

# WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 16, No. 3

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Published Monthly

## More Than Three Million!

### East Coast Farm Tour Reunion

A reunion for the 218 members of the recent WOW East Coast Farm Study Tour has been scheduled for Saturday, November 10 at the Omaha Chamber of Commerce dining room. Members of the tourists' families are also invited.

The affair will be featured by a luncheon and will last from 10 a.m. until the last tripper heads back home.

Arrangements have been made to have film and slide projectors with screens set up so that the camera addicts on the tour can display their work.

A capacity crowd is expected since this is the first opportunity for the members of the group to get together and re-live the thrilling experiences of the trip.

-WOW-

### 'Fibber and Molly' Aid Community Chest

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

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

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

### Fifteen Years Ago...



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

-WOW-

### Contest Winners

Mrs. R. M. Stauber of Stromsburg, Neb., and Mrs. B. G. Christopherson of Omaha were the winning contestants on the recent "Double or Nothing" Hollywood trip contest. They joined Martha Bohlsen, who won the WOW personality portion of the contest, in the trip. See page 9 for photos and details on the contest.

### Population is Set For WOW-Land

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

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

State and Number of Counties	1950 Population
Nebraska (80).....	1,220,145
Iowa (35).....	726,692
South Dakota (39)....	393,015
Kansas (29).....	341,793
Missouri (11).....	217,956
Minnesota (7).....	104,836

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

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

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

- 89.8 per cent of Nebraska
- 28 per cent of Iowa
- 60 per cent of South Dakota
- 21 per cent of Kansas
- 5 per cent of Missouri
- 4 per cent of Minnesota

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



E. T. Meredith, Jr., left and Payson Hall, right, president and comptroller, respectively of the Meredith Engineering Company, together with Fred Boben, center photo, right, president of the Meredith Publishing Company and Frank

Fogarty, center, left, are shown at the recent "get acquainted" dinner given by the new owners of WOW, Inc., for WOW's staff at the Blackstone Hotel. Details of the party are contained in a story on page 3.

# Lanza Sings Monday Nights

## Young Tenor For Coca-Cola

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

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

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

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

—WOW—

## 'Riders of Purple Sage' Now a Sunday Feature

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

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

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

—WOW—

## Quite an Order

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

## Martha is Host to Garden Expert ...



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

## Mort Wells Orchestra Heard from Legion Club

Mort Wells and his Orchestra are now heard each Tuesday, Thursday and Saturday nights from 11:05 until 11:30 in a live broadcast direct from the beautiful Palm Garden of Omaha's American Legion Post No. 1. You'll also be hearing the charming voice of lovely Rusty Walker, songbird of WOW Calling.

—WOW—

## Saturday Morning Adds Drama Show

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

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

The new show offers a half-hour dramatization of an outstanding story by Mr. Somerset Maughan, the great American author. Make

each Saturday morning more enjoyable by tuning to "Somerset Maughan Theatre" on WOW at 10 a.m. It is sponsored by Bymart Products Company for Tintair.

—WOW—

## Walter is Busy!

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

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

## 218 Members of WOW East Coast Farm Study Tour . . .



# Armour Sponsors "Report"

## Staff Entertained by New Owners

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

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

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

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

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

—WOW—

### Make a List

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

## Farm Favorites ...



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

—WOW—

## 1951 Version ...



Meet Pat and Tom Chase today.

## New Saturday Farm Show

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

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

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

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

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

—WOW—

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

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

## ... Pose by Their Special Train at Youngstown, Ohio



# Meet Some WOW Favorites

*They Bring You Top  
Entertainment*



*Mario Lanza Show*  
9:00 Monday



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



*Eddie Cantor Show*  
8:30 Sunday



*William Gargan*  
9:00 Wednesday



*Meredith Willson*  
8:30 Thursday



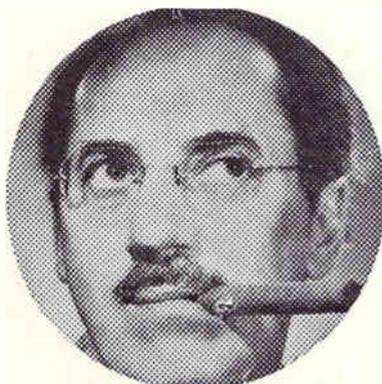
*Paul LaValle*  
8:30 Mondays



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



*Steve Wilson*  
9:00 Tuesday



*Groucho Marx*  
8:00 Wednesday



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



*Douglas Fairbanks*  
9:00 Sunday

SUNDAYS	MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS	FRIDAYS	SATURDAYS
<p>(ALL DAY)</p> <p>11:30 A. M.—FLYING TIGERS Johnson Candy (Du.)</p> <p>12:00 Noon—ZOO PARADE Ken-L-Ration (NBC)</p> <p>12:45 P. M.—Your Future Home Multiple Listing Exchange</p> <p>1 P. M. or 1:30 P. M.— <b>PROFESSIONAL FOOTBALL</b> (Du.)</p> <p>4:00 P. M.—GABBY HAYES Quaker Oats (NBC)</p> <p>4:30 P. M.—THE CHIMPS Harvey Brothers</p> <p>5:00 P. M.— <b>WILD BILL HICKOX</b> Kellogg Corn Pops</p> <p>5:30 P. M.— <b>RANGE RIDER</b> Peter Pan Bread</p> <p>6:00 P. M.— <b>SOUND-OFF TIME</b> Fred Allen and Jerry Lester (Rotating)</p>  <p>Skelton</p>  <p>Clark</p> <p>6:30 P. M.—MR. BOBBIN General Foods (NBC)</p> <p>7:00 P. M.— <b>COLGATE COMEDY HOUR</b> (NBC)</p> <p>8:00 P. M.—(Alternate weeks) <b>PHILCO TELEVISION PLAYHOUSE</b> (NBC)</p> <p><b>GOODYEAR THEATER</b> (NBC)</p> <p>9:00 P. M.— <b>RED SKELTON SHOW</b> Procter &amp; Gamble (NBC)</p> <p>9:30 P. M.—Royal Playhouse Dexter Washers</p> <p>10:00 P. M.—SKELLY NEWS with Ray Clark</p> <p>10:15 P. M.—Strange Adventure Max I. Walker Cleaners</p> <p>10:30 P. M.—Meet the Press Revere Copper (NBC)</p> <p>10:45 P. M.—NBC OPERA NBC's series of eight television opera productions will be seen on one Sunday of each month. Offenbach's "RSVP" is scheduled for this month.</p>	<p>5:00 P. M.—Trail Time with Tom Chase</p> <p>5:15 P. M.—Gabby Hayes Quaker Oats (NBC)</p> <p>5:30 P. M.—Kukla, Fran and Ollie RCA (NBC)</p> <p>6:00 P. M.—News and Headlines</p> <p>6:15 P. M.—Star Time—Toni</p> <p>6:30 P. M.—Roberta Quinlan Mohawk Carpets (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.—Winchell and Mahoney Speidel (NBC)</p> <p>7:30 P. M.— <b>VOICE OF FIRESTONE CONCERT</b> (NBC)</p> <p>8:00 P. M.—LIGHTS OUT Admiral (NBC)</p> <p>8:30 P. M.—(Alternate weeks) <b>MAUGHAM THEATER</b> Tintair (NBC) Robert Montgomery presents <b>LUCKY STRIKE DRAMA</b> (NBC)</p>  <p>Montgomery</p>  <p>Maugham</p> <p>9:30 P. M.—Town &amp; Country Quiz Staley Foods</p> <p>9:45 P. M.—Creighton, Omaha U.</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—STORY THEATER O.P.P.D.</p> <p>11 P.M.-12:30 A.M.—Feature Movie</p>	<p>5:00 P. M.—Trail Time with Tom Chase</p> <p>5:30 P. M.—Kukla, Fran and Ollie Procter &amp; Gamble (NBC)</p> <p>6:00 P. M.—News and Headlines</p> <p>6:15 P. M.—Wildroot Disc Jockey</p> <p>6:30 P. M.—Dinah Shore (NBC) Chevrolet 11/27</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.— <b>MILTON BERLE TEXACO STAR THEATER</b> (NBC)</p>  <p>Berle</p> <p>8:00 P. M.— <b>Cosmopolitan Theater</b> Drug Store Products (Du.)</p> <p>9:00 P. M.— <b>OLD GOLD AMATEUR HOUR</b> with TED MACK and CO. (NBC)</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—BREAK THE BANK Bristol-Myers (NBC)</p> <p>11 P.M.-12:30 A.M.—Feature Movie</p>	<p>5:00 P. M.—Trail Time with Tom Chase</p> <p>5:15 P. M.—Boys' Railroad Club A. C. Gilbert</p> <p>5:30 P. M.—Kukla, Fran and Ollie National Biscuit (NBC)</p> <p>6:00 P. M.—News and Headlines</p> <p>6:15 P. M.—Star Time—Toni</p> <p>6:30 P. M.—Roberta Quinlan Mohawk Carpets (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.— <b>KATE SMITH VARIETY</b> Norge-Congoleum (NBC) Reynold's Metals, B. T. Babbitt</p>  <p>Smith</p> <p>8:00 P. M.— <b>KRAFT TELEVISION THEATER</b> (NBC)</p> <p>9:00 P. M.— <b>Big 7 Game of the Week</b> Phillips 66</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Freddie Martin Show Hazel Bishop</p> <p>11 P.M.-12:30 A.M.—Feature Movie</p>	<p>5:00 P. M.—Trail Time with Tom Chase</p> <p>5:15 P. M.—Gabby Hayes Peter Paul (NBC)</p> <p>5:30 P. M.—Kukla, Fran and Ollie Life &amp; Time (NBC)</p> <p>6:00 P. M.—News and Headlines</p> <p>6:15 P. M.—Wildroot Disc Jockey</p> <p>6:30 P. M.—Dinah Shore (NBC) Chevrolet 11/27</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.— <b>GROUCHO MARX</b> for DeSOTO (NBC)</p> <p>7:30 P. M.— <b>CISCO KID</b> Butter-nut Bread</p> <p>8:00 P. M.—James Melton's FORD REVUE (NBC)</p> <p>9:00 P. M.—MARTIN KANE PRIVATE EYE U. S. Tobacco (NBC)</p>  <p>Melton</p>  <p>"Martin Kane"</p> <p>9:30 P. M.— <b>WAYNE KING SHOW</b> Standard Oil (NBC)</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Fireside Theater Procter &amp; Gamble (NBC)</p> <p>11 P.M.-12:30 A.M.—Feature Movie</p>	<p>5:00 P. M.—Trail Time with Tom Chase</p> <p>5:15 P. M.—Gabby Hayes Quaker Oats (NBC)</p> <p>5:30 P. M.—Kukla, Fran and Ollie Procter &amp; Gamble (NBC)</p> <p>6:00 P. M.—News and Headlines</p> <p>6:15 P. M.—Star Time—Toni</p> <p>6:30 P. M.—Roberta Quinlan Mohawk Carpets (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.—RCA REVUE (NBC)</p> <p>7:30 P. M.—You Asked For It Sippy (Du.)</p> <p>8:00 P. M.— <b>THE BIG STORY</b> Amer. Cigaret &amp; Cigar Co. (NBC)</p> <p>8:30 P. M.—The Aldrich Family General Foods</p> <p>9:00 P. M.— <b>CAVALCADE OF SPORTS</b> Gillette Fights (NBC)</p> <p>Gillette's Boxing Expert</p>  <p>Jimmie Powers</p> <p>9:45 P. M.—Greatest Fights Vaseline</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Circle Theatre Armstrong Rugs</p> <p>11 P.M.-12:30 A.M.—Feature Movie</p>	<p>(ALL DAY)</p> <p>10:30 A. M. (approx.)* <b>FEATURE MOVIE</b></p> <p>11:30 A. M. (approx.)* <b>NEBRASKA GAME</b> by film</p> <p>12:30 P. M. (approx.)* <b>SKY KING</b> (NBC) for Derby Foods</p> <p>12:45 P. M.—TED HUSING <b>FOOTBALL</b> (NBC) General Tire</p> <p>1 to 3:30 P. M. (approx.)— <b>NCAA (COLLEGE) FOOTBALL GAMES</b> for Westinghouse (NBC) (See schedule below)</p> <p>4:45 P. M.—BOB CONSIDINE Mutual of Omaha (NBC)</p> <p>5:00 P. M.— <b>HOPALONG CASSIDY</b> General Foods (NBC)</p> <p>6:00 P. M.—JUVENILE JURY Scotch Tape (NBC)</p> <p>6:30 P. M.—One Man's Family Sweetheart Soap (NBC) Miles Laboratory</p> <p>7:00 P. M.— <b>ALL-STAR REVUE</b> Kellogg, Pet Milk, Snow Crop (NBC)</p> <p>8:00 P. M.— <b>SHOW OF SHOWS</b> Camels, Libby S.O.S., Benrus, Lehn &amp; Fink Eversharp (NBC)</p>  <p>Caesar</p>  <p>Coca</p> <p>9:30 P. M.— <b>THE HIT PARADE</b> Lucky Strike (NBC)</p> <p>10:00 P. M.— Falstaff <b>WRESTLING</b> from Chicago (Du.)</p> <p>11:00 P. M.—Feature Movie</p>

### MONDAYS THROUGH FRIDAYS... DAYTIME SCHEDULE

11:00 A. M.—Ruth Lyon Show (NBC)	2:15 P. M.—Here's Looking at You (NBC)	3:00 P. M.—The Kate Smith Show (NBC)
11:30 A. M.—Vacation Wonderland (NBC)	2:30 P. M.—Bert Parks Variety for General Foods—M., W., F. (NBC); Bill Goodwin G.E. Show—T., Th. (NBC)	4:00 P. M.—"Martha's Kitchen" with Martha Bohlsen
12:00 Noon—WOW Features		4:30 P. M.—"Howdy Doody" (NBC)
12:30 P. M.—Feature Movie Matinee		
2:00 P. M.—"Miss Susan"—Colgate (NBC)		

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

**Sundays:**  
The PRO GAME FOOTBALL schedule, Chicago Bears vs. (unless other teams are named):  
Nov. 4—1:30 p.m., Cleveland Browns  
Nov. 11—1:30 p.m., Detroit  
Nov. 18—1:30 p.m., Green Bay  
Nov. 25—1 p.m., Cleveland  
Dec. 2—1 p.m., Cardinals  
Dec. 9—1 p.m., Yankees  
Dec. 16—1 p.m., Cardinals

**Saturdays:**  
11:30 a.m. approximate starting time. The schedule of the University of Nebraska games is as follows:  
Nov. 3—KANSAS in Lincoln  
Nov. 10—Iowa State at Ames  
Nov. 17—COLORADO in Lincoln  
Nov. 24—OKLAHOMA in Lincoln  
Dec. 1—Miami University at Coral Gables

**Saturdays:**  
The schedule of the NCAA (COLLEGE) FOOTBALL GAMES will include seven games as follows:  
Nov. 3—12:45 p.m., Army vs. Southern California  
Nov. 10—12:45 p.m., Navy vs. Maryland  
Nov. 17—1:45 p.m., NEBRASKA vs. COLORADO  
The NCAA games are sponsored by Westinghouse.

**POST SEASON FOOTBALL . . .**

**ROSE BOWL**

—

**ARMY vs. NAVY**  
**NOTRE DAME vs. U.S.C.**  
Both Dec. 1 for GILLETTE

—ON RADIO TOO!—

Several topnotch television features may also be heard on Radio WOW—590 on your dial.

**MARTHA'S CUPBOARD**  
11 a.m., Mondays thru Fridays

**CISCO KID**  
6 p.m., Mons., Weds., Fris.

**VOICE OF FIRESTONE**  
7:30 p.m., Mondays

Also, remember WOW's morning newscasts are now heard at 6 a.m., 7 a.m. and 8 a.m. with Alex Dreier at 7:15 a.m.

**Giddy-ap..! Bang..! Whoa..!**



Lovable Pancho and dashing Cisco will be with us for another year courtesy Butter-nut Bread, in the 7:30 p.m. Friday slot. Cisco has been renewed for a year.

Giddyapper fans will get a real thrill come late December when Roy Rogers "King of the Cowboys" and his ever-charmin' wife, Dale Evans star in a new General Foods show to replace Hopalong Cassidy. The popular "Claudia" dramatic show, TV version, will be placed in the second half of the Hoppy Hour when this change is made.

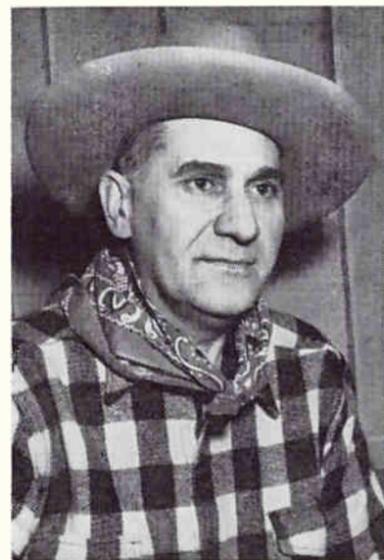
"Wild Bill Hickox" has a special appeal because his stories are placed in the mid-west, often Nebraska. His Kellogg show is at 5 p.m., Sundays on WOW-TV.

**... ALONG THE VIDEO GRAPEVINE ...**

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

—T-Vee—

The Chesterfield "Soundoff Time" (Sundays, p.m., on WOW-TV) will be a real variety show. On December 16 it will offer a TV-ed version



"Uncle" Tom Chase, veteran WOW announcer, is fast becoming a Western star on his new "Trail Time" series at 5 p.m., Mondays through Fridays.

of "Dragnet"—first time this ever popular mystery show has been aired by video.

—T-Vee—

"Chief" Bill Kotera and his lads in TV engineering are getting set to handle the Nebraska-Colorado game from Lincoln for Westinghouse and NBC. It'll be the first network broadcast to originate "live" from Omaha. It will take a crew of at least 11 men, plus the production, commercial and announcing boys who will be brought in from the East.

This origination will be another "first" for WOW-TV. It'll be the only "live" Nebraska game on TV this season.

—T-Vee—

Another of those ultra-fine NBC Grand Opera presentations is scheduled for Sunday night, about 11 p.m., November 25 on WOW-TV.

It'll be Offenbach's "RSVP"—one we personally are not familiar with.

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

—T-Vee—

Most sensational new hit show of the year is P. & G.'s new Red Skelton piece (Sundays, 9 p.m.). Said a top M-G-M. movie mogul at its premiere: "I could lose my job if TV can be that entertaining." Then Funnyman Groucho Marx quipped: "Red's wonderful.

I wish he didn't have so much talent."

—T-Vee—

John Cameron Swayze's new 55-question "Current Affairs Quiz" is now available free. Write Box 888, New York 46. If you think you're worldly wise . . . or even if you think you ain't . . . get one of these quiz blanks, and thank Camels.

—T-Vee—

Don't be too surprised if another very good 5-day-a-week serial-type show goes in the 10:45 a.m. to 11 spot very soon.



"The Range Rider" (Peter Pan Bread) rides, shoots, fights like a demon, uses no "stand-ins." at 5:30 p.m., Sundays after "Wild Bill Hickox."

.. WOW-TV FALL-WINTER SCHEDULE ON PAGES 6 and 7 ..

**WOW NEWS TOWER**

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

Issued to Increase Enjoyment of WOW-TV Television Programs



**100,000 Sets in WOW-TV-Land**

**6,000 New TV Sets a Month**

**Real Movies Top New Shows**

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

Of greatest interest are the feature movies scheduled twice daily at 12:30 p.m. and at 11 p.m. Every day in the week full-length feature attractions have been scheduled.

Among them seen recently were such shows as "Headline Woman" starring Heather Angel, Roger Pryor and Jack LaRue; "Topper Returns," starring Joan Blondell, Roland Young, Carol Landis, and "Rochester," and an English "cinema" called "Woman in the Hall," starring Ursula Jeans and Jean Simmons.

Looking at full-length feature movies is fast becoming a habit in thousands of WOW-TV homes.

Following are titles and stars of some of the motion pictures which have been (or will be) aired on WOW-TV.

"Secret of Loch" starring Sally Ann Howes, Stewart Granger and Wilfred Lawson.

"Thursday's Child" starring Wilfrid Lawson.

"Dreams Come True" starring Frances Day, Nelson Keys, Hugh Wakefield and Marie Lohr.

"Looking on the Bright Side" starring Gracie Fields.

"Queen of Hearts" starring Gracie Fields.

"Joy Ride" starring Gene Gerrard, Zelma O'Neal and Betty Davies...

"Juggernaut" starring Boris Karloff and Joan Wyndham.

"The Man in the Mirror" starring Edward Everett Horton, Alistair Sim and Genevieve Tobin.

"House Broken" starring Mary Lawson, Enid Stamp-Taylor and Louis Borell.

"Love at Sea" starring Rosalyn Boulter and Carl Harbord.

"Lancashire Luck" starring Wendy Hiller, George Carney and Muriel George.

"The Village Squire" starring Vivien Leigh, David Horne and Leslie Perrins.

"Murder at Glen Athol" starring Henry Hull.

"Woman in the Hall" starring Ursula Jeans and Jean Simmons.

(Continued on page 9)

**Shore 'Nuff! ...**



Honey-haired pop-tune lark, Dinah Shore (Mrs. George Montgomery in private life) will take over the John Conte spots, Tuesdays and Thursdays at 6:30 p.m. starting November 27, for Chevrolet Dealers.

—WOW-TV—

**A Fine Lady ...**



Although she doesn't sing, Ruth Lyons is fast approaching the popularity of such women stars as Kate Smith, and Martha Bohlsen, on her new "Club 50," 11 a.m. to 11:30 a.m., Mondays through Fridays on WOW-TV.

Before Thanksgiving rolls around—six weeks "ahead of schedule"—the area served by WOW-TV will become one of the very select 100,000-set TV markets.

The total passed the 97,000 mark on October 26.

Sales, at the distributor level, had exceeded 1,700 per week for seven weeks in a row. September and October were 6,000-set months!

The glut in dealers' stores of 90 days ago has vanished, along with price cuts and bargain sales.

A genuine fear of a pre-Christmas shortage in sets exists among many distributors and dealers.

When WOW-TV-Land reaches the exclusive "100,000-set market" circle, it will rank as the 34th TV market among the 108 in the nation—this amazing growth at the tender age of 28 months!

The WOW-TV market will then include more TV families than such thickly populated cities as Seattle, New Orleans, Miami and Houston.

What's more the rate of growth of WOW-TV-Land continues to increase. In the first three quarters of 1951 total set sales hit 35,004 sets compared with 24,376 sets in the same period a year ago.

Thus, so far this year, 4,000 new families have joined the WOW-TV audience every month—about 130 new families every day!

A third-quarter recap of set-sales, released to advertisers October 15, estimated the total WOW-TV audience in excess of 533,000.

—WOW-TV—

**Bulletin**

"Show Time" with Pinky Lee and Vivian Blaine sponsored by Procter & Gamble will replace Mohawk Showroom starting November 26, at 6:30 p.m., Mondays, Wednesdays and Fridays.

—WOW-TV—

**Color Out!**

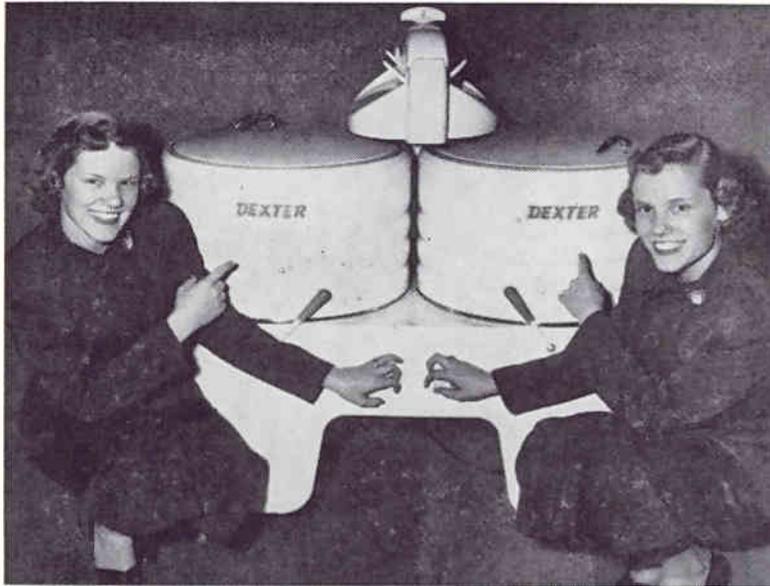
Color TV is as dead as a dodo bird for the duration of the defense emergency—and that's official.

Defense Mobilizer Charles Wilson officially ordered color TV put into mothballs for the "duration," in order to conserve defense materials, and to free electronics experts for work on defense projects.

All phases of the industry indicated that they would cooperate.

# Great New Shows Coming

*The Dexter Twins ...*



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

## Real Movies

(Continued from page 5)

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

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

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

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

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

## Four Big NBC Hits For WOW-TV

Four big nighttime NBC network shows are "Coming Soon" to WOW-TV, as follows:

**DINAH SHORE** for Chevrolet Dealers, in the John Conte spot, 6:30 p.m., Tuesdays and Thursdays, starting November 27.

**ROY ROGERS** (and his wife Dale Evans) in a new series which will replace Hopalong Cassidy at 5 p.m., Saturdays. Starts late in December, for General Foods.

"**CLAUDIA**," also for General Foods, replacing the second half of "Hoppy," also in late December.

**RCA REVUE**, 7 p.m., Fridays. Currently used by RCA for a series of fine documentary shows, but (Nov. 15) to be turned into another topnotch variety show.

Some other topnotch NBC shows will now be viewed at a new time. Bristol-Myers "Break the Bank" is now at 10:30 p.m., Tuesdays, and Old Gold is back following Milton Berle.

The Phillips 66 "Big Seven Game of the Week" series is set at 9 p.m., Wednesdays. This change was necessary to permit films to be processed and shipped to WOW-TV.

Derby Foods has scheduled "Sky King" and "Magic Slate" preceding the NCAA football games on alternate weeks, and these will be at 3:30 p.m. after the football season.

## Double-or-Nothing Winners Hollywood Bound



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



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



Mrs. Burton G. Christopherson, 27-year-old wife of a West Benson chicken rancher and mother of two, was another winner. Judges read 700 letters, picked six finalists, and then heard them over "WOW Calling", "Martha's Cupboard" and the "Johnny Carson" show, to test air personality and "mike" technique.

# RADIO WOW'S NOVEMBER DAYTIME SCHEDULE

5:30 A. M.—Five-Thirty Call—Early morning music to help you start the day right.....	Daily ex. Sun.	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.	Daily ex. Sun.	12:15 P. M.—Musically Yours.....	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 Nutrena.....	Mon. thru Fri.
6:25 A. M.—Today's Farm Story.....	Tues., Thu., Sat.	Murphy's Noontime Jamboree.....	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.—WOW News Tower—Merrill Workhoven.....	Daily-ex. Sun.	1:00 P. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup.....	Mon. thru Fri.
NBC News.....	Sun.	National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers.....	Sat.
7:05 A. M.—George Crook, organ music.....	Sun.	Hollywood Open House.....	Sun.
7:15 A. M.—Network News—Alex Dreier for Skelly Oil.....	Mon. thru Fri.	1:30 P. M.—Ma Perkins—Oxydol's long-time favorite.....	Mon. thru Fri.
This Farming Business—Lloyd Burlingham for Skelly Oil.....	Sat.	Football Warm-up—Budget Finance Company.....	Sat.
7:30 A. M.—Breakfast Bandstand.....	Mon. thru Fri.	American Forum of the Air.....	Sun.
Armour Reports to Agriculture—		1:45 P. M.—Judy and Jane—Folger's Coffee.....	Mon. thru Fri.
with Mal Hansen and Everett Mitchell.....	Sat.	Football—University of Nebraska.....	Sat.
Revival Hour—Gospel Broadcasting Association.....	Sun.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.....	Mon. thru Fri.
7:45 A. M.—Morning Merry-Go-Round—Lively music.....	Sat.	Football—University of Nebraska.....	Sat.
8:00 A. M.—WOW News—Merrill Workhoven.....	Mon. thru Sat.	Music With the Hormel Girls.....	Sun.
8:15 A. M.—Case and Casey.....	Mon. thru Sat.	2:15 P. M.—Road of Life—Interesting to follow—Oxydol.....	Mon. thru Fri.
8:30 A. M.—Case and Casey—A hal-hour of music.....	Mon. thru Fri.	2:30 P. M.—Pepper Young's Family—You'll like them—P. & G.....	Mon. thru Fri.
Smilin' Ed McConnell—Brown Shoes.....	Sat.	Football—University of Nebraska.....	Sat.
Chapel Service—Dr. R. R. Brown.....	Sun.	Lynn Murray Presents.....	Sun.
9:00 A. M.—Welcome Travelers—Tommy Bartlett with a great show... Mind Your Manners.....	Mon. thru Fri. Sat.	2:45 P. M.—Right to Happiness—Everyone's right—P. & G.....	Mon. thru Fri.
9:30 A. M.—Live Like a Millionaire—You'll enjoy hearing the contestants in action—General Mills.....	Mon. thru Fri.	John Cameron Swayze—News—Belmont Radio.....	Sun.
Mary Lee Taylor for Pet Milk.....	Sat.	3:00 P. M.—Backstage Wife—Dreft.....	Mon. thru Fri.
Sunday in the Country—Mal Hansen.....	Sun.	Football—University of Nebraska.....	Sat.
10:00 A. M.—Strike it Rich—Warren Hull for Colgate.....	Mon. thru Fri.	The Falcon.....	Sun.
Somerset Maugham Theatre—Tintair.....	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.—Young Widder Brown—Sterling Products.....	Mon. thru Fri.
10:15 A. M.—U. S. Navy Show—Stirring music.....	Sun.	Football—University of Nebraska.....	Sat.
10:30 A. M.—Brighter Day—Procter & Gamble.....	Mon. thru Fri.	WOW News Tower—E. T. Smith Olds-Cadillac.....	Sun.
Hollywood Love Story.....	Sat.	3:45 P. M.—The Woman in My House—Manhattan Soap.....	Mon. thru Fri.
U. N. Is My Beat.....	Sun.	Riders of the Purple Sage—Boyer Lumber.....	Sun.
10:45 A. M.—Dial Dave Garroway.....	Mon. thru Fri.	4:00 P. M.—Just Plain Bill—Anacin.....	Mon. thru Fri.
Carnival of Books.....	Sun.	Football—University of Nebraska.....	Sat.
11:00 A. M.—Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker.....	Mon. thru Sat.	The Whisperer.....	Sun.
National Radio Pulpit.....	Sun.	4:15 P. M.—Front Page Farrell—Whitehall Pharrmical.....	Mon. thru Fri.
11:30 A. M.—Perry Mason—Detective—Procter & Gamble.....	Mon. thru Fri.	4:30 P. M.—Lorenzo Jones—Presented by Dreft.....	Mon. thru Fri.
Polka Parade.....	Sat.	Now Hear This—Navy documentary.....	Sun.
Eternal Light.....	Sun.	4:45 P. M.—Young Dr. Malone.....	Mon. thru Fri.
11:45 A. M.—Your Melody Time—Late morning melodies.....	Mon., Wed., Fri.	5:00 P. M.—Guiding Light—Sponsored by Duz.....	Mon. thru Fri.
Eddie Arnold Show—Ralston Purina.....	Tues., Thu.	Opitz Football Scoreboard.....	Sat.
Elaine Jabenis Scrapbook.....	Sat.	Martin Kane, Private Eye—American Tobacco Co.....	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 NOVEMBER NIGHT SCHEDULE

590 Kc.

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 <sup>30</sup>	THE BIG SHOW Radio's most talked about program.	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News
5 <sup>55</sup>	Tallulah Bankhead introduces Radio's Top personalities	SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford	SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford	SPORTS NEWS Goetz Beer	SPORTS NEWS
6 <sup>00</sup>	Music directed by Meredith Willson	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE	THE CISCO KID Butter-nut Bread brings you western adventures	TREASURY SALUTE
6 <sup>15</sup>			MUSIC BY MARTIN Need we say more?		MUSIC BY MARTIN Need we say more?		MUSIC BY MARTIN Need we say more?
6 <sup>30</sup>	Sponsored by Reynolds Aluminum	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	ADVENTURES OF ARCHIE ANDREWS Lots of wholesome family comedy
6 <sup>45</sup>	Chesterfields and American Home Products	ONE MAN'S FAMILY Tabclin	ONE MAN'S FAMILY Tabclin	ONE MAN'S FAMILY Tabclin	ONE MAN'S FAMILY Tabclin	ONE MAN'S FAMILY Tabclin	
7 <sup>00</sup>	PHIL HARRIS-ALICE FAYE SHOW Comedy and Music for RCA Victor	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	CAVALCADE OF AMERICA Famous stars in top plays for duPont	HALLS OF IVY Mr. and Mrs. Ronald Coleman star as "The Halls" Schlitz Beer	FATHER KNOWS BEST Top comedy with Robert Young as Father General Foods	ROY ROGERS SHOW Western thrills for Post Cereals	JANE ACE Disc Jockey Comedy and music
7 <sup>30</sup>	THEATRE GUILD ON THE AIR U. S. Steel presents the theatre's best plays and nation's best actors for a full hour every Sunday night	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	TUMS HOLLYWOOD THEATRE with your favorite film stars	THE GREAT GILDERSLEEVE You'll laugh at "Gildy" and Company—Kraft Foods	MR. KEEN Tracer of lost persons Chesterfield and American Home Products	DEAN MARTIN and JERRY LEWIS 30 hilarious minutes for Chesterfields, A. Home Prod.	BOB and RAY Top comedy and satire from this pair
8 <sup>00</sup>		TELEPHONE HOUR Donald Voorhes with Bell Symphonic Orchestra and guest singers	BOB HOPE SHOW A comedy riot for Chesterfield	YOU BET YOUR LIFE It's fun for all when Groucho takes over DeSoto-Plymouth	DRAGNET Stories based on cases from L. A. police files Fatima Cigarettes	DUFFY'S TAVERN Top comedy with Ed "Archie" Gardner	TALENT SEARCH, COUNTRY STYLE Hear rural talent get its chance
8 <sup>30</sup>	EDDIE CANTOR SHOW DOWN MEMORY LANE Philip Morris	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartette	FIBBER McGEE and MOLLY Fun at 79 Wistful Vista for Pet Milk	THE BIG STORY Tales of exciting stories by the newsmen who covered them—Pall Malls	MEREDITH WILLSON'S MUSIC ROOM Top music and Guests for RCA Victor	SHORT STORY (Begins Nov. 16) Tops in drama	GRAND OLE OP'RY Red Foley and Gang with homespun humor for Prince Albert
9 <sup>00</sup>	THE SILENT MEN Douglas Fairbanks in tales of adventure	MARIO LANZA The great tenor sings your favorite songs Coca-Cola	BIG TOWN Stories of a crusading newspaper editor Lifebuoy Soap	BARRIE CRAIG Confidential Investigator with William Gargan	YOUR HIT PARADE with Guy Lombardo for Lucky Strike	NIGHT BEAT Frank Lovejoy stars as reporter Randy Stone	DANGEROUS ASSIGNMENT Agent Steve Mitchell dodges danger
9 <sup>30</sup>	MEDAL OF HONOR Stories of our nation's heroes	THE MAN CALLED X Herbert Marshall as the man of mystery	PLAYHOUSE ON BROADWAY Philip Morris presents great actors in top dramas	ALBUM TIME Popular recorded tunes of yesterday and today	AL GOODMAN SHOW Hear the tops in music and song	TO BE ANNOUNCED 9:45—BEST IN BANDS	TO BE ANNOUNCED An NBC presentation
9 <sup>45</sup>	LET'S GO HOLLYWOOD Modart Shampoo						
10 <sup>00</sup>	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News
10 <sup>15</sup>	DAVID LAWRENCE American Dairy Assn.	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne
10 <sup>30</sup>	THE CATHOLIC HOUR in its 21st year as a leading religious program	BEULAH Laughable-Lovable for Dreft	BEULAH Laughable-Lovable for Dreft	BEULAH Laughable-Lovable for Dreft	BEULAH Laughable-Lovable for Dreft	BEULAH Laughable-Lovable for Dreft	NATIONAL GUARD SHOW
10 <sup>45</sup>		JAZZ NOCTURNE	JAZZ NOCTURNE	JAZZ NOCTURNE	JAZZ NOCTURNE	JAZZ NOCTURNE	WILD LIFE ROUNDUP For the outdoorsman
11 <sup>00</sup>	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY
11 <sup>05</sup>	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	MORT WELLS ORCH. WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	MORT WELLS ORCH. WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	MORT WELLS ORCH. WINTER SERENADE presents music you'll enjoy
11 <sup>30</sup>	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY
11 <sup>55</sup>							

# 'Strike It Rich' Now on WOW

## New Show Added to A. M. Line-up

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

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

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

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

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

-WOW-

## Medical Serial Story Now on Radio WOW

"Young Dr. Malone," the popular serial story of a young man's climb up the ladder of professional success, is now heard each Monday through Friday at 4:45 p. m. on WOW.

Sandy Becker and Barbara Weeks star as Dr. Jerry Malone and his nurse-wife Anne Malone in this interesting story of the medical profession.

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

-WOW-



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

## Grass Roots...

By MAL HANSEN, WOW Farm Director

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



Mal Hansen

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

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

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

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

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

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

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

## WOW NEWS TOWER

Published Monthly by

RADIO STATION WOW, INC.

Publication and Editorial Offices: Room 280, Insurance Bldg., Omaha, Neb. Subscription price is fifty cents a year, payable in advance.

## Newspaper Story is Popular

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



Sally and David Farrell

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

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

-WOW-

## Green Eggs?

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

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

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

-WOW-



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

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