

SEE PAGES 5-9 FOR LATEST TELEVISION NEWS

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 15, No. 11

OMAHA, NEBRASKA, AUGUST 1, 1951

Published Monthly

New WOW Baseball Tour Set

July Trip Is Postponed

WOW Aids Flood Communications

The flood-disrupted communications system in and around Topeka, Kans., got an assist from WOW during the devastating floods of mid-July.

Station WREN, Topeka, received a broadcast relay transmitter from WOW during the height of the flood. The equipment was used for mobile communication to expedite the tremendous job of rescue and rehabilitation that was rendered more difficult by the lack of communication.

A special Civil Air Patrol plane was flown to Omaha from Topeka to pick up the transmitter. Chief Engineer Bill Kotera handled the arrangements for WOW.

—WOW—

FUNK'S 'FARM STORY'

"Today's Farm Story" is the title of a new, five-minute agricultural program being carried each Tuesday, Thursday and Saturday morning on WOW at 6:25 a.m.

Sponsored by Funk's G Hybrid Seed Corn the program will feature Everett Mitchell and WOW's Ray Olsen. Ray will give about two minutes of local agricultural information while Everett will fill out the remaining time with farm data on the national scene.

—WOW—

NEW AGENCY

General Manager Frank P. Fogarty of Radio Station WOW, Inc., announced on July 24 the appointment of Beaumont & Hohman, Inc., advertising agency for its stations WOW, and WOW-TV.

The appointment is effective August 1.

Beaumont & Hohman offices in Omaha are at 636 Insurance Building, and John Mayo is in charge of the local office.

The Radio Station WOW, Inc., account will continue to be handled by Cole Marsh & Associates through the close of business on July 31.

—WOW—

TEXAS BROADCAST

"Live Like a Millionaire" will be broadcast from the famous Shamrock Hotel in Houston, Tex., for one week beginning on August 6.

Sweet Eloise...



Lovely Eloise McElhone presides over the RCA Victor "Musical Merry-Go-Round" each Saturday night at 7 on WOW.

—WOW—

WOW CHOSEN AGAIN!

The U. S. State Department's Voice of America has again turned to WOW for assistance in making one of its international broadcasts.

Farm Service Director Mal Hansen was recently asked by the Voice of America to conduct interviews with two local grocers for a broadcast to foreign countries.

The grocers interviewed at WOW's mike were Frank Bosanek, an independent grocer whose place of business is 5140 South 24th Street in Omaha and Sam Garafalo, a store supervisor for the Hinky-Dinky System.

The theme of the broadcasts was built around the plentiful and well-balanced diet enjoyed by the average American as well as the opportunities offered by the grocery business in the United States.

—WOW—

POPULAR OFFER!

More than 1,100 requests for a free house-plant booklet, prepared by the University of Nebraska Extension Service, have been received thus far by WOW!

Mal Hansen started it all by announcing the availability of the booklet on his 6:30 a.m. "Farm Service Reporter" program.

WOW's sports department is not to be outdone by mother nature and promptly came up with a new and better baseball tour when the July 28-29 tour became a casualty of the Missouri-Illinois flood conditions.

In place of the cancelled tour WOW has set up a top-notch tour to Chicago on August 25-26 on which fans will see the Chicago White Sox play the Boston Red Sox on Saturday afternoon, and a doubleheader between the White Sox and the New York Yankees on Sunday afternoon.

Only about 75 new reservations can be accepted for the Chicago tour, August 25-26, because tickets for the three "hot" ball games are scarce, and limited. Reservations will be accepted on a first-come-first-served basis, when accompanied by a \$10 down payment, or payment in full. Send reservations to Jack Payne, WOW Sports Director, Insurance Building, Omaha 2, Neb.

Sports Director Jack Payne pointed out that the change in schedules will result in a better trip and bigger bargain for the fans. A lake shore hotel room will be provided on Saturday night, which will be free so that our members can enjoy the thousands of entertainment highlights that Chicago offers. Cost of the Chicago tour will be the same as the cancelled trip—\$62.50 in coaches, slightly higher in Pullmans.

Reservations made for the St. Louis-Chicago tour were transferred to the Chicago Tour and about 75 new applications can be accepted.

The Chicago Tour will leave Omaha at 10:30 p.m. on Friday night, August 24. Air-conditioned, reclining-seat chair cars will be provided for coach passengers, and pillows will be available.

Chicago arrival is set for 8:55 a.m. (Chicago time). Trip members will be taken immediately to the Lake Michigan docks and given a two-hour ride on Lake

(Continued on page 9)

Some Of Your P & G Favorites

Ten Big Shows Every Week Day

Each week-day hundreds of thousands of WOW-Land listeners are the guests of Procter & Gamble for 180 minutes.

Ten quarter-hour and one half-hour shows provide entertainment that has proven immensely popular with the vast daytime audience in WOW-Land.

TOMMY BARTLETT



Top names in the radio world are found in the casts of the various P. & G. sponsored programs.

Liberal portions of variety, drama, and comedy are contained in the schedule of P. & G. sponsored shows heard on WOW.

Welcome Travelers

Tops in its field is the famous "Welcome Travelers" program starring Tommy Bartlett which is heard each week-day morning at 9 on WOW. Tommy's interviews with famous celebrities and just plain citizens as they pause in their travels provide the listener with many a chuckle as well as an occasional tug at the heart-strings.

Ma Perkins

Procter & Gamble's afternoon serial schedule leads off with lovable "Ma Perkins" for Oxydol at 1:30 on WOW. "Ma's" unselfish work to assure all of life's benefits for her family and friends provides an inspiring story.

Life Can Be Beautiful

At 2 Papa David and his bookstore provides a soothing refuge for lovely Chichi and others on Tide sponsored "Life Can Be Beautiful."

Road of Life

How much does Dr. Jim Brent owe to medicine and how much does he owe to himself? That's one of the problems which he faces as he travels the "Road of Life." It's sponsored by Crisco at 2:15.

TERI KEANE . . . plays Chichi



Pepper Young's Family

A look into the life of the family down the street is mirrored in the daily happenings on the Camay sponsored "Pepper Young's Family" each week-day at 2:30 on WOW. The true-to-life happenings of this typical, modern family provide interesting listening.

Right to Happiness

Does everyone have a "Right to Happiness?" Carolyn believes so, but that happiness seems increasingly distant when the willful and unscrupulous Annette Thorpe presses her selfish campaign to rob Carolyn of that happiness. Ivory Soap sponsors this program at 2:45.

Backstage Wife

The problems that face a "Backstage Wife" are multiplied by the glitter and glamour of the New York stage. Mary Noble's attempts

MARY NOBLE



to solve these problems provide absorbing listening at 3 on Dreft sponsored "Backstage Wife."

Although considered to be an impractical dreamer by most of his friends "Lorenzo Jones" continues to try for that one invention that will bring riches for his wife Belle and himself. For wholesome chuckles hear Dreft sponsored "Lorenzo Jones" at 4:30.

Procter & Gamble's daytime programming ends each week-day at 5 on a fitting note with the Duz sponsored "Guiding Light."

Meet Perry Mason

"Perry Mason-Detective" is the latest addition to your big family of Procter & Gamble sponsored day-time shows.

Personable John Larkin plays the title role of Perry Mason, lawyer-detective who combines his knowledge of law and the criminal mind to form a bulwark against the lawless.



John Larkin
Perry Mason

Mason is assisted in his work by Della Street, his secretary-assistant. Lovely Joan Alexander plays this role (see page 3).

When you hear "Perry Mason-Detective" each week-day at 11:30 a.m. on WOW you'll be hearing one of fiction's greatest sleuths—a creation of Earl Stanley Gardner.

-WOW-

Grass Roots...

WOW Farm Service Reporter

This will be short and, at least to me, sweet, because I am beginning a vacation just as soon as I finish this column.

It will be one of those "No definite plans" type of things with one exception—I'm going to take a lot of pictures.



Mal Hansen

I'll be using a Polaroid Land Camera, complete with flash attachment and carrying case. The whole outfit is a pre-vacation gift from my good friend and sponsor E. A. Kelloway of the Walnut Grove Products Company, and I can't think of a nicer present for a guy about to begin a vacation. Needless to say the whole Hansen family is very grateful to Mr. Kelloway and if we don't come back with an album-full of photos it certainly will not be his fault.

That's all for now except a reminder that our Farm Study Tour is now all sold out. However, we are accepting a small number of names for the waiting list in case some of our good friends who have signed up discover that they can't make it when trip time rolls around.

WOW NEWS TOWER

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WOW NEWS TOWER

9:30 A. M....



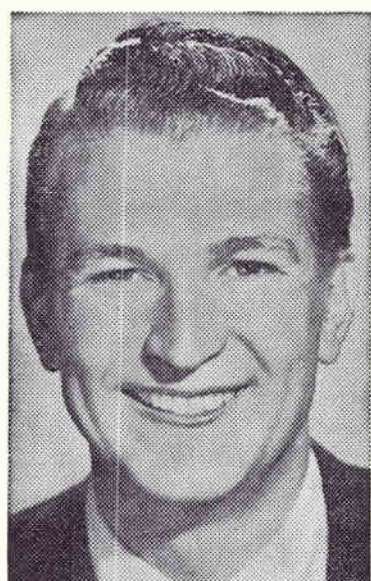
Genial Jack McCoy, the giveaway guy of General Foods' "Live Like a Millionaire" now at 9:30 a.m.

11:00 A. M....



"Martha's Cupboard" with our own charming Martha Bohlsen and Jim Martin now comes to you at 11 a.m.

10:00 A. M....



Bud Collyer is quizmaster of the big "Break the Bank" program for the Bristol-Myers Company at 10 a.m.

They're Forenoon Favorites

WOW's vast radio audience is now enjoying more balanced morning programming as a result of a major reshuffling of programs and newscasts.

Changes now in effect include: "Live Like a Millionaire," NBC variety-quiz, now at 9:30 a.m., following Tommy Bartlett's "Welcome Travelers." "Break the Bank," emceed by Bud Collyer, moves to 10 a.m. from 10:30 p.m., and Martha Bohlsen's "Martha's Cupboard" moves to the 11 a.m. spot. "The Perry Mason Show" a mystery-type serial moves from CBS to the 11:30 a.m. spot.

Both "The Jack Berch Show"

and "Dial Dave Garroway" remain in their regular 10:30 and 10:45 a.m. spots, respectively. All shows are heard Monday through Fridays at the above times.

The following are thumbnail biographies of the network personalities involved in the time changes: Martha Bohlsen needs no introduction to our readers.

Jack McCoy

The genial emcee of General Mills' "Live Like a Millionaire" is a bona-fide descendant of the original shootin' McCoyes of Kentucky. He broke into radio at the New York World's Fair and later did some sports announcing. After three years

as a Marine in World War II he settled in Hollywood and became one of Radio's busiest emcees.

Bud Collyer

The head man of Bristol-Myers' "Break the Bank," is not only a top radio personality, but a graduate attorney. In fact Bud Collyer earned his law school tuition as a radio singer.

John Larkin

The star of the new "Perry Mason" show began his network radio career back in 1937 on "Road of Life." He was then down to the last nickel of the \$60 that brought him from Kansas City where he broke into radio as an announcer.

10:30 A. M....



Prudential's Jack Berch is noted for his tremendous success in helping charitable groups.

11:30 A. M....



Joan Alexander plays Della Street, secretary-confidante to "Perry Mason"—see page 2.

10:45 A. M....



When you "Dial Dave Garroway" you're certain of easy going entertainment from this Dial sponsored favorite.

Meet Your Summer Stars



Nightbeat
FRIDAY, 7:30 P.M.



It's Higgins, Sir
TUESDAY, 8:00 P.M.



Pete Kelly's Blues
WEDNESDAY, 7:00 P.M.



Amazing Mr. Malone
FRIDAY, 8:00 P.M.



New Theatre
SUNDAY, 6:30 P.M.



Dimension X
THURSDAY, 7:30 P.M.



Quiz Kids
SUNDAY, 6:00 P.M.



Jane Morgan
SUNDAY, 1:45 P.M.



Mr. Moto
SUNDAY, 8:30 P.M.



The Saint
SUNDAY, 3:00 P.M.



Archie Andrews
SUNDAY, 5:30 P.M.



Dangerous Assignment
TUESDAY, 7:30 P.M.

SUNDAYS

(ALL DAY)
 12:00 Noon—FLYING TIGERS (Du.)
 12:30 P. M.—BRASS TACKS—Ray Clark
 12:45 P. M.—Your Future Home Multiple Listing Exchange
 2:00 P. M.—SURVIVAL (NBC)
 2:30 P. M.—The Zoo Parade
 3:00 P. M.—Your Garden (NBC)
 3:30 P. M.—THE CHIMPS 8/12 Harvey Bros.
 4:00 P. M.—Western Theater
 5:00 P. M.—WILD BILL HICKOX Kellogg Corn Pops
 5:30 P. M.—RANGE RIDER Peter Pan Bread



Three Great "Westerns" in a Row!

Range Rider

6:00 P. M.—MEET THE PRESS Revere Copper (NBC)

6:30 P. M.—Recital Hall (NBC)

7:00 P. M.—PHILCO TELEVISION PLAYHOUSE (NBC)

8:00 P. M.—AMERICAN FORUM (NBC)

8:30 P. M.—Royal Playhouse Household Finance

9:00 P. M.—Circle A Theater Armstrong Cork (NBC)

9:30 P. M.—HANK McCUNE SHOW M. U. D.



A Laugh per Minute!

Hank McCune

10:00 P. M.—News of the Week (NBC)

10:30 P. M.—Inspiration Time or Golden Voices

MONDAYS

5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)

6:00 P. M.—Cameo Theater (NBC) Noxema

6:30 P. M.—"VOICE OF FIRESTONE" CONCERT (NBC)

7:00 P. M.—LIGHTS OUT Admiral (NBC)

7:30 P. M.—EXTRA SPECIAL! MAUGHAM THEATER Tintair (NBC)

8:00 P. M.—AUTHOR MEETS CRITIC (NBC)



Swayze

Tops with TV News

8:30 P. M.—Town & Country Quiz Staley Foods

9:00 P. M.—Rocky King-Detective (Du.)

9:30 P. M.—STAR TIME

10:00 P. M.—Omar Weatherman

10:10 P. M.—Sports

10:15 P. M.—News with Ray Clark

10:30 P. M.—John Kieran's Kaleidoscope—M.U.D.

TUESDAYS

5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)

6:00 P. M.—MEET THE PRESS Curtis Pub. (NBC)

6:30 P. M.—JUVENILE JURY Scotch Tape (NBC)

7:00 P. M.—

"CAVALCADE OF BANDS" Drug Store Products (Du.)

8:00 P. M.—OLD GOLD AMATEUR HOUR with TED MACK and CO. (NBC)



Ted Mack

Amateurs Get a Break!

9:00 P. M.—Broadway Open House (NBC)

9:30 P. M.—STAR TIME

10:00 P. M.—Omar Weatherman

10:10 P. M.—Sports

10:15 P. M.—News with Ray Clark

10:30 P. M.—STARS OVER HOLLYWOOD Armour (NBC)



Thomas

WEDNESDAYS

5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)

6:00 P. M.—Evening in the Gallery (NBC) About Art and Good Music

8:00 P. M.—BREAK THE BANK Bristol-Myers (NBC)



Parks

Don't miss Break the Bank on Radio WOW at 10 a.m., too

7:00 P. M.—KRAFT TELEVISION THEATER (NBC)

8:30 P. M.—SPACE CADET Kellogg Cereals

9:00 P. M.—Hands of Destiny (Du.)

9:30 P. M.—STAR TIME

10:00 P. M.—Omar Weatherman

10:10 P. M.—Sports

10:15 P. M.—News with Ray Clark

10:30 P. M.—Ship's Reporter (NBC)



Miss Susan

THURSDAYS

5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)

6:00 P. M.—IT PAYS TO BE IGNORANT for DeSoto (NBC)

6:30 P. M.—"CISCO KID" Butter-nut Bread

CISCO and PANCHO Come to Life



Cisco Kid

7:00 P. M.—James Melton's FORD REVUE (NBC)

8:00 P. M.—Freddie Martin Orch. Hazel Bishop (NBC)

8:30 P. M.—PLAYHOUSE Standard Oil (NBC)

9:00 P. M.—Broadway Open House (NBC)

9:30 P. M.—STAR TIME

10:00 P. M.—Omar Weatherman

10:10 P. M.—Sports

10:15 P. M.—News with Ray Clark

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



McBride

FRIDAYS

5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)

6:00 P. M.—The Quiz Kids Miles Laboratory (NBC)

6:30 P. M.—YOU ASKED FOR IT Skippy (Du.)

with Radio's Art Baker!



Art Baker

7:00 P. M.—THE DOOR WITH NO NAME (NBC) Amer. Cigaret & Cigar Co.

8:00 P. M.—CAVALCADE OF SPORTS Gillette

8:30 P. M.—Greatest Fights Vaseline (NBC)

9:00 P. M.—Broadway Open House (NBC)

9:30 P. M.—STAR TIME

10:00 P. M.—Omar Weatherman

10:10 P. M.—Sports

10:15 P. M.—News with Ray Clark

10:30 P. M.—Ship's Reporter (NBC)

WOW-TV Channel 6

WOW-TV Channel 6

MONDAYS THROUGH FRIDAYS... DAYTIME SCHEDULE

1:00 P. M.—"Miss Susan" for Colgate (NBC)

1:15 P. M.—Vacation Wonderland (NBC)

1:30 P. M.—America Speaks—M., W., F. (NBC) Snow Crop Matinee—Tu., Th.



Wild Bill Hickox

2:00 P. M.—Straw Hat Matinee (NBC)

3:00 P. M.—"Martha's Kitchen" with Martha Bohlsen



Bohlsen

3:30 P. M.—"Howdy Doody" (NBC)

Corrected to July 20, 1951

4:00 P. M.—To be Announced

4:30 P. M.—Mort Wells Auditions—Th.

5:00 P. M.—Ernie Kovach's Show (NBC)

5:30 P. M.—Song at Twilight (NBC)



Clark



Kukla

SATURDAYS

(ALL DAY)

2:30 P. M.—TEST PATTERN

3:30 P. M.—PENTAGON WASHINGTON (Du.)

4:00 P. M.—Mr. Wizzard (NBC)

4:30 P. M.—HOPALONG CASSIDY General Foods (NBC)

America's favorite Western Star



"Hoppy"

5:30 P. M.—ART FORD (NBC) Television disc jockeys

6:00 P. M.—Hour Long Feature Film Featuring Top Screen Favorites

7:00 P. M.—Midwestern Hay-Ride (NBC)

8:00 P. M.—DOODLES WEAVER SHOW The Citrus Growers (NBC)

8:30 P. M.—MAN HUNT Mystery Story Lucky Strike (NBC)

9:00 P. M.—Falstaff WRESTLING from Chicago

ON RADIO TOO!

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

BREAK THE BANK 10 a.m., Mondays thru Fridays
 MARTHA'S CUPBOARD 11 a.m., Mondays thru Fridays

CISCO KID 6 p.m., Mons., Weds., Fris.
 VOICE OF FIRESTONE 7:30 p.m., Mondays

QUIZ KIDS 6 p.m., Sundays

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

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

Fall TV Shows Are Terrific!

Daytime Also Great

(Continued from page 5)

The top-budgeted Skelton and Hope shows adds even greater luster to a Sunday WOW-TV lineup, which viewers will agree is simply out of this world!

- It will include:
- 3:30—Harvey Brothers' "The Chimps" (see page 5 for details).
 - 5:00—Kellogg's "Wild Bill Hickox."
 - 5:30—Peter Pan's "The Range Rider."
 - 6:00—Bob Hope Show for Chesterfield.
 - 7:00—The Colgate Comedy Hour, including 11 contracted Martin and Lewis appearances!
 - 8:00—The Philco Playhouse—finest in drama.
 - 9:00—The Red Skelton Show for Procter & Gamble.
 - 9:30—The Hank McCune Show—hilarious situation comedy for M.U.D.
 - 10:00—Armstrong's "Circle Theater"—dramatic comedy.

Additionally on Sunday afternoons, you'll see "Meet the Press," for Revere; Zoo Parade and Gabby Hayes for Ken-L, Rations and Quaker Oats; a new thriller called "Flying Tigers" for Johnson Candies starting August 12, in the 11:30 a.m. to 12 noon spot, and "Super Circus" will be scheduled.

Two or three other big Sunday shows are in the making and the "Battle Report," and Mrs. Roosevelt are expected to return to the air.

The Monday night schedule will bring Roberta Quinlan (for Mohawk Carpets) and John Conte (for Campbells) back to the air on September 3. On the same night Robert Montgomery will resume his extremely popular dramatic series, which will again alternate with the Somerset Maugham Theater (for Tintair). On September 17 the Jerry Mahoney-Winchell show (for Spidel) will return.

Berle and Football!

"Mr. Television" returns to the Tuesday night schedule on September 18. With Uncle Miltie and the Phillips' "Big Seven Game of the Week" plus Old Gold's Original Amateur Hour and other planned features, all on the same night—Tuesday, too, should be terrific.

Another of the great new variety shows—reputed to have one of the four largest weekly talent budgets in all television—will make Wednesday night a very popular evening to spend at your screen.

The new show in the 7 p.m. to 8 p.m. slot will star Kate Smith and her able assistant Ted Collins. Details are lacking at this writing but the "trade" expects this new program to be a top feature, and NBC obviously ex-

Every Sunday ...



Big-Nosed Bob Hope who made a great name for himself on guest shots last fall and winter will be back with his own weekly Sunday-nighter for Chesterfield.

pects it to keep its net stations, including WOW-TV, in the top Wednesday position.

The Kraft Theater, Break the Bank and the Charlie Wilde whodunnit are among other Wednesday-nighters now scheduled.

Armour & Company will sponsor Dave Garroay on Wednesday nights.

Five Headliners

Thursday night's lineup at this time calls for five headliner features. The "Martin Kane" show, with Stage and Screen Star Lloyd Nolan in the title role returns for U. S. Tobacco on August 30.

DeSoto's top-rated Groucho Marx and his "You Bet Your Life" show, and Standard Oil's delightful Wayne King musical extravaganza will both be back.

Ford's James Melton Show and the ever-popular "Cisco Kid" for Butter-nut Bread, which were so popular all summer, will remain in their present slots.

Gillette's "Cavalcade of Sports" and its Friday night live boxing bouts is tentatively scheduled to return October 7, and of course this'll make Friday night a must WOW-TV night in thousands of homes.

The fights, will be preceded by the ever-lovin' "The Aldrich Family" for Campbell Soups.

American Cigarette and Cigar Company has reserved time on Friday nights and presumably this will be for Pall Malls "The Big Story."

Vaseline's "Great Fights of History", Skippy's "You Asked for It," and Miles Lab's "The Quiz Kids" will also continue as Friday night headliners.

Wotta Saturday!

Lastly, there's Saturday night, and again a terrific new variety

Top Budget ...



Carrot-topped "Li'l-Bad-Boy" Skelton will have his own Sunday-nighter for Procter & Gamble products, and it's to be one of the most costly shows on the air.

show—added to what made it so popular last year!

The new show is called (tentatively) "The All-Star Revue" and it will precede the "Show of Shows." It'll include name guest stars—Ed Wynn, Danny Thomas, Jack Carson, Jimmie Durante, and others on alternate nights. It starts September 8.

Additionally, "One Man's Family" will be back for Sweetheart Soap on September 22, and Bob Considine will return with "On the Line with Considine" on September 1 for "Mutual of Omaha."

Falstaff's wrestling show and Luckies' "Hit Parade," plus "Hopalong" for General Foods, will all add interest to the Saturday schedule.

Elaborate plans are in the making for the extension and improvement of the WOW-TV Monday-through-Friday daytime schedule, both by NBC and the station.

Cincinnati's celebrated Ruth Lyons is scheduled to be starred as mistress of ceremonies on her own show from 11:30 a.m. to 12 noon in one of the five-a-week spots.

Miss Lyons is one of radio's most fabulous characters. On her Cincinnati early morning radio show she keeps four secretaries busy answering fan mail. She raised \$40,000 for charity in a single year. She had 10 times more listeners than all her competitors put together, and her program attracted 40 sponsors!

Often she is referred to as a "feminine Arthur Godfrey." The upcoming show will be her first chance on a big TV network.

NBC also has in preparation a forenoon comedy-quiz variety show under the generalship of Rudy Vallee—the star-maker, actor and crooner. This is tentative.

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

WOW NEWS TOWER



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

Issued to Increase Enjoyment of WOW-TV Television Programs

Fall TV Shows Are Terrific

500,000 Now See WOW-TV

WOW-TV began its third year of television service on July 10. Some facts about its miraculous growth:

1. The countable number of TV sets in use in its area is 81,000, and this is equal to about 37 per cent of the number of families in its service area.
2. The potential audience of WOW-TV is approximately 500,000 persons—a city nearly as big as New Orleans, Minneapolis, Kansas City or Seattle!
3. WOW-TV's potential audience is nearly twice as big as it was eight months ago—triple what it was a year ago—six times as big as it was 18 months ago, and 14 times as big as it was when the station was three months old!
4. Countable set-sales in the first half of 1951 are almost double the same period in 1950.
5. Barring unforeseen (and unexpected) setbacks, the number of countable sets-in-use will reach 100,000 by the end of 1951.

It should be explained that "countable" as used means set sales reported by the Nebraska-Iowa Electrical Council weekly. The estimated audience figure includes "guest viewers" (estimated at 20 per cent of the total), and an estimate of viewers to sets purchased from sources other than those which the Council checks.

While there has been an early summer slump in set sales in the past six weeks, some distributors are genuinely concerned that defense production limitations will reduce fourth quarter allocations of sets to distributors. Two leading distributors were "happy" that they now have big inventories.

—WOW-TV—

CULTURE!

A six weeks NBC summer series entitled "An Evening in the Gallery" has been scheduled for WOW-TV on Wednesday nights. It'll originate in the National Gallery of Art in Washington, D. C.

—WOW-TV—

AL-STAR GAME

Admiral's TV coverage of the Chicago All-Star football game, August 17, will be carried on WOW-TV, from 7:30 p.m. to conclusion.

Almost Human ...



You'll say "The Chimps" is the most unusual show you ever saw on television when it debuts on WOW-TV Sunday, August 12 at 3:30 p.m. for Harvey Bros. (men's clothing, Omaha and Lincoln). Real live chimpanzies, talk, act and perform!

—WOW-TV—

CONVENTIONS

Time and Life magazines have already made a bid to sponsor the Republican and Democratic National Conventions next summer. Gillette and Pabst are also interested.

—WOW-TV—

HILL-TOPPERS

Two Creighton lads are "Mr. Big" in the presentation of Tintair's Maugham Theater telecasts. Dan Petrie, formerly with WOW-TV is the producer and Sterling T. (Tom) Reynolds is assistant director.

—WOW-TV—

SIGN FILM STAR

Donald O'Connor, of the movies and his wife, Gwen, have been signed to an exclusive TV contract by NBC.

Skelton, Hope and Kate Set

Dotted with sparkling new big-time shows—at least a half dozen of them—the WOW-TV summer schedule will begin late this month to change over to a fabulous fall-winter lineup.

Scores of favorite programs including Milton Berle's Texaco Star Theater, the Colgate Comedy Hour, Robert Montgomery's Lucky Strike dramas, "One Man's Family," Bob Hope and many others will be back from well-earned vacations within a few weeks.

Many of the returning shows will have new stars, new formats, and almost invariably, the talent budgets have been greatly increased.

Scores of programs are not yet set, or scheduled, but announcements are expected almost daily during August.

The question of live direct Saturday afternoon network football is said to be nearing settlement. No live telecasts of Nebraska games will be permitted, despite the fact that the Cornhusker Stadium is almost a sell-out for every home game for the entire season.

Phillips 66's "Big Seven Game of the Week"—a specially prepared one-hour filmed version of the top Big Seven game each week, is set for WOW-TV for Tuesday nights. This will no doubt include a Nebraska game or two during the season.

Many new top-notch big-time variety shows are scheduled.

One of these, the Procter & Gamble "Red" Skelton show, is due in at 9 on Sunday night, September 30. Trade paper reports said it will have a \$50,000-per-program budget and will be the ultimate in fine variety entertainment.

A second big (and new) Sunday-nighter will be a weekly variety-comedy show with Bob Hope heading the star list—this one for Chesterfield. Hope's infrequent appearances last winter made a place for him as a number one TV star.

(Continued on page 8)

Along the Video Grapevine

Lovely Lee ...



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Sunday morning at 9 a.m. breakfast will be served in the Congress. Time will be allowed for church, and special sight-seeing buses will be provided for a tour of the south lake front area, and to Comiskey Park. Grandstand seats for the double-header will be provided and the tour will arrive at Comiskey Park before noon, to give everybody a chance to get a snack and watch the two teams work out before the two games.

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The new trip will be particularly appealing to women. They will get a chance to go shopping, and see many interesting sights, and already many non-baseball fans have signed up.

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Pastor WOW World Radio Congregation

"Oh that I had wings like a dove! for then would I fly away, and be at rest." Psalm 55:6. These expressive words were written by the psalmist centuries ago. The same attitude prevails today. We are always inclined to think that no sorrow or burden is greater than our own and that the things that happen to us are uncommon. Added to this are the lurid headlines, press and radio reports of calamities, inhuman cruelties, war casualties, danger signs in many parts of the world, and wickedness and wastefulness in high places all combine to converge upon us until we feel that we must find some way of escape. There are others who are bored with the repetition of the daily routine and still many more who have a deep-seated grudge against the world. We should like to have release.



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These are fundamentals and play techniques which are taught by one of the finest staffs in the country. Let the glitter of 1950 shine like it never shone before, but leave us remember that from tackle to tackle and at such a key spot as quarterback in the T formation, the Cornhuskers of 1951 will have to mold anew.

The spirit of Cornhusker gridiron tradition has very definitely returned to the state, roaring in on the wave of a blazing path cut by Reynolds and Company of 1950. Be optimistic for 1951—but base your optimism on training camp reports, scrimmages, and players action under game conditions.

Sec. 562, P. L. & R.
U. S. POSTAGE
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Permit No. 257

EXPIRATION DATE NEAR YOUR NAME BELOW "8/51" MEANS THIS IS YOUR LAST ISSUE

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RETURN POSTAGE GUARANTEED

TO: Radio Station WOW

Omaha 2, Nebr.

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RADIO WOW'S AUGUST DAYTIME SCHEDULE

5:30 A. M.—Five-Thirty Call—Early morning music to help you start the day right.....	Daily ex. Sun.	12:15 P. M.—Musically Yours.....	Sun.
5:55 A. M.—Weather Report—Ralston Purina.....	Daily ex. Sun.	12:30 P. M.—WOW Calling—A happy half hour for Nutrena.....	Mon. thru Sat.
6:00 A. M.—Sunrise News Tower—All the latest happenings in detail... Daily ex. Sun.	Daily ex. Sun.	Hollywood Open House.....	Sun.
6:15 A. M.—Welcome to the West—Slim Everhart.....	Daily ex. Sun.	Your University Speaks—University of Nebraska.....	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.	12:45 P. M.—The Music Room—Schmoller & Mueller.....	Sun.
Sunday Serenade—Mood music.....	Sun.	1:00 P. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup.....	Mon. thru Fri.
7:00 A. M.—WOW News Tower—Merrill Workhoven.....	Daily-ex. Sun.	National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers.....	Sat.
NBC News.....	Sun.	1:30 P. M.—Ma Perkins—Oxydol's long-time favorite.....	Mon. thru Fri.
7:05 A. M.—George Crook, organ music.....	Sun.	On the Line with Bob Considine—Mutual of Omaha.....	Sun.
7:15 A. M.—Network News—Alex Dreier for Skelly Oil.....	Mon. thru Fri.	The Best is Yet to Come.....	Sat.
This Farming Business—Lloyd Burlingham for Skelly Oil.....	Sat.	1:45 P. M.—Judy and Jane—Folger's Coffee.....	Mon. thru Fri.
7:30 A. M.—Breakfast Bandstand.....	Mon. thru Sat.	The Girl from Paris.....	Sun.
Revival Hour—Gospel Broadcasting Association.....	Sun.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.....	Mon. thru Fri.
7:45 A. M.—Morning Merry-Go-Round—Lively music.....	Sat.	Town and Country Time.....	Sat.
8:00 A. M.—WOW News—Merrill Workhoven.....	Mon. thru Fri.	Music With the Hormel Girls.....	Sun.
Pot Luck.....	Sat.	2:15 P. M.—Road of Life—Interesting to follow—Oxydol.....	Mon. thru Fri.
8:15 A. M.—John Carson Show—Johnny's early morning show.....	Mon. thru Sat.	2:30 P. M.—Pepper Young's Family—You'll like them—P. & G.....	Mon. thru Fri.
8:30 A. M.—John Carson Show—A half-hour of music and fun.....	Mon. thru Sat.	Lynn Murray Presents.....	Sun.
Chapel Service—Dr. R. R. Brown.....	Sun.	2:45 P. M.—Right to Happiness—Everyone's right—P. & G.....	Mon. thru Fri.
9:00 A. M.—Welcome Travelers—Tommy Bartlett with a great show... Mind Your Manners.....	Mon. thru Fri. Sat.	John Cameron Swayze—News—Belmont Radio.....	Sun.
9:30 A. M.—Live Like a Millionaire—You'll enjoy hearing the contestants in action—General Mills.....	Mon. thru Fri.	3:00 P. M.—Backstage Wife—Dreft.....	Mon. thru Fri.
Mary Lee Taylor for Pet Milk.....	Sat.	Town and Country Time.....	Sat.
Sunday in the Country—Mal Hansen for d-Con.....	Sun.	The Saint.....	Sun.
10:00 A. M.—Break the Bank—Bristol Myers.....	Mon. thru Fri.	3:15 P. M.—Stella Dallas—A moving story—Sterling Products.....	Mon. thru Fri.
WOW News Tower—All the latest news.....	Sun.	3:30 P. M.—Young Widder Brown—Sterling Products.....	Mon. thru Fri.
10:15 A. M.—U. S. Navy Show—Stirring music.....	Sun.	U. S. Army Band.....	Sat.
10:30 A. M.—Jack Berch Show—Jack sings songs in a style you'll always enjoy—Prudential Insurance Co.....	Mon. thru Fri.	WOW News Tower—E. T. Smith Olds-Cadillac.....	Sun.
Hollywood Love Story.....	Sat.	3:45 P. M.—The Woman in My House—Manhattan Soap.....	Mon. thru Fri.
U. N. Is My Beat.....	Sun.	Lost Melodies.....	Sun.
10:45 A. M.—Dial Dave Garroway.....	Mon. thru Fri.	4:00 P. M.—Just Plain Bill—Anacin.....	Mon. thru Fri.
Carnival of Books.....	Sun.	A Date with Dorsey.....	Sat.
11:00 A. M.—Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker.....	Mon. thru Fri.	The Whisperer.....	Sun.
My Secret Story.....	Sat.	4:15 P. M.—Front Page Farrell—Whitehall Pharrmical.....	Mon. thru Fri.
Living—1951.....	Sun.	4:25 P. M.—News Summary—Robert Trout.....	Sun.
11:30 A. M.—Perry Mason-Detective—Proctor & Gamble.....	Mon. thru Fri.	4:30 P. M.—Lorenzo Jones—Presented by Dreft.....	Mon. thru Fri.
Polka Parade.....	Sat.	A Date with Dorsey.....	Sat.
Eternal Light.....	Sun.	Now Hear This—Navy documentary.....	Sun.
11:45 A. M.—Your Melody Time—Late morning melodies.....	Mon. thru Fri.	4:45 P. M.—Bob and Ray.....	Mon. thru Fri.
Elaine Jabenis Scrapbook—Shaver's Food Mart.....	Sat.	5:00 P. M.—Guiding Light—Sponsored by Duz.....	Mon. thru Fri.
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.	Public Affairs.....	Sat.
WOW News Tower—A complete 15-minute news coverage.....	Sun.	Martin Kane, Private Eye—American Tobacco Co.....	Sun.
		5:15 P. M.—Lean Back 'n' Listen.....	Mon. thru Sat.
		5:25 P. M.—Windshield Wiper Song—Anderson Co.....	Sat.

5,000 Watts

WOW'S AUGUST NIGHT SCHEDULE

590 Kc.

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 30 55	THE ADVENTURES OF ARCHIE ANDREWS	4-BELL NEWS TOWER All the News SPORTS NEWS Goetz Beer	4-BELL NEWS TOWER All the News SPORTS NEWS	4-BELL NEWS TOWER All the News SPORTS NEWS Goetz Beer	4-BELL NEWS TOWER All the News SPORTS NEWS	4-BELL NEWS TOWER All the News SPORTS NEWS Goetz Beer	4-BELL NEWS TOWER All the News SPORTS NEWS
6 00 15	THE QUIZ KIDS In this new time	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE MUSIC BY MARTIN Need we say more?	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE MUSIC BY MARTIN Need we say more?	THE CISCO KID Butter-nut Bread brings you western adventures	TREASURY SALUTE MUSIC BY MARTIN Need we say more?
6 30 45	NEW THEATRE A full hour of the best in radio drama with Eve la Galliene	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	MUSICANA
7 00		THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	AMERICAN PORTRAIT Louis Calhern in great dramas du Pont	PETE KELLY'S BLUES Jack Webb stars as Pete Kelly	THE TRUITS Laugh at this lovable family	MAN CALLED X Herbert Marshall is the man of mystery A "Tandem" show	MUSICAL MERRY-GO- ROUND with Eloise McElhone for RCA Victor
7 30	NBC SYMPHONY U. S. Steel presents this famous orchestra for your summer listening pleasure	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	DANGEROUS ASSIGNMENT starring Brian Donlevy	THE FALCON Les Damon stars for Kraft Foods	DIMENSION X Superb tales of science and fiction	NIGHT BEAT Frank Lovejoy stars as reporter Randy Stone	THE MAGNIFICENT MONTAGUE Monty Woolley stars in this comedy series
8 00	Theatre Guild returns Sept. 16	TELEPHONE HOUR Donald Voorhes with Bell Symphonic Orchestra and guest singers	IT'S HIGGINS, SIR The World's funniest butler	IT PAYS TO BE IGNORANT Sponsored by DeSoto-Plymouth	DRAGNET Stories based on cases from L. A. police files Fatima Cigarettes	INSPECTOR THORNE of the homicide bureau	AL GOODMAN'S Musical Album
8 30	MR. MOTO Enjoy these tales of mystery	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartette	THE PET MILK SHOW With Jack Pearl and Mimi Benzell	MR. DISTRICT ATTORNEY Crime doesn't pay with the D.A. at hand—Bristol-Myers	THE PRIVATE LIFE OF REX SAUNDERS starring Rex Harrison for RCA Victor	MR. KEENE Tracer of lost persons	BOB AND RAY An hour of top comedy with Bob Elliott and Ray Goulding
9 00	THE \$64 DOLLAR QUESTION with Phil Baker for RCA Victor	BOSTON POPS ORCHESTRA Plays short classics, novelties and new works	BIG TOWN Stories of a crusading newspaper editor Lifebuoy Soap	THE BIG STORY Tales of exciting stories by the newsmen who covered them—Pall Malls	SCREEN DIRECTORS' PLAYHOUSE Lovers of the theatre won't want to miss hearing the famous plays to be presented on this star-studded program Sponsored by RCA Victor, Chesterfield and Anacin	FRIDAY NIGHT DANCE DATE	
9 30 45	AMERICAN FORUM OF THE AIR with Theodore Granik	under the direction of Arthur Fiedler	SUMMERTIME SERENADE Relaxing warm weather music	ALBUM TIME Popular recorded tunes of yesterday and today		ON THE SPOT 9:45—BEST IN BANDS	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
10 00 15	WOW NEWS TOWER All the News DAVID LAWRENCE American Dairy Assn.	WOW NEWS TOWER All the News SPORTS 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 Begins its 21st year in this new time spot	JAZZ NOCTURNE	JAZZ NOCTURNE	JAZZ NOCTURNE	JAZZ NOCTURNE	JAZZ NOCTURNE	HOTEL EDISON Orchestra WILD LIFE ROUNDUP For the outdoorsman
11 00 05 55	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY	NEWS SUMMARY SUMMER SERENADE presents music you'll enjoy NEWS SUMMARY

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The coaches of this year's Husker footballers have several major obstacles to overcome, but I think the biggest might be early over-optimism on the part of Nebraska football fans. A great many are already putting the 1951 team on a sky-high pedestal. On paper the club takes on aspects of potential championship caliber. But it's on the field where games are played. It's certainly no secret that after last spring's drills around Memorial Stadium there remained much fundamental instruction and coaching to iron out rough spots in a graduation-riddled forward wall and groom one of the finest stables of race-horse backs in the Midlands.

We regard Nebraska backfield potential as one of the best in the country—speed, deception, and passing are golden attributes of the varsity coming in for drills at Curtis. But it takes a lot of points to top an opponent which isn't contained on drives by your defense. And, it takes a back a little longer to make a correct split-second decision in advancing the ball when his offensive is being penetrated by hard-charging guards and tackles. Yes! A good downfield block is even necessary to shake a runner of Bob Reynolds caliber in the open quite frequently. Then, too, tabulate the lettermen in the backfield. How will the sophomores stack up against more seasoned clubs?

These are fundamentals and play techniques which are taught by one of the finest staffs in the country. Let the glitter of 1950 shine like it never shone before, but leave us remember that from tackle to tackle and at such a key spot as quarterback in the T formation, the Cornhuskers of 1951 will have to mold anew.

The spirit of Cornhusker gridiron tradition has very definitely returned to the state, roaring in on the wave of a blazing path cut by Reynolds and Company of 1950. Be optimistic for 1951—but base your optimism on training camp reports, scrimmages, and players action under game conditions.

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