

BASEBALL TRIPS ARE TOP PRIZES IN NEW FATHER-SON CONTEST

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

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A. M. News Great at 6, 7 and 8

Father and Son Contest

The two "best fathers in the world" and the two "best sons in the world" . . . will be guests of honor on the upcoming second annual Radio WOW Big League Baseball Tour to St. Louis and Chicago, July 28 and 29.

The "best fathers" and "best sons" will be determined by a unique contest to be conducted by Jack Payne, the WOW Sports Commentator on his Nebraska Clothing sponsored "Sports Parade" program, 10:15 p.m., weeknights on WOW. The contest will be a combined Father-and-Son Week (June 11 to 17) and Father's Day (June 17) project.

In the contest, all fathers will be asked to complete (in 25 or less additional words), the sentence . . . "I have the best son in the world because . . ." Similarly, all sons will be asked to complete the sentence, "I have the best Dad in the world because . . ." No entry blank is necessary to enter this Nebraska Clothing Company-WOW contest.

The "son" who wins may invite and take his dad on the WOW Baseball Tour, and, likewise, the "dad" who wins may take his son on the tour. In addition to the four deluxe baseball tour prizes, 20 consolation prizes will be awarded, 10 to "sons" and 10 to "dads" for next-best letters. Listen to Jack Payne's "Sports Parade" for complete contest details.

The second annual WOW Baseball Tour will leave Omaha early Saturday, July 28, via a Burlington special train. Tour members will see the St. Louis Cardinals and Brooklyn Dodgers play Saturday night, then re-board their special and journey to Chicago. There they will see the Cubs play the Philadelphia Phils (maybe a double-header).

WOW will operate the tour on a non-profit basis. Coach fare, all expense, will run about \$65 and the tour will cost around \$100 in Pullmans. Reservations may be made by writing to Jack Payne, at Radio WOW, Omaha, and enclosing a \$10 down payment.

Sunday Star . . .



Lovely Barbara Eiler plays the role of Alice in "You Can't Take it With You" now heard at 5 p.m., Sundays.

-wow-

Wonderful Weekend Tours in the Making

A visit to the Army War College and Command School at Fort Leavenworth, "nerve center" of the nation's war effort, and to President Truman's home at Independence, Mo., will be added features of the second Wonderful Weekend Tour, June 2 and 3, Lawrence Youngman, tour conductor, announced.

The tour, and all future "Wonderful Weekends" planned, will be sponsored by Travel & Transport, Inc., which has arranged and operated many tours for Radio WOW in the past. For legal reasons, Radio WOW has relinquished sponsorship of the "Wonderful Weekends" but the tours will be carried out as scheduled under Youngman's personal direction, and WOW will continue to publicize them.

Other features of the Kansas City tour will include a visit to Arbor

(Continued on page 9)

Dreier Now at 7:15 A. M.

At 6, 7 and 8—the news is great!

Remember that phrase and you'll never miss hearing the mid-west's top morning newscasts—via WOW!

To make it more convenient for listeners to remember, Radio WOW has rescheduled its morning newscasts.

The new setup puts Alex Dreier and his "First Network News of the day" (Skelly) at 7:15 a.m. every weekday, (Lloyd Burlingham, Saturdays).

The new setup recognizes the fact that many listeners want local and regional news at 7 a.m.—that 7:30 a.m. is a bit late for many listeners.

Other changes in WOW's morning programming are under consideration and may be announced within the next two weeks, Program Manager Ray Olson said.

Here's the way the new setup will work out:

5:55 a.m.—Purena's complete 5-minute weather roundup.

6 a.m.—First complete WOW News—world, national, regional and local (as available).

6:30 a.m.—Mal Hansen's Farm Service Reporter (Walnut Grove and Pioneer) including markets and news of special interest to farmers.

7 a.m.—Complete WOW Newscast—with emphasis on LOCAL and REGIONAL news.

7:15 a.m.—Alex Dreier's "First Network News of the Day" for Skelly.

8 a.m.—Complete WOW Newscast.

Keep tuned to WOW for confirmation of changes planned and the exact times when they will be put into effect.

-wow-

TOUR DATA AVAILABLE

A six-page brochure giving preliminary itinerary and details of the fourth annual WOW Farm Study Tour (next September to northeast Canada, New England, New York, Washington and Chicago) is now ready for distribution. Farmers interested in making the tour should write Mal Hansen for a copy.

Here's the NUTRENA 'WOW CALLING' GANG



It's "WOW Ca-a-a-lling"—the whole gang, in person, heard Mondays, through Saturdays, 12:30 p.m. to 1. They'll be on hand for a super-colossal Nutrena dealers' meeting June 8 at Hotel Fontenelle, from whence the show will originate.

Left to right, front row, are, Louise Seidl, Lambert Bartek, Stan Rucker, Paul Wells, Dale Linville, "Skeets" Mahoney, Sam Castro. Second row, Al Lamm, Bob Burt, Bob Cahill, Betty Cox, Ray Olson, Warren Clark, Chris Bauer and Morton Wells.

Back row, Verne Olson, Paul Harrington (author), Richard Stranglan and "Slim" Everhart. Nutrena sponsors "Calling," Mondays, Wednesdays and Fridays, 12:30 to 12:45. There are other co-sponsors during the other portions of the program.

WOW Shows Cop Top Awards

Best Mystery ...



"Dragnet" star and producer, Jack Webb, won two major awards—a "Michael" and an "Edgar." Two major groups call Webb's Thursday-nighter the "best mystery show in all radio."

—WOW—

NEWS WINNER

Mrs. Irene Hood, the Mt. Ayr and Creston (Iowa) news correspondent for Radio WOW, is the winner of an Iowa Press Women's writers' contest. She won the honor for features she submitted for WOW newscasts and farm broadcasts during 1950.

—WOW—

Best Comedy ...



Groucho Marx "Michael" stamped him as the best comic in radio. His "You Bet Your Life" show is heard on WOW Wednesdays at 8 for DeSoto-Plymouth dealers.

15 'Michaels' One 'Edgar'

NBC programs featured regularly on WOW snagged the lion's share of awards for best productions in both radio and television during 1950.

WOW and WOW-TV programs and stars walked off with 15 "Michaels" at the annual dinner of the Academy of Radio Arts and Sciences.

WOW and WOW-TV copped four Peabody awards.

Two other WOW shows walked off with Safety Campaign awards, and one show won an "Edgar" from the Mystery Writers of America.

Fatima's "Dragnet" won a double-header—both a "Michael" as the best mystery program on the air, and an "Edgar" (from the Mystery Writers) so-named because it was presented at the annual Edgar Allen Poe Awards dinner.

Here's the way the WOW shows fared when the "Michaels" were handed out:

Best Comedian: Groucho Marx, star of DeSoto's "You Bet Your Life," Wednesdays, 8 p.m. on WOW (and Thursdays, 6 p.m. on WOW-TV, same sponsor).

Best Dramatic Program: "Theater Guild of the Air," Sundays, 7:30 p.m., sponsored by U. S. Steel.

Best Forum Discussion: "American Forum of the Air," Sundays, 1 p.m.

Best Classical Music: "The Telephone Hour," Mondays, 8 p.m.

Best Children's Program: "Quiz Kids," 6:30 p.m., Sundays (sponsored in 1950 by Miles Lab.

Best Producer-Director: Homer Fickett of "Theater Guild."

Special "Michaels" were awarded to Bob Hope for his work entertaining at military camps, and to Eddie Cantor for "humanitarianism."

More than 5,000 persons in radio, television and advertising voted in the "Michaels" poll.

(See page 8 for WOW-TV "Michael" winners.)

This year the coveted George Foster Peabody Awards went to "Halls of Ivy," Wednesdays at 7 p.m. (Schlitz) for success in "mixing wit and charm with liberal and enlightened social philosophy," and to NBC's "The Quick and the Dead," atom-bomb documentary.

(See page 8 for Peabody TV awards.)

Robert Young and his "Father Knows Best" (7:30 p.m., Thursdays for General Foods) won both an Alfred P. Sloan Foundation and a National Safety Council award for a year's effort in promoting highway safety. Lever Brothers "Big Town" (Tuesdays, 9 p.m.) won a National Safety Council award, for programs dramatizing safe driving.

Best Drama ...



U. S. Steel's Theater Guild dramas, Sundays at 7:30, won the best drama and best producer-director (Homer Fickett) "Michaels." Armina Marshall is this show's "executive producer."

—WOW—

HOPE HONORED

The May issue of Red Book paid striking tribute to Bob Hope for his work in military camps which began seven months before Pearl Harbor.

—WOW—

RACE SCHEDULED

Gillette will air the Belmont Stakes, 2:30 to 3 p.m., June 16 on WOW (via NBC).

—WOW—

Best Music ...



For the umpteenth year in a row the "Telephone Hour," 8 p.m., Mondays won the best classical music "Michael." Much of the credit is due Donald Vorhees, the program's musical director.

Radio Honors Walter O'Keefe

Campbell Star Feted

Walter O'Keefe's 21 years of outstanding service to radio was honored from May 21 through 26 by a special "Walter O'Keefe Week" observance on NBC's "Double or Nothing."



Walter O'Keefe

The Campbell Soup sponsored show honored "Wonderful Walter O'Keefe" with an all-out party which included special guest stars.

It was pointed out that few stars have labored as long or as hard to build radio into the top entertainment medium. For this reason, and because of the special spot he holds in the hearts of countless millions of listeners, NBC and Campbell's Soups devised "Walter O'Keefe Week" on "Double or Nothing" which is heard at 9 a.m. and 1 p.m. daily on WOW.

-WOW-

HONORARY CITIZEN

Walter Greaza, who portrays crusading newspaper editor Steve Wilson in the NBC radio series, "Big Town" (Tuesdays, 9 p.m., WOW), has been appointed an honorary citizen of Boys Town, Neb.

The "citizenship papers" were presented to the radio star by Father Nicolas H. Wegner, director of the famous boys' homes established by the late Father Flanagan.

Judy's Coming ...



Colgate Comedienne Judy Canova settled her lawsuit with Ak-Sar-Ben by agreeing to a "make-good" personal appearance in Omaha next spring. She failed to show up for a date here, and Ak-Sar-Ben held up guarantee. Judy is a regular Saturday-nighter (8:30) on WOW.

-WOW-

MARTHA HONORED

Martha Bohlson, of "Martha's Cupboard," and "Martha's Kitchen" fame has been named state chairman for Nebraska of the American Women of Radio and Television (AWRT) Society.

Grass Roots...

WOW Farm Service Reporter

Have you noticed the stories on farm land prices? The boom in land values following World War I now looks like "small potatoes" compared with our present skyrocketing prices.

And all evidence points to continued advances. More and more money is coming from cities. Businessmen must have an appreciation of farming as a sound investment. Some of our friends in land real estate have some fabulous stories about these investments.



Mal Hansen

Men who dropped out of the land market two years ago are now trying to buy. At that time farm surpluses and declining prices scared investors away. Now, everywhere you go, there is concern as to whether this country can produce enough food to meet our current living standards and still ship abroad.

Part of this threat has caused an interest in land. Strong food demands mean better prices. That is why some investors are willing to pay \$300 an acre. Around big cities, fear of atomic attack is given as another reason for the move toward the farm.

All of this information points to a solid financial outlook for this part of the United States. Especially that part served by WOW where so much of the land is showing a considerable increase in value.

But before we leave the subject we should also point out that there are headaches that come with such a trend. There is always the possibility of a land collapse. It might also mean that considerable land is held by absentee landlords which has its drawbacks. And these prices do make it tough on the young tenant farmer who dreams of owning his own farm. He doesn't know how to raise the necessary capital.

passing day, for fishing has shown marked improvement all over the state and the casters are turning out en masse.

In closing, I'd like to make the announcement that the WOW Sports Department is going to conduct another baseball tour this summer. We're going to visit St. Louis for the Cardinals and Brooklyn game the night of July 28, and board the train for an overnight ride to Chicago. We'll see the Cubs play Philadelphia Sunday, July 29. More on this later.

Right now, it's so long to all good sports.

News of Good Sports

By JACK PAYNE
WOW Sports Director

Baseball fans in WOW - Land again have an opportunity to see the College World Series in Omaha's Municipal Stadium. Business men of Omaha have underwritten the tournament which will be played June 13 to 17, bringing eight NCAA district champions to the Stadium seeking the national crown now held by Texas University. These collegiate players are the big-leaguers of tomorrow—plan now to see all nine sessions of the College World Series.



Jack Payne

Well, looks like our pre-season prediction of the Red Sox and Dodgers is having a tough go of it. The New York Yanks and Cleveland Indians are getting the pitching and hitting that might have

been questionable a month ago. How about the stand Washington is making with its winning Cuban mound combination. Our Boston pick is well off the pace at this writing, but we look for a change very shortly. Boston's Braves and the St. Louis Cardinals are giving our Brooklyn choice a run for their money, but we think the Dodgers are due to climb.

Racing returned to Ak-Sar-Ben track in Omaha this month. The 33-day meet opened May 22. Phil D, who ran fourth in the Kentucky Derby, will be the big attraction, but first he must recuperate from an injury suffered in the Derby.

The Nebraska State Game and Fish Commission is asking anglers to forward them information about the big catch you made. The commission is trying to keep an up-to-date record of the state's largest fish caught, and you'll be doing this agency a big favor if you will submit pictures and an affidavit proving your take at the earliest possible time. Incidentally, your competition is getting greater with each

SUNDAYS

(ALL DAY)
 12:30 P. M.—BRASS TACKS—Ray Clark
 12:45 P. M.—“Your Future Home” Multiple Listing Exchange
 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.—Not for Publication
 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.—**HANK McCUNE SHOW** M. U. D.
 A Laugh per Minute!
 Hank McCune
 10:00 P. M.—News of the Week (NBC)
 10:30 P. M.—Rocky King, Detective

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
 Robert Montgomery
 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)

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!
 Ted Mack
 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)

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, Norga, Pet Milk (NBC)
 Starring Jack Carson, Jimmy Durante (alternate weeks)
 Carson
 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.)

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 Kid
 CISCO and PANCHO Come to Life
 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)

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.)
 with Radio's Art Baker!
 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”
 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

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)
 News, Interviews, Comments
 Considine
 4:00 P. M.—Mr. Wizard
 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.—**HOURLONG WESTERN** Featuring Ken Maynard and other Western Screen Favorites
 7:00 P. M.—Midwestern Hay-Ride
 8:00 P. M.—**DOODLES WEAVER SHOW** Lehn & Fink
 8:30 P. M.—**LUCKY STRIKE HIT PARADE** (NBC)
 9:00 P. M.—Falstaff **WRESTLING** from Chicago

WOW-TV Channel 6



Thomas Miss Susan Quinlan Swayze Conte

MONDAYS THROUGH FRIDAYS... DAYTIME SCHEDULE

1:00 P. M.—“Miss Susan” for Colgate (NBC) 2:00 P. M.—Kate Smith-Ted Collins (NBC) 4:00 P. M.—Cactus Jim (NBC)
 1:15 P. M.—Here's Ernie (NBC) 3:00 P. M.—“Martha's Kitchen” with Martha Bohlsen 4:25 P. M.—News
 1:30 P. M.—Bert Parks Variety—M., W., F. Snow Crop Matinee—Tu., Th. 3:30 P. M.—“Howdy Doody” (NBC) 4:30 P. M.—Ship's Reporter (NBC)
 5:15 P. M.—Gabby Hayes—M., W., F. (NBC) Cahill's Corner—Tu., Th.

Corrected to May 20, 1951



Parks Smith Range Rider Howdy Bohlsen Clark Kukla

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

TV Service For All, FCC Plan

On March 21, the Federal Communications Commission proposed a nationwide master plan for the fair distribution of television channels in the future. The purpose of the proposed plan is to permit the television broadcasting industry to grow up in an orderly manner . . . with no section of the country, and no segment of the population slighted or ignored. The plan proposes to divide the limited number of frequencies (or channels) fairly so that private individuals, corporations or educational inter-



Bill Wiseman

ests could enter television broadcasting sometime in the future, if they choose to, and if they can satisfy the Commission that they could operate stations "in the public interest, convenience and necessity," as the law provides.

The master plan is known as an "allocations plan" . . . because it allocates channels to various areas.

No Big Rush

All this does not mean that there will be hundreds of new television stations springing up . . . all at once . . . all over the country. The establishment of a TV station requires a tremendous capital outlay. No one will be stupid enough to start a station unless he sees a reasonable chance for a sound investment . . . a chance to make a profit.

The proposed allocations plan presumably would make room for as many as 1,731 stations on 83 channels sometime in the future. Another important reason for the master plan is to avoid conflicts between stations by placing stations which operate on the same channel, some distances apart.

400 Applications

Every knowing person in the industry agrees that a great national allocations plan is necessary and that such a plan should be adopted while television is still in its infancy.

At present, there are about 400 applications for station licenses. Many of these applicants will never get licenses . . . because many of the applicants are contesting for the same channels in the same city. For example, 11 applicants would like to start stations in Oklahoma City. Yet, only four channels are available . . . so, obviously, seven applicants will lose out. A similar situation is true in Denver, Des Moines and many other cities.

"UHF" Stations

In order to assure future service to the greatest possible number of areas, the FCC Plan proposes to open a portion of the spectrum called the "Ultra-High Frequency" band, or "UHF". Stations on Channels 2 to 13 would continue to operate, as at present, on the Very High

Herewith are major portions of an address by Bill Wiseman, WOW-TV Promotion Manager given recently (by request) before the Engineers' Club of Omaha.

The talk deals with "allocations", "VHF", "UHF", and many other television terms which may be strange to many folks.

The highlights of Mr. Wiseman's talk are presented here in an attempt to answer many inquiries, and to clear up some confusion in the minds of TV set owners and prospective TV set owners.

—THE EDITOR

Frequency band, and would continue to be known as "VHF" or standard stations.

Thus, if the master plan is adopted, there will be "VHF" stations (as at present) and "UHF" stations . . . just as we now have the so-called standard-wave radio stations and short-wave radio stations.

The FCC has set June 9, 1951 as the date for a hearing on the proposed master plan. On that date, the 400 or so present applicants for channels will have a right to oppose the entire plan or object to some of its details.

Already the National Association of Radio and TV Broadcasters has publicly opposed some parts of the proposed plan . . . and many individuals will fight it . . . or parts of it. All this means the hearings will string out for several weeks . . . or months . . . and even after that, lawsuits might delay final adoption of a master allocations plan. This master allocations plan is a tremendously important matter . . . involving the entire future of a great industry and millions in potential investments. It will not be passed over lightly . . . or decided quickly.

All 400 of the applicants now seeking a station license have asked for "VHF" Channels. Some may, without protest, accept a UHF channel, but it is more likely that every applicant will make every possible effort to get a VHF channel.

Local Situation

Now, as to the Omaha area situation:

As a part of the proposed nationwide plan, many new channels are allocated for the area served by the two Omaha stations (at present, about 60 miles in all directions from Omaha).

The proposed plan would provide, for Omaha, three VHF channels and three UHF channels. Two of the VHF channels, 3 and 6, are already assigned and occupied and presumably would not be disturbed. The third proposed Omaha VHF channel, No. 7, is reserved for an "educational station." This allocation presumes that some day some Omaha college or university might want to establish a TV station.

VHF Channel No. 7, however, is the channel for which two Omaha applicants have already applied. These two applications are the only two now on file for new Omaha stations.

The two Omaha applicants will reportedly attempt to have VHF Channel 7 reinstated as a commercial station channel. If Channel 7 is reinstated as a commercial-station channel . . . the two Omaha applicants will then be called into a hearing, sometime in the future, before the FCC to determine which applicant should have this VHF Channel No. 7.

If either of the two present Omaha applicants eventually is awarded VHF Channel No. 7, it will then be issued a "Construction Permit," and it may then proceed to build, equip and get ready to begin operations. This could be accomplished in a minimum of six months or a maximum of two years, depending on the availability of technical equipment, such as an antenna, transmitter, cameras, studios, etc.

If the Omaha applicants fail in their effort to reinstate Channel 7, and if No. 7 remains unavailable for either applicant, then they must decide whether or not to seek one of three UHF channels allocated to Omaha under the proposed master plan (Channels 16, 22 or 28).

Complicated engineering studies would be made, and new applications filed and either one (or both) of the present two applicants might eventually be awarded a UHF channel. If this happens, there will still be one UHF channel left for Omaha, for any other interest that might want to go into television in the future.

In the Lincoln area, one applicant has filed for a VHF channel, two are allocated. There are also two UHF channels proposed, but no applicants.

Sioux City Area

The same general situation is true in Sioux City. One VHF application has been filed . . . none for UHF. Two VHF channels are allocated, two UHF (one an educational station) in the master plan proposed.

The master plan also includes proposed VHF channels (one each in Nebraska), for Alliance, Grand Island, Hastings, Kearney, McCook, (Continued on page 9)

... WOW-TV SUMMER SCHEDULE ON PAGES 6 and 7 ...

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



Good Summer for TV Viewers

'Star Time' Draws Raves

Most talked about—and apparently very popular—new show of the year is "Star Time" (9:30 to 10 p.m., WOW-TV), the Monday-through-Friday variety piece.

"Star Time" is written, put together and presented by Warren Clark of the WOW and WOW-TV staff. It's his first major assignment—his first show of his own.

Warren has some fine talent to work with. WOW-TV recently purchased the Schnader Telescription Service which consists of 3½-minute "acts" made by top-notch stars of the entertainment industry.

During 1951, WOW-TV will receive more than 400 of the "acts." Every act is brand new production. The library is being increased every week. It includes every type of entertainment from grand opera to hill-billy, and offers wide discretion to the producer when selecting his material.

Warren is a native Oklahoman. He started his radio career as a page boy at NBC's WRC in Washington, D. C. While in college he was active in Georgetown's famous "Black Friars" dramatic club. He played leading roles in "Blythe Spirit", "Arsenic and Old Lace" and "Jason."

"Star Time" is easy viewing. It's informal. The setting is backstage where Warren, as "stage manager," performs as a sort of TV disc jockey.

—WOW-TV—

WELL PAID

Red Skelton's new NBC-TV contract will boost his total earnings over \$10 MILLION in the next seven years.

—WOW-TV—

THREE FOR ROBERTA

Roberta Quinlan began her third year in "The Mohawk Showroom" (now 5:30 p.m., Mondays, Wednesdays and Fridays on WOW-TV) recently. She'll take a vacation starting July 6.

—WOW-TV—

REAL COVERAGE

E. L. Dodd, Broadway Department Store, Los Angeles, reports he picked up the WOW-TV test pattern direct at 10 a.m., Pacific time, May 3.

Star Time Host ...



Take it easy, says Emcee Warren Clark of the new "Star Time" variety show on WOW-TV. The new 9:30 p.m., Monday through Friday show is the greatest storehouse of good talent on any TV show!

—WOW-TV—

MORE TELEVIEWERS

Nearly a half million families bought new TV sets during March, bringing the total in use to over 12 MILLION—28 per cent of all U. S. homes—46 per cent of all homes within range of TV stations. In the Omaha area the number of sets-in-use was expected to hit 80,000 by June 4.

—WOW-TV—

COOPERATION

Chalk up a terrific first for the Bert Parks show (1:30 p.m., Mondays, Wednesdays and Fridays on WOW-TV). While Bert and Ann Grove were doing the "Chicago Song" a prop live hen actually laid an egg in full view of everybody!

New Shows, Personalities

The next few weeks will bring many new and exciting shows to WOW-TV.

As "regulars" take vacations and work on fall productions, new personalities and new shows will get their big chance to make good.

Meanwhile televiewers will get a change of scenery in many of their favorite viewing hours.

One major change will come on Saturday night. An hour long western featuring Ken Maynard and other great screen cowboys will be seen at 6 and will be followed by the music and fun-filled "Midwestern Hay-Ride" at 7. The comedy sensation "Doodles Weaver" will take over at 8 for a half-hour of hilarity.

Kate Smith is scheduled tentatively for a Wednesday night hour-long top-talent feature.

As this is written many of the changes are booked only tentatively.

The "Hank McCune Show"—a rollicking situation-comedy series will take over the "Charades" spot on Sunday night, and the Shiela Graham show will move to 11 p.m., Sundays.

Most of the top-notch NBC shows will remain on the air all summer.

—WOW-TV—

Former Employee to Direct New Show

Dan Petrie, a former WOW-TV director, will direct "Manhunt" the new dramatic show that will be the summer replacement for the "Lucky Strike Hit Parade" on television. Mid-July has been set as the beginning date of the new show. This adds another top show to Dan's growing list. He already has gained fame as the director of the "Billy Rose Theatre" and "Somerset Maugham Theatre."

—WOW-TV—

FOOTBALL GAME SET

WOW-TV has booked the All-Star Football Game for Admiral for August 17. It features College All-Stars vs. Cleveland Browns.

—WOW-TV—

ANOTHER NBC FIRST

NBC is now using the new "electra-zoom" camera which can zoom in and out for closeups and longshots without loss of definition.

WOW-TV Shows Win Awards

Along the Video Grapevine...

Greyhound's Johnny Carmichael comes up with a choice "Hopalong" Cassidy yarn. It seems a 10-year-old is a rabid Hoppy fan so his folks bought him a complete Hoppy outfit, even to nickel-plated pistols. The youngster got so excited when Hoppy was on the spot, he whipped out his six-guns, and rushed to his aid. In his ardor, he smashed the picture tube in a thousand pieces!

... TV ...

All the dads around the TV building are moanin's 'cause they ain't eligible to enter Jack Payne's "Father and Son Baseball" contest (details page 1).

... TV ...

Before 1951 ends WOW-TV area viewers will have spent a cool \$30 MILLION for TV sets. The figure's around \$24 MILLION now! You can add to that about \$12 MILLION more for installations and service. Then you can toss in a few more millions that have been spent for new chairs, davenport and other "accessories" bought because of the TV set in the home.

... TV ...

Dean Gardner, 4310 North 40th Street, Omaha, crashed Skippy Peanut Butter's "You Asked for It" (Fridays, 6:30 p.m.) the other night. Dean asked to see a modern counter-part of "Annie Oakley"—and Art Baker obliged by presenting Mel Greet, champion Texas sharpshooter.

... TV ...

Palmolive is offering a wonderful premium on its section of the Howdy Doody show (3:30 p.m., Mondays through Fridays). It's a genuine like replica of the Howdy Doody hand puppet. Fifty cents and a Palmolive wrapper will get you one!

... TV ...

Eighty-four per cent of all TV set tubes manufactured in January, February and March were rectangular in form.

... TV ...

Kilpatrick's will sponsor the 1951 "Ak" Ball, for the third year in a row.

... TV ...

We recommend "Operation Mona Lisa" on Household Finance's Royal Playhouse" at 8:30 p.m., June 17 on WOW-TV.

... TV ...

RCA says it has an order for 50 fancy theater-TV installations—all in the east.

... TV ...

Public and private schools in New York state are seeking financing for a \$3½ million state-wide TV educational network.

—BILL WISEMAN

Fireside Favorite ...



Eve Miller, seen frequently on Procter & Gamble's "Fireside Theater" 10:30 p.m., Thursdays on WOW-TV, is considered one of the "discoveries" of the year in TV dramatics.

—WOW-TV—

TV Service for All Is FCC Plan

(Continued from page 8)

Scottsbluff, and two in North Platte, plus proposed UHF channels in 14 cities.

No VHF channels are proposed for Iowa points within the WOW-TV service area, but a UHF allocation is proposed for Atlantic, Cherokee, Creston, Red Oak, Shenandoah and Spencer.

With the possible exception of the proposed Lincoln VHF channels, none of the stations in the WOW-TV area, which are proposed, could be heard in the Omaha-Council Bluffs area, according to best engineering knowledge.

Most engineers agree that the range of UHF stations will be considerably less than the range of VHF stations.

Most TV station operators believe that it would be economically impossible for any television station to succeed in markets with less than 50,000 families as a potential audience.

In view of what I have said, it appears to me, that there will be no additional TV stations . . . which can be heard in the Omaha area for at least two years . . . and more probably, for a much longer time.

The master allocations plan is very important . . . and it must be worked out slowly, and carefully. Then, when the plan is finally approved . . . most applicants will have to revise their plans . . . and

Peabody Pick is Zoo Show

Eight NBC TV shows—all carried on WOW-TV—won major recognition recently. Peabody awards went to Jimmy Durante and to the "Zoo Parade."

The Academy of Radio and Television Arts and Sciences gave "Michaels" to: Milton Berle—best comic; Philco Playhouse—best drama; "Meet the Press," best forum; Max Liebman, best direction and production (Your Show of Shows); John C. Swayze, best commentator, and Bud Collyer (Break the Bank), best announcer.

—WOW-TV—

WEEKEND TOURS

(Continued from page 1)

Lodge at Nebraska City, a pause at Fort Leavenworth, Federal Prison, and a tour of "Petticoat Lane," the Kansas City shopping district, the Nelson Art Galleries, Country Club Plaza, Swope Park and Zoo.

Saturday evening and Sunday morning will be "free time" in which weekenders may visit friends, attend theaters, night clubs, baseball games, and churches.

The cost is \$18.95 per person, which includes round-trip transportation, a buffet dinner, and hotel accommodations (two in a room).

The "Wonderful Weekend" for June 16 and 17 will be to Lake Okoboji, and on June 30 and July 1, to Excelsior Springs, Mo. resort-playground. A week-long tour to the Colorado Rockies is planned for July 14 to 20.

—WOW-TV—

BIG INVESTMENT

The Methodist Church has \$500,000 invested in religious films and recordings and will use both television and radio extensively.

this, too, takes time and careful study. Then, the applicants must go to bat at an FCC hearing and try to prove they are entitled to a license.

Presumably, the FCC . . . when the hearing stage arrives . . . will work first on licenses for stations in areas where there is now no programming service . . . and in areas where there are no conflicts and no contests.

Then, when this is all done, the FCC will try to settle the cases in the markets where there are conflicts.

No Quick Changes

Omaha, today, has fine TV program service from two good stations . . . carrying the best that four great networks have to offer. I do not anticipate any change in the next several years.

I believe you can buy a set now . . . and start enjoying television now . . . and that you need have no fear or worries that your set will become antiquated . . . or need immediate adjustments or changes.

RADIO WOW'S JUNE 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.
5:55 A. M.—Weather Report—Ralston Purina..... Daily ex. Sun.	WOW News Tower—A complete 15-minute news coverage..... Sun.
6:00 A. M.—Sunrise News Tower—All the latest happenings in detail... Daily ex. Sun.	12:15 P. M.—Harmony Highways Sun.
6:15 A. M.—Welcome to the West—Slim Everhart..... Daily ex. Sun.	12:30 P. M.—WOW Calling—A happy half hour for Swanson's Margarine, and Nutrena..... Mon. thru Sat.
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.	Your University Speaks—University of Nebraska..... Sun.
Sunday Serenade—Mood music..... Sun.	12:45 P. M.—The Music Room—Schmoller & Mueller..... Sun.
7:00 A. M.—Network News—Alex Dreier for Skelly Oil..... Mon. thru Fri.	1:00 P. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup..... Mon. thru Fri.
This Farming Business—Lloyd Burlingham for Skelly Oil..... Sat.	National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers..... Sat.
NBC News..... Sun.	American Forum of the Air..... Sun.
7:05 A. M.—George Crook, organ music..... Sun.	1:30 P. M.—Ma Perkins—Oxydol's long-time favorite..... Mon. thru Fri.
7:15 A. M.—Breakfast Bandstand Mon. thru Fri.	On the Line with Bob Considine—Mutual of Omaha..... Sun.
Riders of the Purple Sage..... Sat.	Slim Bryant and His Wildcats..... Sat.
7:30 A. M.—WOW News Tower—Merrill Workhoven..... Daily ex. Sun.	1:45 P. M.—Judy and Jane—Folger's Coffee..... 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.—WOW News—A 5-minute news roundup..... Mon. thru Fri.	Town and Country Time..... Sat.
Pot Luck Sat.	Music With the Hormel Girls..... Sun.
8:05 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.
9:00 A. M.—Welcome Travelers—Tommy Bartlett with a great show... Mon. thru Fri.	2:45 P. M.—Right to Happiness—Everyone's right—P. & G..... Mon. thru Fri.
Mind Your Manners..... Sat.	John Cameron Swayze—News—Belmont Radio..... Sun.
9:30 A. M.—Double or Nothing—The popular quiz show with Walter O'Keefe emceeing for Campbells Soup..... Mon. thru Fri.	3:00 P. M.—Backstage Wife—Sterling Products..... Mon. thru Fri.
Mary Lee Taylor for Pet Milk..... Sat.	Town and Country Time..... Sat.
Sunday in the Country—Mal Hansen for d-Con..... Sun.	The Saint Sun.
10:00 A. M.—Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker..... Mon. thru Sat.	3:15 P. M.—Stella Dallas—A moving story—Sterling Products..... Mon. thru Fri.
WOW News Tower—All the latest news..... Sun.	3:30 P. M.—Lorenzo Jones—Presented by Dreft..... Mon. thru Fri.
10:15 A. M.—U. S. Navy Show—Stirring music..... Sun.	Big City Serenade..... Sat.
10:30 A. M.—Jack Berch Show—Jack sings songs in a style you'll always enjoy—Prudential Insurance Co..... Mon. thru Fri.	WOW News Tower—E. T. Smith Olds-Cadillac..... Sun.
My Secret Story..... Sat.	3:45 P. M.—Young Widder Brown—Sterling Products..... Mon. thru Fri.
U. N. Is My Beat..... Sun.	Lost Melodies..... Sun.
10:45 A. M.—Dial Dave Garroway..... Mon. thru Fri.	4:00 P. M.—When a Girl Marries—General Foods..... Mon. thru Fri.
Carnival of Books..... Sun.	A Date with Dorsey..... Sat.
11:00 A. M.—Live Like a Millionaire—You'll enjoy hearing the contestants in action—General Mills..... Mon. thru Fri.	Dimension X (tentative)..... Sun.
Homemakers Club of the Air—Omaha Public Power sponsors Marion MacDonald with household hints..... Sat.	4:15 P. M.—Portia Faces Life—General Foods..... Mon. thru Fri.
Living—1951..... Sun.	4:25 P. M.—News Summary—Robert Trout..... Mon. thru Fri.
11:30 A. M.—The Woman in My House—Manhattan Soap..... Mon. thru Fri.	4:30 P. M.—Just Plain Bill—Anacin..... Mon. thru Fri.
Polka Parade..... Sat.	A Date with Dorsey..... Sat.
Eternal Light..... Sun.	Mr. and Mrs. Blandings..... Sun.
11:45 A. M.—Your Melody Time—Late morning melodies..... Mon. thru Fri.	4:45 P. M.—Front Page Farrell—Whitehall Pharrnical..... Mon. thru Fri.
Elaine Jabenis Scrapbook—Shaver's Food Mart..... Sat.	5:00 P. M.—Guiding Light—Sponsored by Duz..... Mon. thru Fri.
	Public Affairs..... Sat.
	You Can't Take it With You..... Sun.
	5:15 P. M.—Lean Back 'n' Listen..... Mon. thru Sat.
	5:25 P. M.—Windshield Wiper Song—Anderson Co..... Sat.

5,000 Watts

WOW'S JUNE NIGHT SCHEDULE

590 Kc.

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:30 55	THE ADVENTURES OF ARCHIE ANDREWS	4-BELL NEWS TOWER All the News SPORTS NEWS Goetz Beer	4-BELL NEWS TOWER All the News SPORTS NEWS McFayden's	4-BELL NEWS TOWER All the News SPORTS NEWS Goetz Beer	4-BELL NEWS TOWER All the News SPORTS NEWS McFayden's	4-BELL NEWS TOWER All the News SPORTS NEWS Goetz Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Goetz Beer
6:00 15	THE QUIZ KIDS In this new time	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE MUSIC BY MARTIN Need we say more?	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE MUSIC BY MARTIN Need we say more?	THE CISCO KID Butter-nut Bread brings you western adventures	TREASURY SALUTE MUSIC BY MARTIN Need we say more?
6:30 45	NBC SUMMER THEATRE A full hour of the best in radio drama with Eve la Qalliene	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	DAVE GARROWAY Hear Dave and the gang in this new show
7:00		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	NBC PRESENTS SHORT STORY	MUSICAL MERRY-GO-ROUND with Eloise McElhone for RCA Victor
7:30	NBC SYMPHONY U. S. Steel presents this famous orchestra for your summer listening pleasure	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	DANGEROUS ASSIGNMENT (June 17—Tentative)	THE FALCON Les Damon stars for Kraft Foods	FATHER KNOWS BEST Robert Young has his hands full as "Father" General Foods	NIGHT BEAT Frank Lovejoy stars as reporter Randy Stone	THE MAGNIFICENT MONTAGUE Monty Woolley stars in this comedy series
8:00	Theatre Guild returns Sept. 16	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	AMAZING MR. MALONE starring John Lund	YOUR HIT PARADE Hear the top tunes of the week Lucky Strike Cigarettes
8:30	MR. MOTO Enjoy these tales of mystery	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartette	An NBC SUMMER PRESENTATION	MR. DISTRICT ATTORNEY Crime doesn't pay with the D.A. at hand—Bristol-Myers	THE PRIVATE LIFE OF REX SAUNDERS starring Rex Harrison for RCA Victor	MAN CALLED X Herbert Marshall is the man of mystery 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 for RCA Victor	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 45	YESTERDAY, TODAY AND TOMORROW Famous persons compare past and present	under the direction of Arthur Fiedler	An NBC PRESENTATION	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 15	WOW NEWS TOWER All the News DAVID LAWRENCE American Dairy Assn.	WOW NEWS TOWER All the News SPORTS Nebraska Clothing	WOW NEWS TOWER All the News SPORTS Nebraska Clothing	WOW NEWS TOWER All the News SPORTS Nebraska Clothing	WOW NEWS TOWER All the News SPORTS Nebraska Clothing	WOW NEWS TOWER All the News SPORTS Nebraska Clothing	WOW NEWS TOWER All the News SPORTS Nebraska Clothing
10:30 45	THE CATHOLIC HOUR Begins its 21st year in this new time spot	BREAK THE BANK Bristol-Myers Presents BUD COLLYER	BREAK THE BANK fun and prizes With BUD COLLYER	BREAK THE BANK Bristol-Myers Presents BUD COLLYER	BREAK THE BANK fun and prizes With BUD COLLYER	BREAK THE BANK Bristol-Myers Presents BUD COLLYER	THE THREE SONS WILD LIFE ROUNDUP For the outdoorsman
11:00 05 55	NEWS SUMMARY SPRING SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SPRING SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SPRING SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SPRING SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SPRING SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SPRING SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SPRING SERENADE presents music you'll enjoy NEWS SUMMARY

RCA Co-Sponsors 7 Shows

Femcee ...



Gabby, but witty and charming, Eloise McElhone, who gained fame picking on mere males on "Leave it to the Girls" (TV), is the new "Femcee" (meaning feminine master-of-ceremonies) on RCA-Victor's "Merry-Go-Round" Saturday-niter.

-WOW-

"Lorenzo Jones," the heart-warming story of an impractical dreamer and his loyal, understanding wife, began its 15th year over NBC radio and WOW recently.

-WOW-

Baker's Back ...



Complete with accordion, Phil Baker is back at his old stand on "The \$64 Question" Sunday-niter now a part of the new RCA-Victor setup. Phil was the original emcee when this feature was called "Take it or Leave it."

Bring You Top Listening

RCA-Victor division of the Radio Corporation of America has purchased co-sponsorship of seven top-quality NBC features weekly on Station WOW, and the full network.

The sponsorship was one of the largest single-block purchases of radio advertising in many years.

The RCA-Victor setup includes two new programs. One is "The Private Files of Rex Saunders," starring stage and picture star Rex Harrison, at 8:30 p.m., Thursdays on WOW.

The second of the new shows is called "The RCA-Victor Merry-Go-Round" and is aired on WOW at 7 p.m., Saturdays. It stars Eloise McElhone (of "Leave it to the Girls" fame) as mistress-of-ceremonies, with a nationally known disc jockey as a guest each week.

The other RCA-Victor programs included in the purchase are: "The \$64 Question" with Phil Baker, Sundays at 9; "The Boston Pops Orchestra," Mondays at 9; Screen Directors' Playhouse, Thursdays at 9; "The Man Called X," starring Herbert Marshall Fridays at 8:30, and "The Magnificent Montague," with Monty Woolley, Saturdays at 7:30.

The Phil Harris-Alice Faye program, Sundays, 6:30 to 7, is also sponsored by RCA.

-WOW-

Rev. R. R. Brown...

Pastor WOW World Radio Congregation

The great debate created by the dismissal of General Douglas MacArthur continues and will be an important political quantity in the coming days. The present investigation by the Congressional Committee will, undoubtedly, shed a lot of light on this world-stirring event. No matter what our opinions may be, I feel that the following quotation from the address of the General to the joint session of Congress will



Rev. R. R. Brown

take its place along with other immortal utterances: "The problem basically is theological and involves a spiritual recrudescence and improvement of human character that will synchronize with our almost matching less advances in science, art, literature and all material and cultural developments of the past two thousand years. It must be of the spirit if we are to save the flesh."

After I heard that, I recalled my interview with the General in Tokyo

Smooth Sleuth ...



Rex Harrison of stage and screen is "Rex Saunders" in the new "Private Files of Rex Saunders," a thrilling whodunnit, aired as a Wednesday-niter in the RCA-Victor setup. His sidekick "alec" is played by Leon Janney.

and was convinced that this is basic to his philosophy of life and his approach to our world problem. I was also reminded of the statements of two great scientists, Steinmetz and Edison, now deceased, who said that they were concerned because we were not making spiritual progress commensurate with our scientific advance. Therefore, unless we change the hearts of men, it is possible that our scientific creations may be converted into weapons that will mean man's own destruction. Furthermore, man needs God-consciousness in order to maintain moral standards. We need again to realize the truth of the law expressed in the words of Scripture, "Whatsoever a man soweth, that shall he also reap." If we are to avoid moral disintegration, we must have a spiritual revival. The Roman Empire was not destroyed militarily; it just rotted to pieces. God save America from internal corruption, as well as from would-be conquerors.

Once more, "it must be of the spirit if we are to save the flesh."

Tune in each Sunday morning at 8:30.

WOW NEWS TOWER

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