

See Pages 6 and 7 For NEW TIME of Your Favorite WOW-TV Programs

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 15, No. 8

OMAHA, NEBRASKA, MAY 1, 1951

Published Monthly

WOW Wonderful Weekends

New Programs for Summer

Now that spring has finally arrived NBC swings into the final stages of plans to bring star-studded summer replacement shows to WOW-Land while many of the regular NBC shows take a well earned vacation.

While few details are available as yet it is almost certain that a summer "Operation Tandem" will be in effect. This will bring our listeners tops in comedy, music, drama, mystery and variety in hour-long packages scattered through the week. The "Summer Tandem" is expected

(Continued on page 2)

-WOW-

BETTE CONSENTS

Latest reports say that Bette Davis has consented to appear on Tallulah Bankhead's "Big Show" (Sunday, 5 p.m.) but may not appear until the show returns in the fall. Radio Columnist Sid White wants to know who'll impersonate who.

-WOW-

BIG GIFT

Chesterfield's Bob Hope (Tuesday, 8 p.m.) just finished a two weeks' engagement in London and donated his entire salary of \$50,000 to Clubland, the British equivalent of Boys Town.

-WOW-

NEW ROLE

Fran Carlon, better known as Loreli on Lifebuoy's "Big Town" (WOW, Tuesday, 9 p.m.) has been signed to play Grace Conley on General Food's "When a Girl Marries" (WOW, weekdays at 4 p.m.). It is reported that she and her husband are mulling plans for a TV "Mr. and Mrs." show.

-WOW-

MERRILL SPEAKS

Merrill Workhoven, chief announcer for WOW, took part in the fifth annual Career Day held for Sac City, Iowa high school students recently.

It was the first time that a radio-television section had been included in career day counselling and some 50 students were in attendance.

Merrill told the students that a solid foundation of education and hard work was necessary for a successful radio or television career.

Football Talk...



Jack Payne, sports director for WOW and WOW-TV interviews Nebraska's All-American Bobby Reynolds before the recent Varsity-Alumni football game. Jack is one of the WOW personalities who will lead "WOW Wonderful Weekend" tours this summer.

-WOW-

MORE RADIOS

A total of 1,737,000 new radio sets were manufactured in March, bringing the first quarter 1951 total to 4,252,000, the Radio-Television Manufacturers Association reported. The industry is still turning out twice as many radio sets as television sets, the report stated.

-WOW-

MAL HONORED

Farm Director Mal Hansen on WOW was signally honored recently when he was asked and accepted an invitation to be toastmaster at the Norfolk Chamber of Commerce's great Farmer-Business Man annual banquet. Mal was the first radio man to be thus honored.

-WOW-

STERN AWARD

Bill Stern, who brings you the "Colgate Sports Newsreel On the Air" each Friday at 9:30 p.m. on WOW, has added another honor to his long list. Bill was named the most popular sportscaster by the Radio-Television Mirror Magazine Poll for the fourth consecutive year.

New Ideas in Vacations

Something that is new, different and tops in entertainment has been added to your list of things to do this summer.

"WOW Wonderful Weekends," a new program and promotion project, is being sponsored by the Greyhound Bus Lines in conjunction with WOW.

The idea behind the promotion is to enable folks in WOW-Land to enjoy something new in week-end outings at very low cost and, at the same time, visit the top summer points-of-interest.

The first "WOW Wonderful Weekend" tour will be to the famous Pella, Ia., Tulip Festival, May 19 and 20. Farm Director Mal Hansen will lead the tour which will include all transportation, baggage handling, etc., a hotel room with bath (two persons to each room), a special luncheon at Pella, and side trips to Des Moines and Iowa City. The cost per person is \$18.95 and reservations will be accepted at the Greyhound Bus Depot in Omaha until noon on Thursday, May 10.

A station personality will be "host" on each tour. Tentative plans call for Ray Clark, television news, and special events director, to lead a tour to Kansas City, Mo., on May 26 and 27. Johnny Carson, television and radio personality, and Jack Payne, sports director, are slated to lead tours to Excelsior Springs, Mo., and to the Lake Okoboji, Ia., yacht races, respectively.

There will be approximately 13 tours in all and each will cost in the neighborhood of \$20. The last tour will be a week-long trip to Colorado.

-WOW-

Louis Calhern in New Dramatic Series

NBC is tentatively planning a half-hour dramatic series starring Louis Calhern, scheduled as a summer replacement for DuPont's "Cavalcade of America" (Tuesday, 7 p.m.)

The summer show will be titled "American Portrait" and will project Calhern as a different famous American through the eight-week series. Initial portrait will be that of Thomas Jefferson.

'Big Show' Back in September

Cost Thus Far \$1,000,000

"The Big Show" (5 to 6:30 p.m., Sundays) will leave the air on May 5 for a summer-long rest before returning on September 30 as a bigger than ever international offering.

According to present plans NBC will originate the first two shows of next fall's "Big Show" series from London and Paris, respectively, at a cost of some \$70,000 for the two shows.

"Variety Magazine" estimates that "The Big Show" will have cost \$1,000,000 when it goes off the air on May 5. The magazine says that the weekly cost was some \$30,000 which included \$2,500 each week for Tallulah Bankhead and other major stars as well as \$4,200 for the top writing staff.

Incidentally still another proof of the popularity of "The Big Show" turned up recently when it was discovered that complimentary tickets to the star-studded offering were being black-marketed.

-WOW-

MR. D. A. AWARD

The makers of Lifebuoy Soap, sponsors of "Mr. District Attorney" are going to recognize youngsters who assist peace officers or generally encourage good citizenship.

Each week the "Mr. District Attorney" program (WOW, 8:30 p.m., Wednesdays), will name an "Honorary Mr. D.A." from names submitted by local Junior Chambers of Commerce throughout the country in conjunction with NBC stations.

Aspirants for the honor may obtain an enrollment form from WOW and all applicants will become members of "The Honorary Mr. D. A. and Junior Chamber of Commerce Club." The candidate selected for the air salute automatically heads his local club.

Don McNeil and Gang in Omaha...



When "The Breakfast Club" broadcast from Omaha last month these members of the cast posed with F. E. Borchers, manager of Swift & Company, at a reception given by Swift's. Left to right, General Mills announcer Franklyn Ferguson, Don McNeil and Mr. Borchers. The General Mills sponsored segment of the program is heard on WOW each weekday morning at 8 o'clock.

Crosley Dealers to Sponsor News

Because of the tremendous interest in news due to General MacArthur and the world situation in general The Crosley Dealers in WOW-Land have moved their sponsorship from dramatic shows to news programs.

The major part of WOW's Sunday news presentation will be co-sponsored by The Crosley Dealers in the future. Their sponsorship will include the 10 a.m., 12-noon and 10 p.m. news broadcasts on Sundays.

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SUMMER PROGRAMS

(Continued from page 1)

to be built around the extremely popular "Screen Director's Playhouse" and will include some current shows as well as summer replacements.

Sundays will highlight NBC's power-packed summer schedule. Tentative plans call for an hour-long early evening big scale musical show featuring Gordon Jenkins and the Weavers to lead off your Sunday night listening. "Now Hear This," a new Navy adventure series; the ever-popular Quiz Kids; a series honoring NBC's 25th anniversary; "Tales of the Texas Rangers," and "The \$64 Question" are expected to form the major segment of the Sunday night schedule.

As was pointed out earlier these are only tentative plans, and subject to change. Complete details will be forthcoming in the June issue.

RADIO LEADERS WEAR 'GILLIN' ROSES



These top radio-television industry leaders joined with 1,500 others in a singular tribute to the late John Gillin, Jr., former president of Radio Station WOW, Inc., by wearing a rosebud in their lapels at the recent National Association of Radio-Television Broadcasters convention in Chicago. Clio Kathos is shown pinning "The Gillin Boutonniere" on Wayne Coy,

chairman of the FCC. Others, left to right, are Justin Miller, chairman of the board of NARTB; Harold E. Fellows, new NARTB president, and Joseph McConnell, president of NBC. Roses were supplied by Flowers Unlimited of Omaha. The Association is setting up a permanent Gillin Memorial which will probably benefit Creighton U., Mr. Gillin's Alma Mater.

WOW in Nutrena Contest

Need Names of Feeders

Farm folks who use Nutrena Feeds now have an opportunity to do the gang at WOW a favor and at the same time be recognized on "WOW Calling" by having their names announced as Nutrena users.

The manufacturers of Nutrena are offering a plaque to the station having the most Nutrena users. Proof must be furnished in the form of a card or letter sent to Radio Station WOW by the Nutrena user. A few words telling why Nutrena is your favorite feed will be appreciated, but are not necessary.

Naturally WOW would like to show the manufacturers of Nutrena just how large our audience is and the gang on "WOW Calling" promises to do their best and try to pronounce everyone's name correctly.

Remember, just send a card or letter to Radio Station WOW, Omaha, stating that you are a Nutrena user—and, if you have the time, why you use Nutrena.

—WOW—

Rev. R. R. Brown...

Pastor WOW World Radio Congregation

"The basic need of the world is spirituality," was the profound expression that came from the lips of General Douglas MacArthur during our interview late in January. From there the General gave a brief but impressive dissertation on the contrasting ideologies of communism and free nations. Free nations look upon men as living souls, while communism thinks only of them as material quantities.



Rev. R. R. Brown

The Soviet government places a value upon man only in proportion to what he is able to contribute to the preservation and prosperity of the state. The General made it clear that the issue now is not economic, but spiritual. He insisted that the economic principles of Marxianism are being employed in many parts of the world so that controversies go beyond the economic.

Bullets, battleships, bombs or marching men will not win this war ultimately. It is not a battle of words. It is a conflict of contrasting beliefs. The suffering, hungry, deprived peoples of the world are susceptible to the propaganda of the revolutionists. What is needed is a spiritual awakening. We must change the hearts of men. Wherever I went in the Orient, I saw the power of the Gospel of the Son of God. I saw the effect of religious faith upon thousands of lives. Not only abroad, but here in America we need spirituality, or, in plain language, we need God.

Hit Parade in 16th Year

The radio version of "Your Hit Parade" celebrated its 16th anniversary on April 21.

During all these melodic years, the Lucky Strike-sponsored "Your Hit Parade" has reported the top tunes throughout America.

The program, since its inception, has been the most accurate, authentic tabulation of America's taste in popular music. The No. 1 song of the first edition of the program, April 20, 1935, was "Soon" a still remembered favorite. The ever increasing list of melodies played on the program now exceeds 8,500. "Your Hit Parade" is heard on WOW at 8 on Saturday nights and seen on WOW-TV at 9:30 on the same night.

—WOW—

Jack Payne...

WOW Sports Director

What's that you say? An Okie in WOW-Land to broadcast sports for you? Yep, that's right. And believe you me, I've certainly had the royal welcome rolled out on a red carpet. Sports are a'boomin' in greater WOW-Land, and we're doing our best to keep abreast of the picture. Each of you readers and listeners are going to play a vital part in the future of this column, and for the sports news that you hear at 5:55



Jack Payne

p.m. and 10:15 p.m. daily on our station. We want to hear from you—your schools are making the news and we want to report it. Just drop us a line and we'll do our best to boost sports in our area. So, let's all get to work for bigger and better sports participation, conservation of our wildlife and resources, and boost our local athletic programs through attendance. Your news is news! Let's tell people about it!!!

Before long now the cry of "Play Ball!" will be ringing throughout the country. And, the major and minor leagues have gotten the season underway in their usual fanfare methods with crowds, celebrities, and opening day color. Now then, all 16 clubs of the American and National Leagues settle down to five and a half months of competition for those two World Series berths of next October. Whom do you like? We'll take the hitting power of the Boston Red Sox in the American, and the squad strength of the Brooklyn Dodgers to pull through over the Philadelphia Phillies in the National.

MAY, 1951

Classy Connie...



Lovely Connie Russell sings on "Dial Dave Garroway" show each week-day morning at 10:45 on WOW.

—WOW—

PHOTO OFFER

A 20-page photograph album of the Barbour's "One Man's Family" is currently being offered by Miles Laboratories, Inc.

The offer is scheduled to run until approximately May 9, or until the supply of Barbour Family Albums is exhausted.

To obtain this interesting 20-page album merely send the top from a 30 or 70-cent package of Bactine together with 10 cents to "Bactine," Elkhart, Ind.

"One Man's Family" is heard at 6:45 p.m. every week-day on WOW.

—WOW—

WOW 4-H GIFT

Radio Station WOW has again allocated six hundred dollars to the Farm Department to be used in the promotion of 4-H activities in soil conservation. In Nebraska, up to 16 4-H members will be given trips to State Club Week at Lincoln in June, and the outstanding soil conservationist in the state will get a trip to the 4-H Club Congress in Chicago.

In South Dakota a 4-H Club member will also be given a trip to Chicago, while in Kansas, 4-H members will be given trips to a 4-H soil conservation camp, Rock Springs Ranch.

The Iowa 4-H office will use the money to encourage attendance at a soil conservation field day.

This program has been carried on by WOW for the past four years. Interviews from the winners are carried on Mal Hansen's Farm Service Reporter program from 6:30 to 7 a.m. sponsored by Garst & Thomas Pioneer Hybrid Seed Company of Coon Rapids, Ia., and Walnut Grove Minerals, Atlantic, Ia.

Author Describes New Serial

Daytime Show is Something New

In describing his new daytime radio serial "The Woman in My House" author Carleton E. Morse says: "I think that a family story should be a true one; not sentimental, not too sweet. The things that make memories of family life worth while are the small tragedies and small comedies that take place in every household; the clashing of opinions, the little annoyances, as well as big troubles."

You'll agree that Mr. Morse's idea makes an extremely interesting radio program when you hear the Manhattan Soap sponsored "The Woman in My House" tomorrow and every weekday at 11:30 a.m. on WOW.

-wow- SOME GIFT!

John Brown, who plays the role of "Digger" O'Dell, the Friendly Undertaker, on Pabst Beer's "The Life of Riley" series (WOW, 9 p.m., Friday), says he just received one of the most thoughtful—and disturbing—gifts in his entire life. A well known funeral parlor, in appreciation of the wonderful public relations job done by John Brown in the "Digger" role, has presented him with a certificate for a free funeral service. There is no expiration date . . . apparently just John's.

Here's Phil . . .



BAKER'S BACK—Complete with accordion, Phil Baker is back at his old post as the witty and friendly emcee of "The \$64 Question" Sundays at 9 p.m. on WOW.

Grass Roots...

WOW Farm Service Reporter

We must admit that this column has often received careless treatment. Because we thought that only Mrs. Hansen (my wife) and Mrs. Hansen (my mother) ever read it. But from now on, we will give it more attention.

The reason for our change of heart, you ask? It stems from the previous two columns about our scheduled farm trip to the East Coast in September. A surprising number of readers of this column sent in hard cash so they could hold their reservations.

Elsewhere in the News Tower you'll read about a short two-day Greyhound bus trip to the Tulip Festival at Pella, Ia. We also hope many of our friends will be on that trip. And too, we earnestly hope that the weather warms up so the tulips will be in bright bloom on May 12.

It has been a mighty slow spring. That is a statement few will disagree with. But we've had springs as late, and crops were still good mostly because of mechanized equipment and adequate moisture. We hope, with you, that 1951 is no exception.

Oftentimes people ask us where we get the information on farming used on our programs. There are truly dozens of sources. The state colleges, crop reporting services, industry and certainly not to be forgotten are our sponsors.

Two of our best sources of "what's going on in agriculture" are E. A. Kelloway of Walnut Grove Minerals and Bob Garst of Pioneer Hybrid Seed Corn. It pays us to be affiliated with such people. They truly have their fingers on the farming pulse of this country.

It's all a secret right now . . . but from both of these men we expect, in the next few months, some rather surprising ideas which will help livestock men. So keep listening!

-wow-

Star With Show Since Start

"When a Girl Marries" (WOW, 4 p.m., Monday through Friday) recently celebrated its 12th anniversary, and lovely Mary Jane Higby celebrated her 12th year as the star of the popular show.

Mary Jane plays the leading role of Joan Davis in the General Foods sponsored show and says that sometimes she has to try and remember that she isn't actually Joan Davis.

'Mutual of Omaha' Winner . . .



NBC singing star, Jane Morgan, presents the Victor's Trophy to John Decker, Milo, Me., after he won Mutual of Omaha's National High School Health and Safety Oratorical Contest at Columbia University. Arthur Holtzman of Rochester, N. Y., resident vice president for Mutual of Omaha, is shown at the right. Johnny, by winning the national title, receives a \$4,000 cash college scholarship and his school a \$1,000 cash prize from Mutual of Omaha, sponsors of the contest. Nine finalists competed for the national championship. H. C. Carden, of Omaha, superintendent of agencies for Mutual of Omaha, was contest chairman. Mutual of Omaha sponsors "On the Line" with Bob Considine at 4:45 p.m., Saturdays on WOW-TV and 1:30 p.m., Sundays on WOW.

SUNDAYS

(ALL DAY)

12:00 Noon—"Your Future Home"
Multiple Listing Exchange
1:00 P. M.—Battle Report (NBC)
1:30 P. M.—Mrs. Roosevelt (NBC)
2:00 P. M.—"Meet the Press"
Revere Copper (NBC)
2:30 P. M.—"The Zoo Parade"
Ken-L Ration (NBC)
3:00 P. M.—"Gabby Hayes Show"
Quaker Oats (NBC)
3:30 P. M.—NBC News
3:45 P. M.—"Kaleidoscope" with
John Kieran—M.U.D.
4:00 P. M.—Western Theater
5:00 P. M.—
WILD BILL HICKOX
Kellogg Corn Pops



Two Great
"Westerns"
in a Row!

Wild Bill Hickox

5:30 P. M.—
RANGE RIDER
Peter Pan Bread
6:00 P. M.—
**COLGATE'S GREAT
COMEDY HOUR!**
(NBC)
Eddie Cantor
Martin and Lewis
Guest Stars
(alternate weeks)
Plus
Bob Hope and
Bobby Clark
(for Frigidaire every fourth week)

7:00 P. M.—
**PHILCO TELEVISION
PLAYHOUSE**
(NBC)

8:00 P. M.—
**GARROWAY
AT LARGE**
Congoleum-Nairn (NBC)

8:30 P. M.—Royal Playhouse
Household Finance
9:00 P. M.—Circle A Theater
Armstrong Cork (NBC)

9:30 P. M.—
CHARADES
Nebraska Clothing



Let's
Play
Charades

10:00 P. M.—News of the Week
(NBC)
10:30 P. M.—Famous Jury Trials
Swiss Colony (Du.)

MONDAYS

5:30 P. M.—Roberta Quinlan
Mohawk Carpet (NBC)
5:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
6:00 P. M.—Winchell and Mahoney
Speidel (NBC)
6:30 P. M.—
**"VOICE OF FIRESTONE"
CONCERT (NBC)**
7:00 P. M.—"LIGHTS OUT"
Admiral (NBC)
7:30 P. M.—EXTRA SPECIAL!
MAUGHAM THEATER
Tintair (NBC)
Robert Montgomery Drama



Lucky Strike (NBC)
(alternate weeks)
Drama
at its
Best

8:30 P. M.—Commercial Calling
8:45 P. M.—Town & Country Quiz
Staley
9:00 P. M.—Kukla, Fran and Ollie
Ford (NBC)
9:30 P. M.—"STAR-TIME"
10:00 P. M.—Omar Weatherman
10:10 P. M.—Falstaff Sports
10:15 P. M.—News with Ray Clark
10:30 P. M.—
"BIGELOW THEATER"
Bigelow-Sanford Carpets (CBS)
11:00 P. M.—
BROADWAY OPEN HOUSE
Anchor-Hocking (NBC)

WOW-TV Channel 6

1:00 P. M.—"Miss Susan" for Colgate (NBC)
1:30 P. M.—Bert Parks Variety—M., W., F.
Snow Crop Matinee—Tu., Th.



Parks



Smith



Range Rider

TUESDAYS

5:30 P. M.—John Conte's Van
Camp Show (NBC)
5:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
6:00 P. M.—
**"THE TEXACO STAR
THEATER"**
(NBC)
Starring the one and only
MILTON BERLE
7:00 P. M.—
"CAVALCADE OF BANDS"
Drug Store Products (Du.)
8:00 P. M.—
**OLD GOLD
AMATEUR HOUR**
with TED MACK and CO. (NBC)



Amateurs
Get a
Break!

9:00 P. M.—Kukla, Fran and Ollie
Procter & Gamble (NBC)
9:30 P. M.—"STAR-TIME"
10:00 P. M.—Omar Weatherman
10:10 P. M.—Falstaff Sports
10:15 P. M.—News with Ray Clark
10:30 P. M.—
STARS OVER HOLLYWOOD
Armour (NBC)
11:00 P. M.—
BROADWAY OPEN HOUSE
Anchor-Hocking (NBC)



Thomas



Miss Susan



Quinlan



Swayze

WEDNESDAYS

5:30 P. M.—Roberta Quinlan
Mohawk (NBC)
5:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
6:00 P. M.—
NBC 4-STAR VARIETY
Ed Wynn, Danny Thomas
Motorola, Norge, Pet Milk (NBC)
Starring
Jimmy
Durante
Jack
Carson
(alternate weeks)



Durante

7:00 P. M.—
**KRAFT
TELEVISION THEATER**
(NBC)

8:00 P. M.—Break the Bank
Bristol-Myers (NBC)
8:30 P. M.—Victor Borge Show
Kellogg (NBC)
9:00 P. M.—Kukla, Fran and Ollie
Ford (NBC)
9:30 P. M.—"STAR-TIME"
9:45 P. M.—"Your Back Yard"
with Mal Hansen
10:00 P. M.—Omar Weatherman
10:10 P. M.—Falstaff Sports
10:15 P. M.—News with Ray Clark
10:30 P. M.—Mystery (Du.)
11:00 P. M.—
BROADWAY OPEN HOUSE
Anchor-Hocking (NBC)



Lester



Conte

THURSDAYS

5:30 P. M.—John Conte's Van
Camp Show (NBC)
5:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
6:00 P. M.—Groucho Marx in
"You Bet Your Life"
for DeSoto (NBC)
6:30 P. M.—
"CISCO KID"
Butter-nut Bread
CISCO
and
PANCHO
Come to Life



Cisco Kid

7:00 P. M.—James Melton's FORD
REVUE (NBC)
8:00 P. M.—Martin Kane, Private
Eye, U. S. Tobacco
(Du.)
8:30 P. M.—WAYNE KING
Standard Oil (NBC)
9:00 P. M.—Kukla, Fran and Ollie
Life Magazine (NBC)
9:30 P. M.—"STAR-TIME"
10:00 P. M.—Omar Weatherman
10:10 P. M.—Falstaff Sports
10:15 P. M.—News with Ray Clark
10:30 P. M.—Fireside Theater
Procter & Gamble (NBC)
11:00 P. M.—
BROADWAY OPEN HOUSE
Anchor-Hocking (NBC)

FRIDAYS

5:30 P. M.—Roberta Quinlan
Mohawk (NBC)
5:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
6:00 P. M.—The Quiz Kids
Miles Laboratory (NBC)
6:30 P. M.—
YOU ASKED FOR IT
Skippy (Du.)



Art Baker

with
Radio's
Art Baker!

7:00 P. M.—The Big Story
Campbell's Soups (NBC)
7:30 P. M.—Henry Morgan Show
Pall Malls (NBC)
8:00 P. M.—
**MADISON SQUARE
GARDEN BOXING BOUTS**
Gillette (NBC)
8:30 P. M.—"Greatest Fights"
Vaseline (NBC)
9:00 P. M.—Kukla, Fran and Ollie
Procter & Gamble (NBC)
9:30 P. M.—"STAR-TIME"
(Du.)
10:00 P. M.—Omar Weatherman
10:10 P. M.—Falstaff Sports
10:15 P. M.—News with Ray Clark
10:30 P. M.—Plain Clothes Man
11:00 P. M.—
BROADWAY OPEN HOUSE
Anchor-Hocking (NBC)

WOW-TV Channel 6

MONDAYS THROUGH FRIDAYS... DAYTIME SCHEDULE

2:00 P. M.—Kate Smith-Ted Collins (NBC)
3:00 P. M.—"Martha's Kitchen" with Martha
Bohlsen
3:30 P. M.—"Howdy Doody" (NBC)
4:00 P. M.—Cactus Jim (NBC)
5:15 P. M.—Gabby Hayes—M., W., F. (NBC)
Blackstone—Tu.; Creighton or Omaha U.—Th.

Corrected to April 20, 1951



Parks



Smith



Range Rider



Howdy



Bohlsen



Clark



Kukla

SATURDAYS

(ALL DAY)

2:45 P. M.—ARMED FORCES
REVUE (Dumont)
3:15 P. M.—"MAGIC SLATE"
Derby Foods (NBC)
JUNIOR CIRCUS
Hollywood Candy (NBC)
(Alternate Weeks)
3:45 P. M.—
"ON THE LINE"
with
BOB CONSIDINE
Mutual of Omaha
(NBC)



Considine

News,
Interviews,
Comments

4:30 P. M.—"Hopalong Cassidy"
General Foods (NBC)

5:30 P. M.—
**ONE MAN'S
FAMILY**
Manhattan Soap (NBC)



"Pa" Barbour "Ma" Barbour

6:00 P. M.—
**JACK CARTER
SHOW**
Lehn & Fink
Bymart
R. S. Reynolds

7:00 P. M.—
SHOW OF SHOWS
Sid Caesar and
Imogene Coca
SOS
Scotchtape
Benrus
Crosley

8:30 P. M.—
**LUCKY STRIKE
HIT PARADE**
(NBC)

9:00 P. M.—
Falstaff
WRESTLING
from Chicago

10:15 P. M.—Sheila Graham
Max Factor (NBC)

Keep This Schedule Near Your Set! Watch WOW News Tower or Your Local Newspaper For Changes and Corrections New Shows!

Kate Smith on Radio 20 Years

Ford's New Star ...



Host of the new Ford Television Festival is the popular tenor, James Melton, the Metropolitan Opera Company and concert star. The new Thursday night "Festival" is set in the 7 p.m. period.

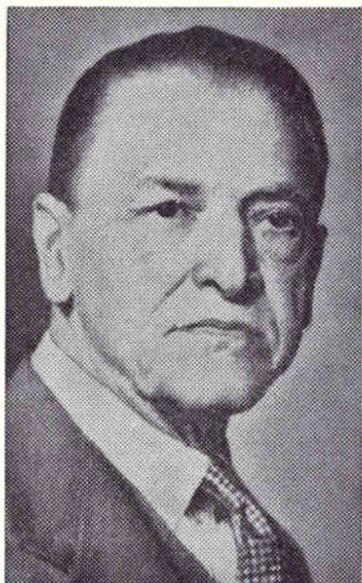
-WOW-TV-

GOIN' TOO TOUGH

Both Milton Berle and Sid Caesar are seriously considering appearing on TV only ever-other-week after their summer vacations, the trade press reports. Both have been forced due to overwork to take mid-season vacations recently.

-WOW-TV-

Choice Drama ...



"Greatest living playwright"—Somerset Maugham—authors the new Tintair dramas at 7:30 p.m. on Mondays (alternating with the Robert Montgomery Lucky Strike Dramas). The new "Theater" offers Maugham's best.

She's TV's Top Day Star

The Three Musketeers of the "Kate Smith Hour" (new WOW-TV time, 3 p.m., Mondays through Fridays)—Kate, Ted Collins and orchestra leader Jack Miller—have been on the air together since 1931. They will be on hand to celebrate Kate Smith's 20th anniversary in broadcasting on May 1.

"I remember I was a pianist," Jack Miller said, "and Ted Collins brought Kate over to do some records and to work up a radio program. That was back in 1931, and we've been working together on the air and on records ever since."

Miller, a blond-turning-gray gentleman, has taken the problems of a daily hour-long television show in his stride. "Once upon a time there were only Kate and Ted and I. Now we've got the big orchestra, a staff of arrangers and all sorts of additional help. Putting on the 'Kate Smith Hour' five times a week is a big affair."

The NBC-TV show, which had its premiere September 25, 1950, brought lavish programming to daylight TV. Each afternoon as Jack and the boys swing into the Kate Smith theme song, "When the Moon Comes over the Mountain," a staff of 250 persons strains forward to watch the payoff for their round-the-clock efforts. And in the orchestra pit Jack Miller closes his eyes, nostalgically. "Just think," he said the other day, "the first time I played these introductory bars for Kate was in a tiny NBC studio before a single mike. Look at us now," he added proudly. "Mikes and cameras everywhere. A whole theatre-full of us!"

-WOW-TV-

TULIP TRIP

First announcement of the "WOW Wonderful Weekend" tours—details of the trip May 19-20 to the Pella, Ia., Tulip Festival—were announced on Mal Hansen's new "Your Back Yard" WOW-TV show (Wednesdays, 9:45 p.m.). Hansen will be host on the Pella trip.

-WOW-TV-

NEW 'FLIPO'

"Flipo," the little mechanical camera man on the Kraft Television Theater (new time, 7 p.m., Wednesdays) served faithfully and well for 205 telecasts, and then was accidentally broken to bits by a prop man. The little man you see now is brand new—"Flipo's" son.

-WOW-TV-

TV FOOTBALL

Prospects were brighter that there will be TV football on the air next fall. The NCAA which has assumed control of telecasting of all college games was reported to be working on a plan to permit some games to be aired.

TV's First Lady ...



America's favorite songstress, Kate Smith, often called the "First Lady of Daytime Television" observes the 20th anniversary of her broadcasting career May 1. She'll celebrate it on her NBC-WOW-TV show (2 p.m., Mondays through Fridays).

-WOW-TV-

Moving Too ...



Housewives will have to set their plans to see "Martha's Kitchen" one hour earlier too. It'll be on—starring Martha Bohlsen—from 3 to 4 p.m., following Kate Smith.

See Pages 6 and 7 For NEW TIME of Your Favorite WOW-TV Programs

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



TV Shows Now 1-Hour Earlier

Time Changes Start Today

Chances are your favorite TV shows will come to you one hour earlier than usual starting today (April 29).

The shift is caused by the start of Daylight time in the east where most network TV programs originate. Most eastern cities "go daylight" so in order to cause the least possible upset in schedules for the greater number of viewers the network also switched to "Daylight time" operation. They will switch back to Standard the last of next September, and at that time will move back one hour.

WOW-TV has made every possible effort to make the changes with a minimum of inconvenience or confusion to viewers.

(Some programs do not change. The correct "summer schedule," as known on April 20 is listed on the next two pages of this News Tower. It is recommended that you keep this schedule near your set, and make your own changes as uncertainties are cleared up).

The summer schedule brings with it many new features (see column one). Later some "regulars" will take well-earned vacations and new features will take their place.

Major WOW-TV network changes caused by "Daylight time" are:

"Kukla, Fran and Ollie" moves from 6 p.m. to 9 p.m., Mondays through Fridays.

A sparkling new filmed show called "Star-time" begins at 9:30 p.m., Mondays through Fridays.

The Kellogg Victor Borge Show is tentatively set for 8:30 p.m., Wednesdays.

Other shows may be changed in the next two weeks and WOW-TV will make every effort to advise viewers on the air in advance of these changes.

-WOW-TV-

LOCAL TV NEWS

WOW-TV film news cameramen are extending the station's on-the-spot coverage of big events. During March the crew covered 28 news stories by film—an average of almost one a day.

-WOW-TV-

WU SERVICE

Western Union is set to go into the television set service business, under a new tieup with DuMont, the set manufacturer. Service will be limited to New York area for the present, may later be extended.

The Winnah! ...



Mrs. Rose Kiscki, 4967 South 41st Avenue, Omaha, is richer by \$2,300 in government bonds because she tuned in to The Speidel Show April 9 (new time 6 p.m., Mondays, on WOW-TV), and because she answered the question put to her by Paul Winchell and Jerry Mahoney, regarding the identity of a western outlaw character—"Billy the Kid."

-WOW-TV-

TV Set Output Hits New High

Production of television sets during March hit 869,368 sets—an all-time one-month high, and brought first quarter production to 2,194,000. This means that if cutbacks (due to use of strategic materials) hits 50 per cent for the balance of this year (certainly not expected) manufacturers will still turn out 5,000,000 sets in 1951.

Figures are from Radio-Television Manufacturers Association reports.

The number of TV sets in the WOW-TV area passed the 77,000 mark on April 28.

-WOW-TV-

STARS GET FANCY

Variety reports that James Melton has been given his own private dressing room in the International Theater where his new "Ford Festival" originates (7 p.m., Thursdays on WOW-TV). Melton has had it carpeted and lavishly furnished—kept it locked.

Kate Smith and Ted Collins have a similar setup—a fancy suite—at the Hudson Theater.

New Summer Shows Set

The next few weeks will bring many new features to WOW-TV, as what the show business calls the "straw-hat season" gets underway.

In number-of-hours-of-programming WOW-TV's schedule will remain about the same (see complete schedule, pages 6 and 7).

Edward Madden, NBC's vice president in charge of TV sales, estimated that more than 80 per cent of his web's advertisers will retain their time periods. He said 12 hours of choice time periods per week are already set to remain unchanged.

Most of the network shows, however, will give their talent brief vacations. This will give new talent a chance to be seen and heard. New shows that make good during the "straw-hat" season usually end up with "regular" spots in the fall schedules.

The WOW-TV schedule already is blossoming out with several new shows.

First, there's the new full-hour of fine westerns, Kellogg's "Wild Bill Hickox" and Peter Pan Bread's "Range Rider" in the 5 p.m. to 6 p.m. Sunday slot.

At 8:30 on Sundays WOW-TV viewers will see "The Royal Playhouse" sponsored by Household Finance. This is a series of exceptionally fine half-hour dramatic shows produced by Bing Crosby Enterprises.

At 9:30 p.m., Mondays through Fridays, WOW-TV will carry "Star Time" a new variety series, featuring some of the nation's top entertainers, many making their TV debuts.

Already on the air is the new "Ford Festival" starring James Melton, the Met tenor, in the Thursday at 7 p.m. spot. Reviewers of the first of these shows called it "one of TV's best."

The Hollywood Candy Company has a new show called "Junior Circus" scheduled on alternate Saturdays at 3:15 p.m.

-WOW-TV-

NBC "ARMY"

Thirty-seven radio and television employees of the National Broadcasting Company will report for active military duty at Fort Riley, Kans., May 1. They are members of a network-sponsored U. S. Army Reserve unit, which will specialize on certain phases of psychological warfare.

McArthur West via WOW-TV

NBC Surprise Scoop



Several million West Coast TV viewers were remote control guests in WOW-TV's studios during the Washington, D. C., McArthur ceremonies.

Quick-thinking by NBC's Hollywood TV folks enabled the nation's number one network to score a notable news "scoop" which has been the talk of the industry.

During the night preceding the Washington telecast, NBC flew two engineers to Omaha with 1,000 pounds of kinescope recording equipment. They setup in the WOW-TV studios at 35th and Farnam Streets, and made a kinescope recording of the entire Washington program.

They chose WOW-TV to make the "kine" because Omaha is the western-most point on the coax-relay, and because of WOW-TV's excellent equipment and superior engineering staff.

At 12:39 p.m. Omaha time the film-recording left Omaha on a special plane, an F-51 Mustang piloted by the famous "speed demon" Paul Mantz, of Bendix trophy race fame.

Thus at 7 p.m. millions of viewers on the West Coast saw the entire day's ceremonies within a few hours after they took place!

For NBC it was a clear-cut "scoop" as no other western net got the film until many hours later.

All the inspiration, tears and thrills in the Washington McArthur telecasts are rolled up in the film Lyle DeMoss is shown handing Flyer Paul Mantz, at Omaha airport. Six hours after the direct telecast came to Omaha this film, made by NBC in WOW-TV studios was shown to millions of West Coast tele-viewers.

... ALONG THE VIDEO GRAPEVINE ...

FCC Chairman Wayne Coy and Senator Kefauver see no objection to commercial sponsorship of public events such as Crime Commission hearings, McArthur's speech, etc. Perhaps they are aware of the tremendous costs of such telecasts.

... t-Vee ...

Pope Pius has named the Archangel Gabriel as the patron saint of television and radio (and the entire field of long distance communication), because, he said "if well used they can do much to spread culture, improve life and increase the brotherhood of man."

... t-Vee ...

A loud "Amen" to Look's observation: "True show values have changed little since the days of the wandering minstrel."

... t-Vee ...

UP reports that after proposed FCC allocation plan was announced folks started buying TV sets in areas where they can see nothing—and may not have service available for years! Sets sales were reported in Butte, Mont., Alberta, Canada, and in upper Vermont.

This lad Danny Thomas (regular guest-comic on the "Four Star Revue" new time, Wednesday at 6 p.m.) really has a heart of gold and practices what he (and how!) preaches. He recently performed for 10 days at a Las Vegas resort free of charge in return for a \$50,000 donation made by the resort to the Cancer Drive.

... t-Vee ...

TV can now permit the boss to keep tab on his employees in the outer office. The new RCA gadget is called "video intercom" and it permits the man in the front office to keep an eagle eye on his staff as far as 100 yards away.

... t-Vee ...

Burr Tillstrom, creator of "Kukla, Fran and Ollie" (new time 9 p.m., Mondays through Fridays) has signed a long-term contract with NBC, with whom he has already been associated for 12 years.

... t-Vee ...

Five farm papers in a farm-area survey learned that 8.3 per cent of the 1.18 million farm families they serve expect to buy TV sets during 1951 or 1952.

So far, Uncle Miltie Berle (new time, 6 p.m., Tuesdays) has used dogs, horses, mules, lions, elephants, birds, chickens and monkeys on his Texaco show!

... t-Vee ...

An unnamed woman mental patient whose delusions kept her away from the piano for seven years, performed on NBC-TV recently, and her physicians said her triumph was a "major milestone in her recovery." Viewers saw only her back while she was seated at the piano. She was identified only as "Miss Jones."

... t-Vee ...

Tain't new but we like Ed Wynn's yarn about the bachelor who phoned a lady and asked her to marry him. "Yes," she shrieked, "and, by the way, who is this calling."

... t-Vee ...

Ditto, John Cameron Swayze's yarn about the 100-year-old farmer he interviewed recently. He asked the old gentleman how he happened to live to such old age. The old man replied: "I was born before germs was discovered!"

—BILL WISEMAN.

RADIO WOW'S MAY DAYTIME SCHEDULE

5:30 A. M.—Five-Thirty Call—Early morning music to help you start the day right.....	Daily ex. Sun.	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.
5:40 A. M.—Slim Everhart—Carter's Little Liver Pills.....	Tues., Thu.	WOW News Tower—A complete 15-minute news coverage.....	Sun.
5:55 A. M.—Weather Report—Ralston Purina.....	Daily ex. Sun.	12:15 P. M.—Great Stories About Corn—Everett Mitchell and Funk's G. Hybred Seed Corn bring you this show.....	Sun.
6:00 A. M.—Sunrise News Tower—All the latest happenings in detail.....	Daily ex. Sun.	12:30 P. M.—WOW Calling—A happy half hour for Swanson's Margarine, and Nutrena.....	Mon. thru Sat.
6:15 A. M.—Welcome to the West—Slim Everhart.....	Daily ex. Sun.	Your University Speaks—University of Nebraska.....	Sun.
6:30 A. M.—WOW Farm Service Reporter—Mal Hansen brings latest farm and market news, interviews, agricultural reports and regional news for Pioneer Hybred Seed Corn and Walnut Grove Mineral Products.....	Daily ex. Sun.	12:45 P. M.—The Music Room—Schmoller & Mueller.....	Sun.
Sunday Serenade—Mood music.....	Sun.	1:00 P. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup.....	Mon. thru Fri.
7:00 A. M.—Network News—Alex Dreier for Skelly Oil.....	Mon. thru Fri.	National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers.....	Sat.
This Farming Business—Lloyd Burlingham for Skelly Oil.....	Sat.	American Forum of the Air.....	Sun.
NBC News.....	Sun.	1:30 P. M.—Ma Perkins—Oxydol's long-time favorite.....	Mon. thru Fri.
7:05 A. M.—George Crook, organ music.....	Sun.	On the Line with Bob Considine—Mutual of Omaha.....	Sun.
7:15 A. M.—Breakfast Bandstand—Gene Edward with recorded music you'll like.....	Mon. thru Fri.	Creighton University of the Air.....	Sat.
Riders of the Purple Sage.....	Sat.	1:45 P. M.—Judy and Jane—Folger's Coffee.....	Mon. thru Fri.
7:30 A. M.—WOW News Tower—Merrill Workhoven.....	Daily ex. Sun.	Slim Bryant and His Wildcats.....	Mon. thru Fri.
Revival Hour—Gospel Broadcasting Association.....	Sun.	The Girl from Paris.....	Sun.
7:45 A. M.—Morning Merry-Go-Round—Lively music.....	Mon. thru Sat.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.....	Mon. thru Fri.
8:00 A. M.—Breakfast Club—Don McNeil and Co. for General Mills.....	Mon. thru Fri.	Town and Country Time.....	Sat.
John Carson Show.....	Sat.	Music With the Hormel Girls.....	Sun.
8:15 A. M.—John Carson Show—Johnny's early morning show.....	Mon. thru Sat.	2:15 P. M.—Road of Life—Interesting to follow—Oxydol.....	Mon. thru Fri.
8:30 A. M.—John Carson Show—A half-hour of music and fun.....	Mon. thru Sat.	2:30 P. M.—Pepper Young's Family—You'll like them—P. & G.....	Mon. thru Fri.
Chapel Service—Dr. R. R. Brown.....	Sun.	Dangerous Assignment.....	Sun.
8:45 A. M.—Elaine Jabenis Scrapbook—Shaver's Food Mart.....	Sat.	2:45 P. M.—Right to Happiness—Everyone's right—P. & G.....	Mon. thru Fri.
9:00 A. M.—Welcome Travelers—Tommy Bartlett with a great show.....	Mon. thru Fri.	3:00 P. M.—Backstage Wife—Sterling Products.....	Mon. thru Fri.
Mind Your Manners.....	Sat.	Town and Country Time.....	Sat.
9:30 A. M.—Double or Nothing—The popular quiz show with Walter O'Keefe emceeing for Campbells Soup.....	Mon. thru Fri.	The Falcon—Kraft Cheese.....	Sun.
Mary Lee Taylor for Pet Milk.....	Sat.	3:15 P. M.—Stella Dallas—A moving story—Sterling Products.....	Mon. thru Fri.
Sunday in the Country—Mal Hansen for d-Con.....	Sun.	3:30 P. M.—Lorenzo Jones—Presented by Drecht.....	Mon. thru Fri.
10:00 A. M.—Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker.....	Mon. thru Sat.	Big City Serenade.....	Sat.
WOW News Tower—All the latest news.....	Sun.	WOW News Tower—E. T. Smith Olds-Cadillac.....	Sun.
10:15 A. M.—U. S. Navy Show—Stirring music.....	Sun.	3:45 P. M.—Young Widder Brown—Sterling Products.....	Mon. thru Fri.
10:30 A. M.—Jack Berch Show—Jack sings songs in a style you'll always enjoy—Prudential Insurance Co.....	Mon. thru Fri.	Lost Melodies.....	Sun.
To be announced.....	Sat.	4:00 P. M.—When a Girl Marries—General Foods.....	Mon. thru Fri.
U. N. Is My Beat.....	Sun.	A Date with Dorsey.....	Sat.
10:45 A. M.—Dial Dave Garroway.....	Mon. thru Fri.	The Phil Regan Show.....	Sun.
Carnival of Books.....	Sun.	4:15 P. M.—Portia Faces Life—General Foods.....	Mon. thru Fri.
11:00 A. M.—Live Like a Millionaire—You'll enjoy hearing the contestants in action—General Mills.....	Mon. thru Fri.	4:25 P. M.—News Summary—Robert Trout.....	Mon. thru Fri.
Homemakers Club of the Air—Omaha Public Power sponsors Marion MacDonald with household hints.....	Sat.	4:30 P. M.—Just Plain Bill—Anacin.....	Mon. thru Fri.
Living—1951.....	Sun.	A Date with Dorsey.....	Sat.
11:30 A. M.—The Woman in My House—Manhattan Soap.....	Mon. thru Fri.	Mr. and Mrs. Blandings.....	Sun.
Music in Three-Quarter Time.....	Sat.	4:45 P. M.—Front Page Farrell—Whitehall Pharrnical.....	Mon. thru Fri.
Eternal Light.....	Sun.	5:00 P. M.—Guiding Light—Sponsored by Duz.....	Mon. thru Fri.
11:45 A. M.—Your Melody Time—Late morning melodies.....	Mon. thru Fri.	Public Affairs.....	Sat.
Polka Parade—Lively tunes.....	Sat.	To be announced.....	Sun.
Treasury Salute.....	Sun.	5:15 P. M.—Lean Back 'n' Listen.....	Mon. thru Fri.
		Your National Guard.....	Sat.

5,000 Watts

WOW'S MAY NIGHT SCHEDULE

590 Kc.

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 ³⁰	(Tentative, Mid-May)	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News
5 ⁵⁵	GORDON JENKINS and THE WEAVERS	SPORTS NEWS Goetz Beer	SPORTS NEWS McFayden's	SPORTS NEWS Goetz Beer	SPORTS NEWS McFayden's	SPORTS NEWS Goetz Beer	SPORTS NEWS Goetz Beer
6 ⁰⁰	A full-hour of top music and variety	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE
6 ¹⁵	(Tentative)		MUSIC BY MARTIN Need we say more?		MUSIC BY MARTIN Need we say more?		MUSIC BY MARTIN Need we say more?
6 ³⁰	THE PHIL HARRIS- ALICE FAYE SHOW A real treat in comedy and music	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NBC SYMPHONY Presenting an hour of the best in music. This great musical organi- zation under the baton of great directors Sponsored by RCA Victor, Chesterfield and Anacin
6 ⁴⁵		ONE MAN'S FAMILY Tabacin	ONE MAN'S FAMILY Tabacin	ONE MAN'S FAMILY Tabacin	ONE MAN'S FAMILY Tabacin	ONE MAN'S FAMILY Tabacin	
7 ⁰⁰	HEDDA HOPPER Your Hollywood Reporter and her screen guests	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	CAVALCADE OF AMERICA Famous stars in equally famous plays for DuPont	THE HALLS OF IVY Mr. and Mrs. Ronald Colman in stories of college life	THE ALDRICH FAMILY Family comedy starring Ezra Stone as Henry General Foods	NERO WOLFE Sidney Greenstreet stars as the famous detective	
7 ³⁰	THEATRE GUILD ON THE AIR U. S. Steel presents the theatre's best plays and nation's best actors for a full hour every Sunday night	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	BABY SNOOKS SHOW Fannie Brice and Hanley Stafford with comedy for Tums	THE GREAT GILDERSLEEVE Family comedy as "Gildy" blusters through life	FATHER KNOWS BEST Robert Young has his hands full as "Father" General Foods	SAM SPADE Follow Sam in his exciting capers	MAN CALLED X Herbert Marshall is the man of mystery A "Tandem" show
8 ⁰⁰		TELEPHONE HOUR Donald Voorhes with Bell Symphonic Orchestra and guest singers	THE BOB HOPE SHOW Chesterfield brings you this favorite comic	YOU BET YOUR LIFE Grocho Marx is at his witty best with contestants	DRAGNET Stories based on cases from L. A. police files Fatima Cigarettes	THE MAGNIFICENT MONTAGUE Monty Woolley stars in this comedy series	YOUR HIT PARADE Hear the top tunes of the week Lucky Strike Cigarettes
8 ³⁰	TALES OF THE TEXAS RANGERS Joel McCrea stars in authentic stories	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartette	FIBBER MCGEE AND MOLLY Pet Milk takes you to 79 Wistful Vista for laughs	MR. DISTRICT ATTORNEY Crime doesn't pay with the D.A. at hand—Bristol-Myers	SHORT STORY Dramatized versions of famous short stories	DUFFY'S TAVERN Fun with Archie, Miss Duffy and Pinnegan A "Tandem" show	A DAY IN THE LIFE OF DENNIS DAY Music and fun for Colgate
9 ⁰⁰	THE \$64 DOLLAR QUESTION with Phil Baker	BOSTON POPS ORCHESTRA Plays short classics, novelties and new works	BIG TOWN Stories of a crusading newspaper editor Lifebuoy Soap	THE BIG STORY Tales of exciting stories by the newsmen who covered them—Pall Malls	SCREEN DIRECTORS' PLAYHOUSE Lovers of the theatre won't want to miss hearing the famous plays to be presented on this star-studded program Sponsored by RCA Victor, Chesterfield and Anacin	LIFE OF RILEY Family comedy for Pabst Blue Ribbon Beer	THE JUDY CANOVA SHOW Fun with Judy and her friends for Colgate
9 ³⁰	VOICES AND EVENTS an NBC news-documentary	under the direction of Arthur Fiedler	PEOPLE ARE FUNNY Art Linkletter arranges hilarious situations Raleigh Cigarettes	ALBUM TIME Popular recorded tunes of yesterday and today		SPORTS NEWSREEL ON THE AIR with Bill Stern 9:45—BEST IN BANDS	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
10 ⁰⁰	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News
10 ¹⁵	DAVID LAWRENCE American Dairy Assn.	SPORTS Nebraska Clothing	SPORTS Nebraska Clothing	SPORTS Nebraska Clothing	SPORTS Nebraska Clothing	SPORTS Nebraska Clothing	SPORTS Nebraska Clothing
10 ³⁰	THE CATHOLIC HOUR Begins its 21st year in this new time spot	BREAK THE BANK Bristol-Myers	BREAK THE BANK fun and prizes	BREAK THE BANK Bristol-Myers	BREAK THE BANK fun and prizes	BREAK THE BANK Bristol-Myers	THE THREE SONS
10 ⁴⁵							WILD LIFE ROUNDUP For the outdoorsman
11 ⁰⁰	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY
11 ⁰⁸	SPRING SERENADE presents music you'll enjoy	SPRING SERENADE presents music you'll enjoy	SPRING SERENADE presents music you'll enjoy	SPRING SERENADE presents music you'll enjoy	SPRING SERENADE presents music you'll enjoy	SPRING SERENADE presents music you'll enjoy	SPRING SERENADE presents music you'll enjoy
11 ⁵⁵	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY

Voice of Firestone Now 23

Musical Show Has Birthday

Radio's oldest coast-to-coast network program, the "Voice of Firestone," first musical program to be commercially broadcast and televised simultaneously, enters its 23d year this month.

The "Voice of Firestone" is carried by WOW and WOW-TV at 7:30 on Monday nights.

The consistently high type of music of the "Voice of Firestone" has been broadcast every Monday night at the same time and on the same network since the feature began as a radio program in 1928. The show is acclaimed as the pioneer of new techniques in the successful televising of musical programs. The "Voice of Firestone" is one of the few major network shows that continues its broadcast through summer vacation months each year.

Howard Barlow, distinguished American conductor, has directed the music of the program since 1943.

-WOW-

FINE RESPONSE

The response to a recent appeal for "clothing-for-refugees" on the Prudential Insurance "Jack Berch Show" is reported as outstanding.

Berch, thrilled by the response to the appeal, said, "We've received everything from galoshes to opera pumps, summer shawls to winter wear."

Hear "The Jack Berch Show" each week-day at 10:30 a.m. on WOW. You'll enjoy it.

-WOW-

Barnum's Birthday ...



Tom (Barnum) Chase, veteran WOW announcer, recently celebrated his birthday—he says he's 39 again this year. We thought you'd like to see what a 39-year-old announcer looks like.

Pretty Threesome ...



FAYE'S FAVORITES—Chic Alice Faye, co-star of the RCA Victor sponsored "Phil Harris-Alice Faye Show" on Sunday nights at 6:30 on WOW, gets a peck on each cheek from little Alice and Phyllis, pretty blonde daughters of the popular comedy and song team. The occasion was the girls' first ride on their new bikes.

Station Stirrings

Promotion department's Evelyn Jansen is quite thankful that she was sleeping soundly one night early last month. Evie sings with a local band and they had played a dance in Iowa and were on their way home through one of the high-water areas. Having put in a full eight hours at the station and then made sweet sounds for the enthralled dancers until the wee small hours Evelyn naturally dropped off to sleep soon after the band had started home. While she was sleeping the band's auto had been the last one allowed across a bridge which had water flowing some six inches deep over its swaying roadway. The musicians told her that they could look up-stream and see a railroad bridge swinging over the stream after having its supports taken out by the water. Evie says she shivers just thinking about it.

... SS ...

Dick Petrashek, former supply expert in our downtown offices has now joined the ranks of our AM-TV commuters. Dick is going to work in TV's film department from now on, but until his replacement is found he will spend half a day in each studio.

... SS ...

Back in circulation again is Harold Baker, WOW's news director. Harold was kept away from his

news desk by a case of chicken pox—believe it or not. Seems that his children got them first and then very generously gave them to daddy. Don't laugh—it could happen to you. In any case Harold is back with us again and is looking his usual sharp self.

... SS ...

TV's Al Baumann is really living these days. Al's sporting a nice new Buick, and it's rumored that several staff members are trying to get transferred to the maintenance department to see if it could happen to them.

... SS ...

TV staffers Cathie O'Connor, Pat Vanhauer, Shirley Johnson and Lou Birmingham were all pressed into service to help receptionist Tari Rahn the other day ... a steady stream of different high school skip day groups visited the Television Station. This is the peak season for such welcome visits.

... SS ...

Orville Weimer of the engineering staff was recently the victim of mistaken identity. Some Omahan with a similar name won a gas range on a radio quiz contest, and many of Orville's friends called to congratulate him on his good fortune. Now he's worried lest the income tax bureau makes the same mistake and adds the price of the range to his income.

EXPIRATION DATE NEAR YOUR NAME BELOW "5/51" MEANS THIS IS YOUR LAST ISSUE

STRAIN MRS A I
1119 NO 45TH ST

—OMAHA 3 NEBR

RETURN POSTAGE GUARANTEED

TO: Radio Station WOW

Omaha 2, Nebr.

Sec. 562, P. L. & R.
U. S. POSTAGE
PAID
Omaha, Nebr.
Permit No. 257

6-52