More Than Three Million!

Population is Set For WOW-Land

Reports just released by the U.S. Department of Commerce, Bureau of the Census, indicate that WOW serves an area populated by 3,004,437 persons.

The figures are based on the official 1950 U.S. Census and WOW's coverage breaks down as follows:

<table>
<thead>
<tr>
<th>State and Number of Counties</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nebraska (80)</td>
<td>1,220,145</td>
</tr>
<tr>
<td>Iowa (35)</td>
<td>726,692</td>
</tr>
<tr>
<td>South Dakota (39)</td>
<td>393,015</td>
</tr>
<tr>
<td>Kansas (29)</td>
<td>341,793</td>
</tr>
<tr>
<td>Missouri (11)</td>
<td>217,956</td>
</tr>
<tr>
<td>Minnesota (7)</td>
<td>104,836</td>
</tr>
</tbody>
</table>

(Total Counties-201) .3,004,427

The above break-down applies the census figures to WOW counties as indicated in Broadcast Measurement Bureau Survey No. 2.

Another interesting breakdown of the recently released figures is the following which shows that WOW's coverage extends to areas which include the indicated percentages of the total populations of the listed states.

- 89.8 per cent of Nebraska
- 89.6 per cent of Iowa
- 89.3 per cent of South Dakota
- 89.2 per cent of Kansas
- 89.1 per cent of Missouri
- 89.0 per cent of Minnesota

Perhaps the most significant fact pointed out by the census is that there has been no appreciable decrease in the population of "WOW-Land" since the last official census in 1940.

Fifteen Years Ago...

This is little Patricia Neal when she was a fan and participant in "Uncle Tom's (Chase) Playhouse" 15 years ago on WOW. Today she is a college student and keeps in touch with Tom through his new television show "Trail Time" (WOW-TV, 5 p.m., Monday through Friday). Turn to page 3 and see how Pat looks today.

-Fibber and Molly-

Aid Community Chest

Jim and Marian Jordan, better known to their millions of fans as "Fibber McGee and Molly" really proved themselves to be great humanitarians as well as great entertainers on October 9.

Before some 10,000 persons in Omaha's Ak-Sar-Ben Coliseum the Jordans presented their "Fibber McGee and Molly" show to the nation as a kick-off to Omaha's 1951 Community Chest Campaign.

The whole program staff came to Omaha for the event and helped make this year's Community Chest drive a real success.

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Lanza Sings Monday Nights
Young Tenor For Coca-Cola

Coca-Cola's great new "Mario Lanza Show" has proved to be an extremely popular addition to NBC and WOW's outstanding Monday musical line-up.

Heard at 9 each Monday night on WOW the half-hour show features the noted tenor in his superlative renditions of popular and classical songs.

Mario Lanza was christened Alfred Arnold Cocozza. He changed his name (his mother's maiden name was Marie Lanza) at the suggestion of the conductor of the Boston Symphony Orchestra.

In spite of his rigorous schedule of radio, film and recording work the young Italian tenor finds time to work out daily in the gymnasium. Hear him each Monday for Coca-Cola.

—wow—

'Riders of Purple Sage'
Now a Sunday Feature

Foy Willing and his "Riders of the Purple Sage" are back to entertain you on WOW each Sunday afternoon at 3:45 p.m.

The noted western musical group will bring their distinctive song and tune styling to 590 on your dial in a weekly quarter-hour show for the Boyer Lumber & Coal Company.

Don't forget to make a date to hear the "Riders of the Purple Sage" every Sunday afternoon at 3:45 immediately following the Sunday afternoon news.

—wow—

Quite an Order

Now that Prince Albert's "Grand Ole Opry" is heard an hour earlier (8:30 p.m., Saturday's) Minnie Pearl is still talking about her favorite topic—men. She says, "What this country needs is a fortune-teller who can not only tell if there's a man in a girl's future, but also if there's any future in the man."

—wow—

Martha is Host to Garden Expert...

Mrs. Fleita Brownell Woodroff, left, Garden Editor of Better Homes and Gardens Magazine, is pictured with Martha Bohlsen, Home Service Director of WOW and WOW-TV. Mrs. Woodroff appeared on "Martha's Cupboard" on WOW and also was seen on WOW-TV.

Mort Wells Orchestra Heard from Legion Club

Mort Wells and his Orchestra are now heard each Tuesday, Thursday and Saturday nights from 11:30 until 11:55 in a live broadcast direct from the beautiful Palm Garden of Omaha's American Legion Post No. 1. You'll also be hearing the charming voice of lovely Rusty Walker, songbird of WOW Calling.

—wow—

Saturday Morning Adds Drama Show

Those WOW-Land housewives who enjoy adult entertainment while they are going about their Saturday morning duties are going to be happier now.

"Somerset Maugham Theatre" is now heard regularly each Saturday morning at 10 on WOW.

The new show offers a half-hour dramatization of an outstanding story by Mr. Somerset Maugham, the great American author. Make each Saturday morning more enjoyable by tuning to "Somerset Maugham Theatre" on WOW at 10 a.m. It is sponsored by Bymart Products Company for Tintair.

—wow—

Walter is Busy!

Walter Tetley whose voice is familiar to millions of listeners on two of WOW's top radio shows Kraft Foods' "The Great Gildersleeve" (7:30 p.m., Wednesdays) on which he portrays Leroy and RCA's "The Phil Harris-Alice Faye" (7 p.m., Sundays) show on which he plays Julius—has turned his hobby into a real business.

Walter, long known for his love of animals is co-owner of a pet shop in San Fernando Valley. It's called "The Happy Tail" and when he's not in the studios rehearsing or on a show, he can be found at the shop giving advice to customers on the care of their animals while he sells them food, beds, flea powder and all the other things required for pets.

218 Members of WOW East Coast Farm Study Tour . . .
Armour Sponsors "Report"

**Staff Entertained by New Owners**

Nearly 150 WOW and WOW-TV folks, including staffers, wives and husbands, were guests of Meredith Publishing Company officials at a "get acquainted" supper October 21 in the ballroom of the Hotel-Blackstone.

Guests included Fred Bohen, president of the Meredith Publishing Company and vice president of the Meredith Engineering Company, which owns Radio Station WOW, Inc.; and E. T. Meredith, vice president of the publishing company and president of the engineering company; R. G. Wright, treasurer, and Payson Hall, comptroller of the publishing company.

Mr. Meredith is president of Radio Station WOW, Inc., Mr. Bohen, chairman of the board, Mr. Wright, treasurer, and Mr. Hall, vice president and secretary. Francis P. Matthews, former WOW, Inc., president, and now Ambassador to Eire, is also a director of Radio Station WOW, Inc.

Others in the group from Des Moines were Edwin Sullivan, vice president in charge of sales for Meredith Publishing Company; L. H. Mugger, circulation director; Tom Miller, research director; Hugh Curtis, managing editor, and Myrna Johnson, foods editor of Better Homes and Gardens; James Roe, managing editor of Successful Farming; Frank Furush, administrative assistant to Mr. Bohen, and F. R. Ross, regional sales executive of the publishing company.

Paul Adanti, general manager of Station WHEN-TV, Syracuse, N.Y., also a Meredith station, attended.

Make a List

It's not too early to start thinking of the folks you would like to send a "News Tower" subscription as a Christmas gift. Details next month.

Farm Favorites...

Here are the two agriculture experts who'll be featured in the new "Armour Reports to Agriculture"—Everett Mitchell and Mal Hansen.

1951 Version...

Meet Pat and Tom Chase today.

**New Saturday Farm Show**

"Armour Reports to Agriculture," an outstanding new public service series featuring Mal Hansen and NBC's Everett Mitchell, will be heard on WOW each Saturday morning at 7:30 beginning on November 3.

Armour & Company, one of the great names in the American meat industry, is sponsoring the new half-hour show as a service to the many thousands of farmers and agricultural-minded folks in WOW-Land.

The well rounded program will feature the latest farm news on both the local and national scenes, as reported by Mal and Everett, respectively, and will also carry special events, interesting farm sidelights, and many other features which have a direct relationship to our nation's great agricultural economy. In addition you'll hear interviews with outstanding farm people in this area.

Marie Gifford, Armour's Home Economist, will also be on hand with some helpful advice to farm women.

Be on hand each Saturday morning at 7:30 when you'll hear Mal Hansen and Everett Mitchell bring you "Armour Reports to Agriculture."

**Big Jackpot Won On 'You Bet Your Life'**

A housewife and a golf instructor wound up with a total of $2,412 recently on "You Bet Your Life" when they knew that Lilliput is the name of the kingdom in "Gulliver's Travels". The $2,000 jackpot was boosted by the $312 they won in the question session and a $100 bonus for mentioning the secret word. You can hear Groucho Marx in "You Bet Your Life" at 8 each Wednesday night on WOW for the DeSoto-Plymouth Dealers.

**Pose by Their Special Train at Youngstown, Ohio**

**November, 1951**
Meet Some WOW Favorites
They Bring You Top Entertainment

Mario Lanza Show
9:00 Monday

Eddie Cantor Show
8:30 Sunday

Tallulah Bankhead
... she femcees
"The Big Show"
5:30 on Sundays

William Gargan
9:00 Wednesday

Meredith Willson
8:30 Thursday

Nadine Connor
... a frequent guest on
"The Railroad Hour"
Mondays at 7:00

Paul LaValle
8:30 Mondays

Steve Wilson
9:00 Tuesday

Groucho Marx
8:00 Wednesday

Douglas Fairbanks
9:00 Sunday

Joan Fontaine
... a guest star on
"Philip Morris Playhouse"
Tuesday at 9:30

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<tr>
<th>Channel 6</th>
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</thead>
<tbody>
<tr>
<td><strong>WOW-TV NOVEMBER SCHEDULE</strong></td>
</tr>
</tbody>
</table>

**SUNDAYS**
- 11:30 A.M.—(FLYING TIGERS) (Dub.)
- 12:00 Noon—ZOOP PARADE (Du.)
- 12:45 P.M.—Your Place Home Multiple Listing Exchange
- 1 P.M. or 1:30 P.M.—PROFESSIONAL FOOTBALL (Du.)
- 4:00 P.M.—GABBY HAYES & THE CLAPS (NBC)
- 4:30 P.M.—THE CHIMPS (Beverly Brothers)
- 5:00 P.M.—WILD BILL HICKOX (Kelloog Corn Pops)
- 6:30 P.M.—RANGE RIDER (Peter Pan Bread)

**MONDAYS**
- 5:00 P.M.—TRAIL TIME WITH TOM CHASE
- 5:15 P.M.—Gabby Hayes (NBC)
- 5:30 P.M.—Kukla, Fran and Ollie
- 6:00 P.M.—News and Headlines
- 6:15 P.M.—Star Time—Toni
- 6:30 P.M.—Dinah Shore (NBC)
- 6:45 P.M.—Dinah Shore (NBC)
- 7:00 P.M.—WOW-TV Special

**TUESDAYS**
- 5:00 P.M.—TRAIL TIME WITH TOM CHASE
- 5:15 P.M.—Kukla, Fran and Ollie
- 5:30 P.M.—Kukla, Fran and Ollie
- 6:00 P.M.—News and Headlines
- 6:15 P.M.—Wildroot Disc Jockey
- 6:30 P.M.—Dinah Shore (NBC)
- 6:45 P.M.—Dinah Shore (NBC)
- 7:00 P.M.—JOHNNY CASH

**WEDNESDAYS**
- 5:00 P.M.—Theatrical (NBC)
- 5:00 P.M.—THEATRE SHOW
- 5:15 P.M.—Theatrical (NBC)
- 5:30 P.M.—Kukla, Fran and Ollie
- 6:00 P.M.—News and Headlines
- 6:15 P.M.—Star Time—Toni
- 6:30 P.M.—Wildroot Disc Jockey
- 6:45 P.M.—Dinah Shore (NBC)
- 7:00 P.M.—WOW-TV Special

**THURSDAYS**
- 5:00 P.M.—Trail Time with Tom Chase
- 5:15 P.M.—Gabby Hayes (NBC)
- 5:30 P.M.—Kukla, Fran and Ollie
- 6:00 P.M.—News and Headlines
- 6:15 P.M.—Star Time—Toni
- 6:30 P.M.—Robert Quinlan
- 6:45 P.M.—Camel News Caravan, John Cameron Swazy (NBC)

**FRIDAYS**
- 5:00 P.M.—Trail Time with Tom Chase
- 5:15 P.M.—Gabby Hayes (NBC)
- 5:30 P.M.—Kukla, Fran and Ollie
- 6:00 P.M.—News and Headlines
- 6:15 P.M.—Star Time—Toni
- 6:30 P.M.—Robert Quinlan
- 6:45 P.M.—Camel News Caravan, John Cameron Swazy (NBC)

**SATURDAYS**
- 10:30 A.M. (approx.)—FEATURE MOVIE
- 11:30 A.M. (approx.)—NEBRASKA GAMES by film
- 12:30 P.M. (approx.)—SKY KING (NBC)
- 12:45 P.M.—TED HUISING FOOTBALL (NBC) General Tire

**WOW-TV SPECIALS**
- 1:00 P.M.—(approx.)
- 4:45 P.M.—BOB CONSIDINE (approx.)
- 5:00 P.M.—HOPALONG CASSIDY (NBC)
- 6:00 P.M.—JUVENILE JURY (NBC) Mike Laboratory
- 7:00 P.M.—ALL-STAR REVUE
- 8:00 P.M.—SHOW OF SHOWS

**POST SEASON FOOTBALL... ROSE BOWL**
- ARMY vs. NAVY
- NOTRE DAME vs. USC

**NOTE THESE FEATURES... NEW SHOWS... PROGRAM DATA**

**Sundays**
- The PRO GAME FOOTBALL schedule, Chicago Bears vs. (unless other teams are named)
- 11:00 a.m.—Cleveland Browns
- 1:30 p.m.—Green Bay
- 4:30 p.m.—Chicago

**Weekdays**
- Phillips' 65's "Big Seven Game of the Week"
- 11:30 a.m.—approximate starting time
- The schedule of the Northwest Nebraska games
- Nov. 1—(approx.)
- Nov. 2—Kansas in Lincoln
- Nov. 3—(approx.)
- Nov. 4—(approx.)

**Weekends**
- 11:30 a.m.—approximate starting time
- Check your newspaper

**ON THE AIR TOO**
- Several additional radio programs may also be heard on WOW-AM 980 on your desk
- Mirth's Cupboard
- 11 a.m.—5 p.m.
- Sunday—Philco Voice of America

**KEEP THIS SCHEDULE NEAR YOUR SET!**
- Watch WOW News Tower or Your Local Newspaper for New Shows!
Giddy-ap...! Bang...! Whoa...!

**Lovable Pancho and dashing Cisco** will be with us for another year courtesy Butterfield Brands for the 1951-52 season. Friday night, Cisco has been renewed for a year.

**Giddipper fans** will get a real thrill come late December when Ray Rogers ‘King of the Cowboys!’ and his ever-charming wife, Dale Evans, star in a new General Foods dramatic show to replace Hopalong Cassidy. The popular ‘Claudia,’ their TV version, will be placed in the second half of the Happy Hour when this change is made.

‘Wild Bill Hickok’ has a special appeal because his stories are placed in the midwest, often Nebraska. His Kansas show is at 5:30 p.m., Sundays on WOW-TV.

**William Bendix** of the movies (and formerly of ‘The Life of Riley’) has been signed for a long-term contract to appear on NBC and WOW-TV television. One of his first assignments will be a piece on Kate Smith’s Evening Show (Wednesday nights, 7 p.m.)

---

**The Chesterfield “Sundown Time”** (Sunday nights, 9:30 p.m., on WOW-TV) will be a real variety show. On December 16 it will offer a TV-ed version of “Dragnet”—first time this ever popular mystery show has been aired by video.

-**T-V-A:**
  “Chet” Bill Kerwin and his lady in TV engineering are getting set to handle the Nebraska-Cincinnati games from Lincoln for Westinghouse and NBC. It’ll be the first network broadcast to originate “live” from Omaha. It will take a crew of at least 11 men, plus the production, commercial and announcing boys who will be brought in from the East. This origination will be another “first” for WOW-TV. It’ll be the only “live” Nebraska game on TV this season.

-**T-V-A:**
  Another of those ultra-fine NBC Grand Opera presentations is scheduled for Sunday night, about 11 p.m., November 25 on WOW-TV. It’ll be Offenbach’s “Romeo and Juliet” with A. Tyne and J. Weingardt.

These grand opera broadcasts—there’ll be eight this fall and winter in all—are in English. They are designed to appeal to the guy who has never had any interest in grand opera. Hear it and you’ll be amazed how much you can enjoy the long-haired stuff.

Most sensational new hit show of the year is P. G. Walsch’s new Red Skelton piece (Sundays, 9 p.m.). Said a top G.M.O.-GM. movie mogul and press previewer: ‘I couldn’t do a job if TV can be that entertaining!’ Then Popytuny Grosho Marx quipped: ‘Red’s wonderful.’

-**T-V-A:**
  The Range Rider” (Peter Pan Brand) rides, shoots, fights like a demon, makes “rodeo rocks” at 5:30 p.m., Sundays after “Wild Bill Hickok.”

---

Real Movies Top New Shows

WOW-TV viewers are enjoying several new programs and more are coming within the next few weeks.

Great interest are the feature movies scheduled twice daily at 12:30 p.m. and at 6:30 p.m. Every day in the week full-length feature attractions have been scheduled.

Among them seen recently were such shows as ‘Headline Woman’ starring Charles Coburn, Roger Pryor and Jack LaRue; ‘Topper Keenums’ starring Joan Blondell, Roland Young, Carol Landis, and ‘Rochester,’ an English ‘cinema’ called ‘Woman in the Hat’ starring Ursula Jeans and Jean Simmons.

Looking at full-length feature movies is fast becoming a habit among thousands of WOW-TV homes. Forgetting about the daily films and stars of some of the motion pictures which have been (or will be) aired on WOW-TV.

---

**Sports of Lock** starring Sally Ann Howell, Stewart Granger and William Lawson.

**Thursdays Child** starring Willard Lawson.


‘Looking on the Bright Side’ starring Grace Field.

‘Queen of Hearts’ starring Grace Field.

‘Joy Ride’ starring Gene Gerrard, Zelma O’Neal and Betty Davies.

‘Jugergarten’ starring Boris Karloff and Joan Wyndham.


‘House Broken’ starring Mary Lawson, Edna Stemp-Taylor and Louis Borel.

‘Love at Sea’ starring Rosalyn Boulter and Carl Harbord.

‘Lancashire Luck’ starring Wendy Hiller, George Carney and Muriel George.

‘The Village Squirt’ starring Vivien Leigh, David Horne and Leslie Perrin.

‘Murder at Glen Athol’ starring John Wayne.

‘Woman in the Hall’ starring Ursula Jeans and Jean Simmons.

(Continued on page 9)

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WOW NEWS TOWER TV

**WOW NEWS TOWER**

(Sept. 1, 5, Oct. 6)

**Issued to Increase Enjoyment of WOW-TV Televison Programs**

---

100,000 Sets in WOW-TV Land

**Real Movies Top New Shows**

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‘The Village Squirt’ starring Vivien Leigh, David Horne and Leslie Perrin.

‘Murder at Glen Athol’ starring John Wayne.

‘Woman in the Hall’ starring Ursula Jeans and Jean Simmons.

(Continued on page 9)
**Great New Shows Coming**

**The Dexter Twins...**

This'll introduce Mary and Marty (Mary at left, but it doesn't make much difference!) two Omaha identical sisters who do the Dexter commercials on "The Royal Playhouse." 9:30 p.m., Sundays on WOW-TV, following the Red Skelton show.

**Real Movies**

(Continued from page 5)

"Ticket of Leave" starring Dorothy Boyd and John Clements.

"City Without Men" starring Linda Darnell, Edgar Buchanan, Michael Duane, Glenda Farrell and Sara Allgood.

"Limelight" starring Anna Neagle, Arthur Tracy and Tilly Losch.

"Harmony Lane" starring Douglas Montgomery, Evelyn Vanable and Adrienne Ames.

"Captain Fury" starring Brian Aherne, Victor McLaglen and Paul Lukas.

**Double-or-Nothing Winners Hollywood Bound**

Mrs. R. C. Stauber of Stromsberg, Neb., 39-year-old mother of four who doubles as a lumber man's housewife and a waitress, was top winner in the Campbell Soup-Walter O'Keefe Double-or-Nothing contest on WOW. She was to leave with Martha Bohlsen and the other winner, November 2 for a glorious week end in Hollywood.

Martha Bohlsen was chosen by listeners to escort the winners. A hilarious time in Hollywood's bright spots, plus an appearance on Walter's NBC coast-to-coast network show were in store for the trio. Eighteen runners-up received cartons of Campbell's Pork and Beans, and finalists got a Better Homes and Gardens Cook Book.

Mrs. Burton G. Christopherson, 27-year-old wife of a West Benson chicken raiser and mother of four, was another winner. Judges read 700 letters, picked six finalists, and then heard them over "WOW Calling." Martha's Cupby ad" and the "Johnny Carson" show, to test air personality and "Mike" technique.
RADIO WOW’S NOVEMBER DAYTIME SCHEDULE

5:30 A.M.—Five Thirty Call—Early morning music to help you start the day right.................................Daily ex. Sun.
6:00 A.M.—Sunrise News Tower—All the latest happenings in detail....Daily ex. Sun.
6:25 A.M.—Today’s Farm Story..................................Tues., Thu., Sat.
7:00 A.M.—WOW News Tower—Merrill Workhoven...........Daily-ex. Sun.
7:05 A.M.—George Crook, organ rec.................Sun.
7:15 A.M.—Network News—Alex Dreier for Skelly Oil Mon. thru Fri.
This Farming Business—Lloyd Burlingham for Skelly Oil Sat.
7:30 A.M.—Breakfast Bandstand—
Armour Reports to Agriculture—
with Mal Hansen and Everett Mitchell. Mon. thru Fri.
Revival Hour—Gospel Broadcasting Association Sat.
7:45 A.M.—Morning Merry-Go-Round—Lively music........Sat.
8:00 A.M.—WOW News—Merrill Workhoven. Mon. thru Sat.
8:15 A.M.—Case and Casey..................................Sat.
8:30 A.M.—Case and Casey—A hal-hour of music Mon. thru Fri.
Somin’ Ed McConnell—Brown Shoes Sat.
Chapel Service—Dr. R. R. Brown, Sun.
9:00 A.M.—Welcome Travelers—Tommy Bartlett with a great show Mon. thru Fri.
Mind Your Manners. Sat.
9:30 A.M.—Live Like a Millionaire—You’ll enjoy hearing the contestants in action—General Mills Mon. thru Fri.
10:00 A.M.—Strike it Rich—Warren Hull for Colgate Mon. thru Fri.
Somerset Maugham Theatre—Tintar Sat.
WOW News Tower—All the latest news. Sun.
10:30 A.M.—Brighter Day—Procter & Gamble Mon. thru Fri.
Hollywood Love Story Sat.
10:45 A.M.—Dial Dave Garway Mon. thru Fri.
11:00 A.M.—Carnival of Books...............................Mon. thru Fri.
11:00 A.M.—Martha’s Cupboard—Hear Martha Bohlsen, the Midwest’s leading homemaker Mon. thru Sat.
National Radio Pulpit Sun.
11:30 A.M.—Perry Mason—Detective—Procter & Gamble Mon. thru Fri.
Porka Parade Sat.
11:45 A.M.—Your Melody Time—Late morning melodies Mon., Wed., Fri.
Tues., Thu.
Eddie Arnold Show—Ralston Purina Tues., Thu.
Elaine Jabenis Scrapbook 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.—Musically Yours................................Sat.
12:30 P.M.—WOW Calling—A happy half hour for Nutrena Mon. thru Fri.
Murphy’s Noontime Jamboree. Sun.
Your University Speaks—University of Nebraska Sat.
12:45 P.M.—The Music Room—Schmoller & Mueller Mon. thru Fri.
1:00 P.M.—Double or Nothing—With genial master-of-ceremonies Walter O’Keeffe for Campbell’s Soup Mon. thru Fri.
National Farm and Home Hour—One of the nation’s top agricultural programs—Alillis Chalmers Sat.
1:30 P.M.—Ma Perkins—Oxydol’s long-time favorite Mon. thru Fri.
Football Warm-up—Budget Finance Company Sat.
1:45 P.M.—Judy and Jane—Folger’s Coffee Mon. thru Fri.
Football—University of Nebraska Sat.
2:00 P.M.—Life Can Be Beautiful—P. & G. Soap Mon. thru Fri.
Football—University of Nebraska. Sat.
Music With the Hormel Girls. Sun.
2:15 P.M.—Road of Life—Interesting to follow—Oxydol Mon. thru Fri.
2:30 P.M.—Pepper Young’s Family—You’ll like them—P. & G. Mon. thru Fri.
Football—University of Nebraska Sat.
3:00 P.M.—Winning—Mon. thru Fri.
3:30 P.M.—Backstage Wife—Drift Mon. thru Fri.
Football—University of Nebraska Sat.
The Falcon. Sun.
3:15 P.M.—Stella Dallas—A moving story—Sterling Products Mon. thru Fri.
3:30 P.M.—Young Widder Brown—Sterling Products Mon. thru Fri.
Football—University of Nebraska Sat.
3:45 P.M.—The Woman in My House—Manhattan Soap Mon. thru Fri.
Riders of the Purple Sage—Boyer Lumber Sat.
4:00 P.M.—Just Plain Bill—Anacin Mon. thru Fri.
Football—University of Nebraska Sat.
4:15 P.M.—Front Page Farrell—Whitehall Pharmaceutical Mon. thru Fri.
4:30 P.M.—Lorenzo Jones—Presented by Draft Mon. thru Fri.
Now Hear This—Navy documentary Sun.
4:45 P.M.—Young Dr. Malone Mon. thru Fri.
5:00 P.M.—Guiding Light—Sponsored by Duz Mon. thru Fri.
Opitz Football Scoreboard. Sat.
5:15 P.M.—Leon Back—Listen Mon. thru Sat.
### WOW'S NOVEMBER NIGHT SCHEDULE

<table>
<thead>
<tr>
<th>Time</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
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<tr>
<td>5:30</td>
<td>THE BIG SHOW Radio's most talked about program, Talullah Bankhead introduces Radio's Top personalities</td>
<td>4-BELL NEWS TOWER All the News</td>
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<td>6:00</td>
<td>Music directed by Meredith Wilson</td>
<td>THE CISCO KID Butter-nut Bread brings you western adventures</td>
<td>MUSIC BY MARTIN Need we say more?</td>
<td>MUSIC BY MARTIN Need we say more?</td>
<td>300 MELODY LANE</td>
<td>TREASURY SALUTE</td>
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<td>6:15</td>
<td>FANTASY ASTRAL Theatre's cosmic fantasy</td>
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<td>7:00</td>
<td>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</td>
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<td>8:00</td>
<td>TELEPHONE HOUR Donald Voorhees with Bell Symphonic Orchestra and guest singers</td>
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<td>8:30</td>
<td>EDDIE CANTOR SHOW DOWN MEMORY LANE</td>
<td>CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartette</td>
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<td>9:00</td>
<td>THE SILENT MEN Don Ho Fairbanks in tales of adventure</td>
<td>MARIO LANZA</td>
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<td>9:30</td>
<td>LET'S GO HOLLYWOOD Modart Shampoo</td>
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<td>10:00</td>
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<td>10:30</td>
<td>THE CATHOLIC HOUR in its 21st year as a leading religious program</td>
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<td>10:45</td>
<td>NEWS SUMMARY</td>
<td>WINTER SERENADE presents music you'll enjoy</td>
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New Show Added to A. M. Line-up

Now you can hear contestants "Strike It Rich" each Monday through Friday at 10 a.m. on WOW.

This Colgate-sponsored show is one of radio's outstanding human interest programs, and once you hear it you'll know why.

Contestants are selected on a basis of letters written to host Warren Hull telling why they need financial assistance. The reasons are often humorous as well as heart-warming. Contestants are also selected from the studio audience and all are given an opportunity to "Strike it Rich" by answering Warren's questions.

Billy Prussing, 15, of Lincoln, Neb., is remembered as one of the most unusual contestants. He won $135 to give his parents a honey-moon that they couldn't afford at the time they were married.

The addition of "Strike it Rich" to WOW's morning line-ups rounds out a full schedule of the best in daytime listening.

---WOW---

Medical Serial Story

Now on Radio WOW

"Young Dr. Malone," the popular serial story of a young man's climb up the ladder of professional success, is now heard each Monday through Friday at 4:45 p.m. on WOW. Sandy Becker and Barbara Weeks star as Dr. Jerry Malone and his nurse-wife Anne Malone in this interesting story of the medical profession.

You'll enjoy a look into the background of the medical world as Jerry and Anne go about their daily routines. Don't miss "Young Dr. Malone" each weekday at 4:45 on WOW for Procter & Gamble products.

---WOW---

Grass Roots...

By MAL HANSEN, WOW Farm Director

Oftentimes we speak of the current "agricultural revolution" brought on by automobiles and trucks, improved roads, modern machinery, better production methods, and numerous other factors including better seed stock.

There is another trend in American agriculture that we've noticed along with some of WOW's engineers, Roy Ekberg. Roy has helped us make many broadcasts in farm homes for "Sunday in the Country" program 9:30 to 10 a.m., Sundays) on WOW.

Invariably we ask our Rural Homemaker of the Week on the Sunday show whether she intends to stay in the country or move to the nearest town when the time for retirement comes. Almost without exception the homemakers and their husbands want to retire in their present farm homes.

This is quite contrary to the old tradition which took the farmer and his wife to their favorite town as soon as they found that the grass or son-in-law was able to take over on the farm or they found the right renter.

So Roy raises the question, "What will become of our small towns if retired farmers won't move off the farm?"

The population in small towns has dwindled in the past 10 years. And with the advent of electricity on the farm, along with the increased use of gas as a fuel for heating, cooking, combined with better roads, faster automobiles, and more automatic devices, the trend will probably continue.

And so, it will often mean two homes, or maybe even three, on one farm. One home for the old folks, a second home for the young folks, and maybe a third for the hired man and his family. For another trend is to employ married hired men.

We put this information in the News Tower so that we have a printed record of this sociological trend. In that way Roy can "point with pride" to his observations as he travels the country roads with WOW's Farm Department.

---WOW---

WOW NEWS TOWER

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RADIO STATION WOW, INC.
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Insurance Bldg., Omaha, Neb. Subscription price is fifty cents a year, payable in advance.

Doris Dalton plays "Young Widder Brown" each weekday at 3:30 p.m. for Sterling Products.

Newspaper Story is Popular

All of the excitement and adventure that surrounds a metropolitan news reporter as he makes his daily rounds is brought to the air each

Monday through Friday at 4:15 on WOW when the Whitehall Pharmaceutical Company brings you "Front Page Farrell."

Florence Williams and Staats Cotsworth play the leading roles of Sally and David Farrell. Occasionally the crusading spirit of this fine couple brings them into tighter situations than most reporters care to think about, but so far they have always managed to come out on top and with an important story for David's paper as well. Hear this great program each weekday on WOW.

---WOW---

Green Eggs?

Who ever heard of a hen laying an egg with a green yolk? You have, right now!

The green yolked eggs are the result of a novel demonstration by the Ralston Purina Company to prove that the kind of eggs a hen lays depends upon the kind of feed she gets.

You can see live hens laying these unusual eggs at your Purina dealer's store right now.

Alex Dreier brings you Skelly's "First Network News Analysis" each Wednesday at 7:15 a.m.