.

"This program is brought to you by the Plebo Company. For more than two generations the public has been taking Plebo. And for more than two generations the Plebo Company has been taking the public."

"Recently conducted laboratory tests prove that more doctors are conducting laboratory tests than treating patients. Exhausted scientists have proved that four out of five is 80 per cent.

April, 1951
New Sunday Show For Mal

d-Con Sponsors “Country” Show

Here’s your chance to spend a “Sunday in the Country” without leaving your home. “Sunday in the Country” is the title of a new half-hour show which features Mal Hansen, farm service director for WOW and WOW-TV.

Mal Hansen

Mal’s new show is heard from 9:30 to 10 every Sunday morning on WOW and is sponsored by d-Con Rodenticide.

The program will feature a “review of the week” on a current agricultural problem, a “farm calendar” of important upcoming rural events, and “rural homemaker of the week” recorded interviews.

In addition to these features the new program will bring you a liberal amount of popular music having a rural flavor. You’ll enjoy this new Sunday morning show. d-Con also sponsors segments of Slim Everhart’s “Five-Thirty Call,” and “Welcome to the West” shows at 5:30 and 6:15 a.m. respectively, daily except Sunday.

Rev. R. R. Brown...

Greetings from Mindanao in the southern Philippine Islands! After a brief, strenuous and exciting trip to Japan, I left Tokyo January 31 and arrived in Manila February 1.

There I changed planes and took off for Davao City. From there I have been visiting churches in the hinterland of this great island.

It has been a great trip. Japan’s recovery is amazing! The people are busy, quiet and prosperous. It certainly is a new day—and therefore a new order in Japan. I saw some people on the bridge outside the Imperial Palace doing homage to the Emperor. My guide, a representative of the Philippine Air Lines, said, “These are the country people; the city folks do not worship the emperor.”

The high spot of my visit to Japan was a brief, but most profitable, interview with General MacArthur and a more extended conference with Vice Admiral Joy, Commander of our Asiatic Fleet. From these great leaders I learned that the war in Korea is now a crusade against the cruel foe; the Communists must be stopped in Korea or they will take all of Asia. The continuation of the war in Korea is not a face-saving campaign, but a “holy war” against an unholy philosophy of life. There was a restrained optimism apparent. The General expressed gratitude for the prayers of the American people. He said, “For every one missionary you have sent, send a hundred more.”

Here in the Philippines is a land of great potentialities—a land where God has done great things through his Church.

Good bye, and I hope, God willing, to be back in the U.S.A. early in March. Thank you for your prayers and interest. Don’t fail to tune in each Sunday at 8:30 a.m.

Bill McBride....

The recent victory of Sugar Ray Robinson over middleweight champ Jake LaMotta has stirred up a degree of confusion within three of boxing’s top four weight divisions.

It’s the kind of confusion, however, that has done a great deal for the sport.

The welter championship, held for so long by Sugar Ray has been vacated, and official boxing quarters have been unable to agree upon the method of selecting the new champ, although the NBA stated that the winner of the Fusari-Bratton fight would be declared the champ. This, of course, overlooks such welter stalwarts as Kid Galvian and Eddie Thomas.

The middle-weight title shift caused the division to be opened up, and such names as Laurent Daut- hille, Dave Sande and Gene Har-ston to become logical contenders for the crown. It was a chance for foreign fighters to get prominence in the act.

And even more important, Robin- son’s victory opened the eyes of light heavy champ, Joe Maxim, to the fact that the meaning in the near future—he would have to meet and defeat not only the derelogned.

Gillin Memorial by Canadians

The first annual presentation of the John J. Gillin, Jr., Memorial Award by the Canadian Association of Broadcasters was made recently before the largest convention gathering in the association’s history.

J. O. Blick, left, winner, W. T. Cranston, committee chairman, and W. H. Stoven, runner-up pose with the Gillin Memorial Award Plaque. Messrs. Blick and Stovin hold their permanent prizes.

The Canadian Association of Broadcasters set up the annual award to honor the memory of the late Mr. Gillin who was president and general manager of Radio Station WOW, Inc. and was a permanent fraternal delegate from the National Association of Broadcasters to all CAB meetings.

The award includes the possession of the plaque for one year as well as the receipt of a permanent prize.

The John J. Gillin, Jr., Memorial Award is a large bronze plaque on a wooden shield, with the letterhead of WOW and the inscription, “For Outstanding Community Service in the Interest of Charity.”

HITCHHIKER

When an ice-coated highway sent Rod Brasfield’s car into a ditch outside of Nashville, Tenn. recently, the “Grand Ole Opry” (WOW, Saturday at 9:30 p.m.) comedian hitch-hiked his way to town in time for his Saturday night NBC broadcast.

Jake LaMotta, but quite possibly, Sugar Ray too.

In all, Robinson’s victory provided the “jolt” that boxing could well afford to receive. With the type of fights that are now assured for the near future, boxing may well be on the return to the big gates and large crowds of a few years back. At any rate, it is evident that much of the talk about “the mess boxing is in” is about over, and to Ray Robinson goes a lot of the credit.
APRIL SCHEDULE

MONDAYS
6:00 P.M.—Kukla, Fran and Ollie
7:30 P.M.—Robert Quinlan
8:00 P.M.—Camel News Caravan, John Cameron Swayze
9:00 P.M.—Ward Bond and Mahoney Special (NBC)

TUESDAYS
6:00 P.M.—Kukla, Fran and Ollie
7:30 P.M.—"THE TEXACO STAR CONCERT" (NBC)
8:00 P.M.—OLD GOLD AMATEUR HOUR with TED MACK and CO. (NBC)
9:00 P.M.—KRAFT TELEVISION THEATER

WEDNESDAYS
6:00 P.M.—Kukla, Fran and Ollie
7:30 P.M.—"THE TEXACO STAR CONCERT" (NBC)
8:00 P.M.—OLD GOLD AMATEUR HOUR with TED MACK and CO. (NBC)

THURSDAYS
6:00 P.M.—Kukla, Fran and Ollie
7:30 P.M.—"THE TEXACO STAR CONCERT" (NBC)
8:00 P.M.—OLD GOLD AMATEUR HOUR with TED MACK and CO. (NBC)

FRIDAYS
6:00 P.M.—Kukla, Fran and Ollie
7:30 P.M.—"THE TEXACO STAR CONCERT" (NBC)
8:00 P.M.—OLD GOLD AMATEUR HOUR with TED MACK and CO. (NBC)

SATURDAYS
ALL DAY
3:45 P.M.—ARMED FORCES REVUE (DuMont)
4:15 P.M.—"MAGIC SLATE" Derby Poodles (NBC)
4:45 P.M.—"ON THE LINE" with Bob Considine (NBC)
5:00 P.M.—"Hopalings Cassidy" Coyote Fools (NBC)
6:00 P.M.—Victor Borge Variety Revue (NBC)
6:30 P.M.—ONE MAN'S FAMILY (ABC)

WOW- TV
Channel 6

MONDAYS THROUGH FRIDAYS... DAYTIME SCHEDULE
1:00 P.M.—News, Travel
1:30 P.M.—"Show Window"—Jann Caffrey
2:00 P.M.—"Miss Susan" for Colgate (NBC)
2:15 P.M.—Edgar Guest (NBC)
2:30 P.M.—Bert Parks Variety—M., W., F., 4:30 P.M.—"Howdy Doody" (NBC)
3:00 P.M.—Fred Allen (NBC)
3:30 P.M.—"Kraft Television Theater"
4:00 P.M.—"Martha's Kitchen" with Martha Bohlsen
5:00 P.M.—Johnny Carson Show
5:15 P.M.—Gabby Hayes—W., F., (NBC)
5:30 P.M.—"Captain Video" (Dumont)
5:45 P.M.—Colgate's P., P., P., P.
6:00 P.M.—"Your Favorite House" Multi-Ethnic Exchange
6:30 P.M.—Ruttle Report (NBC)
7:00 P.M.—Taste Report (NBC)
7:30 P.M.—Meet the Press (NBC)
8:00 P.M.—"The Zoo Parade" with John Kieran—M., U.
8:30 P.M.—"Gabby Hayes Show" Quaker Oats (NBC)
9:00 P.M.—"NBC News" with Van Wynn (NBC)
9:30 P.M.—"NBC OUTSIDE" with Bill Fink (NBC)
10:00 P.M.—"CAVALCADE OF BANDS" Drug Store Products Corp.
10:15 P.M.—"Sports Gazebo" (NBC)
10:30 P.M.—"Robert Quinlan"" New World (NBC)
11:00 P.M.—"Robert Quinlan"" News (NBC)
11:30 P.M.—"Robert Quinlan"" Camp Show (NBC)

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WOW- TV
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9:30 P.M.—"NBC OUTSIDE" with Bill Fink (NBC)
10:00 P.M.—"CAVALCADE OF BANDS" Drug Store Products Corp.
10:15 P.M.—"Sports Gazebo" (NBC)
10:30 P.M.—"Robert Quinlan"" New World (NBC)
11:00 P.M.—"Robert Quinlan"" News (NBC)
11:30 P.M.—"Robert Quinlan"" Camp Show (NBC)
TV Shoppers, Shop by ‘Phone

They See Items in ‘Show Window’

“The Show Window,” featuring Julann Caaffy, is fast becoming a “remote control” shopping service for WOW-TV area housewives.

Miss Caaffy’s program is aired at 1:30 p.m. to 2 p.m., Mondays through Fridays to make it easy for homemakers to buy by television—to see demonstrated in their own homes hundreds of bargain items.

A dozen or more sponsors show items Mondays, Wednesdays and Fridays, and Tuesdays and Thursdays all items shown are from J. L. Brandeis & Sons.

The Brandeis daily include a “five-star special” bargain each day. All items shown and demonstrated may be purchased by telephone, through the use of a new store-wide Brandeis TV shopper.

One “five-star special” recently offered a very special bargain in nylon hose ($1 a pair) Another offered a beautiful chrome chucking dish for a very low price.

Julann in Her ‘Show Window’

Here’s a peek at The Show Window and its hostess, Julann Caaffy, as viewed by the WOW-TV camera, each weekday 1:30 p.m. to 2.

... ALONG THE VIDEO GRAPEVINE ...

The ex-WOW-TV singing star Helen Naas (now Helen Webb) is doing nicely at WKY-TV in Oklahoma City where her hobby is a time sensation. She and her son, also named Helen do “Mockin’ Bird Hill” on WKY-TV’s “Smoother Shindin’.”

Betha didn’t know that Gabby Hayes’ first name is George, that he was once a song-and-dance man, and that he’s married to the former actress, Dorothy Earl. Gabby is extremely well-read, an expert in wood-carving, and is 66 years old. His Quaker Guts gives (4 p.m., Sundays, and 1:35 p.m., Mondays, Wednesdays and Fridays) are both big hits.

Will some one tell me, by what right do newspaper writers presume to tell you and me what is good and bad on television? Most of their “criticisms” are so saturated with sour grapes, they are even less qualified than the man on the street.

Trade papers say Walter Winchell may do a television show next fall but he’s scared ‘cause he can’t learn lines, and feels he’d have to read his news scripts.

Trade papers report that Met star James Melton will replace Jack Haley as emcee on the Ford Star Revue (Thursdays, 8 p.m., WOW-TV) starting April 5.

Mal Hansen Shows County Agents Behind the Scenes in TV

Mal Hansen recently gave a television programming lesson to 69 County Agents and Extension Directors from nearby Nebraska and Iowa counties. Several University of Nebraska officials attended.

The adventures of “Wild Bill” Hickok (The Range Rider) center around the star character who roamed the mid-west in western dramatic thrillers will be here in the middle-west. Some of the episodes were filmed in the western Nebraska Sandhills country, in general a way the series will allow viewers to actually see.

St. Joseph, Mo., North Platte, Neb., and Dawson, S. D., are a few of the areas in which scenes for the series were shot.

The “Wild Bill Hickok” series was filmed especially for television. All episodes are new, quality productions. The series will be shown for the first time in the WOW-TV area.

The local flavor of the new series is appropriate because the sponsor’s product “Corn Pops” is made in the Omaha Kellogg plant. The entire national supply of Corn Pops comes from the Omaha plant.

“The Wild Bill Hickok” series will follow Peter Pan Bread’s “The Range Rider” series which will be shown in the 5:30 to 6 p.m. slot, Sundays.

NRC ON TOP

Nationally, as well as locally, NRC-TV programs are miles ahead of the second network. American Research Bureau in a recent check found NRC carries 16 of the top 20 most popular shows. Videoedit, in a national report gave NRC shows 90, and of the remaining three was a one-time special event.

NAVY HISTORY

A television history of the United States Navy from the period prior to World War II up to the present, is being prepared by National Broadcasting Company programming experts. It will be used for Navy programming if composed in time, will be scheduled on the NBC television network next fall.

Lincoln—5,000

Television set sales are increasing at the rate of 350 to 400 per month in the Lincoln area, according to the March 18 check of eight leading installation companies, which rent in about 80 to 85 per cent of all sets in Capitol City. The eight companies have installed 4,028 sets and the total “sets-in-use” is estimated to be over 5,000.

SERVICE FOOTBALL

U. S. Congressman Gary Clemente of New York has introduced a legislation calling for the televising of all Army and Navy football games.

Clemente maintains that television hasn’t hurt anybody and that everyone should get a chance to see the Midshipmen and Cadets play.
Miss Susan is New Daytimer

Teddy Snow Crop...

“Miss Susan” Plays Herself

Screen Star Susan Peters plays the role of a woman lawyer in the new NBC-TV serial “Miss Susan” (on WOW-TV at 2 p.m., Mondays through Fridays).

The program, sponsored by Colgate-Palmolive-Peet, will originate from WPTZ in Philadelphia, where Miss Peters will make her home. The story line of the new serial will follow the activities of Miss Susan Martin, partner in a law firm in a Midwestern city. As the story opens, she has turned down a marriage proposal from her partner and is about to return to her home town for an extended vacation. She seems worried, and her nurse and companion are concerned about her secret trouble.

“Miss Susan,” like Miss Peters herself, is confined to a wheelchair by an accident which has paralyzed her from the waist down. Miss Peters, when her film career was at its height, sustained serious spinal injuries in a hunting accident over six years ago.

MAKE PAGE ONE'

The New York Newspaper Guild gave its coveted “Page One” annual awards this year to Sid Caesar and Imogene Coca, stars of “Your Show of Shows,” on NBC and WOW-TV Saturday night.

The trade knows them as “Funeral Frank” Gallup “Lights Out,” “Mr. Energy” Bert Parks, and “Mr. Television” Milton Berle.

ALONG THE VIDEO GRAPEVINE...

Pre-Easter retail sales dropped 23 per cent the first day Frank Costello testified before five TV stations’ cameras, at the New York Senate crime hearings. Early edition newspaper street sales dropped off, but late (and complete) newspapers issued after the hearings were the greatest in history.

U. S. Treasury’s proposal to up excise tax on TV sets from present 10 per cent to 25 per cent would discriminate against folks in lower income brackets and in the long-run reduce government’s tax “take.” This was the list of industry’s plea before Congressional Committee in Washington last week.

Add TV Troubles! Recently NBC-TV producers were threatened with three separate strikes at the same time—engineers, musicians and some actors. Andy Christian, who does the wonderful Wayne King Show for Standard Oil (Thursdays at 9:30 p.m. on WOW-TV), prepared three different shows for one night! Fortunately all strikes failed to materialize.

Miss Susan...

“Miss Susan,” like Screen Star Susan Peters herself, is confined to a wheelchair, in the new daytime TV feature (2 to 2:15 p.m., Mondays through Fridays on WOW-TV for Colgate-Palmolive-Peet.

STATISTICS

“Dagmar,” says the new magazine “TV Show” has rejected a motion picture offer because she prefers to remain in television on Jerry Lester’s (Anchor-Hocking) “Broadway Open House” (11 p.m. to midnight, Mondays through Fridays, on WOW-TV). Her right name is Jenny Lewis, she stands five feet eight inches in her stocking feet (but wears elevator shoes) and weighs 124 pounds.

TV POLICE AID

Los Angeles authorities say television is keeping the youngsters off the street at night and reducing curfew violation arrests by 50 per cent. Police Inspector Robert Bowling says he attributes the drop in arrests to TV, which keeps the youngsters indoors at night.

SWAYZE WINS

NBC’s John Cameron Swayze, of Camel News Caravan fame (6:45 p.m., Mondays through Fridays on WOW-TV) is the winner of the covered commentators’ award offered annually by the Alfred I. duPont Memorial Awards Committee. This is considered one of the two top awards in all broadcasting. Swayze has won scores of other awards this spring.
5:30 A.M.—Five-Thirty Call—Early morning music to help you start
the day right. Daily ex. Sun.

5:40 A.M.—Slim Everhart—Carter's Little Liver Pills
Tues., Thurs., Fri., Mon.


6:00 A.M.—Sunrise News Tower—All the latest happenings in detail Daily ex. Sun.

6:15 A.M.—Welcome to the West—Slim Everhart

6:30 A.M.—WOW Farm Service Reporter—Mal Hansen
East farm and market news, agricultural reports and regional news for Pioneer Hybrid Seed

7:00 A.M.—Network News—Alex Dreier for Skelly Oil
Mon. thru Fri. This Farming Business—Lloyd Burlingham for Skelly Oil Sat.

7:05 A.M.—George Crook—Piano music
ABC News

7:15 A.M.—Breakfast Bandstand—Gene Edward with recorded music you'll like.
Mon. thru Fri.

7:20 A.M.—Riders of the Purple Sage
Mon. thru Fri.


Revival Hour—Gospel Broadcasting Association
Sun.

7:45 A.M.—Morning Merry-Go-Round—Lively music
Mon. thru Sat.

8:00 A.M.—Breakfast Club—Don McNell and Co. for General Mills Mon. thru Fri.

John Show—Edna Jones
Sat.

8:15 A.M.—John Carson Show—Johnny's early morning show Mon. thru Sat.

8:30 A.M.—John Carson Show—A half-hour of music and fun Mon. thru Sat.

Chapel Service—Dr. R. R. Brown
Sun.

8:45 A.M.—Elaine Jablonski Scrapbook—Shaver's Foods Mon.

9:00 A.M.—Rudy, Terry and Tommy Bartlett with a group Mind Your Manners Sat.

9:30 A.M.—Double or Nothing—The popular quiz show with Walter O'Keefe emceeing for Campbell's Soup Mon. thru Fri.

Mary Lee Taylor for Pet Milk Sat.

Sunday in the Country—Mal Hansen for d-Con Sun.

10:00 A.M.—Martha's Cupboard—Hear Martha Bohlsen, the Mid- West's leading homemaker Mon. thru Sat.

WOW News Tower—All the latest news.


Singer Ed McNeill—Brown Shoes Sat.

U. N. Is My Beat Sat.

10:45 A.M.—Dial Dave Garway Mon. thru Fri.

Gene Archer, folk singer Sun.

11:00 A.M.—Linvily Show—You'll enjoy the competitors in action—General Mills Mon. thru Fri.

Homemakers Club of the Air—Omaha Public Power sponsors Marion MacDonald with household hints Sat.

11:45 A.M.—Your Midday Morning Melody... Sat.

Polka Parade—Lively tunes Sat.

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.


12:15 P.M.—Great Stories About Corn—Everett Mitchell and Funk's G. Hybrid Seed Corn bring you this show Mon. thru Sat.

12:30 P.M.—WOW Calling—A happy half hour for Swanson's Margarine, and Nutrena Mon. thru Sat.

You'll hear Walter O'Keefe Speaks—University of Nebraska Mon.


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—Allie Chalmers Sat.

To be announced Mon. thru Fri.

1:30 P.M.—Ma Perkins—Oxydol's long time favorite Mon. thru Fri.


Creighton University of the Air Mon.

1:45 P.M.—Judy and Jane—Folger's Coffee Mon. thru Fri.

Slim Bryant and His Wildcats Sat.

The Girl From Paris Sun.

2:00 P.M.—Life Can Be Beautiful—P. & G. Soap Mon. thru Fri.

Town and Country Time Sun.

Music With the Hermel Girls Sat.

2:15 P.M.—Road of Life—Interesting to follow—Oxydol Sun.

2:30 P.M.—Pepper Young’s Family—You'll like them—P. & G. Mon. thru Fri.

David Lawrence—American Dairy Assn. Sat.

2:45 P.M.—Right to Happinesse—Everyone's right—P. & G. Mon. thru Fri.

To be announced Sun.

3:00 P.M.—Backstage Wife—Sterling Products Mon. thru Fri.

Town and Country Time Sat.

Kraft Cheese Sun.

3:15 P.M.—Stella Dallas—A moving story—Sterling Products Mon. thru Fri.

3:30 P.M.—Lorenzo Jones—Presented by Dref Mon. thru Fri.

Big City Serenade Sat.

3:45 P.M.—Young Widder Brown—Sterling Products Mon. thru Fri.

To be announced Sun.

4:00 P.M.—When a Girl Marries—General Foods Mon. thru Fri.

A Date with Dorsey Sat.

The Phil Regan Show—Pepsi-Cola Mon.

4:15 P.M.—Portia Faces Life—General Foods Mon. thru Fri.

4:25 P.M.—News Summary—Robert Trout Mon. thru Fri.

4:30 P.M.—Just Plain Bill—Anach Sat.

First Piano Quartet Sat.

Mr. and Mrs. Blandings Sun.

4:45 P.M.—Front Page Farrell—Whitehall Pharmical Mon. thru Fri.

5:00 P.M.—Guiding Light—Sponsored by Daz. Mon. thru Fri.

5:15 P.M.—Lean Back n' Listen. Mon. thru Fri.

Your National Guard Sat.
### WOW'S APRIL 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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<tr>
<td>5:00</td>
<td>THE BIG SHOW</td>
<td>4-BELL NEWS TOWER All the News</td>
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<td>6:00</td>
<td>THE CISCO KID Butter-out Bread</td>
<td>500 MELODY LANE</td>
<td>THE CISCO KID Butter-out Bread</td>
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<td>SPORTS NEWS Goetz Beer</td>
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<td>7:00</td>
<td>THE PHIL HARRIS-ALICE FAYE SHOW</td>
<td>NEWS OF THE WORLD Alka-Seltzer</td>
<td>THE CATHOLIC HOUR</td>
<td>THE ALDRICH FAMILY</td>
<td>THE LITTLE RAXON</td>
<td>YOUR WEDNESDAY</td>
<td>NBC SYMPHONY</td>
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<tr>
<td>8:00</td>
<td>THE PHIL HARRIS-ALICE FAYE SHOW</td>
<td>ONE MAN'S FAMILY Tabacin</td>
<td>THE HALLS OF IRELAND</td>
<td>THE CATHOLIC HOUR</td>
<td>FALSE SPOKES REST</td>
<td>FALSE SPOKES REST</td>
<td>DANGEROUS ASSIGNMENT</td>
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<td>9:00</td>
<td>THE 24-HOUR QUESTION</td>
<td>BOSTON POPS ORCHESTRA</td>
<td>TELEPHONE HOUR</td>
<td>FRANKIE GOEBEL</td>
<td>SHORT STORY</td>
<td>DUFFY'S TATTOO</td>
<td>MAN CALLED K</td>
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<td>10:00</td>
<td>WOW NEWS TOWER All the News</td>
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<td>THE JUDY CANOVA</td>
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<td>11:00</td>
<td>THE CATHOLIC HOUR</td>
<td>BREAK THE BANK</td>
<td>-break-</td>
<td>BREAK THE BANK</td>
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<td>BREAK THE BANK</td>
<td>GRAND OPERA</td>
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<td>12:00</td>
<td>NEWS SUMMARY</td>
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<td>WILD LIFE ROUNDUP</td>
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<td>13:00</td>
<td>SPRING SERENADE presents music you’ll enjoy</td>
<td>NEWS SUMMARY</td>
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<td>For the outdoorsman</td>
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<td>14:00</td>
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'Fibber and Molly' in 16th Year

One of the Top Radio Shows

On April 11 Jim and Marian Jordan will celebrate their 16th anniversary on NBC as "Fibber McGee and Molly."

This wholesome family-comedy program is well deserved of such long running acclaim by the listeners of America. However, years of struggle preceded the success that "Fibber and Molly" have brought the Jordans.

Jim and Marian first met at choir practice in their home town of Peoria, Ill. Jim was 17, Marian 16, and it was love at first sight. However, it wasn't until August 31, 1918 (five years later) that they were married. Less than a week later Jim was on his way to the army.

After the war the pair tried their luck at vaudeville several times, but never quite hit the top. Necessary pauses while Marian had their two children also delayed matters and it wasn't until they entered radio in 1927 that they began their steady climb to the top. They met Don Quinn and he began to write their material in 1931. Shortly thereafter "Fibber and Molly" were born and from then on the rise was meteoric.

That's the story of "Fibber McGee and Molly" brought to you each week by Pet Milk at 8:30 on Tuesday nights on WOW.

--WOW--

MOVIE VOICE

Eileen Wilson, singing star of "Your Lucky Strike Hit Parade" (WOW, 8 p.m., Saturday), first achieved a kind of anonymous fame as the singing voice of Ava Gardner in two movies.

--WOW--

Guest Soloist . . .

Station Stirrings...

Newest additions to WOW's staff include Marjorie O'Donnell who alternates with Julie Zelenie for a nightly receptionist. She replaces E. Vaughn Rogers who now handles program courtesies.

Another newcomer is Robert Lee (yep, his middle initial is "E") who has joined the continuity staff. Paul Harrington is now chief continuity writer as well as a TV producer. He replaces Bill O'Hallorien who resigned to try his hand at freelance writing on the West Coast.

John Mauk is the sales staff almost left us. John is a major in the Air Force Reserve and received a preliminary call. He spent a week at Chanute Field, Ill., for processing but is back with us for at least six more months.

Meta Sparks, news room secretary, is really sweating out the mail these days. She's engaged to Orville Wagner, a former staff engineer who was drafted and then released an Air Force commission. The kids are just waiting for Orville to be in one place long enough for them to be married and thus far that hasn't happened. Patience, Meta.

Tom Chase says the headache business is getting better. In addition to being the head of our transmission department Tom is the guardian of the first-aid kit and chief morale booster for the nine members of the staff. (The fellows like him, too, but he doesn't tell them that they are getting prettier every day.) Anyway, Tom reports that he had to buy a new 1,000 tablet size bottle of aspirin the other day to replace the rapidly diminishing supply. Who says we radio and television people don't have our headaches???

If you like to see two guys change places in a hurry drop in at WOW-TV's studios some weeknight about 10:15. Ray Clark does his radio news from 10 until 10:14 in TV's Studio B and then runs into Studio A to handle his TV news at 10:15. Likewise Bill McBride (he'll be Jack Payne from now on) does the TV sports news from 10:10 until 10:15 and then dashes into Studio B for his radio sports news. All you see is a couple of blurs and the pair have changed places. If your television screen shakes some night or you hear a big clatter on your radio you'll know that they collided in the doorway.

--WOW--

Lovely Gladys Swarthout is a frequent guest on "The Voice of Firestone," and "The Telephone Hour" heard on WOW and WOW-TV at 7:30 and 8 p.m., respectively on Monday nights.