

# WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW Radio and Television Programs

Vol. 17, No. 11

OMAHA, NEBRASKA, JULY 1, 1953

Published Monthly

## NEW HOME DIRECTOR JOINS STAFF Welcome to Connie Cook

### Three Judges to Name Farm Trip Winner

Eight hundred presentations, in support of 42 county extension agents in the midwest have been nominated for the free trip with the Sixth Annual WOW Farm Study Tour to the British Isles and Europe this fall. Meredith WOW, Inc., will award the all-expense trip to the agent.

The trip, offered in recognition for the fine job county extension agents are doing for farm folks, will be provided to a county agent with a minimum of five years of active extension service employment judged the most outstanding by the following judges:

Mr. J. J. Isaacson, General Manager of Ak-Sar-Ben, Mr. Cecil Means, Agricultural Director of the Omaha Chamber of Commerce and Mr. Bruce Russell, President of the Farmers National Company of Omaha.

Mr. Isaacson has been General Manager of the world-famous civic organization, Ak-Sar-Ben, for 21 years. One of the major attractions of Ak-Sar-Ben is the world's largest Baby Beef Show. In 1952, Isaacson was cited by the Nebraska Agricultural Agents for his outstanding contributions to agriculture and youth activities. He is an honorary member of the Iowa Boys 4-H Clubs.

Mr. Means has been Agricultural Director for the Omaha Chamber of Commerce for six years. He is a graduate of the College of Agriculture in Lincoln. Recognized as one of the mid-west's outstanding livestock judges, he has built one of the foremost agriculture departments among Chambers of Commerce in the nation.

Mr. Russell, a graduate of Iowa State College, has farmed, served as a County Agent, and is past president of the National Association of Farm Managers.

All three men are recognized for their leadership in agriculture in the middle-west. Farm Service Director Mal Hansen expressed the pleasure and gratitude of Meredith, WOW, Inc., for the participation of these outstanding leaders in the County Agricultural Agent and County Extension Director contest.

### Home Service Director ...



**CONNIE COOK** is the new Home Service Director for Meredith WOW, Inc. She will be heard regularly on "Connie's Cupboard" over Radio WOW and "Connie's Kitchen" over WOW-TV, Channel 6.

Martha Bohlsen, who left us recently to assume her new duties with Tidy House Products, leaves a pleasant and outstanding record of broadcasting over Radio WOW, which dates back some 11 years, the last four of which she has been a full-time employee, capably filling the position of Home Service Director for Meredith WOW, Inc.

When Martha left us, Radio WOW and WOW-TV lost the services of not only a friend, but a great lady of American broadcasting, truly "the first lady of mid-western radio and television."

Martha's many thousands of loyal listeners and viewers will be glad to hear that she will be associated with the production department of Tidy House Products, where she will continue her radio and television broadcasting.

We know that all Radio WOW listeners and WOW-TV viewers join us in wishing her success and Godspeed in her new association.

FRANK P. FOGARTY  
General Manager  
Meredith WOW, Inc.

### Martha Bohlsen Leaves WOW

General Manager Frank P. Fogarty, on behalf of the combined staffs of Radio Station WOW and WOW-TV, is pleased to welcome Connie Cook as the new Home Service Director of Meredith WOW, Inc.

Miss Cook, who assumed her home service duties on Radio WOW and WOW-TV the latter part of last month, comes to us from Sioux Falls, South Dakota, where she has an outstanding record as Home Demonstration Agent in cooperative Extension work in Home Economics for the State of South Dakota. Rather than appearing as a professional, Connie Cook seems to be just a homemaker who is interested in every angle of making that job satisfying.

Selected among the many under consideration for the big job of Home Service Director for Meredith WOW, Inc., Miss Cook won her audition hands down. According to WOW-TV's Program Director, Bill McBride, her engaging personality, ready smile, pleasing voice and proven ability in home service are certain to win her thousands of radio and television friends and make hers one of the most popular women's programs through WOW and WOW-TV-Lands.

In Connie Cook, Meredith WOW, Inc., found a homemaker who will not only offer thoroughly pre-tested recipes, but qualify to discuss the buying of home supplies, avoidance of waste, the problem of budgeting to fortify the homemakers resources, and an outstanding saleswoman with a proven record.

Miss Cook, the daughter of a former English professor at South Dakota State College at Brookings, graduated from South Dakota State College with a Bachelor of Science degree in Home Economics. In private life, she is Mrs. Zeta A. Salisbury, wife of James Salisbury, whom she married in 1923. The Salisbury's have three daughters, all of whom are married, and seven grandchildren.

From 1923 to 1925, Miss Cook was Dietitian at South Dakota State Hospital School and Home for Mentally Retarded. The time between 1925 and 1932 was spent in

(Continued on page three)

# RADIO WOW'S JULY DAYTIME SCHEDULE

(FOR NIGHTTIME WOW SCHEDULES TURN TO PAGE 7)

5:30 A. M.—Five-Thirty Call—Wake up to the strains of early morning music .....	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.
6:00 A. M.—Sunrise News Tower—Local, Regional, National News....	Daily ex. Sun.	WOW News Tower—A complete 15-minute news coverage.....	Sun.
6:15 - 6:20 A. M.—Today's Farm Story—J. C. Robinson Seed Co.....	Mon., Wed., Fri.	12:15 P. M.—The Stars Sing.....	Sun.
6:15 - 6:30 A. M.—Hometowners—Williamson-Dickie .....	Tues., Thurs., Sat.	12:25 P. M.—White Sox Baseball, July 5, 12, 19, 26.....	Sun.
6:20 - 6:30 A. M.—Welcome to the West.....	Mon., Wed., Fri.	12:30 P. M.—WOW Calling—Now, even bigger and better—Nutrena... Murphy's Nontime Jamboree—Murphy Products.....	Mon. thru Fri. Sat.
6:30 - 7:00 A. M.—Farm Service Reporter—Farm and Market News for Garst & Thomas and Ralston Purina.....	Daily ex. Sun.	12:45 P. M.—WOW Calling .....	Mon. thru Fri.
Sunday Serenade .....	Sun.	1:00 P. M.—WOW Calling—Nob Hill Coffee..... National Farm and Home Hour—The nation's top agricultural program by Allis-Chalmers.....	Mon. thru Fri. Sat.
7:00 A. M.—WOW News Tower.....	Daily ex. Sun.	White Sox Baseball, July 5, 12, 19, 26.....	Sun.
NBC News .....	Sun.	1:15 P. M.—Young Doctor Malone—Procter & Gamble.....	Mon. thru Fri.
7:15 A. M.—Alex Dreier—First Network News of the day—Skelly Oil..	Daily ex. Sun.	1:30 P. M.—Guiding Light—Sponsored by Duz and Ivory Flakes..... Western Hit Parade.....	Mon. thru Fri. Sat.
7:30 A. M.—Breakfast Bandstand—Music, Time—Mennen Co.....	Daily ex. Sun.	White Sox Baseball, July 5, 12, 19, 26.....	Sun.
Revival Hour—Gospel Broadcasting Association.....	Sun.	1:45 P. M.—Dick Haymes .....	Mon. thru Fri.
8:00 A. M.—WOW News Tower.....	Daily ex. Sun.	White Sox Baseball, July 5, 12, 19, 26.....	Sun.
8:15 A. M.—The 590 Hour—Jolly Joe Martin with Al Lamm at piano... Joe Martin Show.....	Mon. thru Fri. Sat.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap..... What's the Score .....	Mon. thru Sat. Sat.
8:30 A. M.—Chapel Service—Dr. R. R. Brown.....	Sun.	White Sox Baseball, July 5, 12, 19, 26.....	Sun.
9:00 A. M.—Welcome Travelers—Tommy Bartlett for P. & G.....	Mon. thru Fri.	2:15 P. M.—Road of Life—Interesting to follow—Crisco and Ivory Soap. Baseball, June 7, 14, 21, 28.....	Mon. thru Fri. Sun.
Adventures of Archie Andrews.....	Sat.	2:30 P. M.—Pepper Young's Family—You'll like them—P. & G..... Best in Bands.....	Mon. thru Fri. Sat.
9:30 A. M.—Bob Hope—General Foods.....	Mon. thru Fri.	White Sox Baseball, July 5, 12, 19, 26.....	Sun.
Mary Lee Taylor for Pet Milk.....	Sat.	2:45 P. M.—Right to Happiness.....	Mon. thru Fri.
Musically Yours .....	Sun.	3:00 P. M.—Backstage Wife—Dreft .....	Mon. thru Fri.
9:45 P. M.—To be announced		Doin' the Town—with Jolly Joe Martin.....	Sat.
10:00 A. M.—Strike it Rich—Warren Hull for Colgate.....	Mon. thru Fri.	G. I. Joe .....	Sun.
My Secret Story.....	Sat.	3:15 P. M.—Stella Dallas—A moving story—Sterling Products..... Doin' the Town—with Jolly Joe Martin.....	Mon. thru Fri. Sat.
WOW News Tower—All the latest news.....	Sun.	3:30 P. M.—Young Widder Brown—Sterling Products..... Jason and the Golden Fleece.....	Mon. thru Fri. Sun.
10:15 A. M.—Outdoor Nebraska.....	Sun.	3:45 P. M.—The Woman in My House—Manhattan Soap.....	Mon. thru Fri.
10:30 A. M.—The Phrase That Pays.....	Mon. thru Fri.	4:00 P. M.—Just Plain Bill—Whitehall Pharrnical..... Doin' the Town—with Jolly Joe Martin.....	Mon. thru Fri. Sat.
Modern Romances .....	Sat.	NBC Symphony.....	Sun.
U. N. Is My Beat.....	Sun.	4:15 P. M.—Front Page Farrell—Whitehall Pharrnical.....	Mon. thru Fri.
10:45 A. M.—To be announced		4:30 P. M.—Lorenzo Jones—Presented by Colgate..... Doin' the Town—with Jolly Joe Martin.....	Mon. thru Fri. Sat.
Treasury Salute .....	Sun.	NBC Symphony.....	Sun.
11:00 A. M.—Ma Perkins—Oxydol's long-time favorite.....	Mon. thru Fri.	4:45 P. M.—The Doctor's Wife—Ex Lax .....	Mon. thru Fri.
Juvenile Jury .....	Sat.	NBC Symphony.....	Sun.
National Radio Pulpit.....	Sun.	5:00 P. M.—Brighter Day—Procter & Gamble..... Reserved for You.....	Mon. thru Fri. Sat.
11:15 A. M.—Connie's Cupboard.....	Mon. thru Fri.	Your Witness .....	Sun.
11:30 A. M.—Perry Mason, Detective—Procter & Gamble..... Your Melody Time.....	Mon. thru Fri. Sat.	5:15 P. M.—Lean Back 'n' Listen.....	Mon. thru Fri.
Eternal Light.....	Sun.	H. V. Kaltenborn.....	Sat.
11:45 A. M.—Cudahy Quizzes the Mrs.—Cudahy Packing Co.....	Mon. thru Fri.		
Elaine Jabenis—Saturday Scrapbook.....	Sat.		

SUNDAYS	MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS	FRIDAYS	SATURDAYS
10:45 A. M.—Industry On Parade	5:30 P. M.— <b>BOB and RAY</b>	5:30 P. M.—Eddie Arnold Show (NBC)	5:30 P. M.— <b>COKE TIME</b> Coca-Cola (NBC)	5:30 P. M.—Eddie Arnold Show (NBC)	5:30 P. M.— <b>COKE TIME</b> Coca-Cola (NBC)	12:45 P. M.— <b>COFFEE TIME PLAYHOUSE</b>
11:00 A. M.—Christopher Series	 Bob and Ray	5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	5:45 P. M.— <b>CAMEL NEWS CARAVAN</b> (NBC)	2:00 P. M.— <b>MR. WIZARD</b>
11:15 A. M.—What's Your Trouble	<b>"Masters of Nonsense"</b>	6:00 P. M.— <b>REVLON THEATRE</b> (NBC)	6:00 P. M.— <b>I MARRIED JOAN</b> (NBC)	6:00 P. M.— <b>THE BEST OF GROUCHO</b> DeSOTO (NBC)	 John Cameron Swayze	2:30 P. M.— <b>TV FEATURE</b>
11:30 A. M.—Frontiers of Faith (NBC)	5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	6:30 P. M.— <b>BREAK THE BANK</b> Associated Products (NBC)	6:30 P. M.— <b>SCOTT MUSIC HALL</b> Scott Paper Co. (NBC)	 Groucho Marx	<b>"News on the National Scene"</b>	3:00 P. M.— <b>WESTERN THEATRE</b>
12:00 Noon—American Inventory (NBC)	6:00 P. M.— <b>NAME THE TUNE</b> Crosley and Speidel (NBC)	<b>"Genial Paymaster"</b>	7:00 P. M.— <b>KRAFT TELEVISION THEATRE</b> (NBC)	<b>"Glib and Garrulous"</b>	6:00 P. M.— <b>THE GOLDBERGS</b> RCA (NBC)	4:00 P. M.— <b>ROY ROGERS</b> General Foods (NBC)
12:30 P. M.—American Forum of the Air (NBC)	6:30 P. M.—Voice of Firestone (NBC)	 Bert Parks	8:00 P. M.— <b>CANDID CAMERA</b> Hazel Bishop (NBC)	6:30 P. M.— <b>THE GOLDBERGS</b> RCA (NBC)	6:30 P. M.— <b>YOUR WITNESS</b>	4:30 P. M.—Hopalong Cassidy Roberts Dairy
1:00 P. M.—TV TEEN TOPICS	7:00 P. M.— <b>JUVENILE JURY</b> Geritol	7:00 P. M.—Fireside Theatre Procter & Gamble	9:00 P. M.—Junior Spotlight	7:00 P. M.— <b>DRAGNET</b>	7:00 P. M.—Doorway to Danger American Cigar & Cigarette Co., Simoniz (NBC)	5:00 P. M.— Terry and the Pirates Canada Dry alternates with Renfrew of the Mounted
1:30 P. M.—THIS IS THE LIFE	7:30 P. M.— Robert Montgomery Presents for Lucky Strike and Johnson Wax (NBC)	7:30 P. M.—This Is Your Life	9:30 P. M.—Dangerous Assignment	7:30 P. M.— <b>FORD THEATRE</b> Ford Motors (NBC)	7:30 P. M.—Campbell Drama Campbell Soup (NBC)	5:30 P. M.— <b>MY SON JEEP</b> (NBC)
2:00 P. M.— <b>YOUTH WANTS TO KNOW</b>	8:30 P. M.— <b>OPEN HOUSE</b>	8:00 P. M.— <b>TWO FOR THE MONEY</b> P. Lorillard (NBC)	10:00 P. M.—OMAR Weatherman	8:00 P. M.—Martin Kane, Private Eye U. S. Tobacco	8:00 P. M.— <b>CAVALCADE OF SPORTS</b> Gillette (NBC)	6:00 P. M.— <b>MY HERO</b> Phillip Morris (NBC)
2:30 P. M.— <b>ZOO PARADE</b> Quaker Oats (NBC)	9:30 P. M.—Plainclothesman Edgeworth Tobacco, Holiday Cigarettes	8:30 P. M.—ON THE LINE with BOB CONSIDINE Mutual of Omaha	10:10 P. M.—Sports by Jack Payne	8:30 P. M.—Douglas Fairbanks, Jr. Presents Phillips Petroleum	9:00 P. M.— <b>DEATH VALLEY DAYS</b> Pacific Coast Borax alternates with <b>PLAY OF THE WEEK</b>	6:30 P. M.— Original <b>AMATEUR HOUR</b> Pet Milk (NBC)
3:00 P. M.—TV RECITAL HALL (NBC)	10:00 P. M.—OMAR Weatherman	8:45 P. M.—MEET THE VEEP	10:15 P. M.— <b>NEWS with McBRIDE</b> Standard Oil	9:00 P. M.— <b>ROCKY KING</b>	9:30 P. M.— In Your Own Backyard	7:00 P. M.— <b>SATURDAY NIGHT REVIEW</b>
4:00 P. M.—RUGGLES FAMILY	10:10 P. M.—Sports by Jack Payne	9:00 P. M.— <b>PARKWAY BOXING</b> (DuMont)	 Bill McBride	9:30 P. M.— <b>OMAR Weatherman</b>	10:00 P. M.—OMAR Weatherman	8:00 P. M.— <b>PRIVATE SECRETARY</b>
4:30 P. M.—Wild Bill Hickok Kellogg's	10:15 P. M.—News with McBride Standard Oil	10:00 P. M.—OMAR Weatherman	<b>"Your News Reporter"</b>	10:00 P. M.—OMAR Weatherman	10:10 P. M.—Sports by Jack Payne	8:30 P. M.— <b>Greatest Fights</b> Vaseline Hair Tonic
5:00 P. M.—Operation Neptune (NBC)	10:30 P. M.—LET'S DANCE Camello Dancing Academy	10:10 P. M.—Sports by Jack Payne		10:10 P. M.—Sports by Jack Payne	10:15 P. M.—News with McBride Standard Oil	9:00 P. M.— <b>CHINA SMITH</b>
5:30 P. M.—MR. PEEPERS (NBC)	11:00 P. M.—CINEMA 6	10:15 P. M.—News with Ray Clark		10:15 P. M.—News with Ray Clark	10:30 P. M.—CINEMA 6	9:30 P. M.— In Your Own Backyard
6:00 P. M.— <b>THE BIG PAYOFF</b> Colgate (NBC)		10:30 P. M.— <b>AUTO AUCTION</b> Rosen-Novak		10:30 P. M.—Dance Time Under the Stars Hamm's Beer, Grasers Provisions Co., Monte White	10:30 P. M.—CINEMA 6	10:00 P. M.—OMAR Weatherman
 Bess Myerson and Randy Merriman		10:45 P. M.—CINEMA 6		11:00 P. M.—CINEMA 6	10:30 P. M.—CINEMA 6	10:10 P. M.—Sports by Jack Payne
<b>"Mink Coat Quiz"</b>						10:15 P. M.—News with McBride Standard Oil

## Mondays Through Fridays . . . Daytime Schedule

7:00 A. M.—TODAY, with Dave Garroway (NBC)	11:40 A. M.—DAILY MEDITATION	1:30 P. M.—WELCOME TRAVELERS (NBC)
8:00 A. M.—DING DONG SCHOOL (NBC)	11:45 A. M.—CUP AND SAUCER CLUB	2:00 P. M.—ON YOUR ACCOUNT (NBC)
8:30 A. M.—GLAMOUR GIRL (NBC)	12:00 Noon—SNICKER FLICKERS	2:30 P. M.—LADIES CHOICE (NBC)
9:00 A. M.—HAWKINS FALLS (NBC)	12:30 P. M.—TV FARM REPORTER with MAL HANSEN	3:00 P. M.—CONNIE'S KITCHEN
9:15 A. M.—THE BENNETT STORY (NBC)	12:45 P. M.—MID-DAY NEWS REEL	3:30 P. M.—HOWDY DOODY (NBC)
9:30 A. M.—MRS. U. S. A. (NBC)	1:00 P. M.—BREAK THE BANK (NBC)	4:00 P. M.—SAILOR DAN
10:00 A. M.—COFFEE TIME PLAYHOUSE		4:15 P. M.—TRAIL TIME
11:15 A. M.—LADIES BEWARE		5:00 P. M.—STAND BY FOR ACTION



Eddie Fisher



Molly Goldberg



Tom Chase



Ted Mack



Dave Garroway



Pattie Page



Bob Cummings



Tommy Bartlett



"Susan Camille MacNamara"

Ann Sothorn

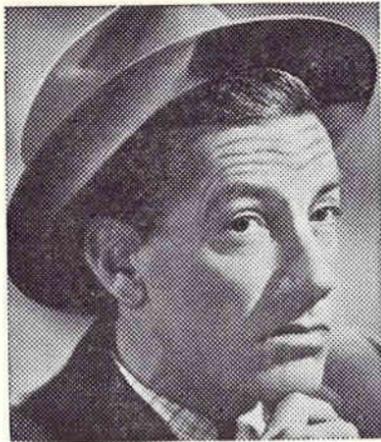
9:00 P. M.—Sports Showcase Auto-Brite (DuMont)

9:15 P. M.—  
**WRESTLING**  
from CHICAGO  
Metropolitan Utilities District (DuMont)

10:15 P. M.—CINEMA 6

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

## Meet Mr. Stardust...



That old "Stardust" man, Hoagy Carmichael, overlooks festivities on the bright, new **Saturday Night Revue**.

## Songwriter Stars in Saturday Night Review

Hoagy Carmichael, Ol' Mr. Lakkadaisical himself, has to rustle his bones for his starring role in Hollywood's **Saturday Night Revue**, NBC's hour-and-a-half show—and he's mighty unhappy about it.

"I'm an Indiana boy, and I guess I always will be," he drawled in his Hoosier twang. "This fast-movin' show just doesn't seem to fit my style."

Hoagy's slow motion and easy delivery comes to him naturally. He readily admits he isn't much for glamor, frills or big airs. But the slim tunesmith says he's made a few minor concessions to Hollywood living.

He lives in a Bel-Air home, drives a Cadillac and even has a swimming pool in his back yard.

"Parties? Yep, I go to a few," Carmichael said lazily. "But when my wife and I first came here thirteen, fourteen years ago, we went the whole route. It seemed kinda silly, so we just sorta slowed up."

Despite his success, achieved from penning such hits as "Stardust," "Lazy Bones" (an autobiography) and "Georgia On My Mind," Hoagy carries on many an Indiana custom picked up in his youth. He still cuts his children's hair and cooks his own breakfast.

Hoagy's seen in the **Saturday Night Revue** at 7 p.m. on WOW-TV.

—WOW-TV—

## Summer Viewers See The Best of Groucho

Returned for a second bright and happy season on WOW-TV is **The Best of Groucho**. During the past fall and winter season, portions of Groucho's cool-weather series, **You Bet Your Life** reached terrific heights of comedy and delirium. These highlights have been blended into a thirteen-week series to be presented during the summer at 6:00 p.m. Thursdays.

## High Public Officials Talk on Vital Issues

A new series of Monday programs on WOW-TV entitled **Governor's Open House** and **Mayor's Open House** enables folks in this area to question high-ranking public officials on current problems and issues.

Nebraska Governor Robert Crosby and Omaha Mayor Glenn Cunningham alternate on the Monday night series, answering questions from the studio audience.

Program time is 8:30 p.m. Folks wishing to attend are asked to be in the WOW-TV studios, 3509 Farnam, by 8:15 p.m.

—WOW-TV—

## Lovely 'Southern' Sec....



Ann Sothorn plays the **Private Secretary** in the new Channel 6 Saturday night comedy series.

—WOW-TV—

## Unusual Quiz Show Seen

The **Big Payoff**, viewed Sundays at 6 on Channel 6, is perhaps the only quiz show of its kind—since its sole aim is to offer the men of America the opportunity to win for the woman in their life fabulous prizes that would otherwise be unattainable.

—WOW-TV—

## Connie Cook Replaces Martha Bohlsen

(Continued from page three)

Farm Bureau Federation, Business and Professional Women's Club.

Miss Cook was also Superintendent of the Women's Department of the Sioux Empire Fair Association which has shown remarkable growth in the past five years, and Public Relations Chairman for the State Home Association and State Home Agents' Association.

Miss Cook was known to her host of Sioux City friends as a good neighbor and an unexcelled cook, and to her large radio audience as a homemakers' friend and counsellor.

Her advice on Meredith WOW, Inc., homemaking shows, "Connie's Kitchen," on television and "Connie's Cupboard," on radio, will expand from recipes to household short-cuts and even to the philosophy of making homes happier places in which to live. Her criteria for results both in preparation

## Former Lincoln Man Breaks the Bank

A former Lincoln, Neb., man recently shared in a \$6,770 pay-off on **Break the Bank**.

Captain Lawrence M. Jones, Jr., son of former Nebraska University Football Coach Colonel Lawrence "Biff" Jones, shared the jackpot with an Army friend, Major Ronan C. Grady, Jr., on the **Break the Bank** afternoon show of Thursday, June 4.

Captain Jones, who's now stationed at West Point, and Major Grady answered all questions correctly and then came to the "bank-breaking" poser: "One of the great pioneers west of the Mississippi was the man who later lost the Presidential election of 1856 to James Buchanan. Name this famous man?"

The Army officers went into a brief huddle, and came up with the right name—John Charles Fremont.

Captain Jones is married to the former Janis O. Owens of Nebraska City. Major Grady is married to the Captain's sister, the former Barbara Jones.

—WOW-TV—

## Master Ad Libber...



The unpredictable Groucho Marx is featured in **The Best of Groucho**, being enjoyed by Channel 6 viewers every Thursday at 6:00 p.m.

—WOW-TV—

## New Comedy Series Offered

Lovely, blonde Ann Sothorn brings her outstanding comedy and dramatic talents to Channel 6 viewers every Saturday evening in the comedy series, **Private Secretary**.

Ann plays a very unconventional, unpredictable private secretary who's cast into an unconventional, unpredictable modern business world.

The series, presented by Lucky Strike Cigarettes, is seen at 8:30 p.m. Saturdays.

and in the consumption of foods will be based on her wide experience.

WOW NEWS TOWER

... LATEST WOW-TV SCHEDULES ON PAGES 4 and 5 ...

# WOW NEWS TOWER T.V.

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

Issued to Increase Enjoyment of WOW-TV Television Programs

## Dancetime Under the Stars

Hundreds Dance Into Your Home...



THE CAMERA CREW shoots the **Dancetime Under the Stars** participants, from a large stage in the center of the dancing area, as hundreds of couples swing around the floor. This exciting new series is seen every Thursday evening at 10:30 p.m. over WOW-TV, Channel 6.

## Miss Connie Cook Named Home Service Director on WOW and WOW-TV

(Continued from page one)

homemaking and raising her three small girls.

In 1932, in addition to her duties as 4-H Club Leader, she was named Supervisor of the County Kitchen and acted as Dietary Advisor to the County Welfare Office.

She accompanied her husband to Lincoln, Nebraska, in 1939, where he was employed by the American Dairy Association. Here Miss Cook first entered the sales field in ready-to-wear for a Lincoln department store.

In 1942, she was named manager of a department at Sears-Roebuck and Company. During the period the department was under her supervision, it consistently led in sales volume, and in 1945 she received a national award for her outstanding sales and managerial ability.

Miss Cook joined the Staff of Extension Service at the University of Nebraska in 1946. The following year, she was named Home Demonstration Agent of Minnehaha County, South Dakota, a position

she held until joining Meredith WOW, Inc.

Her position as Home Demonstration Agent included the organizing and supervision of women's groups, where some 700 women took part in a program which instructed in new methods and short cuts to all phases of homemaking. Additionally, over 300 4-H girls studied homemaking, problems under Miss Cook during the last year.

Daily and weekly radio programs made up a large part of her extracurricular activities. She conducted a weekly homemaking show on KELO and daily shows on KSOO.

Among the many civic organizations in which Miss Cook was active were: South Dakota Home Agents' Association, where she was a past president; the Soroptomist Club of Sioux Falls, where she was a past president; member of the National Soroptomist Club, Legion Auxiliary, Professional Home Economists, American Association of University Women, State and National Home Agents' Association,

(Continued on page six)

## Popular Show Thursday Nights

Something new in local television was premiered last month over WOW-TV, Channel 6. The series, **Dancetime Under the Stars**, among the first shows of its type ever offered by a local television station, is seen every Thursday evening from 10:30 to 11:30 p.m. for Hamm's Beer, Glasers Provisions and Monte White Kaiser-Frazier Dealer of Omaha.

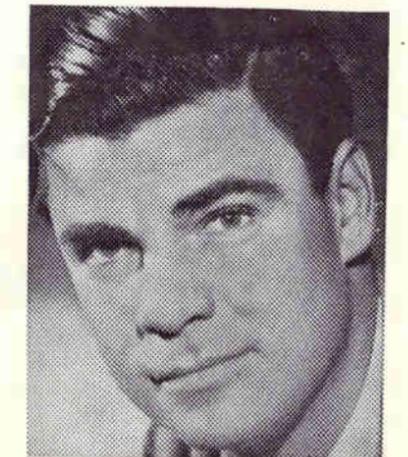
The exciting new program offers the finest in popular musical entertainment, dance exhibitions and informal interviews, produced by Director Jack Mazzie in an intimate style expressly for home enjoyment. The show, staged against the romantic background of the world famous Royal Terrace Ballroom, under the stars at Peony Park, features a cast of hundreds of dancing couples.

The warm and genial manner of the co-emcees, Larry Camello and Tom Searls, makes them especially suited to their roles as hosts to the "live" dancers and home viewers. Tony Bradley's Orchestra styles their smooth and sweet music for easy dancing and enjoyable listening.

The opening stanzas of the hour-long show, to be presented in a series of 14 programs, were greeted with enthusiasm by the "live" dance participants and the home viewers.

—WOW-TV—

## Nighttime Quiz Star...



Bert Parks has taken over the new nighttime version of the popular quiz show, **Break the Bank**, viewed Tuesdays at 6:30 over Channel 6.

**5,000 Watts**

**WOW'S JULY NIGHT SCHEDULE**

**590 Kc.**

(TURN BACK TO PAGE 2 FOR WOW DAYTIME SCHEDULES)

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:30 55	4-BELL NEWS TOWER All the News SPORTS NEWS	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer
6:00 15	SUNDAY IN THE COUNTRY Nebraska Clothing Co. with MAL HANSEN	590 MELODY LANE  THE BEST IN MUSICAL SELECTIONS	RIDERS OF THE PURPLE STAGE Archer-Daniels-Midland	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE  THE BEST IN MUSICAL SELECTIONS	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE
6:30 45	WE SAW TOMORROW	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	
7:00 15	PHIL HARRIS and ALICE FAYE RCA Victor	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	EDDIE FISHER SHOW Coca-Cola  ROSEMARY CLOONEY	TO BE ANNOUNCED	ROY ROGERS King of the Cowboys KENNETH BANGHART Log Cabin News	EDDIE FISHER SHOW Coca-Cola  ROSEMARY CLOONEY	NEW TALENT, USA  Discovery of exciting new faces
7:30	BEST PLAYS	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	FIRST NIGHTER	THE GREAT GILDERSLEEVE You'll laugh at "Giddy" and Company—Kraft Foods	FATHER KNOWS BEST with Robert Young General Foods	MANTOVANI'S MUSIC	
8:00		TELEPHONE HOUR Donald Voorhees with Bell Symphonic Orchestra and guest singers	MARTIN and LEWIS No. 1 on the wit parade	THE BEST OF GROUCHO—Laugh with radio's funniest quip master for DeSoto-Plymouth Dealers	MY SON JEEP A series of hilarious growing pains	STAR HIT PARADE OF BANDS	
8:30	CONFESSION Exciting anti-crime series	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalie with the Green and White Quartette	TO BE ANNOUNCED	TRUTH OR CONSEQUENCES Ralph Edwards for Pet Milk	EDDIE CANTOR	BOB and RAY	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
9:00 15	BARRIE CRAIG Confidential investigator	HOLLYWOOD SHOW CASE	TWO FOR THE MONEY means all for fun	SCARLET PIMPERNEL High adventure	JUDY CANOVA SHOW Hillbilly Fun!	TO BE ANNOUNCED  WORDS IN THE NIGHT	TO BE ANNOUNCED
9:30 45	MEET THE PRESS	PLEASURE TIME	PLEASURE TIME	PLEASURE TIME	PLEASURE TIME	PLEASURE TIME	PEE WEE KING Jazz unlimited
MON. thru FRI. 9:45 — DIAL DAVE GARROWAY — 10:00 Armour and Co.							
10:00 15	WOW NEWS TOWER All the News BOB CONSIDINE Mutual Benefit of Omaha	WOW NEWS TOWER All the News SPORTS with Jack Payne	WOW NEWS TOWER All the News SPORTS with Jack Payne	WOW NEWS TOWER All the News SPORTS with Jack Payne	WOW NEWS TOWER All the News SPORTS with Jack Payne	WOW NEWS TOWER All the News SPORTS with Jack Payne	WOW NEWS TOWER All the News SPORTS with Jack Payne
10:30 45	THE CATHOLIC HOUR in its 21st year as a leading religious program	MON. thru FRI. 10:30 — MUSICAL NIGHT EDITOR — 10:45 TOP TUNES and CHATTER with JOLLY JOE MARTIN				MON. thru FRI.	
MON. thru FRI. 10:45 — MORGAN BEATTY NEWS — 11:00 MON. thru FRI.							
11:00 05 30 55	NEWS SUMMARY Your University Speaks  SERENADE  NEWS SUMMARY	NEWS SUMMARY  BOB and RAY  NEWS SUMMARY	NEWS SUMMARY  BOB and RAY  NEWS SUMMARY	NEWS SUMMARY  BOB and RAY  NEWS SUMMARY	NEWS SUMMARY  BOB and RAY  NEWS SUMMARY	NEWS SUMMARY  BOB and RAY  NEWS SUMMARY	NEWS SUMMARY NATL. HEALTH AIDS SERENADE NEWS SUMMARY

# Radio WOW Seeks New Stars

## New Talent, USA Offers National Acclaim, Prizes

Something new in radio programming will be heard on July 11 over Radio WOW. The NBC show, "New Talent, USA," is especially designed for local radio stations to unearth some top talent, which has not yet come to the attention of the National Broadcasting Company.

Four stations from around the country participate in each network broadcast of "New Talent, USA," each Saturday night, with half-hour segments of the two-hour long show originating from each station. On July 11, Radio Station WOW will originate a half-hour coast-to-coast part of the two-hour network program.

Six talented entertainers will be selected between now and the July 11 broadcast, to represent Radio WOW on the station's portion of the program. Performers will be unrestricted as to category and may be amateur or professional. They must be over 16 years of age. "New Talent, USA" is solely aimed at the discovery, exposure and development of talented and exciting new faces for national acclaim.

Perhaps you, or a friend of yours, is a talented entertainer waiting for the break that could spell future stardom. If so, contact Ray Olson, at Radio Station WOW, immediately, for an opportunity to audition before three non-partial judges, who will select the contestants for the July 11 program.

The winner of Radio WOW's network participation will receive a \$100 war bond and a Wittnauer wrist watch. In addition to these prizes, three national runner-ups will receive a camera valued at about \$100. The national winner of the July 11 broadcast will receive a \$500 bond, a luggage set worth approximately \$250, and the opportunity to fly to Hollywood during the ensuing week, all expenses paid, to appear on the NBC television program, "Ladies' Choice." Additionally, the national winner of July 11 will go to New York City for participation in the finals of "New Talent, USA" on September 12.

Listen to this exciting and entertaining new program series every Saturday evening at 7:30 p.m. over Radio WOW.

Remember, contestants for "New Talent, USA" are asked to contact Ray Olson, at Radio Station WOW, Omaha, Neb., immediately, for an audition date.

## WOW NEWS TOWER

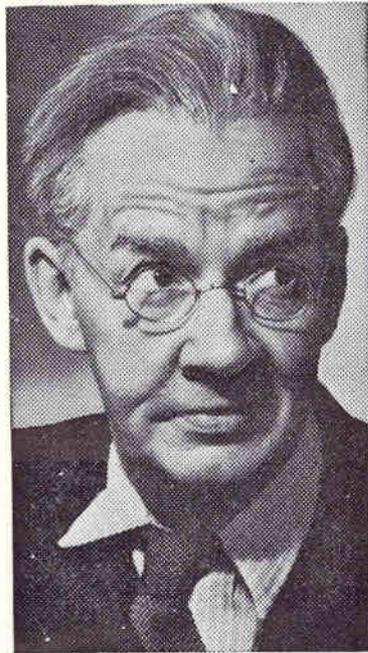
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## Just Plain Friendly...



**JUST PLAIN BILL**, played by Bill Davidson, is a friendly, philosophical barber who is always ready to listen to your troubles. Listen to this daytime series every weekday afternoon at 4 p.m.

## Bill Davidson Stars as Small Town Barber

Radio WOW listeners know when Bill Davidson advises you on a matter of importance, it would be smart to take his advice. Bill is better known to thousands of WOW-Land listeners as "Just Plain Bill," the small town barber who always has a moment to listen to your troubles. Meet this kindly and interesting man Monday through Fridays at 4 p.m. at 590 on your dial for Whitehall Pharmacal.

Following "Just Plain Bill," Whitehall Pharmacal presents "Front Page Farrell," every weekday afternoon at 4:15 p.m. This story of conflict and understanding between a reporter and his wife is exciting and intriguing as an editor's City-Desk. Make these two favorite daytime serials a listening "must" this summer over Radio WOW.

—WOW—

## Groucho's Best is Heard

"The Best of Groucho," a special selection of the most popular Groucho Marx shows from the "You Bet Your Life" winter series, will be heard all summer long on Radio WOW.

Be sure to tune Radio WOW, Wednesday evenings at 8 p.m. for the best the rapid-fire comedian, Groucho, has to offer. This popular comedy show is sponsored by the DeSoto-Plymouth Dealers of America.

## Interest High in White Sox-Yankee Tour

WOW-Land sporting fans are responding in a big way to the Fourth Annual Major League Baseball Tour to Chicago, according to a recent statement by Sports Director Jack Payne.

One reason for the enthusiasm of baseball fans for the tour is the popularity of the American League teams involved. The Chicago White Sox, whose play-by-play broadcasts are heard every Sunday afternoon on Radio WOW for Hamm's Beer and the Paramount Radio Shop, will play host to the Boston Red Sox and the New York Yankees, in what is sure to be an exciting weekend of big league baseball.

The complete price of the tour is only \$64.50, including rail transportation (pullman space available at a nominal extra charge), lodging at the Congress Hotel, inter-city transportation, a cruise on the famous yacht, Wendella and all meals.

Plan now to be a member of this fun-filled weekend excursion which will depart from Omaha on the evening of Friday, August 28, and return on Monday, August 31. Reservations must be accepted on a first come, first served basis, since accommodations are limited. Contact Radio WOW, Insurance Building, Omaha 2, Nebraska for complete details.

—WOW—

## Why Pay More?

"Why pay more for razor blades when your face won't know you did?" That question will be asked Radio WOW listeners all summer long because of an intensive advertising campaign scheduled on the station by the American Safety Razor Corporation on behalf of Gem and Blue Star blades.

—WOW—

## Young Widder is 17 Yrs. Old

"Young Widder Brown," NBC's long-running daytime serial and one of the most popular, entered its 17th year on radio early last month.

The show, heard on Radio WOW Monday through Fridays at 3:30 p.m. for Sterling Products, presents the perplexing problems that are common to our American family scene.

—WOW—

## Just What "Doc" Ordered

Every weekday afternoon at 4:45 p.m., WOW-Land housewives enjoy the excitement and adventure of "The Doctor's Wife," a story of a real and human marriage, presented by Ex-Lax.

Although the program has been on the air a comparatively short time, it is already rated among the top daytime listening favorites, presenting the comedy and romance of an average marriage and the story of people whose lives touch upon Dr. Dan Palmer and his wife, Julia.

Enjoy "The Doctor's Wife" every weekday summer afternoon on Radio WOW.

WOW NEWS TOWER

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