

# WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

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Published Monthly

## 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.



Jack Payne

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.

-wow-

### 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 Grain 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, Les Tremayne 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.



Lauren Bacall

"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



Anne Sargent

daytime serial "The Road of Life" (WOW, Monday through Friday, 2:15 p.m.), and simultaneously reaching local screens 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."

-WOW-

## 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.

-WOW-

## 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. We got to 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 there 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."

-WOW-

## ANOTHER WINNER

Dupont'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.

## WOW NEWS TOWER

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## 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-



Phil Regan

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 servicemen entertainers in competition for a \$500 prize.

Another feature of each broadcast will be a second serviceman, to be selected by his post authorities 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.

-WOW-

## Not for Cops Says Riley

Peg, the long suffering wife of Riley, in Pabst Beer's "The Life of Riley" (WOW, Friday, 9 p.m.), becomes 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 business necking."

-WOW-

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!

WOW NEWS TOWER

# Considine Has Many Talents

## Successful in Many Ways

### 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 585 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 the March issue of the News Tower 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 News 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. Sometime 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 sides—if it keeps up, you know what they'll probably be selling you next year? Two bunion pads with ankle straps!"



Mal Hansen

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.

# 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 interview.

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.

-w-o-w-

## 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.



Rev. R. R. Brown

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 a 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.

-w-o-w-

## 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 Gavilan and Eddie Thomas.

The middle-weight title shift caused the division to be opened up, and such names as Laurent Dauthille, Dave Sands and Gene Harston to become logical contenders for the crown. It was a chance for foreign fighters to get prominently in the act.

And even more important, Robinson's victory opened the eyes of light heavy champ, Joe Maxim, to the fact that now—meaning in the near future—he would have to meet and defeat not only the dethroned



Bill McBride

## 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."

-w-o-w-

## 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 hitchhiked 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.

SUNDAYS

(ALL DAY)

1:00 P. M.—"Your Future Home" Multiple Listing Exchange
2:00 P. M.—Battle Report (NBC)
2:30 P. M.—Mrs. Roosevelt (NBC)
3:00 P. M.—"Meet the Press" Revere Copper (NBC)
3:30 P. M.—"The Zoo Parade" Ken-L Ration (NBC)
4:00 P. M.—"Gabby Hayes Show" Quaker Oats (NBC)
4:30 P. M.—NBC News
4:45 P. M.—"Kaleidoscope" with John Kieran—M.U.D.
5:00 P. M.—Eddie Dean, Western
5:30 P. M.—RANGE RIDER Peter Pan Bread



Peter Pan's Great New Western!

6:00 P. M.—WILD BILL HICKOX Kellogg Corn Pops
6:30 P. M.—"Henr-e-e" and "The Aldrich Family" General Foods (NBC)
7:00 P. M.—COLGATE'S GREAT COMEDY HOUR! (NBC) Eddie Cantor Martin and Lewis Guest Stars (alternate weeks)
Plus Bob Hope and Bobby Clark (for Frigidare every fourth week)
8:00 P. M.—PHILCO TELEVISION PLAYHOUSE (NBC)
9:00 P. M.—GARROWAY AT LARGE Congoleum-Nairn (NBC)
9:30 P. M.—CHARADES Nebraska Clothing

Plus Bob Hope and Bobby Clark (for Frigidare every fourth week)

8:00 P. M.—PHILCO TELEVISION PLAYHOUSE (NBC)

9:00 P. M.—GARROWAY AT LARGE Congoleum-Nairn (NBC)

9:30 P. M.—CHARADES Nebraska Clothing



Let's Play Charades

10:00 P. M.—Circle A Theater Armstrong Cork (NBC)
10:30 P. M.—News of the Week (NBC)
11:00 P. M.—Famous Jury Trials Swiss Colony (Du.)

MONDAYS

6:00 P. M.—Kukla, Fran and Ollie Ford (NBC)
6:30 P. M.—Roberta Quinlan Mohawk Carpet (NBC)
6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)
7:00 P. M.—Winchell and Mahoney Speidel (NBC)
7:30 P. M.—"VOICE OF FIRESTONE" CONCERT (NBC)
8:00 P. M.—"LIGHTS OUT" Admiral (NBC)
8:30 P. M.—EXTRA SPECIAL! P. & G. Musical Comedy Robert Montgomery Drama



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

9:30 P. M.—Commercial Calling
9:45 P. M.—Town & Country Quiz Staley
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.—News, Travel
1:30 P. M.—"Show Window"—Julann 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.



Parks



Smith



Carson

TUESDAYS

6:00 P. M.—Kukla, Fran and Ollie Procter & Gamble (NBC)
6:30 P. M.—John Conte's Van Camp Show (NBC)
6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)
7:00 P. M.—"THE TEXACO STAR THEATER" (NBC) Starring the one and only MILTON BERLE
8:00 P. M.—"CAVALCADE OF BANDS" Drug Store Products (Du.)
9:00 P. M.—OLD GOLD AMATEUR HOUR with TED MACK and CO. (NBC)



Amateurs Get a Break!

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



Caffrey



Quinlan



Swayze

WEDNESDAYS

6:00 P. M.—Kukla, Fran and Ollie Ford (NBC)
6:30 P. M.—Roberta Quinlan Mohawk (NBC)
6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)
7:00 P. M.—NBC 4-STAR VARIETY Ed Wynn, Danny Thomas Motorola, Norge, Pet Milk (NBC)



Durante

8:00 P. M.—KRAFT TELEVISION THEATER (NBC)
9:00 P. M.—Break the Bank Bristol-Myers (NBC)
9:30 P. M.—Cahill's Corner
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)

8:00 P. M.—KRAFT TELEVISION THEATER (NBC)

9:00 P. M.—Break the Bank Bristol-Myers (NBC)
9:30 P. M.—Cahill's Corner
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)



Quinlan



Swayze



Lester



Conte

THURSDAYS

6:00 P. M.—Kukla, Fran and Ollie Life Magazine (NBC)
6:30 P. M.—John Conte's Van Camp Show (NBC)
6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)
7:00 P. M.—Groucho Marx in "You Bet Your Life" for DeSoto (NBC)
7:30 P. M.—"CISCO KID" Butter-nut Bread

CISCO and PANCHO Come to Life
Starring Jimmy Durante Jack Carson (alternate weeks)



Cisco Kid

8:00 P. M.—James Melton's FORD REVUE (NBC)
9:00 P. M.—Martin Kane, Private Eye, U. S. Tobacco (Du.)
9:30 P. M.—WAYNE KING Standard Oil (NBC)
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)

8:00 P. M.—James Melton's FORD REVUE (NBC)

9:00 P. M.—Martin Kane, Private Eye, U. S. Tobacco (Du.)
9:30 P. M.—WAYNE KING Standard Oil (NBC)

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)



Lester



Conte

FRIDAYS

6:00 P. M.—Kukla, Fran and Ollie Procter & Gamble (NBC)
6:30 P. M.—Robert Quinlan Mohawk (NBC)
6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)
7:00 P. M.—The Quiz Kids Miles Laboratory (NBC)
7:30 P. M.—YOU ASKED FOR IT Skippy (Du.)

with Radio's Art Baker!



Art Baker

8:00 P. M.—The Big Story Campbell's Soups (NBC)
8:30 P. M.—Henry Morgan Show Pall Malls (NBC)
9:00 P. M.—MADISON SQUARE GARDEN BOXING BOUTS Gillette (NBC)
9:45 P. M.—"Greatest Fights" Vaseline (NBC)
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 (Du.)
11:00 P. M.—BROADWAY OPEN HOUSE Anchor-Hocking (NBC)

8:00 P. M.—The Big Story Campbell's Soups (NBC)

8:30 P. M.—Henry Morgan Show Pall Malls (NBC)
9:00 P. M.—MADISON SQUARE GARDEN BOXING BOUTS Gillette (NBC)

9:45 P. M.—"Greatest Fights" Vaseline (NBC)
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 (Du.)

11:00 P. M.—BROADWAY OPEN HOUSE Anchor-Hocking (NBC)

WOW-TV Channel 6

5:00 P. M.—Johnny Carson Show
5:15 P. M.—Gabby Hayes—M., W., F. (NBC) Blackstone Menus—Tu. Creighton or Omaha U.—Th.
5:30 P. M.—"Captain Video" (Dumont)



Clark

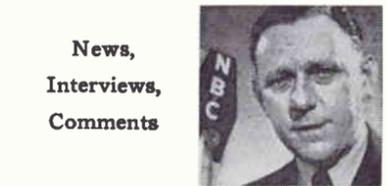


Kukla

SATURDAYS

(ALL DAY)

3:45 P. M.—ARMED FORCES REVUE (Dumont)
4:15 P. M.—"MAGIC SLATE" Derby Foods (NBC) JUNIOR CIRCUS Hollywood Candy (NBC) (Alternate Weeks)
4:45 P. M.—"ON THE LINE" with BOB CONSIDINE Mutual of Omaha (NBC)



Considine

5:00 P. M.—"Hopalong Cassidy" General Foods (NBC)
6:00 P. M.—Victor Borge Variety Kellogg (NBC)
6:30 P. M.—ONE MAN'S FAMILY Manhattan Soap (NBC)

5:00 P. M.—"Hopalong Cassidy" General Foods (NBC)

6:00 P. M.—Victor Borge Variety Kellogg (NBC)
6:30 P. M.—ONE MAN'S FAMILY Manhattan Soap (NBC)

6:30 P. M.—ONE MAN'S FAMILY Manhattan Soap (NBC)



"Pa" Barbour "Ma" Barbour

7:00 P. M.—JACK CARTER SHOW Lehn & Fink Bymart R. S. Reynolds

8:00 P. M.—SHOW OF SHOWS Sid Caesar and Imogene Coca SOS Scotchtape Benrus Crosley

9:30 P. M.—LUCKY STRIKE HIT PARADE (NBC)
10:00 P. M.—Falstaff WRESTLING from Chicago
11:00 P. M.—Sheila Graham Max Factor (NBC)

9:30 P. M.—LUCKY STRIKE HIT PARADE (NBC)

10:00 P. M.—Falstaff WRESTLING from Chicago

11:00 P. M.—Sheila Graham Max Factor (NBC)

Corrected to Mar. 20, 1951



Howdy



Bohlsen



Clark



Kukla

# TV Shoppers, Shop by 'Phone

## They See Items in 'Show Window'

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

Miss Caffrey's program is aired at 1:30 p.m. to 2 p.m., Mondays through Fridays to make it easy for homemakers to buy via 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 days 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 chafing dish for a very low price.

Julann in Her 'Show Window'...



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

## ... ALONG THE VIDEO GRAPEVINE ...

The ex-WOW singing star Helen Nash (now Helen Webb) is doing nicely at WKY-TV in Oklahoma City where her hubby is a time salesman. You should hear and see Helen do "Mockin' Bird Hill" on WKY-TV's "Sooner Shindig."

... t-hee ...

Betcha 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 Earle. Gabby is

extremely well-read, is an expert in wood-carving, and is 66 years old. His Quaker Oats shows (4 p.m., Sundays, and 5:15 p.m., Mondays, Wednesdays and Fridays) are both big hits.

... t-hee ...

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.

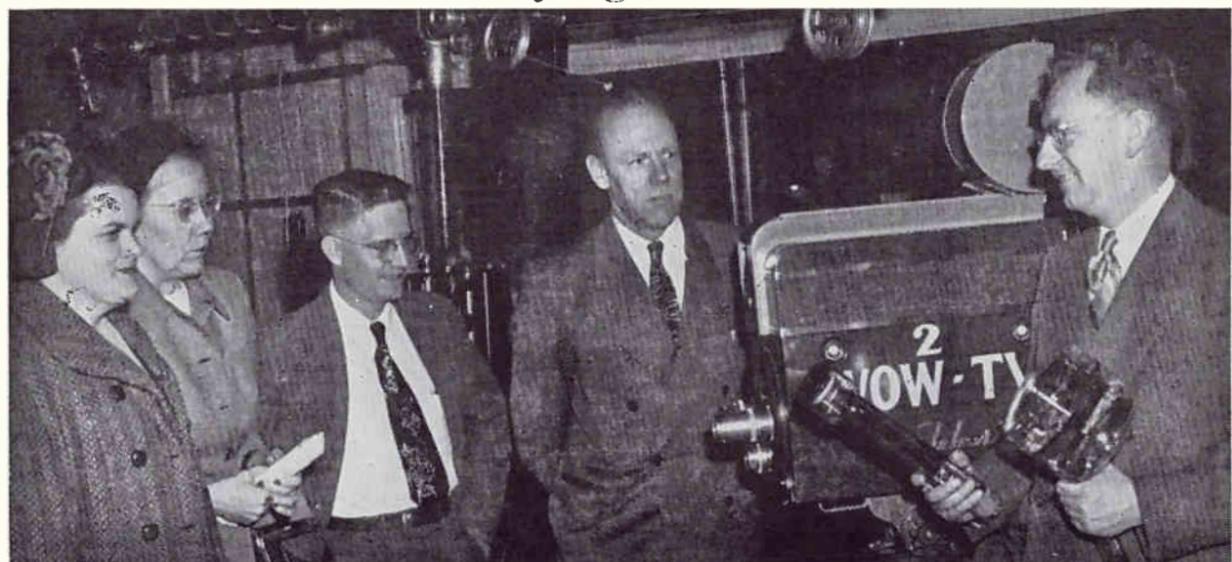
... t-hee ...

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.

... t-hee ...

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 60 County Agents and Extension Directors from nearby Nebraska and Iowa counties. Several University of Nebraska officials attended.

Pictured with Mal above are, left to right, Miss Pearl Shultz, Weeping Water; Miss Frances Runty, Lincoln, Tom Sherman and Verdon Petersen, also from Lincoln (Lancaster County).

HEY, KIDS! DON'T MISS "WILD BILL HICKOX" ... SUNDAYS ON WOW-TV

# WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



## 'Range Rider' on WOW-TV

### 'Peter Pan' is Sponsor

### 'Wild Bill' For Kellogg

The adventures of "Wild Bill Hickox," the fabulous western character who roamed the mid-west in pioneer days, will be re-enacted on WOW-TV Sunday, 6 to 6:30 p.m., starting April 15 for Kellogg's Corn Pops.

Guy Madison of the movies will play the title role and none other than Comic Andy Devine, will play a featured role.

The settings for many of the western dramatic thrillers will be here in the middle-west. Some of the episodes were filmed in the western Nebraska Sandhills country. In a general way the series will be historically authentic.

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

The "Wild Bill Hickox" series was filmed especially for television. All episodes are new, quality production. 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 Hickox" 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.

—WOW-TV—

### NBC ON TOP

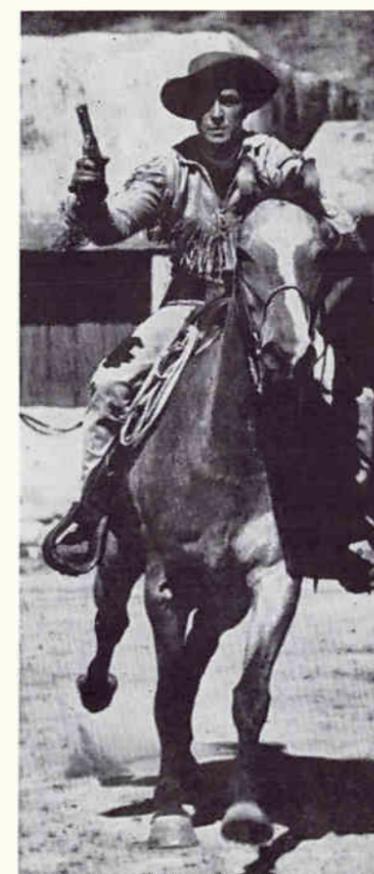
Nationally, as well as locally, NBC-TV programs are miles ahead of the second network. American Research Bureau in a recent check found NBC carries 16 of the top 20 most popular shows. Videodex in a national report gave NBC shows six of the top ten and one of the remaining three was a one-time special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

—WOW-TV—

### 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 recruiting, and, if completed in time, will be scheduled on the NBC television network next fall.

### Range Rider ...



Here comes Jack Mahoney, the Range Rider, onto the WOW-TV screens! You'll see him on Sundays at 5:30 p.m., courtesy of the P. F. Petersen Baking Company, makers of Peter Pan bread.

—WOW-TV—

### 100,000 BY 1952!

Bill Wiseman, WOW-TV sales promotion manager predicted there will be 100,000 TV sets-in-use in the WOW-TV area by year's end, in a speech before the Lincoln Advertising Club. Wiseman also predicted there would be no new television service in Lincoln for two years, and that for many years to come Lincoln tele-viewers would have to depend on Omaha stations for the big network programs.

Set sales for the WOW-TV area passed 73,000 on March 23.

"The Range Rider," an original series of western films, shot with new stars, new stories, especially for television, will begin on WOW-TV, as a new Sunday feature, at 5:30 p.m., April 15. It will be sponsored by the P. F. Petersen Baking Company, makers of Peter Pan bread and bakery products.

Jack Mahoney, a former Marine fighter-pilot and Hollywood stunt man, who has been featured in such movies as "The Nevadan" and "The Doolins of Oklahoma," will be starred as the Range Rider. He is six feet four—the Gary Cooper, Gregory Peck hero type. Also featured as the Range Rider's saddle partner will be Dick Jones, who is 23 years old and who has appeared in over 200 western movies in the past seven years.

"The Range Rider" series is produced by Gene Autry "Flying A" Pictures, under the personal supervision of Arnold Schaefer, who has a record of more than 100 successful westerns.

The Range Rider's leading lady is the former 20th Century Fox star, Eve Miller, who appeared in "I Wonder Who's Kissing Her Now," "The Dolly Sisters," "Arctic Fury" and with Ida Lupino in "Never Fear."

The Range Rider will be followed by the new Kellogg western hit "Wild Bill Hickox" which, starting April 15, will be seen and heard at 6 p.m. on WOW-TV.

—WOW-TV—

### 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 15 check of eight leading installation companies, which put 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.

—WOW-TV—

### SERVICE FOOTBALL

U. S. Congressman Gary Clemente of New York has introduced legislation calling for the telecasts 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 Middies and Cadets play.

# 'Miss Susan' is New Daytimer

*Teddy Snow Crop ...*



Teddy Snow Crop introduces the "Snow Crop Matinee" Tuesdays and Thursdays at 2:30 on WOW-TV. This new series of dramatic programs is destined to be a leading daytime attraction on WOW-TV.

## "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.

-WOW-TV-

### 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.

-WOW-TV-

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

*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.

-WOW-TV-

### 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.

-WOW-TV-

### 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.

-WOW-TV-

### 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.

## .. 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!

... t-hee ...

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 gist of industry's plea before Congressional Committee in Washington last week.

... t-hee ...

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.

The other night when you missed Bill Gargan on U. S. Tobacco's "Martin Kane" show, he was in Palm Springs helping his wife recuperate from a major operation. He was "written out of the script" for one week and viewers were told he was "out of town on special assignment."

... t-hee ...

Los Angeles radio and television editors picked "Cisco Kid" (7:30 p.m., Thursdays for Butter-nut on WOW-TV) as radio's finest kids' show.

... t-hee ...

WPIX in New York ran its "Six-Gun Playhouse" right after the Senate Crime hearings!

... t-hee ...

Martha Bohlsen and Johnny Carson played hosts, with the Korsemyer Company, of Lincoln, when the new Hoffman line of television receivers were shown at an open house. Hoffman sells 15 per cent of all TV sets sold on the West Coast and has a reputation as a high quality receiver.

... t-hee ...

Ray Clark, of WOW and WOW-TV was given the first annual award as this area's best TV newscaster, recently by TV Showtime publication.

-BILL WISEMAN.

# RADIO WOW'S APRIL DAYTIME SCHEDULE

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., Thu.
5:55 A. M.—Weather Report—Ralston Purina.....	Daily ex. Sun.
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.....	Daily ex. 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.
Sunday Serenade—Mood music.....	Sun.
7:00 A. M.—Network News—Alex Dreier for Skelly Oil.....	Mon. thru Fri.
This Farming Business—Lloyd Burlingham for Skelly Oil.....	Sat.
NBC News.....	Sun.
7:05 A. M.—George Crook, organ music.....	Sun.
7:15 A. M.—Breakfast Bandstand—Gene Edward with recorded music you'll like.....	Mon. thru Fri.
Riders of the Purple Sage.....	Sat.
7:30 A. M.—WOW New Tower—Merrill Workhoven.....	Daily ex. Sun.
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 McNeil and Co. for General Mills.....	Mon. thru Fri.
John Carson Show.....	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 Jabens Scrapbook—Shaver's Food Mart.....	Sat.
9:00 A. M.—Welcome Travelers—Tommy Bartlett with a great show.....	Mon. thru Fri.
Mind Your Manners.....	Sat.
9:30 A. M.—Double or Nothing—The popular quiz show with Walter O'Keefe emceeing for Campbells 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 Midwest's leading homemaker.....	Mon. thru Sat.
WOW News Tower—All the latest news.....	Sun.
10:15 A. M.—U. S. Navy Show—Stirring music.....	Sun.
10:30 A. M.—Jack Berch Show—Jack sings songs in a style you'll always enjoy—Prudential Insurance Co.....	Mon. thru Fri.
Smilin' Ed McConnell—Brown Shoes.....	Sat.
U. N. Is My Beat.....	Sun.
10:45 A. M.—Dial Dave Garroway.....	Mon. thru Fri.
Gene Archer, folk singer.....	Sun.
11:00 A. M.—Live Like a Millionaire—You'll enjoy hearing the contestants in action—General Mills.....	Mon. thru Fri.
Homemakers Club of the Air—Omaha Public Power sponsors Marion MacDonald with household hints.....	Sat.
Living—1951.....	Sun.
11:30 A. M.—The Woman in My House—Manhattan Soap.....	Mon. thru Sat.
Music in Three-Quarter Time.....	Sat.
Eternal Light.....	Sun.
11:45 A. M.—Your Melody Time—Late morning melodies.....	Mon. thru Fri.
Polka Parade—Lively tunes.....	Sat.
Treasury Salute.....	Sun.
12:00 Noon—Four Bell News Tower—The Midwest's most complete news coverage with all of the latest national, international, farm and market and local news.....	Daily ex. Sun.
WOW News Tower—A complete 15 minute news coverage.....	Sun.
12:15 P. M.—Great Stories About Corn—Everett Mitchell and Funk's G. Hybred Seed Corn bring you this show.....	Sun.
12:30 P. M.—WOW Calling—A happy half hour for Swanson's Margarine, and Nutrena.....	Mon. thru Sat.
Your University Speaks—University of Nebraska.....	Sun.
12:45 P. M.—The Music Room—Schmoller & Mueller.....	Sun.
1:00 P. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbells Soup.....	Mon. thru Fri.
National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers.....	Sat.
To be announced.....	Sun.
1:30 P. M.—Ma Perkins—Oxydol's long time favorite.....	Mon. thru Fri.
On the Line with Bob Considine—Mutual of Omaha.....	Sun.
Creighton University of the Air.....	Sat.
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.....	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.
David Lawrence—American Dairy Assn.....	Sun.
2:45 P. M.—Right to Happiness—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.
The Falcon—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 Dreft.....	Mon. thru Fri.
Big City Serenade.....	Sat.
WOW News Tower—E. T. Smith Olds-Cadillac.....	Sun.
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.....	Sun.
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—Anacin.....	Mon. thru Fri.
First Piano Quartette.....	Sat.
Mr. and Mrs. Blandings.....	Sun.
4:45 P. M.—Front Page Farrell—Whitehall Pharmacial.....	Mon. thru Fri.
5:00 P. M.—Guiding Light—Sponsored by Duz.....	Mon. thru Fri.
Public Affairs.....	Sat.
Bold Venture—Crosley Dealers.....	Sun.
5:15 P. M.—Lean Back 'n' Listen.....	Mon. thru Fri.
Your National Guard.....	Sat.

5,000 Watts

## WOW'S APRIL NIGHT SCHEDULE

590 Kc.

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

# '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...



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.

## A Bewildered Bachelor...



"The Great Gildersleeve" (Willard Waterman), radio's most popular bachelor, is in double trouble. While the fond parents, his niece Marjorie (Marylee Robb) and her husband Bronco Thompson (Dick Crenna), look on, Gildy finds he's no nursemaid. He's found he can't suggest suitable names for the twins either. So Kraft Foods Company, sponsor of "The Great Gildersleeve" (WOW, Wednesdays at 7:30 p.m.), has launched an \$83,500 Parkay Margarine contest to help choose names for the twins. The contest ends April 14.

## Station Stirrings...

Newest additions to WOW's staff include Marjorie O'Donnell who alternates with Julie Zelenka as night 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'Halloren who resigned to try his hand at freelance writing on the West Coast.

John Maulick of 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 Ort Wagner, a former staff engineer who was drafted and then received an Air Force commission. The kids are just waiting for Ort 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 transcription department Tom is the guardian of the first-aid kit and chief morale booster for the feminine 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 week-night 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 (it'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.

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