

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

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Election on TV and Radio!

"The Big Show" Starts Nov. 5

"An entirely novel concept of radio"—that's only one of the many excited comments which "The Big Show" has drawn from the radio industry since it was first announced last month.

"The Big Show" will be heard on WOW beginning on Sunday, November 5, and every Sunday thereafter, from 5 to 6:30 p.m.

As always NBC has definitely scored another "first" in radio programming by originating this 90 minute "flowing sequence" show that is expected to attract one of the greatest listening audiences of any program in the history of radio.

Tallulah Bankhead, long considered one of the top female personalities of stage, screen and radio, will serve as Mistress of Ceremonies for the much talked about show. Her dynamic personality alone is enough to assure the success of any entertainment offering, but—as the saying goes "It's only the beginning, folks—it's only the beginning."

In addition to the lovely and witty mistress of ceremonies the initial performance of "The Big Show" will feature Fred Allen—Mr. Wit himself, Jimmy Durante—da schnozz, Danny Thomas—the wailing syrian, lovely Mindy Carson, exciting Kay Thompson, and (yes, there's still more) Ethel Merman and Paul Lukas in an excerpt from the new Broadway hit musical "Call Me Madam."

-wow-

BACK AGAIN

After a brief absence from the air, NBC's half-hour science-fiction series, "Dimension X" has returned to the network and is now heard on WOW Sundays at 2 p.m.

"Dimension X" will fill the time spot of "NBC Theatre" which moves to a full hour period Thursdays at 9 p.m.

Femcee ...



HOSTESS TO THE STARS—Tallulah Bankhead, the only volcano ever dressed by Mainbocher, is mistress of ceremonies on WOW's mammoth 90-minute Sunday night radio show. She will inaugurate the new program on November 5 with a glittering array of comedy and musical stars.

-wow-

Bob Hope and Troupe Visit Over 35 Bases

Since Bob Hope and his troupe of entertainers left Hollywood on October 4 for a tour of the Pacific area, they have visited and entertained at more than 35 bases and hospitals, including those in Pearl Harbor, Kwajalein, Guam, Okinawa and Japan. The NBC comedian and his company will continue their entertainment in Korea and will round out the four-week tour in the Aleutians.

-wow-

NEW PLAYERS NAMED

John Griggs is heard as Roger Marshall, Joy Hathaway as Celia Marshall, Joe Curtin as Curt Hanley and John Larkin as Dan Morgan in the serial drama "David Harum" (WOW, Monday through Friday, 10:45 a.m.)

Gertrude Warner now portrays Teresa Blake in the drama "Just Plain Bill" (WOW, 4:30 p.m., Monday through Friday).

Full Coverage Election Nite

Election returns service November 7 by both radio and television is being set up by a tremendous NBC special events staff, and, locally, by the WOW news department under News Manager Harold Baker.

The TV service will mark another great first in the national dissemination of election returns and election news.

From present indications WOW (and WOW-TV) will retain its long-time reputation for being first in election returns service.

National returns service sponsored by Chevrolet will be heard throughout the evening on WOW via NBC.

The WOW-TV service will start at 6:45 on John Cameron Swayze's Camel News Caravan, and continue with program cut-ins from time to time. Starting at 11 p.m. WOW-TV will carry direct NBC network TV service until the control of Congress is determined.

First with the election returns! That's been the story at WOW for many years, and the forthcoming election on November 7 will be no exception.

WOW's large staff of local and regional correspondents is augmented by special election correspondents for the big job of getting you the earliest and best possible report on election trends and results.

In addition to WOW's top coverage of local and regional races the latest election news from all over the nation will be brought to you through our United Press and Associated Press wires.

Keep tuned to WOW on Tuesday evening, November 7 for the first accurate election returns.

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TALENT—\$9,000,000

NBC President Joseph H. McConnell revealed at the annual NBC convention that NBC spent 9 million dollars for radio talent and show properties during the year. WOW President Francis P. Matthews, General Manager Frank P. Fogarty and Assistant General Manager Lyle DeMoss attended the convention.

Fast Tempo, Band of America

Typical of Our American Music

"The liveliest music on the air"—that's the boast of the Cities Service sponsored "Band of America" and each Monday night at 8:30 on WOW you can hear this fine musical organization make this boast good.

Paul Lavallo conducts this fine 48-piece orchestra in stirring martial music and semi-classical numbers. Band music is as typically American as the Fourth of July and that is part of the reason for the popularity of this segment of NBC and WOW's big Monday night musical line-up. The other reason, of course, is the superb direction of bandmaster Lavallo and the expert musicians precise response to his inspired baton. The Green and White Quartette gives vocal interpretation to your favorite marching songs.

—WOW—

MUSIC ROOM A MUST

"The Music Room" has become one of the listening "musts" for lovers of good music of all types.

Lyle DeMoss is master of ceremonies on the Sunday afternoon quarter hour (WOW, 12:45) of top recorded music.



Lyle DeMoss

The Schmoller and Mueller sponsored show features albums of particular interest to this area. For example, prior to local presentations of musical comedies or top musical groups "The Music Room"

features the works of that particular show or group on one of its programs, together with interesting background material.

—WOW—

'Hit Parade' Talent

List Most Impressive

A tiny segment of the talent which has appeared on the Lucky Strike sponsored "Hit Parade" (WOW, Saturday, 8 p.m.) in the past 15 years looks like a Who's Who in music business. Here are but a few of the many greats in the music world who have lent their talents to the popular program:

Band leaders Al Goodman, Carl Hoff, Freddie Rich, Harry Salter, Don Voorhees, Harry Sosnick, Abe Lyman, Peter Van Steeden, Leo Reisman, Richard Himber, Alex Stordahl, Mark Warnow, and currently, Raymond Scott.

Singers Buddy Clark, Lanny Ross, Bea Wain, the Merry Macs, Barry Wood, Orrin Tucker and Bonnie Baker, Dick Haymes, Lawrence Tibbett, Dick Todd, Johnny Mercer, Andy Russell, Dinah Shore, the Andrews Sisters, the Pied Pipers, Doris Day, Beryl Davis and Frank Sinatra.

'Gildy' & Co....



From top to bottom it's Throckmorton P. Gildersleeve (Willard Waterman), Marjorie (Marylee Robb) and LeRoy (Walter Tetley). The romantically inclined Water commissioner of Summerfield provides fun for all on "The Great Gildersleeve," sponsored by Kraft Foods every Wednesday night at 7:30 on WOW.

—WOW—

STARS RECEIVE AWARDS

Three of NBC's top stars were awarded coveted certificates of merit by the National Safety Council this week for work in bringing messages of safety to radio listeners across the country.

For the second year NBC's Phil Harris and Alice Faye (WOW, 6:30 p.m., Sunday) received an Exceptional Service Award for a transcribed series of safety programs that were broadcast on over 1,100 radio stations. The two stars are the first entertainment personalities to ever receive the Exceptional Service Award for two successive years.

A similar award went to effervescent NBC comedienne Judy Canova (WOW, 9 p.m., Saturday) for her series of safe winter driving musical jingles which were broadcast on more than 775 radio stations.

Telephone Hour Leader Got an Early Start

Donald Voorhees, director of the Bell Symphonic Orchestra on "The Telephone Hour" (WOW, Mondays, 8 p.m.), got an early start in big time musical circles.

At 15 while still in high school, he became conductor of the Lyric Theater Orchestra in his home town of Allentown, Pa. At that time he had been studying music for 10 years and met many producers



Donald Voorhees

and artists since the Lyric housed tryouts of many Broadway Musicals.

Just two days after high school graduation he accepted the job of directing the orchestra for "Broadway Brevities of 1920" starring Eddie Cantor. Thus his start in big time musical circles came at the early age of 17—and has continued ever since. Voorhees has been conductor of "The Telephone Hour" since it first went on the air eight years ago.

—WOW—

Mal's Pals...



Mal Hansen, center, is shown with Ted Martin, left, of Millard, Neb., and Ken Smalley of Iowa City, Ia. Ted and Ken are presidents of their respective states' Rural Youth Organizations.

Mal Hansen, Farm Service Director for WOW and WOW-TV was chairman of the committee in charge of the first Omaha Rural Youth Day which was held on the 23rd. Thanks to all of the fine help which the committee members gave Mal the affair went off without a hitch and was pronounced a big success by all concerned. It was a big task but then Mal is used to such things by now, and as long as it has anything to do with agriculture it's Mal's meat.

—WOW—

THEME SONG POPULAR

The Ronald Colmans as "Dr. William Todhunter Hall" and his English ex-actress wife "Victoria," meet themselves coming and going every time they turn on the radio.

"The Halls of Ivy" theme song, composed by show's musical director, Henry Russell, is now on the market in record and sheet music form.

American Album's 20th Year

A Newsmen's Newsman He's Known World Over

Alex Dreier, the man who brings you the first network news of the day for the Skelly Oil Company (WOW, Monday through Saturday, 7 a.m.) has gathered news in 16 countries and is one of the two radio correspondents who covered the European war from the two conflicting capitals of London and Berlin.

Born in Honolulu, Dreier's youth was marked by the same rapid pace which has characterized his later years. He attended grade and high schools in San Francisco and spent his college days at Stanford University. The day after graduation he was working for the San Francisco Bureau of the United Press.

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PERSONABLE QUIZZER

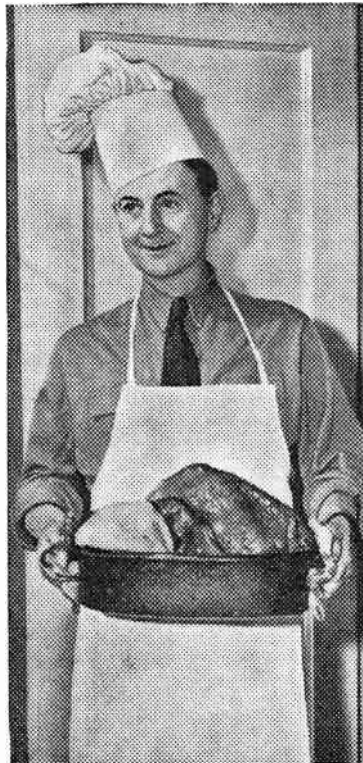
Jack Parr's sparkling personality raises "The \$64 question" to a new high in audience participation programs.

Formerly known as "Take It or Leave It" the show this year changed its title because of popular demand for identifying the show with the familiar quote. The show has been a popular Sunday night feature for the past 10 years and during that period "The \$64 Question" has become a national by-word. You hear it in the home, and kids shout it on the streets. The show is a top combination of sparkling personality and interesting questions. RCA Victor sponsors this popular half-hour show heard each Sunday night at 9 over WOW.



Jack Parr

Bachelor Chef ...



There is only one way to roast that Thanksgiving turkey, according to Len Doyle who plays Harrington on Mr. District Attorney—the Bristol-Myers sponsored adventure show heard every Wednesday night at 8:30 on WOW. Doyle claims that the dressing must be cooked on the outside of the bird so that the turkey will retain its natural juices and the dressing will keep its flavor. Cooked-in-the-turkey dressing always tasted plenty good to us, but maybe Doyle has a point. What do you think?

Holds Listeners Thru the Years

"The American Album of Familiar Music" is just what its name implies. Because it has so aptly lived up to its title it is now in its 20th year of popularity with the listening public.

Ever since the program began in 1931 famed radio producer Frank Hummert has selected music most requested by listeners. The relaxing strains of familiar tunes of all types are presented by artists who are at the peaks of their respective brilliant careers.



Jean Dickenson

Thomas L. Thomas, Felix Knight, Jean Dickenson, Margaret Daum and Gustave Haenschen's Orchestra combine their talents to bring you one of America's favorite half-hours every Sunday night at 8:30 over WOW. Bayer Aspirin brings you this favorite.

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SOMETHING NEW

A new phase in the relationship between radio performers and studio audiences was heard recently on one of the Dial Dave Garroway shows (WOW, 10:30 p.m., Monday through Friday), and has already elicited favorable fan mail.

In an endeavor to keep his series on a typically Garroway, low-noise level, writer Charlie Andrews suggested a method of muffling the applause from Dave's studio audience. Andrews remembered a procedure he and Garroway had observed in a Paris nightclub this past summer when they visited the French capital. The emcee at the Parisian bistro had asked the patrons to confine their applause to snaps of the fingers, because there were children sleeping upstairs.

When the revolutionary procedure was tried out on a Garroway audience, they cooperated enthusiastically. Listeners like it, too.

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Meet "Ma" ...



Oxydol's own "Ma Perkins," probably the best known woman in America, is heard on WOW at 1:30 p.m., Monday through Friday. Virginia Payne plays the title role.

'Welcome Travelers' Makes Pete's Dream Come True

Thirty-five years ago he was the toast of baseball. Acclaimed as one of the greatest pitchers in the game, he was lionized by the sports world.

Today, weak, nearly penniless and not well, he was completely neglected and forgotten by the sport to which he had devoted his life.

When the Phillies, the team he played with longest, won the pennant and the right to meet the Yankees in the World Series, he waited expectantly to see fulfilled his one dream: to see his team once again in the big classic.

But he was neglected once more until Tommy Bartlett, genial emcee of NBC's "Welcome Travelers" (WOW, Mondays through Fridays, 9 a.m.) learned his story. Bartlett made arrangements to fly the veteran to New York.

In the meantime, NBC in New

York arranged for series tickets for the ex-star and his party. The dream was fulfilled.

When the press learned of his presence in the stadium they invited him to sit with them in their section and once more they paid homage to the memory of this great baseball player.

Not until the sporting press had made much of the veteran's appearance did baseball officials deign to recognize the star who would have been denied his one last dream had it not been for Tommy Bartlett and his "Welcome Travelers" radio show, sponsored by Procter and Gamble.

His name, already listed in baseball's Hall of Fame: the immortal "Ol' Pete," Grover Cleveland Alexander, the only Philadelphia Phillies pitcher ever to win a world series game.

Top Detectives Are on WOW

One of Many...



Screen and Radio Star Dick Powell plays the lead in the sophisticated mystery series "Richard Diamond-Private Detective" on WOW at 9:30 p.m., Wednesdays.

-WOW-

'Counterspy' Tales Now on Radio WOW

The popular counter-espionage dramatic series "Counter-Spy" is now heard each Friday on WOW at 8:30 p.m.

Don MacLaughlin, who has been portraying David Harding, chief of the counter-spies, ever since the program first was broadcast in 1942, continues in that role. Mandel Kramer also continues as his assistant, Harry Peters.

"Counter-Spy" was created at a time when the country was at war and counter-espionage was of the utmost importance. The series has continued to point out the pitfalls which await the law-abiding citizen, even in peacetime, and the vital operations of our agents in unfriendly countries, where they seek information of major consequence to the conduct of our foreign relations.

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EXPENSIVE TRIP

Don Quinn probably commutes further each week to take care of his two shows—"Fibber McGee and Molly" (WOW, Tuesday, 8:30 p.m.) and "The Halls of Ivy" (WOW, Wednesday, 7 p.m.)—than any other Hollywood radioite. It's about 90 miles from NBC's Hollywood Radio City to his home, and he makes the trip at least twice every week. When someone recently asked him how long it took him to make the 90 mile trip, Don replied: "About two hours and one speeding ticket!"

Gargantuan Gourmet Played by Greenstreet

"Nero Wolfe," the fabulous detective, played by Sydney Greenstreet, is now heard on WOW every Friday at 7 p.m.

Wolfe, the erudite gourmet who never walks when he can sit and never sits when he can lie down, carries on in the great detective tradition created by Rex Stout. The enormously fat detective reluctantly solves his cases so that he can afford his epicurean diet and expensive orchid conservatory. He never leaves his house.

Archie Goodman, one of detective fiction's most original legmen, also appears in the new radio series.

Alligator is Invader of the Lovejoy's Lair

Frank Lovejoy, star of NBC's "Night Beat" (WOW, Friday, 8 p.m.) once had to call the police with the incredible story that there was an alligator in his front yard. Lovejoy was working in a picture with Humphrey Bogart, when his wife called him to tell him that she was too petrified to move. "There's an alligator right outside our window," she said. Sure enough, there was an alligator about four years old cavorting about the Lovejoy lawn. Seems a neighbor up in Coldwater Canyon raises them as a hobby and one got away.

These are your Headquarters Stores for Martha's Cupboard

The following is a list of the WOW Feature Foods "headquarters stores" in this area.

It's at these stores that you can buy the fine products you hear about on "Martha's Cupboard" every week-day morning at 10 on WOW. These stores also are visited from time to time by Priscilla Lind and Nancy Mauck who'll give your "Recipe Roundup" packets. Be sure to listen for the date of the "Recipe Roundup" in your neighborhood store.

Fairway Market, 1342 Park Ave.
Green's Super Market, 1512 So. 60 St.
Cottage Grocery, 5423 Leavenworth
Steve's Super Market, 4973 Center
West Center Market, 4502 Center
Clanton's 3501 Center
West Side Grocery, 1124 So. 48 St
Abel's Trading Center, 5642 Center
Grand Central Market, 2920 Leavenworth
Raduziner Grocery, 3519 Center
Zitka Grocery, 3560 So. 24 St.
Boulevard Market, 3005 Nascall
Katz for Foods, 5002 Leavenworth
Charles Holmes R. & W., 5026 Leavenworth
Max's Market, 2001 Vinton
Wehlner Grocery, 5201 Leavenworth
Meyers Store, 3422 Leavenworth
Barger Brothers, 3823 Gold St.
Oak Street Market, 3001 So. 32nd Ave.
Shop Rite, 2351 So. 20th St.
Bell Laferia, 3517 So. 32nd Ave.
Grover St. Market, 3518 So. 32nd Ave.
Carlson's Foods, 3052 So. 32nd Ave.
Windsor Grocery, 2156 So. 35th Ave.
Ronan's Market, 3701 Gold St.
John Ziomba, 4333 So. 26th St.
Buehler Brothers, 2313 N St.
John Willuhn, 4324 So. 27th St.
United Provision, 4917 So. 24th St.
Henni's Market, 4506 So. 24th St.
Phillips Dept. Store, 4933 So. 24th St.
Don's Market, 6213 Gilmore St.
F. B. Bogatz, 5405 So. 21 St.
IGA Super Market, 6315 Railroad Ave.
John Julius Meat & Groc., 5645 So. 21st St.
Hazuka Grocery, 5646 So. 20th St.
Bosanek Grocery, 5140 So. 24th St.
Don's Monclair Market, 3010 Cumming
O. P. Skaggs, 4050 Hillsdale
Country Club Grocery, 4981 Hamilton St.
S & W Super Market, 5301 So. 30th St.
A. Van Houtte, 3702 Q St.
O. P. Skaggs, 3902 Q St.
Central Park Super Mkt., 4135 Grand Ave.
C. L. Vey's, 3941 X St.
White's Market, 56th and Q St.
Owl Super Market, 36th and W St.
Bill's Food Market, 6620 So. 36th St.
R. Tetusek, 5423 So. 36th St.
O. P. Skaggs, 1710 Vinton
Vinton Super Market, 1701 Vinton St.
Carl Stehmer Grocery, 2701 So. 20th St.
Joe Herek Grocery, 2432 So. 24th St.
Buffet & Son, 5015 Underwood Ave.
Resnick's Market, 3536 Hamilton St.
Knudsen's, 4567 Cumming St.

Pros Grocery, 4011 So. 13th St.
Owl Super Market, Inc., 712 So. 13th St.,
Norfolk, Neb.
Tony's Grocery, 2302 So. 16th St.
Louis Sommer, 4820 Dodge St.
I. W. Rosenblatt, 4001 Cumming
E. Dahlbeck Grocery, 3248 No. 40th St.
J & H Food Market, 1817 No. 33rd St.
Sam Newman, 4906 Dodge St.
Tom & Jerry Grocery, 2702 So. 10th St.
Frank Nocita Grocery, 1702 So. 8th St.
Pontillo Grocery, 1701 So. 10th St.
Menche Brothers, 5830 Military
H & K Food Shop, 5113 Military
Red & White, 4871 Military
Laggie's Grocery, 4470 Bedford
Thorin Market, 4010 Hamilton St.
S & R Red & White, 2603 No. 45th St.
Amen Fine Foods, 1406 So. 13th St.
C. F. Hermanek, 1312 William St.
Boulevard Food Store, 1021 Nebraska St.,
Sioux City, Ia.
Pine Street Market, 1416 So. 6th St.
Commodore Market, 2402 Dodge St.
Eagles Cash Grocery, 2322 Douglas St.
Peter Pan Grocery, 2516 Dodge St.
Lippett Market, 2416 Davenport St.
Zemanek Grocery, 1300 W. 4th St.,
Sioux City, Ia.
Thirty Market No. 1, 1401 Center,
Sioux City, Ia.
Thrifty Market No. 2, 423 W. 3rd St.,
Sioux City, Ia.
Levine Brothers, 900 W. 7th St.,
Sioux City, Ia.
Farmers Union Exchange, 3902 Leavenworth
Markesi Grocery, 2652 Dewey Ave.
Roffman's, 2500 Harney St.
Leo's Food Market, 6059 Military
Benson Food Center, 6110 Military
Benson Crest Market, 4433 No. 61st St.
C. S. Ross, 6203 Maple St.
O. P. Skaggs Store, 5419 Military Ave.
O. P. Skaggs Store, 6209 Maple St.
Romeo Grocery, 1002 So. 24th St.
Perelman Grocery, 3552 Leavenworth
Soshniki Grocery, 35th and Jackson
Donovan's Market, 3229 Harney St.
O. P. Skaggs, 3152 Leavenworth
Kecher Brothers, 3564 Farnam St.
Walton's Cash Market 2567 Leavenworth
Landon Court Grocery, 2201 Howard St.
Priesman's Grocery, 607 So. 29th St.
Plotkin Brothers, 2305 Leavenworth
Ralston Super Market, Ralston, Neb.
Tick-tock Store, Papillion, Neb.
Ehlers Market, Papillion, Neb.
Bakers Super Market, Franklin St.,
Bellevue, Neb.
IGA Super Market, Millard, Neb.
A. E. Thomas Grocery, 206 No. 33rd St.,
Council Bluffs, Ia.
Damon's Grocery, 10 No. 37th St.,
Council Bluffs, Ia.
Bellevue Market, 118 West Mission,
Bellevue, Neb.
Joe's Super Market, 3340 W. Broadway,
Council Bluffs, Ia.
Ideal Store, 3000 Ave. B, Council Bluffs, Ia.
Jacobsen Cash Store, Valley, Neb.
Martens & Riley, 1604 N. Clarkson,
Fremont, Neb.
Mac Grocery, 100 West 6th, Fremont, Neb.
Foster Market, Valley, Neb.
Matson's IGA Super Mkt., 4th and Hall St.,
Fremont

WOW-TV FALL AND WINTER SCHEDULE WOW-TV





SUNDAYS	MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS	FRIDAYS	SATURDAYS
<p>(ALL DAY!)</p> <p>2:00 P. M.—Battle Report (NBC)</p> <p>2:30 P. M.—Mrs. Roosevelt (NBC)</p> <p>3:00 P. M.—“Meet the Press” Revere Copper (NBC)</p> <p>3:30 P. M.—“The Zoo Parade” Quaker Oats (NBC)</p> <p>4:00 P. M.—“Gabby Hayes Show” Quaker Oats (NBC)</p> <p>4:30 P. M.—Watch the World (NBC)</p> <p>5:00 P. M.— “HOPALONG CASSIDY” Butter-nut Bread (NBC)</p>  <p>“Hoppy”</p> <p>6:00 P. M.—The Gene Autry Show Brach Candy</p> <p>6:30 P. M.—“Henr-e-e-” and “The Aldrich Family” General Foods (NBC)</p> <p>7:00 P. M.— COLGATE’S GREAT COMEDY HOUR! (NBC) Fred Allen Eddie Cantor Martin and Lewis (alternate weeks) Bob Hope and Bobby Clark Plus (for Frigidaire every fourth week)</p>  <p>Martin Lewis</p> <p>8:00 P. M.— PHILCO TELEVISION PLAYHOUSE (NBC)</p> <p>9:00 P. M.— GARROWAY AT LARGE Congoleum-Nairn (NBC)</p> <p>9:30 P. M.—Charades Nebraska Clothing</p> <p>10:00 P. M.—Circle A. Theater Armstrong Cork (NBC)</p> <p>10:30 P. M.—News of the Week (NBC)</p>	<p>6:00 P. M.—“CAPTAIN VIDEO” (Dumont Network)</p> <p>6:30 P. M.—Roberta Quinlan Mohawk Carpet (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.— ARTHUR GODFREY Lipton (CBS)</p>  <p>Godfrey</p> <p>and his Talent Scouts</p> <p>8:00 P. M.—“LIGHTS OUT” Admiral (NBC)</p> <p>8:30 P. M.—EXTRA SPECIAL! Schubert Musical Comedy P. & G., or, Robert Montgomery Drama Lucky Strike (NBC) (alternate weeks)</p> <p>9:30 P. M.—Rosella John Byrne Jewelry</p> <p>9:45 P. M.—Hansen’s Grass Roots Staley</p> <p>10:00 P. M.—Omar Weather Man</p> <p>10:10 P. M.—Falstaff Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Nebr.-Okla. Football Cudahys, 11/27 only Hands of Mystery (Dumont)</p> <p>11:00 P. M.— BROADWAY OPEN HOUSE Anchor-Hocking (NBC)</p>	<p>6:00 P. M.—“CAPTAIN VIDEO” Johnson Candy (Du.)</p> <p>6:30 P. M.—John Conte’s Van Camp Show (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.— “THE TEXACO STAR THEATER” (NBC) Starring the one and only MILTON BERLE</p>  <p>Berle</p> <p>as “Mister Television”</p> <p>8:00 P. M.— “CALVACADE OF BANDS” Drug Store Products (Du.)</p> <p>9:00 P. M.— OLD GOLD AMATEUR HOUR with TED MACK and CO. (NBC)</p> <p>10:00 P. M.—Omar Weather Man</p> <p>10:10 P. M.—Falstaff Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.— STARS OVER HOLLYWOOD Armour (NBC)</p> <p>11:00 P. M.— BROADWAY OPEN HOUSE Anchor-Hocking (NBC)</p>	<p>6:00 P. M.—“CAPTAIN VIDEO” Skippy (Du.)</p> <p>6:30 P. M.—Roberta Quinlan Mohawk (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.— NBC 4-STAR VARIETY Ed Wynn, Danny Thomas Motorola (NBC)</p> <p>Starring Jimmy Durante</p>  <p>Durante</p> <p>8:00 P. M.— KRAFT TELEVISION THEATER (NBC)</p> <p>9:00 P. M.—Break the Bank Bristol-Myers (NBC)</p> <p>9:30 P. M.—Rosella Commercial Savings & Loan</p> <p>10:00 P. M.—Omar Weather Man</p> <p>10:10 P. M.—Falstaff Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Famous Trials (Du.)</p> <p>11:00 P. M.— BROADWAY OPEN HOUSE Anchor-Hocking (NBC)</p>	<p>6:00 P. M.—“CAPTAIN VIDEO” Johnson Candy (Du.)</p> <p>6:30 P. M.—John Conte’s Van Camp Show (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.—Groucho Marx in “You Bet Your Life” for DeSoto (NBC)</p> <p>7:30 P. M.—“CISCO KID” Butter-nut Bread, 12/5</p> <p>8:00 P. M.— KAY KYSER’S COLLEGE</p> <p>OF MUSICAL KNOWLEDGE Ford (NBC)</p>  <p>Kay Kyser</p> <p>9:00 P. M.—Martin Kane, Private Eye, U. S. Tobacco (Du.)</p> <p>9:30 P. M.—WAYNE KING Standard Oil (NBC)</p> <p>10:00 P. M.—Omar Weather Man</p> <p>10:10 P. M.—Falstaff Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Country Style (Du.)</p> <p>11:00 P. M.— BROADWAY OPEN HOUSE Anchor-Hocking (NBC)</p>	<p>6:00 P. M.—“CAPTAIN VIDEO” (Du.)</p> <p>6:30 P. M.—Roberta Quinlan Mohawk (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.— THE QUIZ KIDS (NBC)</p> <p>with Joe Kelly Miles Lab. (NBC)</p>  <p>Kelly</p> <p>7:30 P. M.—Hold That Camera Esquire Polish (Du.)</p> <p>8:00 P. M.—Arthur Murray Dance Lessons (Du.)</p> <p>8:30 P. M.—Bonnie Maid Varieties (NBC)</p> <p>9:00 P. M.— MADISON SQUARE GARDEN BOXING BOUTS Gillette (NBC)</p> <p>9:45 P. M.—“Greatest Fights” Vaseline (NBC)</p> <p>10:00 P. M.—Omar Weather Man</p> <p>10:10 P. M.—Falstaff Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Plain Clothes Man (Du.)</p> <p>11:00 P. M.— BROADWAY OPEN HOUSE Anchor-Hocking (NBC)</p>	<p>(ALL DAY!)</p> <p>FOOTBALL EVERY SATURDAY</p> <p>THROUGH DECEMBER 2</p> <p>11/4 —Nebraska vs. Missouri</p> <p>11/11—Nebraska vs. Kansas State</p> <p>with Tip Saggau for Cudahys</p>  <p>Tip Saggau</p> <p>11/25—Princeton vs. Dartmouth</p> <p>12/2 —Army vs. Navy Gillette (NBC)</p> <p>4:30 P. M.—Joe DiMaggio Lionel Toys (NBC)</p> <p>4:45 P. M.—Wendy Barrie Alisco (NBC)</p> <p>5:00 P. M.—American Forum (NBC)</p> <p>6:00 P. M.—Hank McCune Peter Paul (NBC)</p> <p>6:30 P. M.— ONE MAN’S FAMILY Manhattan Soap (NBC)</p>  <p>Jack Carter Sid Caesar</p> <p>7:00 P. M.— JACK CARTER SHOW Campbells Soups Whitman Candy Wildroot Johnson Wax</p> <p>8:00 P. M.— SHOW OF SHOWS Sid Caesar and Imogene Coco Snowcrop SOS Scotchtape Benrus Crosley</p> <p>9:30 P. M.— LUCKY STRIKE HIT PARADE (NBC)</p> <p>10:00 P. M.—Falstaff Wrestling from Chicago (Du.)</p>

**WOW-TV
Channel 6**




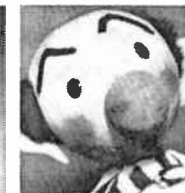
**WOW-TV
Channel 6**

MONDAYS THRU FRIDAYS ... DAYTIME SCHEDULE

2 to 2:30 P. M.—RANSOM SHERMAN NBC VARIETY SHOW	4:30 to 5 P. M.—“HOWDY DOODY”—NBC
2:30 to 3 P. M.—BERT PARKS VARIETY—Mon., Wed., Fri.—NBC	5 to 5:30 P. M.—JOHNNY CARSON—Mon., Wed., Fri. Bob Cahill—Tues., Thurs. 5:15 Tues.—Blackstone Menus; Thurs.—Creighton or Omaha U.
3 to 4:00 P. M.—The KATE SMITH-TED COLLINS SHOW—NBC	5:30 to 6 P. M.—“KUKLA, FRAN and OLLIE”—NBC
4 to 4:30 P. M.—“MARTHA’S KITCHEN” With MARTHA BOHLSSEN	

**Corrected to
Oct. 25, 1950**

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

15 of Top 25 on WOW-TV

Nearly two-thirds of the time during choice evening hours, WOW-TV carried the most popular programs in all television.

October national Hooperatings indicate that WOW carried 15 of the top 25 highest rated shows on the air. More than 14 hours weekly of WOW-TV programming between the hours of 6:45 p.m. and 10 p.m. and from 5 p.m. on Sundays, are occupied by these top-rated shows.

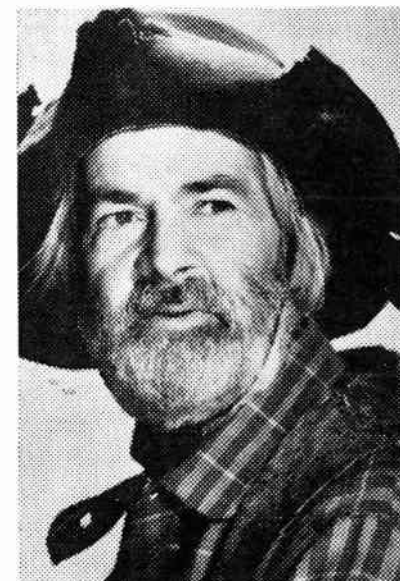
The shows, and their rank in national popularity, are as follows:

- 1st—Milton Berle, Texaco Star Theater
- 3rd—Godfrey's Talent Scouts, Lipton
- 5th—The Philco TV Playhouse
- 6th—Robert Montgomery in Lucky Strike dramas
- 8th—Old Gold Amateur Hour
- 10th—Hopalong Cassidy for Butter-nut Bread.
- 11th—Admiral's "Lights Out"
- 14th—Martin Kane, Private Eye, U. S. Tobacco
- 15th—Colgate Comedy Hour
- 16th—Kay Kyser's Ford Show
- 19th—Procter & Gamble's Musical Comedies
- 20th—Saturday Night Revue
- 21st—Camel News Caravan
- 24th—Lucky Strike Hit Parade

Additionally, WOW-TV carries the highest rated daytime TV show—"Howdy Doody;" and three of the six top-rated Sunday afternoon shows, "Zoo Parade," Gabby Hayes, and "Meet the Press." Many other fine WOW-TV programs are carried in so few cities they have no national ratings.

—WOW-TV—

Tells Tall Tales ...



Spinner of tall tales Sunday afternoons, Gabby Hayes, is fast becoming very popular on WOW-TV. It follows "Zoo Parade" (3:30) at 4 p.m. Both shows are Quaker Oats presentations.

Alors! ...



Matinee Funnybone ticklers new to WOW-TV afternoon (2 to 2:30) audiences include the Ransom Sherman Show (see page 5). Ransom, Nancy Weight, the vocalist, and Joe Bradley are shown above.

—WOW-TV—

Here and There ...

"Battle Report" one of NBC's finest documentary programs has been added to WOW-TV's Sunday afternoon schedule. It will be seen and heard at 2 p.m., Sundays.

Afternoon televiewers will see an audience participation show on the direct NBC network on Tuesdays and Thursdays from 2:30 p.m. to 3 p.m. Program details were not available when this News Tower went to press.

Recent issue of Look Magazine carried a 5-page spread article on the "Show of Shows," heard Saturday nights on NBC-TV, and WOW-TV from 7 p.m. to 9. Stars of the two-hour topnotcher include Sid Caesar, Imogene Coco and Jack Carter.

Champion Steer on WOW-TV

Another great first for television will be chalked up November 28 when the Allis Chalmers Co., will show mid-westerners the judging of the Grand Champion Steer competition at the Chicago International Livestock Show.

The event will be carried on NBC and WOW-TV at 2 p.m.

—WOW-TV—

MODEL CONTEST

WOW-TV viewers will get a chance to vote for "My Favorite Model" on Rosella's show for the John Byrne Jewelry Co., Mondays at 9:30 p.m. Models will be invited to compete and the winner will receive a \$100 Sterling Silver service on Christmas.

Rosella is sponsored at 9:30 p.m., Wednesdays, by the Commercial Savings & Loan Association.

—WOW-TV—

PUSHED INTO FAME

Groucho Marx, star of NBC's "You Bet Your Life" (WOW-TV, 7 p.m., Thursdays), couldn't help but go into show business. His mother played the harp for her German magician father, who owned a travelling troupe. Al Shean, of "Gallagher and Shean" fame, is her brother. Groucho and his brothers were inducted into the mysteries of show business before they were able to walk and today Groucho, at the age of 55, is going stronger than ever on radio and TV.

—WOW-TV—

More(y) Fun ...



Always one of radio's funniest comics, Morey Amsterdam is worth waiting up for on WOW-TV. He's an emcee of "Broadway Open House"—Mondays through Fridays, 11 p.m. to 12, on WOW-TV.

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



Parks, Sherman in Day Spots

45 Direct Net Shows On

WOW-TV this month expands its service to more than 70 hours a week, as it begins the second month of "direct network."

The expansion comes on week-day afternoons with the addition of the great new Bert Parks and Ransom Sherman shows in the 2 p.m. to 3 p.m. slot, Mondays through Fridays.

The addition of these new features brings to 45 the number of direct-network shows on WOW-TV, and increases to 54½ hours the number of direct-network hours on WOW-TV.

The November schedule now includes 116 television programs—45 by direct network; two by television film; six by kinescope recording, and 23 live studio productions—PER WEEK.

The expanded schedule induced thousands of folks in the WOW-TV area to rush to buy sets. The total sets-in-use in the WOW-TV area jumped past the 40,000 mark October 25 and was expected to reach 50,000 by Thanksgiving day.

October highlights in the WOW-TV schedule included the telecasting of the Ak-Sar-Ben Ball (courtesy of Thomas Kilpatrick & Co.), and six full-length football games (Nebraska games courtesy of Cudahys), plus the memorable Gillette-sponsored World Series.

—WOW-TV—

SMALL HUMOR

Dave Garroway (Sunday, 9 p.m., on NBC and WOW-TV) calls his low-pressure chatter, "small humor." This he defines as "the intrinsic funniness of a perfectly normal situation, or the normal humor of a macabre situation." Its function is to make the audience chuckle mildly and retain an impression of being amused.

—WOW-TV—

CBS ON WOW-TV

The Arthur Godfrey "Talent Scouts" program (for Lipton, 7:30 p.m. Mondays on CBS and WOW-TV) is the first CBS regular series ever carried on a Radio Station WOW, Inc., outlet.

Hold Everything! ...



One of TV's loveliest and most talented ladies, Kyle McDonald, is Mistress of Ceremonies on the new "Hold That Camera" (Esquire Boot Polish) show, Fridays, 8 p.m., Dumont, on WOW-TV.

—WOW-TV—

'Freeze' May Not Lift Until June Next Year

Chairman Wayne Coy of the Federal Communications Commission was quoted in trade papers as "hoping" the "freeze" could be lifted by next June. The "freeze" bans licensing of new stations until other FCC work is completed. Industry leaders estimated that there is little likelihood of new stations being authorized until after the ban is lifted.

Two applications for licenses for Omaha stations are on file. If approved a couple of months after the lifting it would probably be some time in mid-1952, at the earliest, before more local stations would be on the air.

—WOW-TV—

BEGIN 4TH YEAR

Congratulations are in order for Burr Tillstrom and his "Kukla, Fran and Ollie" cast. The show began its 4th consecutive year on television October 13. Incidentally, Burr, who has been in TV since 1939, was 33 years old on the same day. The show is sponsored on WOW-TV by RCA and Sealtest.

Matinee Idol! ...



Mebbe you can call him a "matinee idol"—this Bert Parks gent of "Break-the-Bank" fame. Anyway, you can see and hear him from 2:30 to 3, Mondays, Wednesdays and Fridays now on his new General Foods NBC show on WOW-TV.

—WOW-TV—

Wynn in Durante Spot After Clayton's Death

Jimmy Durante's absence from Motorola's "The Four Star Revue," Wednesdays at 7 p.m. on NBC and WOW-TV, is due to the death of his life-long friend and confidante, Lou Clayton. Ed Wynn switched dates and enabled Durante to recuperate from his grief.

—WOW-TV—

THOSE GREAT FIGHTS

The "Great Fights in History" series is scheduled on WOW-TV following the Gillette Boxing matches which start at 9 p.m. If the fights run past 9:45 p.m. the "Great Fights" series (for Vaseline products) will not be carried.

—WOW-TV—

'KANE'S' HAPPY

William (Bill) Gargan, who plays "Martin Kane, Private Eye," (9 p.m. Fridays on NBC and WOW-TV) and his wife Mary have been happily married, and have lived in Hollywood for 21 years.

Sally's Christmas Plan is Set

Tip Saggau...

If I didn't talk about the surprising Nebraska Huskers during this month's session, one would think my mental capacity has slipped a little more than usual. So, let's talk Nebraska football.



Tip Saggau

At the beginning of the 1950 campaign the majority of sports experts throughout the nation picked Nebraska to finish behind Oklahoma, Missouri and Kansas in the Big Seven conference. Your writer liked Nebraska in the

third spot. Perhaps you had your own opinion as to the eventual standings as far as the Huskers were concerned.

Another chance opened with the tie against Indiana followed by a win over the Golden Gophers of Minnesota the following Saturday. Victory starved Husker football fans seemed to sense a return to the days when Nebraska was known throughout the nation as one of the great powers of Midwest football. They had a right to feel that way, but they overlooked one important item—the number of sophomores representing the scarlet and cream on the gridiron.

I don't mean to take anything away from the first-year men on the team, but they are bound to make mistakes due to lack of seasoning.

The Colorado game was a tough game to lose, because it was against a conference opponent, but it could be that the game will make the kids on the team realize that in this day and age there is no such thing as a soft touch on Saturday afternoon on a football field.

—wow—

Grass Roots...

We got so much publicity on WOW Calling from our last column . . . the essay about the cow, that we are tempted to write one this time on "Why you can teach a hog to walk a tight rope." But we fear that with too much humor, continuity writer Bill O'Hollaren might suspect that we are encroaching on his ground.

Then too, if we turn comic, Johnny Carson might have his feelings hurt.

We didn't realize that there was such a story behind the changes in farming until



Mal Hansen

Rev. R. R. Brown...

Emergency — urgency — crisis — perilous times — dangerous situations! These words and expressions are not only heard on the radio, the street, but they are head-lined daily in the press. The result, a state of uncertainty and jitteriness. Political leaders, educators, scientists and commentators are making alarming predictions about the future. From their conclusions, it would seem as though free government and free enterprise which have brought America to the position we now occupy are definitely doomed unless we are able to defend ourselves. All of these add up to the fact that the United States has now become a great military nation.

All of this is the consequence of a world being exposed to the ever-threatening danger of a self-constituted totalitarian group in one nation dominated by a lust for world power. We, in our fair land, must resist and become articulate against too much government control, as well as reckless spending and waste. This government must not fall into the hands of minorities, but continue to be the government "of the people and for the people." Finally, our greatest need is internal. Recently a minister said, "We are more concerned about saving our skins than we are about our sins." America needs to repent and put God and morality in the center of its life.

• • •

I want to thank Radio Station WOW and all the radio stations for the help they gave in making the Spiritual Life Rally at which Billy Graham spoke a great success. It was estimated to be the largest crowd ever to be in the Ak-Sar-Ben Coliseum. There were over 12,000 people with at least 2,000 turned away. Tune in Sunday morning at 8:30 for WOW's Chapel Service.

we listened to Bruce Russell, agricultural chairman for the Omaha Chamber of Commerce, speak this week.

Bruce unrolled a story of facts and figures that brings home the modernization of farming practices. He started by saying that in 1850, animals contributed 79 per cent of the farm labor energy . . . humans 15 per cent. But this year . . . farm machines will do 92 per cent of the farm work.

Bruce points to Illinois figures which show that in 1920, just 30

Happy Holiday For the Shut-ins

KNOCK . . . KNOCK!
MAY I COME IN?

Hi, Neighbors. When November comes along with frost upon the pumpkin and the corn all picked it is high time to "talk turkey," as 'tis said. I believe all of our shut-ins are getting the News Tower so my letter will explain about our Christmas activities this year.

The former plan for the holidays was far too strenuous so I had to find a way to make our people happy without putting myself on the shelf and I think everyone will have a happy time.

If every old and new friend in radio-land will send for the name of a shut-in the name will be sent to you, in order, from the list giving age and birth date, but it will not be possible for me to reply giving information other than the name for the incidental correspondence would be too heavy for me to handle.

Quite a few requests have come in for names and I hope you will not put off this extra package until you become chin deep in the holiday rush and then forget the shut-in. May I suggest that you send for your name and get the shut-in's package ready and wrapped before you start in on your personal list?

There are now 90 members on our list. When all the shut-ins have been adopted for a gift I will start over at the first of the list and hope every one will receive two or more packages and plenty of pretty cards.

If you have never added a name to your Christmas list, try it this year for you will be happier knowing you have helped someone else be happy too.

You know I visit your house every Saturday at 8 and for a half hour on Sunday morning at 7. Gene and I are making lots of new and wonderful friends at that time.

Well, 'bye for now.

YOUR AUNT SALLY.



Aunt Sally

RADIO WOW'S FALL-WINTER DAYTIME SCHEDULE

5:30 A. M.—Five-Thirty Call—Early morning music to help you start the day right.....	Daily ex. Sun.	11:45 A. M.—Your Melody Time—Late morning melodies.....	Mon. thru Fri.
5:40 A. M.—Slim Everhart—Carter's Little Liver Pills.....	Mon., Wed.	Polka Parade—Lively tunes.....	Sat.
5:55 A. M.—Weather Report—Get your advance information.....	Daily ex. Sun.	Treasury Salute.....	Sun.
6:00 A. M.—Sunrise News Tower—All the latest happenings in detail.....	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.
6:15 A. M.—Welcome to the West—Slim Everhart sings.....	Daily ex. Sun.	WOW News Tower—A complete 15 minute news coverage.....	Sun.
6:30 A. M.—WOW Farm Service Reporter—Mal Hansen brings latest farm and market news, interviews, agricultural reports and regional news for Pioneer Hybred Seed Corn and Walnut Grove Mineral Products.....	Daily ex. Sun.	12:15 P. M.—Great Stories About Corn—Everett Mitchell and Funk's G. Hybred Seed Corn bring you this show.....	Sun.
Sunday Serenade—Mood music.....	Sun.	12:30 P. M.—WOW Calling—A happy half hour of real entertainment for Folger's Coffee and Nutrena.....	Mon. thru Sat.
7:00 A. M.—Network News—Alex Dreier for Skelly Oil.....	Mon. thru Fri.	Your University Speaks—University of Nebraska.....	Sun.
This Farming Business—Lloyd Burlingham for Skelly Oil.....	Sat.	12:45 P. M.—The Music Room—Schmoller & Mueller.....	Sun.
Sunday with Sally—Don't miss Aunt Sally.....	Sun.	1:00 P. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup.....	Mon. thru Fri.
7:15 A. M.—Breakfast Bandstand—Gene Edwards with recorded music you'll like.....	Mon. thru Sat.	National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers.....	Sat.
7:30 A. M.—WOW New Tower—Merrill Workhoven.....	Daily ex. Sun.	Living—1950—A stirring documentary show.....	Sun.
Revival Hour—Gospel Broadcasting Association.....	Sun.	1:30 P. M.—Ma Perkins—Oxydol's long time favorite.....	Mon. thru Fri.
7:45 A. M.—Morning Merry-Go-Round—Lively music.....	Mon. thru Sat.	Voices and Events.....	Sun.
8:00 A. M.—Breakfast Club—Don McNeil and Co. for General Mills.....	Mon. thru Fri.	U. S. Army Band.....	Sat.
Aunt Sally—Her program helps to brighten many lives.....	Sat.	1:45 P. M.—Judy and Jane—Folger's Coffee.....	Mon. thru Fri.
8:15 A. M.—John Carson Show—Johnny's early morning show.....	Mon. thru Sat.	Football—All nine University of Nebraska games plus big NBC games.....	Sat.
8:30 A. M.—John Carson Show—A half-hour of music and fun.....	Mon. thru Sat.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.....	Mon. thru Fri.
Chapel Service—Dr. R. R. Brown.....	Sun.	Football with Tip Saggau except NBC games.....	Sat.
8:45 A. M.—Elaine Jabenis Scrapbook—Crestwood Shops.....	Sat.	Dimension X.....	Sun.
9:00 A. M.—Welcome Travelers—Tommy Bartlett with a great show.....	Mon. thru Fri.	2:15 P. M.—Road of Life—Interesting to follow—Oxydol.....	Mon. thru Fri.
Mind Your Manners.....	Sat.	2:30 P. M.—Pepper Young's Family—You'll like them—P. & G.....	Mon. thru Fri.
9:30 A. M.—Double or Nothing—The popular quiz show with Walter O'Keefe emceeing for Campbells Soup.....	Mon. thru Fri.	Quiz Kids—Miles Laboratories presents these youthful mental giants in an entertaining show.....	Sat.
Mary Lee Taylor for Pet Milk.....	Sat.	2:45 P. M.—Right to Happiness—Everyone's right—P. & G.....	Mon. thru Fri.
Art of Living.....	Sun.	3:00 P. M.—Backstage Wife—Sterling Products.....	Mon. thru Fri.
9:45 A. M.—From the Master's Pen.....	Sun.	Treasury Salute.....	Sun.
10:00 A. M.—Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker.....	Mon. thru Sat.	3:15 P. M.—Stella Dallas—A moving story—Sterling Products.....	Mon. thru Fri.
WOW News Tower—All the latest news.....	Sun.	Easy Listening.....	Sun.
10:15 A. M.—U. S. Navy Show—Stirring music.....	Sun.	3:30 P. M.—Lorenzo Jones—Presented by Drefl.....	Mon. thru Fri.
10:30 A. M.—Jack Berch Show—Jack sings songs in a style you'll always enjoy—Prudential Insurance Co.....	Mon. thru Fri.	WOW News Tower—Hubinger Liquid Starch.....	Sun.
Smilin' Ed McConnell—Brown Shoes.....	Sat.	3:45 P. M.—Young Widder Brown—Sterling Products.....	Mon. thru Fri.
U. N. Is My Beat.....	Sun.	World's Best Seller—Nebraska Savings & Loan.....	Sun.
10:45 A. M.—David Harum—Babo presents this show.....	Mon. thru Fri.	4:00 P. M.—When a Girl Marries—General Foods.....	Mon. thru Fri.
Solitaire Time—Another Campana presentation.....	Sun.	Dangerous Assignment—Starring Brian Donlevy.....	Sun.
11:00 A. M.—Live Like a Millionaire—You'll enjoy hearing the contestants in action—General Mills.....	Mon. thru Fri.	4:15 P. M.—Portia Faces Life—General Foods.....	Mon. thru Fri.
Homemakers Club of the Air—Omaha Public Power sponsors Marion MacDonald with household hints.....	Sat.	4:30 P. M.—Just Plain Bill—Anacin.....	Mon. thru Fri.
American Forum of the Air.....	Sun.	Music in the Morgan Manner.....	Sat.
11:30 A. M.—We Love and Learn—Manhattan Soap.....	Mon. thru Sat.	Charlie Wild, Private Eye—Wildroot.....	Sun.
Music in Three-Quarter Time.....	Sat.	4:45 P. M.—Front Page Farrell—Whitehall Pharmica.....	Mon. thru Fri.
Eternal Light.....	Sun.	5:00 P. M.—Guiding Light—Sponsored by Duz.....	Mon. thru Fri.
		Public Affairs.....	Sat.
		"The Big Show"—One and a half hours of the best in radio with Cantor, Hope, Allen, Marx, Durante, Como.....	Sun.
		5:15 P. M.—Lean Back 'n' Listen.....	Mon. thru Fri.
		Football Scoreboard—John Opitz Chevrolet.....	Sat.

5,000 Watts

WOW'S FALL WINTER NIGHT SCHEDULE

590 Kc.

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 30	THE BIG SHOW A full hour and a half of the nation's brightest stars—Allen, Durante, Hope, Cantor, Bankhead, Marx, Brice, Wilson, Shore, Daley, MacRae, Como—every week different	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News
5 55		SPORTS NEWS Falstaff Beer	SPORTS NEWS McFayden Ford	SPORTS NEWS Falstaff Beer	SPORTS NEWS McFayden Ford	SPORTS NEWS Falstaff Beer	SPORTS NEWS McFayden Ford
6 00		590 MELODY LANE recordings with Gene Edward	FALSTAFF SERENADE music for Falstaff	590 MELODY LANE recordings with Gene Edward	FALSTAFF SERENADE music for Falstaff	590 MELODY LANE recordings with Gene Edward	PUBLIC SERVICE PRESENTATION
6 15			MUSIC BY MARTIN Need we say more?		MUSIC BY MARTIN Need we say more?		MUSIC BY MARTIN Need we say more?
6 30	THE PHIL HARRIS-ALICE FAYE SHOW A real treat in comedy and music	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	ALBUM TIME —Recorded music you're sure to enjoy
6 45		ONE MAN'S FAMILY Tabacin	ONE MAN'S FAMILY Tabacin	ONE MAN'S FAMILY Tabacin	ONE MAN'S FAMILY Tabacin	ONE MAN'S FAMILY Tabacin	
7 00	TALES OF THE TEXAS RANGERS Joel McCrea stars in authentic stories	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	CAVALCADE OF AMERICA Famous stars in equally famous plays for DuPont	THE HALLS OF IVY Mr. and Mrs. Ronald Coleman in stories of college life	THE ALDRICH FAMILY Family comedy starring Ezra Stone as Henry General Foods	NERO WOLFE Sidney Greenstreet stars as the famous detective	CASS DALEY SHOW Cass has laughs for the whole family
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	BABY SNOOKS SHOW Fannie Brice and Hanley Stafford with comedy for Tums	THE GREAT GILDERSLEEVE Family comedy as "Gildy" blusters through life	FATHER KNOWS BEST Robert Young has his hands full as "Father" General Foods	MAN CALLED X Herbert Marshall is the man of mystery and enemy of crime	HEDDA HOPPER This famous Hollywood reporter presents a half-hour of filmland's latest news
8 00		TELEPHONE HOUR Donald Voorhes with Bell Symphonic Orchestra and guest singers	THE BOB HOPE SHOW Chesterfield brings you this favorite comic	YOU BET YOUR LIFE Grocho Marx is at his witty best with contestants	DRAGNET Stories based on cases from L. A. police files Fatima Cigarettes	NIGHT BEAT Reporter Randy Stone finds many interesting things on his beat	YOUR HIT PARADE Hear the top tunes of the week Lucky Strike Cigarettes
8 30	AMERICAN ALBUM OF FAMILIAR MUSIC The nation's all-time favorite tunes—Bayer Aspirin	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartette	FIBBER MCGEE AND MOLLY Pet Milk takes you to 79 Wistful Vista for laughs	MR. DISTRICT ATTORNEY Crime doesn't pay with the D.A. at hand—Bristol-Myers	FIRST PIANO QUARTETTE —Adam Garner, George Robert, Frank Mittler and Ed Edson	DAVID HARDING COUNTERSPY hear this famous organization protect our nation's secrets	A DAY IN THE LIFE OF DENNIS DAY Music and fun for Colgate
9 00	\$64 QUESTION Jack Par encies this interesting quiz program for RCA	NBC SYMPHONY Climaxing an evening of the best in music This great musical organization under the baton of Arturo Toscanini	BIG TOWN Stories of a crusading newspaper editor Lifebouy Soap	THE BIG STORY Tales of exciting stories by the newsmen who covered them—Pall Malls	NBC THEATRE Lovers of the theatre won't want to miss hearing the famous plays to be presented on this star-studded program	LIFE OF RILEY Family comedy for Pabst Blue Ribbon Beer	THE JUDY CANOVA SHOW Fun with Judy and her friends for Colgate
9 30	MEET ME IN ST. LOUIS Peggy Ann Garner stars in this family situation comedy		PEOPLE ARE FUNNY Art Linkletter arranges hilarious situations Raleigh Cigarettes	RICHARD DIAMOND—PRIVATE DETECTIVE Dick Powell stars as a top-notch sleuth—Rexall		SPORTS NEWSREEL ON THE AIR with Bill Stern 9:45—UNITED NATIONS	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
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	BEHIND HEADLINES with John T. Flynn	SPORTS—TIP SAGGAU Nebraska Clothing	SPORTS—TIP SAGGAU Nebraska Clothing	SPORTS—TIP SAGGAU Nebraska Clothing	SPORTS—TIP SAGGAU Nebraska Clothing	SPORTS—TIP SAGGAU Nebraska Clothing	SPORTS—TIP SAGGAU Nebraska Clothing
10 30	THE CATHOLIC HOUR Begins its 21st year in this new time spot	DIAL DAVE GARROWAY Dial Soap	DIAL DAVE GARROWAY Dial Soap	DIAL DAVE GARROWAY Dial Soap	DIAL DAVE GARROWAY Dial Soap	DIAL DAVE GARROWAY Dial Soap	HOTEL ROOSEVELT ORCH. Music for dancing
10 45		NOCTURNE Mood Music	NOCTURNE Mood Music	NOCTURNE Mood Music	NOCTURNE Mood Music	NOCTURNE Mood Music	WILD LIFE ROUNDUP For the outdoorsman
11 00	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY
11 05	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy
11 55	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY

WOW News Sets New Record

All-Time High in Area Coverage

A remarkable increase in the number of local and regional news stories carried on WOW is shown by news department figures just re-



Harold Baker

leased for the first three-quarters of 1950.

In spite of the fact that WOW's top-rated news broadcasts carried the tremendous total of 21,255 local and regional stories during the first three-quarters of 1949, the same period this year saw an increase of 6,117 local and regional stories to bring the grand total to a spectacular 27,372.

WOW's top notch news staff is aware of the importance placed on local and regional news by WOW-Land listeners. Without in any way neglecting the always important national and international news items News Director Harold Baker and his staff of news experts are continually striving to bring WOW's listeners everything of interest in a local and regional nature. That they have been eminently successful has been proven by the statistics just released and even more positively by the ever increasing audience enjoyed by WOW news broadcasts.

A grand total of 58,519 stories of all types were carried on WOW news broadcasts through September of this year. This is an increase of 1,930 over last year.

-wow-

Judy Canova (WOW, 9 p.m., Saturdays) says she has a photographic memory. "My brain is just like a negative—all it needs is developing."

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.

Legion Auxiliary Honors Two Programs

The WOW programs "The Telephone Hour" (Mondays, 8 p.m.) and "Cavalcade of America" (Tuesdays, 7 p.m.) have been selected by the American Legion Auxiliary, in a vote by almost 1,000,000 members, as meeting "The highest cultural and educational standards on any network today."

The certificates of award were presented at the organization's annual convention in Los Angeles last month.

-wow-

Poor Norma—All That Practice Gone to Waste

Norma Jean Nilsson, who plays Kathy in NBC's "Father Knows Best" (WOW, 7:30 p.m., Thursdays), got a chance to brush up on her ukulele playing during a recent rehearsal for the family comedy program. The program being rehearsed contained two interludes in which the Anderson children drove their father (played by Robert Young) to the point of distraction by playing "Polly Wolly Doodle" on the uke.

Norma Jean brought in her uke for the rehearsal and strummed happily away with all the ease of a Hawaiian princess. However, came time for the broadcast, Norma had to lay down her uke and give the job to a professional musician. Reason: actress Norma Jean doesn't belong to the right union.

-wow-

Mr. Sports ...



"This is Bill Stern . . ." Sports lovers all over America know that those words are an introduction to a top sports event or story. Hear him on the Colgate "Sports Newsreel on the Air," Fridays at 9:30 p.m. on WOW.

Lucky Henry ...



Lovely Jean Gillespie plays Kathleen, girl friend of busy bumbling Henry himself on "The Aldrich Family." The General Foods sponsored show is heard on WOW at 7 p.m. on Thursdays.

-wow-

Fibber Said it, But Can You—Out Loud?

That famed See-lebrity, Fibber McGee, of Pet Milk's "Fibber McGee and Molly" has come up with an idea for winter planting. Let Fibber tell it:

"I had a great idea recently for growing seaweed on land and sprinkling it with salt water. I figured that weeds are so full of seed that seaweed seed—being fuller of weed seeds than plain weeds, oughta succeed where plain weed seed would recede. Well, sir, we divided the yard up between weeds and seaweeds—and, not being by the seaside, we hadda decide which side we'd seed with weed seeds, and which side we'd seed with seaweed seed—see? We decided to sow the south side with seaweed seed, and we thought the west side was the best side to re-seed with weed seed. Because the weed seed we'd seen was the seaweed seed. So, between sowing and seeding and seeing the weed seed recede in front of the seaweed, we tore the whole thing up and planted tulips!"

You can hear Fibber and Molly every Tuesday at 8:30 p.m. on WOW.

-wow-

Digger O'Dell on WOW's "The Life of Riley" 9 p.m., Fridays) says: "My oldest boy, Clay, is working for me. I'm teaching him self reliance. I bring in the orders and he carries them out."

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WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 14, No. 11

OMAHA, NEBRASKA, AUGUST 1, 1950

Published Monthly

☆ 80 HOURS A WEEK OF FINE TV PROGRAMS! — PAGE 7 ☆

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 14, No. 12

OMAHA, NEBRASKA, SEPTEMBER 1, 1950

Published Monthly

Radio, TV Fall Schedules Set

Frank P. Fogarty Named WOW General Manager

Frank P. Fogarty, prominent Omaha business and civic leader, has been named General Manager of Radio Station WOW, Inc., by the corporation's Board of Directors.

The announcement of Mr. Fogarty's appointment was made by Francis P. Matthews, President of Radio Station WOW, Inc.

At the same time Mr. Matthews announced that Lyle DeMoss has been named Assistant General Manager. Mr. DeMoss has been Acting General Manager since the death of John J. Gillin, Jr., last month.

Mr. Fogarty, a native of Omaha and close personal friend of the late Mr. Gillin, resigned his post as vice president of the Paxton & Gallagher Co. to become WOW's new General Manager.

Mr. Fogarty received his early education in Omaha schools, and attended Creighton University where he was awarded a Bachelor of Arts degree.

Shortly after his graduation he was named director of public relations and alumni activities for Creighton. He left this post to accept the position of manager of the convention and publicity bureau of the Omaha Chamber of Commerce.

A few years later he was named general manager of the Omaha Chamber of Commerce and in this position broadened his circle of business acquaintances and friends throughout the country.

In 1944 Mr. Fogarty left the Chamber to accept the position of vice president of the Paxton & Gallagher Co., one of the midwest's leading wholesalers and a pioneer Omaha concern.

Mr. Fogarty is well known for the great deal of time which he devotes to civic and charitable activities.

One of the most recent and noteworthy of these activities was the highly successful "Lights On" cancer fund campaign which was carried on under Mr. Fogarty's direction. This well organized and highly intensified effort collected more money in one evening than any such previous campaign had done over a period of weeks.

Mr. and Mrs. Fogarty have three children, two boys and a girl. The family lives at 4914 Webster Street in Omaha.



Frank P. Fogarty, a native of Omaha and close personal friend of the late John J. Gillin, Jr., has been named General Manager of Radio Station WOW, Inc.

Direct TV Net On September 30

September is going to bring to WOW-Land one of the most powerful lineups of really important events to occur in any given month in the history of the station. To better understand what we mean you would have to take a look at our complete September calendar.

However, in order that you can get some idea of the schedule of September happenings, let's have a brief look at a partial list of the big events slated for the big WOW family during September.

September 6—September's share of the big fall line-up of returning NBC and WOW favorites begins with the return of "The Great Gildersleeve" (see pages 4 and 5).

September 5—"WOW Calling" adds the second of its new sponsors, and a timely addition it is as the program celebrates its third birthday during the first week in September (see page 2).

September 30—Tip Saggau and the Cudahy Packing Co. bring you the first of their fall season presentation of ALL of the University of Nebraska football games in both radio and television (see below).

September 30—Completion of the micro-wave relay system giving WOW-TV viewers the best in video entertainment AS IT HAPPENS (see TV section).

Cudahy to Sponsor Football

The Cudahy Packing Co. is throwing a big "we're glad to be back" party for WOW and WOW-TV listeners and viewers beginning September 30.

The party will be held in weekly phases. Tip Saggau will be master of ceremonies and the University of Nebraska football team and its opponents will supply the entertainment.

The best thing about this party is that you won't have to be dressed up or even leave the comfort of your own home to attend.

Yes, the Cudahy Packing Co., founded in Omaha in 1890, has moved its headquarters back to Omaha and the heart of the midwest after nearly a 40-year absence. The move coincides with the company's 60th anniversary.

The Cudahy people are really and sincerely glad to have their headquarters back in this area. In order to have the folks in this region help them celebrate they are sponsoring

(Continued on page 2)



Tip Saggau gets a briefing in the location of Cudahy's 13 plants from F. W. Hoffman, president of the Cudahy Packing Co.



DISCUSSION—Theodore Granik regularly taps the nation's leading legislators and other public figures for his "American Forum of the Air" Sundays on WOW at 11 a.m. The program has been a radio feature for 22 years. Producer of this open-discussion series is Betty Penuel pictured above with Granik.



COMEDY—Ed Gardner plays "Archie" in the half-hour laugh riot "Duffy's Tavern" each Thursday at 8:30 p.m. Blatz Beer sponsors.

Music, Drama and Comedy Take the Summer Spotlight

Music, comedy, drama, and a variety of other types of programs share the summer spotlight on NBC and WOW.

On the music side of the ledger there is a whole evening of melody and song awaiting listeners every Monday night. At 7 o'clock, "The Railroad Hour" summer show train goes chugging back through the years for musical hits of bygone days. "Voice of Firestone" at 7:30 offers the music of Howard Barlow and the orchestra plus a guest vocalist from opera or concert stage. "Telephone Hour" follows a similar format at 8 o'clock with the orchestra conducted by Donald Voor-

hees. At 8:30, Paul Lavallo directs the Cities Service "Band of America" in a program of spirited music.

Comedy comes in several packages. Tuesday nights at 8 o'clock its Penny Singleton in her own show about a widow and her young family. Thursdays feature the "Cass Daley Show" at 8 p.m., Blatz Beer's "Duffy's Tavern" at 8:30, and Sara Berner in a comedy whodunit, "Sara's Private Caper."

Drama with mystery and intrigue fills many a summer radio hour. Editor Steve Wilson and his reporter Lorelei Kilbourne track criminals on "Big Town" each Tuesday night at 9 for Lever Brothers.

Wednesday is the big night of adventure. Wheaties offer "Dangerous Assignment" at 7; "The Falcon" solves a puzzle at 7:30; Bristol-Myers sponsors the exciting "Mr. District Attorney" at 8:30. At 9 o'clock, "Big Story" dramatizes a true crime case for Pall Mall Cigarettes. Then at 9:30 Rexall Drug Company presents Dick Powell as "Richard Diamond, Private Detective."

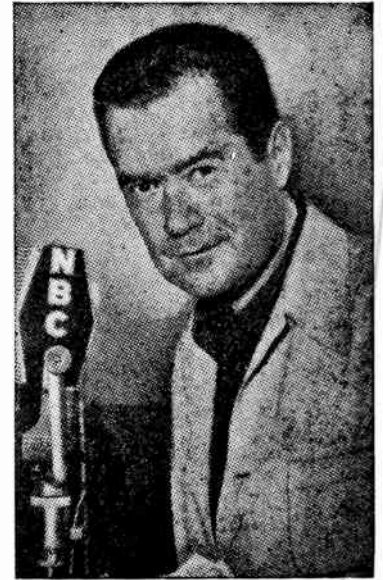
The quiz type show is a favorite too. On Sunday nights it's "Take It or Leave It" at 9 with Eversharp's emcee Jack Paar. Tuesdays, quotemaster Bob Trout hurls quotes of the week at a panel of guest experts.



ADVENTURE—Charles Boyer portrays a gay rogue who usually falls in love with his intended victims. It's "Presenting, Charles Boyer" Tuesday nights.



MUSIC—Lovely Paulena Carter is the young pianist whose nimble fingers display keyboard artistry on Falstaff's "Meredith Willson Show."



MYSTERY—Frank Lovejoy stars as newsman Randy Stone on "Nightbeat" Mondays at 9 p.m. The series is one of Wheaties "Big Parade" programs.

4

WOW NEWS TOWER

5,000 WATTS

TIME	MONI
5 30	4-BELL NEW
5 55	SPORTS
6 00	ONE MAN'S Tab
6 15	NEWS—AI
6 30	59 MELODY
7 00	RAILROAD
7 30	VOICE OF F CONC
8 00	TELEPHOP Bell Tel
8 30	BAND OF Cities S
9 00	NIGHT
9 30	FIRST I QUAR
10 00	45 WOW NEW
10 15	SPORTS—N
10 30	DAVE GAF SHOW
10 45	NOCTI
11 00	NEW

5:30 A. M.	Five-thirty C
5:40 A. M.	Slim Eberha
5:55 A. M.	Weather Rel
6:00 A. M.	Sunrise New
6:15 A. M.	Welcome to
6:30 A. M.	WOW Farm Walnut Gr
	Sunday Sere Garst & T
7:00 A. M.	Alex Dreier
	L. Burlingh
7:15 A. M.	Breakfast B
7:30 A. M.	WOW New
7:45 A. M.	Revival Hou
8:00 A. M.	Morning Me
	Breakfast Cl
8:15 A. M.	Aunt Sally
	John Carsor
8:30 A. M.	Pot Luck...
	John Carson
8:45 A. M.	Chapel Servi
9:00 A. M.	E. Jabenis
9:30 A. M.	Welcome, T
	Double or B
	Mary Lee T
9:45 A. M.	Art of Livir
10:00 A. M.	Morning Sei
	Martha's C
	WOW New

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