

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 16, No. 4

OMAHA, NEBRASKA, DECEMBER 1, 1951

Published Monthly

Top Radio Stars Visit Omaha

Alaska is Next Study Tour

About 200 WOW-Land farmers will get a first-hand inspection of farming methods and conditions in western Canada and Alaska, on the fifth annual WOW Farm Study Tour next summer, according to plans revealed recently by Mal Hansen, WOW Farm Service Director.

Hansen divulged the plan at a recent reunion of members of the 1951 East Coast Farm Study Tour, attended by 300 persons, at the Omaha Chamber of Commerce.

The announcement was greeted by a roar of approval. A show of hands indicated unanimous approval of an Alaskan tour.

Hansen said the tour would include the cattle and wheat areas west of Winnipeg, a 10 day inside-passage tour to Alaska and stops in the Pacific Northwest.

Lawrence Youngman, president of Travel and Transport, Inc., who has arranged details of all previous WOW Farm Study Tours, has again been commissioned to handle travel details for the 1952 tour. Youngman said the number who can be accepted for the tour will depend entirely on steamship space available.

The 1952 tour will start and end in August. It will last about three weeks. Like the other WOW Farm

(Continued on page 12)

Alice ...



It is the wish of the officers and staff of Radio Station WOW, Inc., that you and yours may enjoy the blessings of a happy Christmas and New Year, and that He whose birth we celebrate on Christmas Day may see fit to make the coming year one of peace and prosperity for all.

NBC Stars Aid SAC Affair

Three top NBC stars—all long-time top favorites on WOW—were "in person" guests at month's end to help honor the Strategic Air Command Headquarters in Omaha.

Beauteous Alice Faye, and her husband Phil ("That's-What-I-Like-About-the-South") Harris, came in from Hollywood for the affair. They're regular stars of RCA's Sunday-nighter (7 p.m. on WOW).

Tommy Bartlett and an entourage of eight persons flew in with the Procter and Gamble "Welcome Travelers" show (9 a.m., Mondays through Fridays on WOW).

Both of the top radio acts took time out to lend a hand in the Omaha Chamber of Commerce Membership Drive and to perform for the lads at Boys Town.

Headlined show for their Omaha appearance was at the City Auditorium where 15,000 persons jammed in—each having brought a Christmas gift for a soldier in Korea, as a ticket of admission.

Bartlett, in the view of many present, stole the auditorium show. He originated an NBC network show from the Auditorium, and another from Boys' Town. His shows were both carefully planned and real successes.

LaBelle Faye and Harris were part of a movie troupe, all members of which took bows and made brief speeches.

(Continued on page 12)

Phil ...



WOW Stars Win

Two NBC radio shows won top honors in a program survey made by the Universal Radio Features Syndicate in 23 (Southern California) cities.

Talullah Bankhead's "Big Show" (WOW, Sundays at 5:30 p.m.) tied for first place in the radio sweepstakes, and "The Railroad Hour" (WOW, Mondays at 7 p.m.) starring Gordon MacRae was selected as the best musical program on the air.

The syndicate reported that more than 6,000 ballots were received in the survey.

NBC's "Telephone Hour" (WOW, Monday, 8 p.m.) tied for second place and "The Mario Lanza Show" (WOW, Monday, 9 p.m.) took third in the musical program category.

Tommy ...



Butter-Nut Christmas Club

Here's What it Did in 1950

Folks in WOW-Land have until December 15 to help the roasters of Butter-Nut Coffee provide toys, candy and nuts for homeless children.

You have undoubtedly heard WOW's Lyle DeMoss explaining how you can take part in this fine charity, but we'll review the rules of the Butter-Nut Christmas Club to make doubly sure.

All you have to do is send the key strips or jar labels from delicious Butter-Nut Coffee to WOW. These are turned over to the Butter-Nut folks who contribute a certain amount of cash for each strip or jar label. This money is then used to make Christmas happier for the homeless children in the area where Butter-Nut Coffee is sold. If you wish you may indicate to which institution you would like to have your contribution credited.

To give you an idea of the fine work that you can help the Butter-Nut folks accomplish here's a list of what happened as a result of the 1950 Butter-Nut Christmas Club. More than 30,000 gifts were purchased in addition to more than 4 tons of candy and nuts. These gifts went to more than 15,000 children in over 200 children's homes. Gifts included coaster wagons, scooters, sleds, roller skates, jacks, dolls, games, mittens, perfume and kites.

Don't forget to join the Butter-Nut Christmas Club between now and December 15.

-wov-

Roy Rogers Cited for Safety Work

Roy Rogers, star of the "Roy Rogers Show" (WOW, 7 p.m., Fridays), will be presented with the Award of Merit by the National Safety Council on December 10. He is receiving the honor for his personal campaign to promote safety in elementary schools throughout 1951.

Mr. Rogers, "King of the Cowboys," presents a trophy to the grade school showing the best annual safety record and submitting the best safety campaign. A committee composed of representatives of the National Safety Council and Hollywood celebrities select the winning school. This is the third consecutive year that Roy Rogers has sponsored the program.

The National Safety Council presented their Award of Merit to Mr. Rogers in 1949 and 1950.

The "Roy Rogers Show" is sponsored by Post's Cereals.

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.



Butter-Nut Kid ...



Lyle DeMoss tells you about the Butter-Nut Christmas Club.

-wov-

White King Winners

Mrs. Wanda Dawson of Royal, Neb., Mrs. E. J. Cook of Lincoln, Neb. and Mrs. A. C. Pettigrew of St. Joseph, Mo. won new Westinghouse Laundromats in the recently completed White King "1-2" letter writing contest, by telling why they liked White King Soap.

-wov-

State 4-H Winner ...



Paul Nordhues of Randolph, Neb., winner of the State Soil Conservation award left for the National 4-H Club Congress in Chicago last week on a WOW sponsored trip.

Paul is the son of Mr. and Mrs. Herman Nordhues of Randolph and won the state competition against thousands of other 4-H members by submitting the outstanding report on his own soil conservation activities in 1951.

This is the fourth consecutive year that WOW has played host to the state winner in a trip to the National 4-H Congress.

Station Stirrings...

Our stations were well represented at a recent convention of the National Association of Radio News Directors. Soren Munkhof, production manager for WOW-TV, attended in his capacity as secretary of the National Association. Jim McGaffin, director of WOW's 12-man news department and Ray Clark, director of news and special events for WOW-TV also attended the meeting which was held in Chicago. Soren is a former news director of WOW and a pioneer member of the organization.

... SS ...

The staff at our \$600,000 "Television Plant of Tomorrow" are proud possessors of a brand, spankin' new coffee urn. There was some extra cash in the coffee kitty and the folks were tired of brewing the coffee for the mid-morning break via the few cups at a time method. Flashing covetous eyes at a 48-cup mechanical marvel the gang discovered that the surplus cash wouldn't stretch far enough. In the best tradition of the industry bosses brother Munkhof dug into his wallet and made up the difference. Now the name of Munkhof is spoken with a hushed reverence whenever the fragrant odor of fresh brewing coffee wafts its way through the halls at TV.

... SS ...

Pat O'Hara, competent secretary to the aforementioned Br'er Munkhof, is going to be drinking her coffee back in her old stamping grounds in the AM (radio, that is) studio for a couple of weeks. Pat is holding down Betty Bauer's post as National Sales Manager Bob Dooley's secretary while Betty enjoys a vacation in California. Betty is not the only AM favorite who likes a late fall vacation. Our music librarian Helen Whitney also headed for the warmer climes of California about a week after Betty left.

... SS ...

To return to the subject of coffee ... the treats were on Promotion Manager Bill Wiseman on November 14, when he became a grandpa for the second time. Mrs. Bill, Jr., had an 8 pound 6 ounce baby girl. Grandpa has fully recovered.

... SS ...

Murph (Frank Buck) Murray our TV newsreel cameraman, came in for considerable kidding from the staff after he returned from the lion hunt near Ceresco in the middle of November.

... SS ...

Newcomers to our WOW family include Georgene Bauer and Nel-louise Bloomburg, newcomers in our stenographic staff and Marcella Hladky, assistant to Fran Finney in our record library.

... SS ...

Engineer Bill Farhart is back on the job after returning from a honeymoon in the south with his lovely bride, the former Rose Marie Ousey.

"Grand Ole Opry" Now 26

Oldest Radio Net Show

It's Official Now!...



Gov. Val Peterson poses in his "Admiral's" hat after Mal Hansen made him an "Admiral" in his own Navy at the East Coast Farm Tour Reunion.

—WOW—

Students Vie for 'Playhouse' Roles

Six Creighton University students are being chosen to compete for supporting roles in forthcoming "Philip Morris Playhouse" presentations over WOW and the entire NBC network.

The six students will be chosen after an elimination competition to be conducted by the University's Drama Department, and will then record scripts of about three minutes length which will be furnished by Mr. Charles Martin, producer of "Philip Morris Playhouse" (WOW, Tuesdays, 9:30 p.m.)

The recordings will then be sent to New York for judging. If any of the six are chosen they will receive travel expenses to and from New York, \$250 in cash plus the AFRA initiation fee. Sixteen colleges are already participating.

Students appearing in actual broadcasts become eligible for the grand final competition on February 19 and the grand prize of \$1,000 in cash and a contract for a \$1,000 appearance on an NBC dramatic program.

—WOW—

Betty Doing Fine

Betty Cox who formerly made the air sweet with her songs on "WOW Calling" has been a busy girl since heading for New York. She's had guest spots on several network shows, the most recent of which was with Arthur Godfrey.

The "WOW Calling" gang recently sent her a recording of the show during which they had composed a telegram of congratulations—they were too broke to send the wire.

Sports by Payne...

WOW Sports Director

Well, we went Buffalo hunting recently, but just didn't have the ponies to catch the big ones. The hard driving, experienced backs from Colorado got some running assistance from their prize freshman tailback, Carroll Hardy, and dominated the game for the final three quarters. We saw too much power on the ground and in the air for the Nebraska hunters to contend with aside from a smashing touchdown drive during the first 15 minutes of play.



Jack Payne

Fans, I haven't seen Nebraska's team give up at any time this season. Goodness knows, the opportunity has presented itself innumerable times. They've lost games through inexperience and lack of manpower. But, they've scrapped, hustled and rammed their way just as hard when behind as they did trying to score first. The club has a heart as big as all outdoors, and it's been a pleasure following Nebraska football from one Saturday to the next. Progress has been made in all departments, but it hasn't come fast enough or with a degree of advancement sufficient to meet the challenge of the 1951 campaign. Nebraska loses linebacker Bob Mullen, ends Dick Regier and Frank Simon, and guard Joe Poncego. That means the entire defensive line and secondary, plus four offensive linemen are due back for next fall. Then, you'll still have backs like Bob Reynolds, Ray Novak, John Bordogna, Jim Cederdahl, and Bob Smith to carry and pass the offensive attack.

With a full vote of confidence to Coach Bill Glassford, his staff and the football personnel at Nebraska University, we say so long to 1951 and let's get ready for the kickoff next year.

—WOW—

Good Luck, Men

Hollywood and the oil business have lured away two of WOW's announcers during the past weeks.

Johnny Carson succumbed to the lure of west coast television and joined the staff of KNXT in Hollywood.

Warren Clark, who was born and raised in the oil country, decided to forsake the radio-television profession to enter the oil business in Wichita Falls, Tex., with Raymond Clark, an uncle.

Announcer Jim Martin also resigned from our staff recently, but because of an indefinite draft status announced no future plans.

"Grand Ole Opry," the Big Top of American folk music and country-style humor, reached another milestone with its NBC broadcast on Saturday, November 24. On that date, "Opry" celebrated its 26th anniversary, making it the oldest continuous network commercial show in radio. "Grand Ole Opry" was launched via WSM in Nashville, Tenn., where it still originates, on the last Saturday in November, 1925—before the NBC network had come into being—and has remained on ever since, without a summer vacation. Its regular stars are Red Foley, baritone-emcee; Minnie Pearl and Rod Brasfield, comedians, and String Beans, banjo virtuoso. Other featured acts are the Jordanaires, spiritual singers, and the Old Hickory Singers, who harmonize Gay Nineties tunes.

—WOW—

Skelly Award Winner

Fred Duey, a Chester, Neb., farmer who has rendered outstanding service to his community received the W. G. Skelly Agricultural Achievement Award on Saturday, November 24.

Mr. Duey's achievements were described by Lloyd Burlingham and Alex Drier on the regular "This Farming Business" program over WOW at 7:15 on that date.

The Skelly Award winner has been a 4-H Club leader for 21 years, is now president of the Thayer County Agricultural Extension Board, helped organize the County Farm Bureau and has taken part in many other church and civic activities.

Mr. Duey received a \$100 Savings Bond, a scroll and a pin in recognition of his award.

—WOW—

Stern in Lincoln...



Here's Bill Stern at the WOW-TV mike as he prepared to describe the November 16 Nebraska-Colorado game for NBC-TV fans. Bill can now be heard with his "Portraits in Sports" each Friday night at 9:30 on WOW.

New Year's Double-Header

Top Bowl Tilts Via NBC

Football fans will want to be camped in front of their radios on New Year's Day, because NBC and WOW will bring you two of the top bowl games in the nation.

Beginning at 12:45 the R. J. Reynolds Tobacco Company will sponsor the broadcast of the Cotton Bowl Game to its conclusion and at about 3:30 the Gillette Razor Company will bring you the granddaddy of them all—the Rose Bowl Game. Don't miss these grid classics on WOW.

Song for Mal

Mrs. Louis Rasmussen, a Blair, Neb., member of the recent East Coast Farm Study Tour, recently sent Mal Hansen a copy of a song she had written about Nebraska.

Set to the tune of "Darling Nellie Gray" the song pays tribute to the great State of Nebraska with particular attention to its Agriculture—incidentally Mal and WOW come in for a mention, too.

The song is dedicated to Mal and his lovely wife, Milly.

Grass Roots...

With MAL HANSEN

There is a note on our desk from Tom Guilfoyle of WOW's Promotion Department which reads, "Please get your column for the News Tower in as soon as possible. Approximately 40 lines of 35 typed spaces." By copying his memo we have been able to provide Tom with 8 of those 40 lines, and with this explanation we have only 30 lines to fill.



Mal Hansen

The balance of the 30 lines probably can be used in part by wishing all of our News Tower readers a "Merry Christmas and a Happy New Year." Our best wishes go to every one, but especially to our WOW friends who will be missing young folks this year because they are either in Korea or some other post overseas. We sincerely hope that during 1952 the families will be reunited again.

As we review 1951 we certainly have many pleasant memories. Topping the list, of course, is our Farm Trip to the East Coast. And there were the new farm programs launched over WOW.

The "Sunday in the Country" show (9:30 to 10 a.m.) gave us a chance to visit many fine rural homemakers, meet their families and often times sample their cooking. And on the "Armour Reports to Agriculture" program a chance to work with our old friend Everett Mitchell.

Too, there was the opportunity to watch the work of the Goehner Grange as it won the \$15,000 National Service Award. Sharp in our memory is the big Creighton Farmers Night, and the 1,000 Plate Dinner at Norfolk. So 1951 has been a big year in WOW's Farm Department. 1952 will have to be something to top it.

-WOW-

Munkhof Re-named to News Assn. Post

The Board of Directors of the National Association of Radio News Directors re-appointed Soren Munkhof, production manager of WOW-TV to serve another term as executive secretary of the organization at the group's recent Chicago convention. Soren was News Director for WOW before turning his not inconsiderable talents to the field of television.

Soren has been an officer of the association since it was founded.

-WOW-

Did You Know That . . . NBC's Jimmy Durante once helped shave customers in his father's barber shop in New York?

Give a WOW News Tower Magazine Subscription for CHRISTMAS

One One-Year Subscription 50 Cents
Two One Year Subscriptions \$1.00
Five One-Year Subscriptions \$2.00

WOW NEWS TOWER MAGAZINE,
Radio Station WOW, Omaha, Neb.

Gentlemen: Please enter Christmas Gift Subscription for the following persons. My remittance for \$_____for payment of these subscriptions is enclosed.

Name _____
(Please PRINT plainly)

Street and Number or Rural Route _____

City and State _____

Name _____
(Please PRINT plainly)

Street and Number or Rural Route _____

City and State _____

Name _____
(Please PRINT plainly)

Street and Number or Rural Route _____

City and State _____

From _____

Address _____

(Each person on your list above will be notified before Christmas of this gift subscription from you. Subscriptions received prior to December 15 will begin with the January issue.)

CLIP THIS AND MAIL TO WOW TODAY!

SUNDAYS

(ALL DAY)

11:00 A. M.—Frontiers of Faith (NBC)

11:30 A. M.—FLYING TIGERS Johnson Candy (Du.)

12:00 Noon—ZOO PARADE Ken-L-Ration (NBC)

12:30 P. M.—Your Future Home Multiple Listing Exchange

1:00 P. M.—PROFESSIONAL FOOTBALL (Du.)

4:00 P. M.—GABBY HAYES Quaker Oats (NBC)

4:30 P. M.—Gov. Val Peterson (Political)

5:00 P. M.—WILD BILL HICKOX Kellogg Corn Pops

5:30 P. M.—RANGE RIDER Peter Pan Bread

6:00 P. M.—SOUND-OFF TIME Fred Allen and Jerry Lester (Rotating)



Skelton



Clark

6:30 P. M.—MR. BOBBIN General Foods (NBC)

7:00 P. M.—COLGATE COMEDY HOUR (NBC)

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

GOODYEAR THEATER (NBC)

9:00 P. M.—RED SKELTON SHOW Procter & Gamble (NBC)

9:30 P. M.—Royal Playhouse Dexter Washers

10:00 P. M.—SKELLY NEWS with Ray Clark

10:15 P. M.—Strange Adventure Max I. Walker Cleaners

10:30 P. M.—Meet the Press Revere Copper (NBC)

10:45 P. M.—NBC OPERA
NBC's series of eight television opera productions will be seen on one Sunday of each month. A Christmas opera is scheduled for this month.

MONDAYS

5:00 P. M.—Trail Time with Tom Chase

5:15 P. M.—Gabby Hayes Quaker Oats (NBC)

5:30 P. M.—Kukla, Fran and Ollie RCA (NBC)

5:45 P. M.—To be announced

6:00 P. M.—News and Headlines

6:15 P. M.—Star Time—Toni

6:30 P. M.—V. Blaine-Pinky Lee Procter & Gamble (NBC)

6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)

7:00 P. M.—Winchell and Mahoney Speidel (NBC)

7:30 P. M.—VOICE OF FIRESTONE CONCERT (NBC)

8:00 P. M.—LIGHTS OUT Admiral (NBC)

8:30 P. M.—(Alternate weeks) MAUGHAM THEATER Tintair (NBC)

Robert Montgomery presents LUCKY STRIKE DRAMA (NBC)



Montgomery



Maugham

9:30 P. M.—Town & Country Quiz Staley Foods

9:45 P. M.—Creighton, Omaha U.

10:00 P. M.—Omar Weatherman

10:10 P. M.—Sports

10:15 P. M.—News with Ray Clark

10:30 P. M.—STORY THEATER O.P.P.D.

11 P.M.-12:30 A.M.—Feature Movie

TUESDAYS

5:00 P. M.—Trail Time with Tom Chase

5:30 P. M.—Kukla, Fran and Ollie (NBC)

5:45 P. M.—To be announced

6:00 P. M.—News and Headlines

6:15 P. M.—Wildroot Disc Jockey "Skeets" Mahoney

6:30 P. M.—Dinah Shore (NBC) Chevrolet

6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)

7:00 P. M.—MILTON BERLE TEXACO STAR THEATER (NBC)



Berle

8:00 P. M.—Cosmopolitan Theater Drug Store Products (Du.)

9:00 P. M.—OLD GOLD AMATEUR HOUR with TED MACK and CO. (NBC)

10:00 P. M.—Omar Weatherman

10:10 P. M.—Sports

10:15 P. M.—News with Ray Clark

10:30 P. M.—To be announced

11 P.M.-12:30 A.M.—Feature Movie

WEDNESDAYS

5:00 P. M.—Trail Time with Tom Chase

5:30 P. M.—Kukla, Fran and Ollie National Biscuit (NBC)

5:45 P. M.—To be announced

6:00 P. M.—News and Headlines

6:15 P. M.—Star Time

6:30 P. M.—V. Blaine-Pinky Lee Procter & Gamble (NBC)

6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)

7:00 P. M.—KATE SMITH VARIETY Norge-Congoleum (NBC) Reynold's Metals, B. T. Babbitt



Smith

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

9:00 P. M.—BREAK THE BANK Bristol-Myers (NBC)

9:30 P. M.—To be announced

10:00 P. M.—Omar Weatherman

10:10 P. M.—Sports

10:15 P. M.—News with Ray Clark

10:30 P. M.—Freddie Martin Show Hazel Bishop

11 P.M.-12:30 A.M.—Feature Movie

THURSDAYS

5:00 P. M.—Trail Time with Tom Chase

5:15 P. M.—Gabby Hayes Peter Paul (NBC)

5:30 P. M.—Kukla, Fran and Ollie Life & Time (NBC)

5:45 P. M.—To be announced

6:00 P. M.—News and Headlines

6:15 P. M.—Wildroot Disc Jockey "Skeets" Mahoney

6:30 P. M.—Dinah Shore (NBC) Chevrolet

6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)

7:00 P. M.—GROUCHO MARX for DeSOTO (NBC)

7:30 P. M.—CISCO KID Butter-nut Bread

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

9:00 P. M.—MARTIN KANE PRIVATE EYE U. S. Tobacco (NBC)



Melton



"Martin Kane"

9:30 P. M.—WAYNE KING SHOW Standard Oil (NBC)

10:00 P. M.—Omar Weatherman

10:10 P. M.—Sports

10:15 P. M.—News with Ray Clark

10:30 P. M.—Fireside Theater Procter & Gamble (NBC)

11 P.M.-12:30 A.M.—Feature Movie

FRIDAYS

5:00 P. M.—Trail Time with Tom Chase

5:15 P. M.—Gabby Hayes Quaker Oats (NBC)

5:30 P. M.—Kukla, Fran and Ollie

5:45 P. M.—To be announced

6:00 P. M.—News and Headlines

6:15 P. M.—Star Time

6:30 P. M.—V. Blaine-Pinky Lee Procter & Gamble (NBC)

6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)

7:00 P. M.—RCA REVUE (NBC)

7:30 P. M.—To be announced

8:00 P. M.—THE BIG STORY Amer. Cigarette & Cigar Co. (NBC)

8:30 P. M.—The Aldrich Family General Foods

9:00 P. M.—CAVALCADE OF SPORTS Gillette Fights (NBC)



Gillette's Expert



Jimmie Powers

9:45 P. M.—Greatest Fights Vaseline

10:00 P. M.—Omar Weatherman

10:10 P. M.—Sports

10:15 P. M.—News with Ray Clark

10:30 P. M.—Circle Theatre Armstrong Rugs

11 P.M.-12:30 A.M.—Feature Movie

SATURDAYS

(ALL DAY)

NOTE: Effective when Saturday afternoon football ends WOW-TV will schedule

TOPS

FEATURE MOVIES

and

TOPS

WESTERN MOVIES

The exact starting time of these fine features will be announced on the air soon, and in your local newspaper listings.

3:30 P. M.—SKY KING (NBC) for Derby Foods

4:45 P. M.—BOB CONSIDINE Mutual of Omaha (NBC)

5:00 P. M.—HOPALONG CASSIDY General Foods (NBC)

6:00 P. M.—JUVENILE JURY Scotch Tape (NBC)

6:30 P. M.—One Man's Family Sweetheart Soap (NBC) Miles Laboratory

7:00 P. M.—ALL-STAR REVUE Kellogg, Pet Milk, Snow Crop (NBC)

8:00 P. M.—SHOW OF SHOWS Camels, Libby S.O.S., Benrus, Lehn & Fink Eversharp (NBC)



Caesar



Coca

9:30 P. M.—THE HIT PARADE Lucky Strike (NBC)

10:00 P. M.—Falstaff WRESTLING from Chicago (Du.)

11:00 P. M.—Feature Movie

— 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.

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):

Dec. 2—1 p.m., Cardinals

Dec. 9—1 p.m., Yankees

Dec. 16—1 p.m., Cardinals

Wednesdays:

The last Phillips 66 "Big Seven Game of the Week" on film will be at 9 p.m., Wednesday, December 5.

After Football:

Effective in mid-December (after football) the early Sunday afternoon schedule will revert to its regular year-round set-up. The early Sunday schedule (detailed times to be announced later) will include Frontiers of Faith, Your Future Home, Fair Meadows U.S.A., Juvenile Jury, Meet the Press, and Zoo Parade.



Tom Chase



Ruth Lyons



Dinah Shore



"Skeets" Mahoney

Post Season Football . . .

ROSE BOWL
January 1, 1952—4 p.m.

Both Dec. 1 for GILLETTE

11:15 A. M.—ARMY vs. NAVY

3:30 P. M.—NOTRE DAME vs. U.S.C.

Dec. 29—3:30 p.m.—EAST-WEST CLASSIC (Du.)

Jan. 12—ALL-STAR PRO GAME (NBC)

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

WOW-TV at 50% Saturation

252,000 Sets is Area Goal

New U. S. Census tabulations reveal that 252,803 families—a total of 827,803 persons—live within range of WOW-TV.

Of this number 590,415 persons—180,081 families—live in Nebraska, 225,753—68,889 families live in Iowa and the rest in Atchison County, Missouri.

On November 22 the Nebraska-Iowa Electrical Council announced that so far 103,865 TV sets have been sold in the WOW-TV service area. It was predicted there would be an additional 10,000 sets sold before December 31—and that the possible year-end total would reach 115,000.

This would bring the "saturation" figure to about 46 per cent of the potential.

The new tabulations indicated that 60.1 per cent of the potential WOW-TV audience is "urban"—a total of 496,943 persons.

The "rural" audience potential is 230,452. Under new Census rules all who live in towns of less than 2,500 population are counted as "rural."

WOW-TV-Land consists of 16 Nebraska counties; ten in Iowa and one in Missouri.

All are extremely wealthy counties. In 1950 the retail sales in these 27 counties totalled \$843,860,000 of which \$172,500,000 was for food and \$22,792,000 was for products sold in drug stores.

The WOW-TV area had an "effective buying income" (as defined by Sales Management Magazine) of \$1,115,007.

The new Census breakdowns also show that WOW-TV serves 16 choice Nebraska towns and cities (over 2,500 population); 11 more in Iowa and one in Missouri.

All of the new Market Data, recently compiled, is available to anyone on request.

—WOW-TV—

Merry Christmas by TV

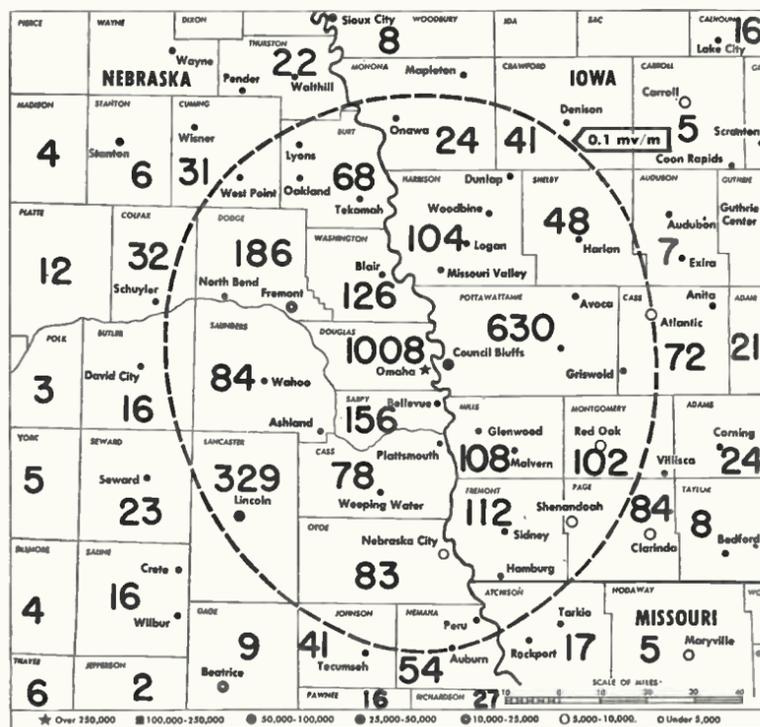
(Continued from page 5)

RCA plans to shoot the works on its new Friday night Variety Show. Pinza will have a top-caliber guest weekly until after New Years and then every other week Dennis Day will take over from Hollywood.

Ralph Edwards (welcome home, Curley!) is newest acquisition—along with Pinza, Day, Shore and many others) to the NBC talent list—which incidentally is the greatest list of stars under contract by one network in the history of show business. Ralph's new daytime is scheduled to start January 7. More about this next month.

The Roy Rogers and Claudia programs are General Foods offerings. The "Fairmeadows, U.S.A." piece is to be sponsored starting December 30 by Johns-Mansville.

Where WOW-TV Mail Comes From ...



The great WOW-TV audience is spread over a large area. The map above shows the distribution of WOW-TV's audience, as indicated by audience mail. About 4,000 pieces of mail were charted. The circle shown is approximately 60-miles from Omaha in all directions. Counties in or partially within this circle are considered to be within the WOW-TV primary coverage area.

WOW-TV's Primary Service Area Extends 60 Miles, All Directions

Almost every day some viewer asks about the size of WOW-TV's audience. Such questions as "How far out does WOW-TV go?" or "Could my sister in Grand Island get WOW-TV?" are common.

Such questions are very difficult to answer because reception of TV signals varies greatly in different areas, and at different distances from the transmitter.

Most authorities agree that the area within 60 miles of Omaha is the "primary service area" of WOW-TV. This circle (noted above on the map is called WOW-TV's one-tenth millivolt contour. WOW-TV's signal strength is one-tenth of a millivolt (100 microvolts) at the edge of this circle.

All counties within this circle, or partially within it are "primary coverage counties" for WOW-TV.

The mail WOW-TV receives from listeners when tabulated is another method of checking size and distributions of the audience.

The map above was made up after an analysis of about 4,000 pieces of mail received by WOW-TV from viewers.

Obviously, about one-fourth of this mail came from Douglas County (mostly Omaha). A total of 61 per cent of the letters and postcards came from Nebraska

viewers, 39 per cent from Iowa, and less than 1 per cent from one Missouri county.

Of the total, 97 per cent came from "primary counties"—counties in or partially within the black circle shown on the map. The other 3 per cent came from 19 other counties—all outside the primary area.

Frequently, WOW-TV gets mail from as far as 200 to 1,000 miles away. Such mail is sent in by viewers who by some freakish condition happened to pick up the station. The best electronics scientists can only guess the reasons for these reception freaks. One guess is that the TV signals hit cloud formations, bounce around and finally come down to earth in some far off place.

—WOW-TV—

Welcome Travelers Is a TV 'Natural'

Wonder when Tommy Bartlett will get around to doing his "Welcome Travelers" show on TV. It would be terrific alongside the new Ralph Edwards show which preems January 7. Procter and Gamble doesn't miss many bets, so mebbe you'll one day be seeing this popular radio show which does a fine job for Joy, Prell, Spic 'n' Span and Lava Soap.

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

WOW NEWS TOWER T.V.

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

Issued to Increase Enjoyment of WOW-TV Television Programs

A Merry Christmas via TV

Yule Specials Best Ever

Merry Christmas from WOW-TV ...



Blonde Vivian Blaine (who was a terrific hit in the original "Guys and Dolls" company) and Comic Pinkie Lee will be in the 6:30 p.m. slot, Mondays, Wednesdays and Fridays for Procter and Gamble. Dinah Shore's Chevrolet show will be on same time Tuesdays and Thursdays.



Ezio Pinza and Dennis Day will co-star in RCA's new Friday night revue. Pinza, who sky-rocketed to fame in "South Pacific" ("One Enchanted Evening") chose lovely Jane Froman as guest star for his opening program. Dennis' first show will be viewed after New Years.

WOW-TV is giving its viewers a Merry Christmas present of a flock of fine new television programs.

Yule season grid games including the Army-Navy and Notre Dame-U.S.C. classics (both on December 1) plus the Rose Bowl and later the pro All-Star feature, are not the least of the big events to gladden sports fans' hearts while they warm their backs by Yuletide logs in their living room fireplaces.

An unusual number of Merry Christmas specials is in store too, but the best present of all is the many new regular programs including:

DINAH SHORE, PINKIE LEE and VIVIAN BLAINE, in two shows in the 6:30 p.m. slot Mondays through Fridays.

EZIO PINZA and DENNIS DAY, with guest stars galore on a gay new Friday nighter (7 p.m.) extravaganza.

RALPH EDWARDS and a Truth or Consequences type day-timer that ought to be a lalapa-loosa!

ROY ROGERS (and his gorgeous wife **DALE EVANS**) in a rollicking new giddyapper, replacing Hoppy, and

CLAUDIA, a new situation drama piece, in the other half of the Hoppy hour.

FAIRMEADOWS, U.S.A. An Anne Ridgeway Sunday afternoon serial starring loveable Hazel Dawn, Jr.

MORE REAL MOVIES. On Saturday afternoons and still more daily at 12:30 p.m. and each night at 11 p.m.

And that isn't all! There's more coming, more in the "works," but details aren't yet ready to be announced.

You can write bread-and-butter notes to Procter and Gamble and Chevrolet for the new 6:30 p.m. across-the-board features. It'll be Comic Lee and Miss Blaine (of the New York "Guys and Dolls" cast) on Mondays, Wednesdays and Fridays, and Dinah and Company on Tuesdays and Thursdays.

(Continued on page 8)

The News Tower is a Fine Christmas Gift

5,000 Watts

WOW'S DECEMBER NIGHT SCHEDULE

590 Kc.

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 30	THE BIG SHOW Radio's most talked about program. Tallulah Bankhead introduces Radio's Top personalities	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News
5 55		SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford	SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford	SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford
6 00	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 15		MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?
6 30	Sponsored by Reynolds Aluminum Chesterfields and American Home Products	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 45		ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin
7 00	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 30	THEATRE GUILD ON THE AIR U. S. Steel presents the theatre's best plays and nation's best actors for a full hour every Sunday night	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	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 00	EDDIE CANTOR SHOW DOWN MEMORY LANE Philip Morris	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 Famous Cigarettes	DUFFY'S TAVERN Top comedy with Ed "Archie" Gardner	TALENT SEARCH, COUNTRY STYLE Hear rural talent get its chance
8 30		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 Tops in drama	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
9 00	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 30	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	BILL STERN "Portraits in Sports" 9:45—BEST IN BANDS	ROUNDUP TIME with Tex Williams and His Band
9 45	LET'S GO HOLLYWOOD Modart Shampoo						
10 00	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News
10 15	DAVID LAWRENCE American Dairy Assn.	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne
10 30	THE CATHOLIC HOUR in its 21st year as a leading religious program	BEULAH Laughable-Lovable for Drefit	BEULAH Laughable-Lovable for Drefit	BEULAH Laughable-Lovable for Drefit	BEULAH Laughable-Lovable for Drefit	BEULAH Laughable-Lovable for Drefit	NATIONAL GUARD SHOW
10 45		JAZZ NOCTURNE	JAZZ NOCTURNE	JAZZ NOCTURNE	JAZZ NOCTURNE	JAZZ NOCTURNE	JAZZ NOCTURNE
11 00	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY
11 05	WINTER SERENADE	WINTER SERENADE	WINTER SERENADE	WINTER SERENADE	WINTER SERENADE	WINTER SERENADE	WINTER SERENADE
11 30	presents music you'll enjoy	presents music you'll enjoy	presents music you'll enjoy	presents music you'll enjoy	presents music you'll enjoy	presents music you'll enjoy	presents music you'll enjoy
11 55	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY

A Message For Christmas

Rev. R. R. Brown

Pastor WOW World Radio Congregation

The greatest need of all of us this Christmas season is the comprehension of the great spiritual significance of this day. The great prophet Isaiah, chapter 9, verse 6, wrote,



Rev. R. R. Brown

"For unto us a child is born, unto us a son is given: and the government shall be upon his shoulder: and his name shall be called Wonderful, Counsellor, The mighty God, The everlasting Father, The Prince of Peace."

This, one of the greatest of prophecies, was fulfilled on that first Christmas morning, although it was not understood nor comprehended. What a glorious thing it would be if the world would accept Him as God revealed and allow the government to be upon His shoulder and by faith take His way of peace. It is the way of righteousness, justice, brotherly kindness and faith in abiding immortal principles. It is not easy to say, "Merry Christmas" in a world full of bloodshed, extended corruption, unblushing immorality and murderous hatred and bitterness, but as we remember the Christ child and His message, we are lifted to a new level of life and can look hopefully toward a better day.

The Christmas songs will die away as we reach the end of another year. It should be a year when America should be thinking of principles—not merely personalities. Our hope is in men of character and ability who are consecrated to the principles and policies that have made America the land of the free and the home of the brave. Let us approach the end of the year with humility, repentance and faith.

Mrs. Brown and our associates unite with me in wishing you a very blessed Christmas and a very good New Year. Remember the chapel service of the World Radio Congregation every Sunday morning at 8:30.

—WOW—

Luboff Honored

Fortnight Magazine recently named Norman Luboff, brilliant 34-year-old conductor of "The Railroad Hour" chorus on NBC radio (WOW, 7 p.m., Mondays) among the "top performers of 1951."

—WOW—

Stars in Omaha

(Continued from page 1)

Both Bartlett and the Harrises (Alice is Mrs. Phil Harris) made appearances on WOW Calling, as did Announcer Bob Cunningham of the Bartlett crew, who is a former Omahan, and who is now top announcer in the network field in Chicago.

Meet 'Case and Casey' ...



Here are "Case and Casey" (Ken Case and Carolyn Covert) who each weekday morning bring you 45 minutes of music and chatter as their contribution to the "590 Hour." Merrill Workhoven's 8 a.m. newscast opens the "590 Hour." Join these fine folks for 60 minutes of news, music and fun each Monday through Friday.

The Lonesome Road

A series of eight documentary programs dealing with the problems of alcoholism will have its debut at 10:45 p.m., Monday, December 3, over Station WOW. The series, entitled "The Lonesome Road," was produced by the National Committee on Alcoholism and the Communications Materials Center of Columbia University. As recorded under the supervision of Gunnar Bak, the series will present the actual voices of problem drinkers in courtrooms, in the chambers of the judges, in fashionable homes and along the "skid rows" of several larger cities. "The Lonesome Road" deals with alcoholism as a public health problem affecting 4,000,000 persons, and discusses methods of treatment and rehabilitation.

—WOW—

Alaska Next

(Continued from page 1)

Study Tours, the cost will be low, probably under \$700 all expense.

The East Coast Tour members had a gay day viewing each other's films, and lunching together. Governor Val Peterson was guest speaker, along with General Manager Frank P. Fogarty of WOW, Inc., and Payson Hall of the Meredith Publishing Company, Hayden Ahmanson, vice president of the Omaha Chamber of Commerce, and Bill Wiseman, Hansen's assistant on farm study tours.

—WOW—

Red Sez

Red Skelton, the NBC-TV clown, observes that a girl's education never stops. First she pursues learning, then she leans pursuing! He also points out that a tepee with a bar in it is a swig-wam.

New Wrapper

The sponsors of "The Cisco Kid" on WOW and WOW-TV have come up with a colorful modification of the famous blue gingham wrapper for Butter-nut Bread.

Under the theme "We've Pictured the Quality in Color," the wrapper features pictured slices of fine white (or whole wheat) bread bursting forth from the wrapper itself.

The unique and attractive new wrapper is the result of a long-study of bread packaging by R. L. Nafziger, president of Interstate Bakeries Corporation and the originator of many advanced practices now standard in the baking industry.

You can see the new wrapper in the "Cisco Kid" commercials on WOW-TV at 7:30 p.m. each Thursday. "Cisco" is heard on WOW at 6 p.m. every Monday, Wednesday and Friday.



The Smiling Lassie displays the new Butter-nut wrapper.

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