

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

Matthews Is WOW President

Radios in Use, 86,000,000!

There are 86,000,000 radio sets now in use in the nation—almost double the number of 10 years ago.

In the past four years the increase in the number of radio families has been twice the circulation increase of all newspapers and the four leading weekly magazines combined, and twice as large as the increase in television families.

More than 2,500,000 radio sets were sold in the first quarter of this year—a cool million more than the total of television set sales.

This new information on radio set sales was revealed by Joseph H. McConnell, president of the National Broadcasting Company.

Big Local Sales

Here in the WOW area most set distributors sold more radios in 1949 than in any previous year, and several reported they could have sold more if they had been available.

"Strange as it may seem the sale of TV sets has helped rather than hurt the sale of radio sets," said Clarence Helgeson, RCA distributor. "Many TV buyers bought combinations thus acquiring a new or extra set. Others who bought TV sets thought their old radios looked pretty shabby and also replaced them.

"Additionally almost every automobile sold, new or used now includes a radio. This fall manufacturers are upping production and I believe we'll have more radio sets to sell than we did a year ago."

95 Per Cent

McConnell's report referred to radio as "the most massive and comprehensive medium of communication the world has ever known." He pointed out that over 40,000,000 families now own sets serving 95 per cent of the population—"thus making radio bigger than all the newspapers combined and seven times as big as television."

He added that there are now 20,000,000 sets in use outside the home and additional millions of portable sets. Outside the home listening on an average day, he said, averaged more than an hour and a half a day.

Here in the WOW area the percentage of homes with sets is about 2 per cent above the national average (97 per cent of all homes in WOW-Land, 95 per cent of all homes nationally.)

A recent Iowa survey indicated an average of two and one-half sets per family.

President ...



The Hon. Francis P. Matthews, Secretary of the Navy, who was elected the new President of Radio Station WOW, Inc. succeeding Johnny Gillin.

Vice President ...



Robert P. Samardick, president of Samardick & Co., Omaha, who was elected Vice President of Radio Station WOW, Inc.

Robert Samardick Named as Vice President

The Hon. Francis P. Matthews, Secretary of the Navy, and prominent Omaha attorney, civic leader and churchman, is the new President of Radio Station WOW, Inc., operators of Radio WOW, WOW-TV and Radio KODY at North Platte.

Mr. Matthews, formerly Vice President, succeeds John J. Gillin, Jr., who died of a heart attack, July 18, while on vacation in Wisconsin.

Robert P. Samardick, President of Samardick & Co., was elected Vice President. Mr. Samardick is a former Chief of Police, former Commander of Omaha Post No. 1 of the American Legion, a state Legion officer, and has been active in many civic affairs. Until recently, he served as chairman of the Police Civil Service Commission.

DeMoss in Charge

The Radio Station WOW, Inc., Directors designated Lyle DeMoss to serve as Acting General Manager.

The sudden death of Mr. Gillin came as a shock to thousands of his friends and associates in the radio and television industries in which he was an active leader for 26 of his action-packed 45 years.

"Johnny," as he was called by all who knew him, even by the Rt. Rev. Msgr. Ernest Graham at the St. Cecilia's Cathedral funeral—one of the largest and most impressive ever held in Omaha—died at Rhinelander, near Boulder Junction, where he had been vacationing with his wife, Marjorie, his son, John, 3rd, 13, and Joan, 19, a daughter.

Seemed Well

At the time he left Omaha on June 30, for a month's vacation at the Dairy-men's Country Club, Johnny appeared to have recovered from previous heart ailments, the first two years ago. He had recently returned from an arduous eastern business trip and was elated over the great radio and television programming coming up this fall. He was particularly pleased that WOW-TV, a "new baby" he had nurtured for many years, was about to reach undreamed-of heights of success at the beginning of its second year. It was on July 1, a year ago, that "Johnny" personally turned on the WOW-TV transmitter for the first time and launched the new enterprise.

The attack came late Monday evening, and on Tuesday morning, he was transferred in an ambulance to St. Mary's Hospital at Rhinelander. Death came about 9 p.m. and his Omaha

(Continued on page 6)

World Figure Heads WOW, Inc.

New WOW Chief is Busy Man

The new President of Radio Station WOW, Inc., the Hon. Francis P. Matthews is a man of many interests. Currently, he is deeply involved in matters of world importance in connection with his post of Secretary of the Navy. Until the present Korean situation developed, he found time to carry on many important civic and patriotic activities. He has a most enviable record of accomplishments.

Native Nebraskan

Mr. Matthews is a native Nebraskan. He was born in Albion, Neb. on March 15, 1887, and received his early education in public schools at Albion and Spalding, Neb., and Okalona, Miss. He holds three degrees from Creighton University—Creighton College of Arts, 1906-10 (A.B.); a Master of Arts in 1911, and an LL.B. from Creighton College of Law in 1913, at which time he was admitted to the Nebraska bar. He has been honored by three institutions of higher learning. He holds an LL.D. from Marquette University, June, 1940; another from the John Marshall College, January, 1943, and the Catholic Action Medal from St. Bonaventure College, New York, October, 1943.

Six Children

Mr. Matthews married Mary Claire Hughes of Battle Creek, Neb. on November 23, 1914. He has five daughters and one son. They are: Mary Claire (Mrs. John E. Dwyer of Erie, Pa.); Kathleen (Mrs. J. Robert O'Connell, Omaha); Francis P., Jr., Omaha; Patricia (Mrs. William E. Rosser, Omaha); Marion (Mrs. David G. Howard, Lincoln), and Miss Marguerite, a student at Manhattanville College of the Sacred Heart, New York.

The Matthews family home is at 3920 Dewey Avenue, Omaha, Neb. He also has a summer home, called "Glen-daloch" at Ely, Minn.

Following is a summary of his activities and associations:

Business: Practicing attorney Omaha, Neb. since graduation from law school in 1913; on July 1, 1948 established the law firm of Matthews, Kelley, Matthews and Delehant, of which he is the senior member.

Counsel for Reconstruction Finance Corporation in Nebraska and Wyoming; Chairman of the Board and Director of Securities Acceptance Corporation, Omaha, Neb.; President and Director, First Federal Savings and Loan Association of Omaha, Neb.; Director and member of Executive Committee, Northwestern Bell Telephone Company, Omaha, Neb.; Vice President and Director, Radio Station WOW, Inc., Omaha, Neb., and Director, The Central National Insurance Company of Omaha, Neb.

Political: Chairman, Douglas County Democratic Central Committee, 1932-36, and Chairman, Nebraska Delegation, 1948 Democratic Convention.

Civic: Member, Board of Directors, Omaha Chamber of Commerce, 1937-40.

Member, Board of Directors, Chamber of Commerce of the United States

since May, 1941, representing Department of Finance. Present Committee Service: Chairman, Finance Department Committee, and Member, Committee on Economic Policy. Past Committee Service: Chairman, Committee on Socialism and Communism of Chamber of Commerce of U. S. A. which published "Communist Infiltration in the U. S.," "Communists Within the Government," and "Communists Within the Labor Movement," and "A Program for Community Anti-Communist Action." He also served on Education Committee, Governing Board of "Nation's Business," and Civic and Chamber of Commerce Affairs Committee of U. S. Chamber.

Member, Board of Governors, Omaha Community Chest, 1930-41; Chairman, Fund Campaign, 1936; President, 1938-39, and Member, United War and Community Fund of Omaha.

Member, Citizens' Committee, Community Chests of America since 1946.

Member, Board of Directors, Father Flanagan's Boys' Home, Boys, Town, Neb.

Member by Presidential appointment, September 23, 1936, Columbus Memorial Lighthouse Committee, Santa Domingo.

Member, Executive Committee, National Conference of Catholic Charities, 1931-34; Member local Committee, 1926-35.

Chairman, Catholic Diocesan Committee on Scouting, 1935-37.

Seal Sale Chairman, Nebraska Tuberculosis Association, 1937.

Nebraska Chairman, Alfred E. Smith Memorial Committee, 1945.

Member, President Truman's Committee on Civil Rights, December 5, 1946.

United Service Organizations, Inc. (USO), incorporator and First Vice President (since 1941) and member of Board and Executive Committees.

National War Fund, incorporator, Vice President and member of Board and Executive Committee (January, 1943 to dissolution).

War Prisoners' Aid, Secretary and incorporator (1943 to dissolution).

National Catholic Community Service (Catholic agency of USO), Chairman of Executive Committee since formation in 1940. Incorporator.

BUSY HALF CENTURY

Crime reporter Jack Lait, whose new radio series "Jack Lait, Confidential" airs Fridays at 8:30 on WOW, has been night city editor, drama critic, writer of a daily novelette, reporter, magazine writer, author of books and plays, during his 50 years as a newsman and editor.

WOW NEWS TOWER

Published Monthly by

RADIO STATION WOW, Inc.

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

Traveler

Special Representative of Catholic Administrative Board of Bishops in 1943 to visit England, Ireland and Scotland; and in 1944 to visit various countries in Europe and Middle East in connection with welfare services for U. S. Armed Forces and relief for peoples of liberated areas. Medal for Merit from President Truman for above services, October 11, 1946.

Member, Board of Directors and Allocation Committee of American Overseas Aid, September 8, 1947.

Member, National Christian Committee for United Jewish Appeal, 1947.

Nebraska Honorary Member, Franklin D. Roosevelt Warm Springs Memorial Commission, 1947.

Member, Advisory Committee on Voluntary Foreign Aid of the State Department, since August, 1948.

Member, National Catholic Resettlement Council, since January, 1948.

Member, Committee on Human Rights, January, 1949.

Decorations: Created Knight of Order of St. Gregory, the Great, 1924; Knight Commander, 1938; K. C. with Grand Cross, 1942.

Knight Commander with Grand Cross of Equestrian Order of Knights of Holy Sepulchre, November, 1944, in Rome.

Secret Papal Chamberlain with Cape and Sword, February, 1945.

Professional Associations: Member, Omaha, Nebraska State, American and Federal Communications Bar Associations.

Director or Trustee: Member, and Past Chairman, Board of Regents, Creighton University.

Member, Board of Directors, Duchesne College and Convent of the Sacred Heart, Omaha.

Trustee, St. Cecilia's Cathedral, Omaha.

Past Chairman, Omaha Public Library Board (served 1930-43).

Past Member, Board of Directors, Metropolitan Utilities District of Omaha (elected 1933, Chairman 1940, term expired January 1, 1945).

Fraternal: Knights of Columbus, entered as an associate member March 10, 1912; Grand Knight, Omaha Council, 1918-20; District Deputy, 1921-23; State Deputy of Nebraska, 1923-25; Supreme Director, 1924-33; Deputy Supreme Knight, 1933-39; Supreme Knight, 1939-45.

National Fraternal Congress: Member Executive Committee, 1940-42.

Clubs: Omaha Rotary, Omaha Athletic, Metropolitan Club of New York, Catholic Club of City of New York.

Organizations: Member of Ak-Sar-Ben; Nebraska State Historical Society; American-Irish Historical Society (Nebraska Vice President); Commission on American Citizenship, Catholic University; Omaha Chapter, National Aeronautics Association; Omaha Council on Foreign Relations; Ancient Order of Hibernians; Newcomen Society of America.

While his duties as Secretary of the Navy entail a great deal of travel, he visits Omaha frequently.

Samardick Is Vice President

Select DeMoss as Manager

Lyle DeMoss, assistant general manager under the late John J. Gillin, Jr., was named acting general manager of Radio WOW, WOW-TV and Radio KODY in North Platte. Lyle has been in radio since 1923. He started as an announcer and singer at Anthony, Kans. on the Experimental Station 9DXH.

DeMoss is a showman, musician, humorist and master of ceremonies, of both local and national fame. He is a member of the Radio Pioneer's Club. He worked for a time, in 1926, at KGBZ in York, Neb., attended the University of Nebraska at Lincoln, where he worked for KFAB.

In 1937 he joined the staff of WOW as an announcer and soon became production manager and, then, program director.

Meanwhile, in 1934, he married Antoinette Quattrocchi of Lincoln, and he now has two husky boys, Bobby, 13, and Bill, 14.

—WOW—

HONOR BOHLSÉN

Martha Bohlsen won recognition in her first year as a member of the Association of Women Broadcasters. The WOW Home Service Director was recently appointed chairman of the Nebraska group of AWB.

The following resolution was passed by 50 station executives attending a special meeting of NBC affiliates in Chicago, Thursday, July 20:

"Whereas John J. Gillin, Jr., had for many years devoted himself ceaselessly and with constant zeal and endeavor to the task of elevating the standards and ideals of the broadcasting industry, and,

"Whereas he had without stint or thought to his own personal strength given of his energy, physical and spiritual, to the solution of the problems of his fellow broadcasters, particularly those in the NBC network, and,

"Whereas he was admired and beloved by all of us for his inspired leadership, his ready wit, his unflagging enthusiasm, the warmth of his personality, the sincerity of his purpose in life, the energy devoted to helping his fellow man,

"Therefore, be it resolved that we record with profound sorrow his passing from our midst and express to his widow and family our sincere sympathy over their loss.

"The memory of Johnny Gillin shall forever be enshrined in our hearts."

Past Commander of American Legion

Robert P. Samardick, president of Samardick & Company, Omaha, is the new vice president of Radio Station WOW, Inc.

"Bob" Samardick has been a member of the Board since its beginning. He is best known for his law enforcement activities. He was a former Omaha Chief of Police and, in his early days in Omaha, he was a U. S. law enforcement officer. The Samardick company is a money collection service, with armored trucks.

"Bob" is a former commander of Omaha Post No. 1, world's largest American Legion Post. He has served as one of the state executives in the Nebraska Department of the Legion and is well and favorably known in Legion circles nationally.

Additionally, he served, until a short time ago, as chairman of the Police Civil Service Commission in Omaha. He is very active in many civic affairs.

—WOW—

BUSY LEADER

Peter Van Steeden, whose home is in New Canaan, Conn., commutes currently for his musical chores on "Mr. District Attorney" and "Break the Bank." He has, in 25 years in the business, conducted for many of the top radio and TV programs: Fred Allen's show (six years); Bob Hawk show (five years); the Walter O'Keefe and Alan Young shows: "Duffy's Tavern," "What's My Name," and "The Hit Parade," among others.

300 Tip Saggau Fans on WOW Baseball Trip



"It was a great Trip" . . . "Thrill of a lifetime" . . . "Let's go again next week" . . . these were comments of members of the Tip Saggau WOW Baseball trip to St. Louis and Chicago, when the group of over 300 returned to Omaha. Photo shows Tip interviewing trippers in Union Depot.

Exactly 307 rabid baseball fans saw all the thrills three big league games could provide on the recent Tip Saggau's WOW Baseball Tour to St. Louis and Chicago (July 22-24).

They saw top pitching, "impossible" double-plays and fielding, circuit-clouts, arguments and many other made-to-order thrills when the St. Louis Cardinals beat the Boston Braves, and the Chicago Cubs lost two to the New York Giants.

They saw Stan Musial, "The Man" clout a homer. They saw "Lippy" Durocher argue with the impires. They saw Nebraska's own Sheldon Jones pitch a one-hitter, and hold the Cubs hitless for seven and two-thirds innings!

Most thrilling of all, perhaps, was the crowd at Wrigley Field—42,225 paid admissions!

Every person on the trip praised Saggau's leadership and a general question was, "When do we go again?"

In Chicago they took a boat ride and bus sight-seeing trips.

"Bob" Hall, president of the Omaha Cardinals was one of the trip members.

Bill Wiseman, promotion director, and Bill Gillogly, of the WOW staff, assisted Tip with arrangements.



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.



SOLITAIRE TIME—Baritone Bob Houston sings hit tunes of the moment each Sunday morning at 10:45. Campana Sales Company sponsors this quarter-hour.



NBC SYMPHONY—Jarmila Novotna, lyric soprano of opera and films, will be guest soloist on this U. S. Steel hour Sunday, August 13 at 7:30 p.m.



ADVENTURES OF SAM SPADE—Howard Duff plays the hard-hitting private eye Sam Spade each Sunday night at 7 o'clock. Wildroot airs this series.

Sunday Programs on WOW Among Week's Finest

Sunday programming on NBC and WOW offers some of the best listening of an entire week. No matter what your particular desires may be in regard to entertainment, you can find it on 590 any Sunday.

For instance, if your interest is music you should give an ear to "Solitaire Time" at 10:45 in the morning. It's a sparkling quarter-hour of music and song featuring baritone vocalist Bob Houston and a musical group headed by trumpeter Henry Levine. Later in the day, "Harvest of Stars" offers 30 minutes of fine music starring tenor James Melton and Dr. Frank Black and the International Harvester Orchestra. A guest artist is also a feature

of this 4:30 p.m. program.

Music continues at 7:30 with the NBC Symphony Orchestra in a series of summer concerts. Famous singers, instrumentalists and conductors display their artistry in an hour-long program for United States Steel.

Mystery and whodunit fans find Sunday a good day to crowd close to their radios. "High Adventure" offers exciting listening at 3:30 p.m. At 5 o'clock, "\$1,000 Reward" airs thrilling mystery plus the opportunity for a listener at home to collect the reward money by solving the crime being broadcast.

Three private detectives get involved in some fast-moving adventures also. Joshua Sharp, "The Big Guy," tracks

criminals at 6 p.m.; "The Saint," starring Vincent Price, solves a puzzle at 6:30 p.m., and Howard Duff as Sam Spade strikes at the underworld at 7 p.m.

If it's information and education you seek, then listen at 11 a.m. to "American Forum of the Air." For 22 years Theodore Granik has served as moderator of this open-discussion session on vital problems of our day.

Great moments in literature dramatize at 1 p.m. on "NBC Theater." This hour-long program of radio adaptations of famous works of fiction has won many commendations and awards for high quality of subject matter and excellence of performance.



THE SAINT—Vincent Price heads the cast of this Sunday night thriller. Price talks things over with director Helen Mack. It's on WOW at 6:30.



THE TRUITTS—Hugo (left) and Clarence register dismay as Clarence's teenage sister Gladys acts grown-up and lectures the boys during an episode of NBC's new Sunday comedy on WOW at 2 p.m. Jane Webb is Gladys, Eddie Firestone plays Clarence and Billy Idelson is Hugo.

NBC Newsmen Busy Again

Korean Crisis Big Story

Since the Korean crisis burst on the world scene last month, NBC's News and Special Events Department has operated on virtually a 24 hour war-time basis, having taken the following steps to "cover" the number one story in the world today:

1. Important was the reactivation of NBC's famed "Listening Post" where the country's finest technical equipment now continually monitors radio transmitters in the Pacific, Russia, and countries behind the "Iron Curtain."

2. A special series of morning broadcasts, "Report From the Pentagon" furnish listeners with the actual daily briefing by War Department executives to the nation's Washington correspondents on WOW at 10:15, Mondays through Fridays.

3. "Leeways" on each half-hour on the NBC radio network permits the delay of all programs for late, fast-breaking news developments.

4. NBC's San Francisco news room has been made chief relay point for programs from the Far East. NBC Orient expert Elmer Peterson has been flown to San Francisco where he is heard with commentaries and interpretations of developments.

5. NBC has opened special radio circuits to Tokyo where NBC correspondent George Thomas Folster is furnishing bulletin news on a 24 hour basis. NBC in San Francisco has been linked to New York by a special 24 hour teletype.

In addition to Folster other NBC seasoned war reporters in the Orient include William J. Dunn in Tokyo, Jack James and Peter Murray in Korea, and Amos Landman in Formosa.

Should hostilities spread to other parts of the world, NBC has arranged for the accreditation of such topnotch newsmen as William F. Brooks (vice president in charge of news and international relations), H. V. Kaltenborn, Leon Pearson, W. W. Chaplin, Robert Trout, Lockwood R. Doty, Henry C. Cassidy, Edwin Haaker, Merrill Mueller, Morgan Beatty, Edwin Newman, James Fleming, Frank Burgholtz and Jack Begon.

Elsewhere on this page are pictures of some of these men along with other NBC newsmen whose reports help keep WOW listeners up-to-date with happenings around the world.

-WOW-

COLGATE RENEWS

The Colgate-Palmolive-Peet Company has renewed the three programs it currently sponsors on NBC. The shows are Judy Canova, Dennis Day, and Bill Stern.

"A Day in the Life of Dennis Day" and "The Judy Canova Show," now on vacation, will resume in the fall in their regular Saturday night time periods of 8:30 and 9 respectively. The Colgate "Sports Newsreel" with Bill Stern continues without interruption in the Friday 9:30 p.m. spot.

NBC Reporters...



Leon Pearson



H. V. Kaltenborn



Merrill Mueller



Richard Harkness



Robt. McCormick



Henry Cassidy



Ed Haaker



George Hicks

-WOW-

PROMISE MADE GOOD

Radio's three Johns—Masterson, Reddy and Nelson—have long memories. Three years ago, a young announcer named Jack McCoy substituted one day for Nelson on the trio's "Bride and Groom" program and was told that he had done a good enough job to someday rate a show of his own. Today McCoy is emcee of General Mills' "Live Like a Millionaire" program, a Masterson-Reddy-Nelson production.

War News Boosts Listening

Results of a special survey ordered by NBC to show the effect of the Korean war on night-time news programs and programming in general show unprecedented increases in radio listening.

The special Hooperatings covering NBC early evening news programs show ratings up 76 per cent over those of 1949. The survey also indicated that the level of all radio listening was up 24 per cent in 1950 over that of 1949 in these periods.

-WOW-

Matthews Succeeds Gillin

(Continued from page 1)

associates were notified Wednesday morning. Appropriately, because he had flown more than half a million miles in his busy life, his body was returned to Omaha by air.

The honorary pallbearers included 150 of the top radio personalities in the nation. Niles Trammell, Chairman of the Board of the National Broadcasting Company, and a group of Johnny's other close personal friends were active pallbearers. Secretary of the Navy Matthews, U. S. Senator Butler, Governor Val Peterson, and scores of prominent business and civic leaders from distant cities came to Omaha for the last rites.

Members of the WOW staff were ushers.

The death of Johnny Gillin brought telegrams and letters of condolence from all parts of the nation.

NBC affiliates, who met in Chicago, passed a resolution stating that "the memory of Johnny Gillin shall ever be enshrined in our hearts." (See page 3.)

Although represented at the last rites by its executive secretary, the Canadian Association of Broadcasters sent word that "Johnny was the best friend Canadian radio ever had." Johnny had served as the American liaison officer of the National Association of Broadcasters to the Canadian Association for several years.

President Frank Stanton of the Columbia Broadcasting Company, telephoned his personal condolences to Mrs. Gillin.

Scores of Johnny's friends sent cash contributions to a John J. Gillin, Jr., Memorial Fund, in lieu of flowers. The fund will be distributed by Mrs. Gillin to the deceased's favorite charities, to which (as Monsignor Graham pointed out in his eulogy) Johnny always gave beyond his means.

Omaha radio stations offered to supply personnel to operate WOW so all employees could attend the funeral.

The internment took place at Holy Sepulchre Cemetery.

-WOW-

The operating staff of NBC consists of 2,000 trained specialists, more than 1,000 singers, musicians, actors, commentators, and announcers.

DIRECT NETWORK PROGRAMS START ON WOW-TV SEPT. 30!

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



Forty Hours of NBC All Set!

Says TV Helps Ball Games

WOW-TV telecasts were credited with almost quadrupling the attendance at the Council Bluffs baseball games, in a letter from Tom Kelley, former Western League hurler, now associated with the Bluffs Legion Park contests.

Kelley, who is a well-known Omaha attorney, believes that telecasts of games swell attendance rather than decreasing it.

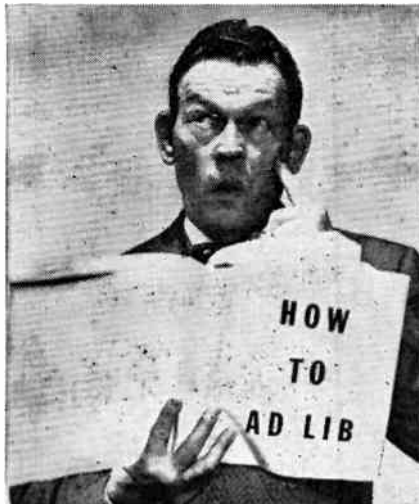
Average attendance before the first telecast was 709, and top pre-TV crowd was 1,149, he said. After TV buildup on WOW-TV first telecast game drew 1,569, and the second game telecast drew 2,512 customers, he added.

"In my opinion television acquaints the players and team with the public more successfully than any other single medium, including newspapers," Kelley wrote. "In my opinion television builds crowds, and draws more paying customers."

Kelley ended his letter with a tribute to Tip Saggau for his commentary during the Council Bluffs games.

-WOW-TV-

Plus Fred Allen! ...



FRED ALLEN, whose wry, subtle humor, has made him a topnotch radio favorite for many years, is another who has joined to NBC and WOW-TV ranks for the upcoming television season.

NBC Wins Wynn! ...



ED WYNN, the "Perfect Fool," who is ten times as funny on television as he ever was on radio, has now switched his allegiance to NBC. This means you'll see his antics on WOW-TV, this fall.

-WOW-TV-

Ak-Sar-Ben Coronation On WOW-TV Again

The 1950 Ak-Sar-Ben Coronation Ball, October 20, will be telecast via WOW-TV.

Thomas Kilpatrick & Company, 1509 Douglas, which enabled television history to be made last year, will again sponsor the Ball telecast.

Last year's Ball telecast, first in history, and a WOW-TV exclusive, was perhaps the most awe-inspiring and beautiful special events telecast in WOW-TV's first year of operation.

Both WOW-TV and the Kilpatrick women's fashions experts who supplied many of the gowns for the brilliant event, are still receiving comments about last year's telecast.

The ball picture was so perfect that hundreds of viewers were able to identify their friends.

Thirty More Hours Coming Up

More than 40 hours weekly of fine exclusive NBC and Dumont network television programming has been definitely scheduled for WOW-TV, to start this fall. Most of this programming will begin around September 30—that all-important date when the coax-relay brings NBC and Dumont programs to Omaha direct.

In addition more than 30 hours more—20 on direct network—has been reserved, and new confirmations are arriving every day.

Further plans are fast developing which will give WOW-TV viewers the 1950 World's Series direct for the first time in history and for the broadcast of at least 20 full-length football games, including all University of Nebraska games.

Thus the schedule predicted in last month's News Tower is rapidly moving from the "tentative" column to the "definite" column.

Meanwhile many more big-name stars have signed under the NBC banner for exclusive telecasts on the WOW-TV network.

Most significant of these is the great Ed Wynn "The Perfect Fool."

More details of the great television programming plans for WOW-TV are noted on page 10 of this issue.

-WOW-TV-

And Cantor too! ...



EDDIE CANTOR, will be an NBC-WOW-TV star, too. His "Banjo eyes," comic costumes, and dancing, will make him the kind of a great TV star he was for years on the New York stage.

"Break the Bank" on WOW-TV

She Broke It ...



A hilarious moment on Bristol-Myers' "Break the Bank" TV show which is now a regular 9 p.m., Wednesday feature on WOW-TV from NBC. At left is Emcee Bert Parks. Shot was made just as excited young lady "broke the bank."

Parks Leads Hilarity

Bristol-Myers "Break the Bank" program—always an exciting and hilarious radio feature—is now a television feature on WOW-TV.

The new feature is heard Wednesdays at 9 p.m., courtesy Bristol-Myers.

As in the radio version, Bert Parks is the master of ceremonies for this popular quiz program.

"Break the Bank" is produced in New York City with full stage and a large studio audience. Its appeal as a television feature lies in the fact that contestants who try for the huge sums given away, can be seen with all their nervousness, joy or disappointment.

The "Break the Bank" feature will be shown for the present on film, but will be seen "direct" when the coax-relay opens to Omaha September 30.

—WOW-TV—

TV VETERAN

Television isn't something new to John Cameron Swayze, commentator of the NBC-TV "Who Said That?" Back in 1933 and in Kansas City he attempted a daily television newscast. Production, particularly lighting, was crude, and there were virtually no receivers in existence, so the effort soon was abandoned.

Jerry Not Charlie ...



Will this lad, Paul Winchell, be the "Edgar Bergen of television?" Some say he will. Anyway Paul and his charming dummy, "Jerry Mahoney" will be a regular Thursday night WOW-TV star this fall, when NBC brings network direct programs to Omaha.

DAY-TIME

Schedule For August

WOW-TV

TIME	MONDAYS THROUGH FRIDAYS
3 ³⁰	NEWS; 3:35—COFFEE COUNTER WITH DON KEOUGH—Edwards Coffee
4 ⁰⁰	MARTHA'S KITCHEN General Electric, Roberts, Butter-Nut Coffee, Peter Pan, Blue Barrel Soap.
4 ³⁰	TEST PATTERN OR FILM.
5 ⁰⁰	SUNDAYS—"HOPALONG CASSIDY"—Butter-nut Bread (1 hour) FAMILY MATINEE AND JOHNNY CARSON—Tuesday, Wed nesdays, Thursdays. HOWDY DOODY—NBC—Mars Candies, Ovaltine, International Shoes—Mondays, Fridays.
5 ³⁰	"TIME FOR BEANY."
5 ⁴⁵	BLACKSTONE MENUS—Tuesdays. CARTOON TIME—Mondays, Wednesdays, Thursdays, Fridays.
6 ⁰⁰	NBC—RANSOM SHERMAN SHOW. SUNDAYS—TRAVELOGUE.
6 ³⁰	FILM; 6:30—Tuesday, ROSELLA, Commercial Savings and Loan ; CAHILL'S CORNER—Fridays. SUNDAYS—NEWS REVIEW OF THE WEEK.
6 ⁴⁵	RAY CLARK AND COMPLETE NEWS ROUNDUP
	TEST PATTERN PERIODS: Mondays thru Fridays—2 p.m. to 3:30 p.m. Sundays—4:40 p.m. Saturdays—Silent

SEE THE SHOPPING GUIDE, WORLD-HERALD OR YOUR LOCAL PAPER FOR PROGRAM CHANGES

Kraft TV Theater on WOW-TV

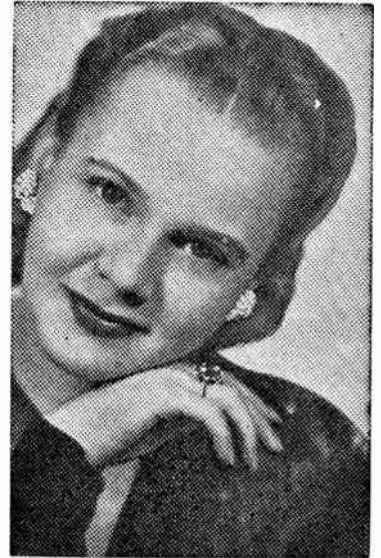
Top NBC Show is Full Hour

Howdy, Folks...



WOW-TV fans, men, women and especially children, will fall in love with Bob Smith and his "Howdy-Doody" characters (4:30 p.m. to 5, every weekday afternoon this fall). It's the top puppet show on the air barring none!

In Kraft Drama...



Another of NBC's great television features, the Kraft Television Theater, started on WOW-TV (July 26) and will be heard each Wednesday at 8 p.m., Omaha time.

"The Kraft Theater" has been a regular feature of NBC for two years and has always enjoyed top ratings and a top audience.

A full hour in length every week, the Kraft Theater presents mystery, classical and comedy drama, with great stars drawn from radio, the stage and motion pictures.

It is sponsored by the Krafts Foods Corporation.

Typical of the type of Kraft Theater presentations is Samson Raphaelson's "Accent on Youth" scheduled for WOW-TV on August 16, and starring Melvin Ruick and Marilyn Erskine.

-WOW-TV-

KISSES FOR KUKLA

"Kukla, Fran and Ollie's" creator Burr Tillstrom finds that being an expert in one line leads people to request advice on other subjects. The impressario of the five-a-week WOW-TV show reports a recent request. It came from a viewer who asked for a cleanser for a television screen; the writer's children smudge the set's face kissing Kukla goodnight.

After great success on daytime serials "Lora Lawton" and "Young Widder Brown," lovely Marilyn Erskine will get a chance on TV when she stars on a mid-August Kraft Television Theater drama, "Accent on Youth" on NBC and WOW-TV (8 p.m., Wednesdays).

NIGHT-TIME

Schedule For August

WOW-TV

TIME	SUNDAYS	MONDAYS	TUESDAYS	WEDNESDAYS
7 ⁰⁰	FEATURE	"YES OR NO" NBC	FEATURE	TV SHOWCASE
7 ³⁰	FILM	WHO SAID THAT? NBC	FILM	LEAVE IT TO THE GIRLS NBC
8 ⁰⁰	PHILCO PLAYHOUSE NBC	FEATURE FILM	ORIGINAL AMATEUR HOUR Old Gold Cigarettes	KRAFT THEATRE NBC
8 ³⁰		"GRASS ROOTS" 8:45-CHARADES		
9 ⁰⁰	NEWS, SPECIALS, SIGN OFF	9:15-NEWS SIGN OFF	NEWS SIGN OFF	BREAK THE BANK Bristol-Myers
9 ³⁰				NEWS SIGN OFF
10 ⁰⁰				

TIME	THURSDAYS	FRIDAYS	SATURDAYS	SPECIALS
7 ⁰⁰	SAGGAU SPORTS	NEWS-O.P.P.D.	SILENT	NBC GRAND OPERA ... Tune to WOW-TV for dates and times.
7 ³⁰	MEET THE PRESS-NBC 7:45-ROSELLA	SPORTS DIGEST Pontiac		
8 ⁰⁰	KAY KYSER NBC Ford Dealers	FILM		
8 ³⁰		YOUR BACK YARD Mal Hansen		
9 ⁰⁰	WRESTLING FROM HOLLYWOOD Falstaff	CAVALCADE OF SPORTS Gillette		
9 ³⁰		9:15-NEWS SIGN OFF		
10 ⁰⁰	NEWS SIGN OFF			

SEE THE SHOPPING GUIDE, WORLD-HERALD OR YOUR LOCAL PAPER FOR PROGRAM CHANGES

70 TV Hours a Week on WOW-TV

First let's talk set sales potentials, nationally and locally.

In the first half of 1950—(this year) 2½ million sets were manufactured.

This year-so far, the number of sets in use, nationally has jumped from 3½ million to six million. Sales nearly doubled in six months!

The best present estimate is that 7,000,000 sets will be made this year. That means over 4,000,000 to be sold this year.

It means a national audience by January 1, 1951 of 10,000,000 TV families.

We're all in this business for keeps—so you may be interested in some long range sets-in-use forecasts by NBC's very conservative research department.

NBC predicts 14 million sets in use by January 1, 1952 . . . 20 million by January 1, 1953 . . . and 24 million by January 1, 1954.

(There are incidentally now about 86,000,000 radio sets in use.)

Now let's discuss to local potentials. Total distributor sales now are almost at the 26,000 figure. Based on past experience, availability of sets, and a few other factors . . . here are WOW-TV estimates of set sales during the rest of this year:

We expect 2,000 sets to be sold by September 1. 4,000 sets in September, 4,000 sets in October . . . 5,000 in November, and 5,000 sets in December. That's a total of 21,000 sets to be sold during the balance of 1950.

That will bring the total to 46,000 by January 1 . . . and we won't be surprised if it hits 50,000.

Using the NBC projection locally, we expect 30,000 more new sets to be sold in 1951 . . . 20,000 in 1952. This means 100,000 sets in use by January 1, 1953 . . . and beyond that, everything is pure guess-work.

There are four very important factors to consider: (1) the direct network relay, (2) color, (3) ultra-high frequency, and (4) programs.

First, the direct network. The coax-relay from New York to Omaha will open officially Saturday, September 30—eight weeks from now (August 1). There will be two circuits to Omaha—the second circuit may open a week or two after the first—but we hope both circuits will be ready on September 30.

One circuit will be devoted exclusively to NBC programs for WOW-TV.

We can announce to you now officially that WOW-TV will take over DuMont network, for this area, on September 1.

The relay system, loosely but erroneously called "the cable" will deliver network programs to Omaha TV stations.

Secondly, we want to say just a word about color . . . because many of your customers seem to be waiting for sets that will receive color.

WOW-TV has had its own attorney-engineer at every FCC color hearing. Briefly, here's the present

During late July many television set distributors have been showing new models at dealer meetings.

WOW-TV has been asked to tell its fall-winter plans—as they are known at this time (August 1)—to some of these TV dealers' meetings.

On this page is the material WOW-TV (through its Promotion Manager Bill Wiseman) has been relaying to dealer meetings.

dope. The FCC will decide for or against color this fall. We think the chances are just about 50-50 that the decision will be against color—that the decision to authorize color may be delayed for two or three years.

But—if the decision is FOR color . . . we believe it will be two to three years—at the earliest—before color will be transmitted over Omaha TV transmitters.

We feel the same way about ultra-high frequency transmission—at least two, perhaps three years away in this market.

We are basing our expensive operations . . . and planning on these beliefs on the subjects on color and UHF.

Now about programming. This is the most exciting news we've ever been privileged to announce.

WOW-TV expects to be programming 10 and possibly 12 hours a day . . . by October 1. And that's for seven days a week. Our present tentative schedule calls for as much as 70 to 80 hours of fine programming . . . mostly network . . . every week.

There will be a lot of fine daytime network programming. NBC says that by December 1 it may be necessary to start morning—Monday through Friday network programming—probably from 10 to 12 weekday mornings.

Starting September 30, Mondays through Fridays, we expect to have three hours of variety show programming, starring Ransom Sherman, Bert Parks and Kate Smith. Then we'll have Martha Bohlsen, Howdy Doody, a half hour of local programming, Kukla, Fran and Ollie, and Captain Video—all across the board, Mondays through Fridays.

The 6:30 to 7 spot across the board will include Mohawk's Roberta Quinlan and a new John Conte Van Camp variety show, plus, five nights a week, the great Camel Newscast with John Cameron Swazee. That brings us up to 7 o'clock, Mondays through Fridays.

Then, WOW-TV will carry all 1950 World's Series games direct—For the first time you'll be able to sit at home and see Joe DiMaggio knock home runs—if the Yanks win, and it looks like they might.

Every Saturday afternoon, we'll

present a top-notch football game—September 30 until December 16, . . . We'll carry all Nebraska home games direct from Lincoln. We expect to carry all Nebraska away-from-home games by film delayed 24 to 36 hours. On Saturday afternoons when there is no Nebraska game, we'll carry a top NBC game direct, or a Notre Dame game from DuMont. We may also have some professional football on Sunday afternoons. All in all, it looks like we will carry 15 to 20 full-length football games—all the nation's best!

Then continuing in sports . . . we'll have Gillette's Madison Square Garden boxing every Friday night; Falstaff wrestling late every Saturday night; and many other sports features. One client is figuring on an hour's highlights on Sunday evenings of the top grid games of the week—with actual game scenes via film.

On Sundays we'll have Hopalong Cassidy, Roy Rogers, Gene Autry . . . Leave it to the Girls . . . Colgate Theater with Fred Allen and Eddie Cantor . . . Philco Theater . . . Congoleum's Garroway at Large . . . and two or three other big-time shows running until midnight.

Monday nights, we'll have Chevrolet Theater . . . Voice of Firestone . . . Lights Out . . . a 90-minute Lucky Strike Robert Montgomery dramatic show . . . Rosella and local news, sports and weather.

Tuesday nights it'll be Texaco's Milton Berle . . . P. & G. Fireside Theater . . . Armstrong's Circle A Theater . . . Old Gold Amateur Hour.

Wednesday nights we'll have comedy night with Allen, Cantor, Groucho Marx, Martin and Lewis . . . and Bob Hope . . . Kraft TV Theater . . . Bristol-Myers' Break the Bank . . . and Parade of Stars Variety.

Thursdays: Ballantine's Believe It or Not, Paul Winchell and Jerry Mahoney, Ford's Kay Kyser, Detective Martin Kane for U. S. Tobacco and Standard Oil's Wayne King.

Fridays: Miles Lab's Quiz Kids, Groucho Marx show for Buick, Cavalcade of Dance Bands, Gillette's boxing, and another fight series.

Saturdays start off with a dramatic show, then One Man's Family for Manhattan Soap, a three-hour variety-comedy-musical Jamboree, and Falstaff wrestling.

Then to top all of this off there's a great show planned from every week-night from 10:30 to midnight.

These shows of course are tentative . . . but it looks like all of the great entertainment we've mentioned will come through . . . and probably many more.

Well, that's the story—as it looks now. No doubt the other station and networks will also have many, many fine big shows. One thing is certain: . . . Regardless of what your customers spend for a TV set . . . they are certainly going to get their money's worth and then some . . . and it all starts in only two months from now.

Tip Saggau...

WOW Sports Editor

We came! We saw! I was conquered! That saying is a bit jumbled up, probably due to the fact that I'm on the jumbled side following a short vacation topped off by the WOW Baseball Tour which saw over 300 fans from 103 towns in Nebraska, Iowa, Missouri and South Dakota, let their hair down and have the time of their lives.



Tip Saggau

I say I was conquered because I received a great thrill out of the splendid manner in which the baseball tour was received by the group and through the splendid cooperation they afforded WOW during our stays in Chicago and St. Louis. They were a great bunch.

I think the biggest treat in the entire trip, at least to this mister, is the fact that in our group, folks representing 77 Nebraska towns, saw Sheldon Jones, a Nebraska boy, pitch the second game of the double-header on July 23 as his Giants met the Cubs.

Jones had a no-hitter with two down in the bottom half of the eighth inning, when Mr. Walker of the Cubs, who hadn't hit a hat all afternoon, smacked a clean double between center and left field, the only bingle of the game.

It was a great week-end and I would like to say once again it was a privilege for Saggau to be associated with the fine gang that went along with us. And I hope to hear from you from time to time.

-wow-

Rev. R. R. Brown...

Pastor WOW World Radio Congregation

"Why do the heathen rage?" This is a vital question that was asked by the Psalmist centuries ago. He continued by saying, "Why do the people imagine a vain thing?"

This generation has a serious question mark in its mind. Why another war? Is it the beginning of World War III? Why must the normal processes of life be interrupted by another wasteful, destructive conflict? Why are men to be led as "lambs to the slaughter?" There is an explanation, but no adequate answer. It is impossible to explain why we in the same generation should suffer the ravages of another war.

These questions are all the more pertinent when we read in the same Psalm that the "kings of the earth set themselves, and the rulers take counsel together, against the Lord, and against his anointed." War is immoral.

It is against the spirit of Christ. In



Rev. R. R. Brown

Sally Talks of 'Johnny'

Grass Roots...

By MAL HANSEN, WOW Farm Director

August is a month of much activity in farm circles. True, the small grain harvest is out of the way. But think of the amount of time we will spend worrying about the corn weather. This year we will devote more time worrying than usual... and strangely enough, we'll be wishing for hot, weather.

It's strange... this weather business. We started out this spring telling everybody how we might have a dry year. Now we've made a complete switch, and discover that the month just passed was the wettest July in 35 years.

We are reminded of the English farmer who complimented the Midwesterners on their weather because it was usually so dry during harvest. In England many farmers put in their own drying units so that small grain could be put into marketable condition, because the harvesting season is so wet. But this year Midwest farmers could use those same units to advantage.

If we have late corn, that's a distinct possibility now, more farmers might wish they had drying units in their corn cribs as well as for their small grain. Bob Garst of Coon Rapids, Ia., is trying to figure out ways and means of incorporating practical drying units on Midwest farms. Of course, we should mention that he'll be experimenting with Pioneer corn.

Meanwhile, Bob Marshall, a Walnut Grove representative from Atlantic, Ia., is trying something else. He's doing his best to get a Britany Spaniel (that's a dog) into the Hansen household. Probably with the iron-clad guarantee that we name the pooch Walnut Grove... and see that he gets great quantities of minerals (Walnut Grove, of course).

this reply from the ancient writer, we have communism's spirit exposed and their purposes clearly defined, because theirs is not merely an economic, but a religious war. They are determined to drive God off the face of the earth.

The nations would not rage or the people imagine a vain thing if they would allow the Prince of Peace to look into the parliament of nations and speak as He did of old, saying, "Blessed are the peacemakers!" Why not let Him speak once more? Why not take His way and find in the great principles of righteousness the way to a

KNOCK . . . KNOCK!
MAY I COME IN?

Hi, Neighbors . . . Here I am again to say I'm sorry that some of you have not had a reply to your letters and still haven't received the poems. I promise as soon as the birthday business is taken care of you will hear from me. I had no idea there would be so many requests for poems.

Please accept my sincere thanks for your good wishes, friendly messages to me and for the dimes and dollars for the shut-ins' comfort. Each kindly thought was appreciated. The birthday, however, was shadowed this year, for it was on the morning of July 22, that our beloved Chief, Mr. John J. Gillin, Jr., was laid to rest.

He never wanted to be Mr. Gillin to the staff, just "Johnny" to us, and I think in his heart he termed us his big family.

We never thought of this brilliant executive as our employer or boss. In his kindly interest and consideration of us at all times, Johnny was more like a brother and understanding friend. To know Johnny was to love him and working for him was an ever pleasant occupation.

Realizing his great executive ability, the important place he occupied, our affection for him was keen because he was ever the modest, unassuming, friendly person, never seeking the fame and many honors heaped upon him.

In 15 years of service under Johnny Gillin's direction and management, I never received a word of irritation or impatience from him. All along the years I was aware of a personal interest in all his employees and I always felt that Johnny was back of me ready to lend support over the rough spots.

When illness struck, Johnny would come to the house and the hospital to see that nothing was lacking in my care and always bidding me not to worry and assuring me everything was all right. Johnny took care of us all. We have lost a wonderful friend . . . our Johnny.

Well, 'bye for now.

YOUR AUNT SALLY.



Aunt Sally



Mal Hansen

5,000 WATTS

WOW'S AUGUST NIGHT SCHEDULE

590 Kc.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	TEX WILLIAMS
5:55	SPORTS—Vitalis	SPORTS—McFayden	SPORTS—Vitalis	SPORTS—McFayden	SPORTS—Vitalis	SPORTS—McFayden	THE BIG GUY
6:00	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ALBUM TIME	
6:15	NEWS—Alka-Seltzer 590	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer 590	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	MUSIC BY MARTIN	THE SAINT
6:30	MELODY LANE	M. WILLSON—Falstaff	MELODY LANE	M. WILLSON—Falstaff	590 MELODY LANE	MUSIC BY MARTIN	
6:45	RAILROAD HOUR	WHO SAID THAT?		JOHN BARRYMORE SHAKESPEARE	STARS AND STARTERS	M. WILLSON—Falstaff	ADVENTURES OF SAM SPADE—Wildroot
7:00	VOICE OF FIRESTONE CONCERT	STARLIGHT CONCERT Turns	DANGEROUS ASSIGNMENT	ADVANCE RELEASE	CLOAK AND DAGGER	JOE DIMAGGIO SHOW	NBC SYMPHONY U. S. Steel
7:30	TELEPHONE HOUR Bell Telephone	PENNY SINGLETON	THE FALCON			SATURDAY DANCE DATE	
8:00	BAND OF AMERICA Cities Service	PRESENTING CHARLES BOYER	BREAK THE BANK Bristol-Myers	CASS DALEY	DIMENSION X	HIT PARADE Lucky Strike	TOP SECRET
8:30	NIGHTBEAT	BIG TOWN Lifebuoy	MR. DIST. ATTORNEY Sal Hepatica, Ipana	DUFFY'S TAVERN Blatz	CONFIDENTIALLY YOURS	TALES OF THE TEXAS RANGERS—General Mills	TAKE IT OR LEAVE IT Eversharp
9:00	FIRST PIANO QUARTET	A LIFE IN YOUR HANDS Raleigh	BIG STORY Pall Malls	DRAGNET Liggett & Myers	WANTED	JANE PICKENS	BOB CROSBY Pet Milk
9:30	WOW NEWS TOWER	WOW NEWS TOWER	RICHARD DIAMOND PRIVATE DETECTIVE Rexall	SARA'S PRIVATE CAPER General Mills	BILL STERN—Colgate MUSIC AMERICA LOVES Wachob-Bender	GRAND OLE OPRY Prince Albert	WOW NEWS TOWER
10:00	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	HEADLINES
10:15	DESIGN FOR LISTENING	NOCTURNE	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SAT. SPORTS PARADE	UNI. OF CHICAGO ROUNDTABLE
10:30	NEWS	NEWS	LIVING—1950	NOCTURNE	HOTEL AMBASSADOR ORCHESTRA	NOCTURNE	NEWS
11:00	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call..... Daily ex. Sun.	10:15 A. M.—Report from the Pentagon..... Mon. thru Fri.	1:30 P. M.—Ma Perkins—P. & G. Oxydol..... Mon. thru Fri.
5:40 A. M.—Slim Eberhart—Carter Products..... Mon., Wed., Fri.	UN is My Beat..... Sun.	1:45 P. M.—Judy and Jane—Folgers Coffee..... Mon. thru Fri.
5:55 A. M.—Weather Report..... Daily ex. Sun.	10:30 A. M.—Jack Berch Show—Prudential Ins. Co. Mon. thru Fri.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap... Mon. thru Fri.
6:00 A. M.—Sunrise News Tower..... Daily ex. Sun.	Archie Andrews..... Sat.	Town and Country..... Sat.
6:15 A. M.—Welcome to the West..... Mon. thru Fri.	From the Masters Pen..... Sun.	2:15 P. M.—Road of Life—P. & G. Oxydol..... Mon. thru Fri.
6:30 A. M.—WOW Farm Service Reporter, Markets— Walnut Grove Products, and Garst & Thomas..... Daily ex. Sun.	10:45 A. M.—David Harum—Babo..... Mon. thru Fri.	2:30 P. M.—Pepper Young's Family—P. & G. Soap.. Mon. thru Fri.
Sunday Serenade..... Sun.	Solitaire Time—Campana..... Sun.	Quiz Kids—Miles Lab..... Sun.
7:00 A. M.—Alex Dreier—Skelly..... Mon. thru Fri.	11:00 A. M.—Live Like a Millionaire—General Mills.. Mon. thru Fri.	2:45 P. M.—Right to Happiness—P. & G. Soap..... Mon. thru Fri.
L. Burlingham, This Farming Business—Skelly.... Sat.	Homemakers Club—Omaha Public Power..... Sat.	3:00 P. M.—Backstage Wife—Sterling Products..... Mon. thru Fri.
Sunday with Sally..... Sun.	American Forum of the Air..... Sun.	WOW News Tower—Hubinger Starch..... Sun.
7:15 A. M.—Breakfast Bandstand—Mennen..... Mon., Wed., Fri.	11:30 A. M.—We Love and Learn—Manhattan Soap... Mon. thru Fri.	3:15 P. M.—Stella Dallas—Sterling Products..... Mon. thru Fri.
7:30 A. M.—WOW News Tower..... Daily ex. Sun.	Music in Three-Quarter Time..... Sat.	3:15 P. M.—U. S. Navy Show..... Sun.
Revival Hour—Gospel Br'dcast'g Assn., Weather. Sun.	National Guard..... Sun.	3:30 P. M.—Lorenzo Jones—P. & G. Dreft..... Mon. thru Fri.
7:45 A. M.—Morning Merry-Go-Round..... Mon. thru Fri.	11:45 A. M.—Your Melody Time..... Mon. thru Fri.	Sport of Kings—Pabst Blue Ribbon..... Sat.
8:00 A. M.—Breakfast Club—General Mills..... Mon. thru Fri.	Treasury Salute..... Sun.	High Adventure..... Sun.
Aunt Sally..... Sat.	Polka Parade..... Sat.	3:45 P. M.—Young Widder Brown—Sterling Prods.. Mon. thru Fri.
8:15 A. M.—John Carson Show..... Mon. thru Fri.	12:00 Noon—Four-Bell News, Markets..... Daily ex. Sun.	4:00 P. M.—When a Girl Marries—General Foods... Mon. thru Fri.
Pot Luck..... Sat.	WOW News Tower..... Sun.	Catholic Hour..... Sun.
8:30 A. M.—John Carson Show..... Mon. thru Fri.	12:15 P. M.—Musically Yours..... Sun.	4:15 P. M.—Portia Faces Life—General Foods..... Mon. thru Fri.
Chapel Service, Dr. R. R. Brown..... Sun.	12:30 P. M.—WOW Calling—Merch. Biscuits..... Daily ex. Sun.	Herman Hickman..... Sat.
8:45 A. M.—E. Jabenis Scrapbook—Crestwood Shops..... Sat.	Your University Speaks—Uni. of Nebraska..... Sun.	4:30 P. M.—Just Plain Bill—Anacin..... Mon. thru Fri.
9:00 A. M.—Welcome, Travelers—P. & G..... Mon. thru Fri.	12:45 P. M.—WOW Calling—Nutrena..... Daily ex. Sun.	Russ Morgan..... Sat.
9:30 A. M.—Double or Nothing—Campbell Soup..... Mon. thru Fri.	The Music Room—Schmoller & Mueller..... Sun.	Harvest of Stars—International Harvester Co.... Sun.
Mary Lee Taylor—Pet Milk..... Sat.	1:00 P. M.—Double or Nothing—Campbell Soup.... Mon. thru Fri.	4:45 P. M.—Front Page Farrell—Whitehall Pharm.... Mon. thru Fri.
10:00 A. M.—Morning Moods..... Mon. thru Fri.	National Farm and Home Hour—Allis Chalmers... Sat.	Public Affairs..... Sat.
WOW News Tower..... Sun.	NBC Theater..... Sun.	5:00 P. M.—Guiding Light—P. & G. Duz..... Mon. thru Fri.
Mind Your Manners..... Sat.		\$1,000 Reward..... Sun.
		5:15 P. M.—Lean Back 'n' Listen..... Mon. thru Fri.
		Personality Time..... Sat.

EXPIRATION DATE NEAR YOUR NAME BELOW "8/50" MEANS THIS IS YOUR LAST ISSUE

RETURN POSTAGE GUARANTEED

TO: Radio Station WOW

Omaha 2, Nebr.

STRAIN NPS A E
1119 NO 45TH ST

8-52

OMAHA 3 NEBR

U. S. POSTAGE
Sec. 562, P. L. & R.

PAID

Omaha, Nebr.
Permit No. 257