

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. 16, No. 1

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Published Monthly

Meredith to Buy WOW, Inc.

SENSATIONAL!

Upcoming fall-winter program lineups on Radio WOW, and WOW-TV will be nothing short of sensational.

Sponsors will spend more than \$1,000,000 weekly for talent on the great programs set for the WOW, Inc., stations—talent which WOW-



Tallulah

Land folks will hear and see in the comfort of their living rooms "for free."

Many of the new and returning features will be aired during September. Some spots are not yet definitely set.

One of the "sensational" big headlines will be NBC's great "The Big Show," which will originate in Europe for two weeks when it returns to the air September 30, with the fabulous Tallulah Bankhead again as mistress of ceremonies. (See pages 2 and 3 for further details of new and returning programs on WOW. TV information begins on page 5.)

-WOW-

42 Football Games On WOW and WOW-TV!

The WOW-Inc. stations will offer four separate series of football broadcasts on WOW and WOW-TV—all to start late this month. The Cornhusker games will be sponsored by the Nebraska Clothing Co. with Jack Payne doing the play-by-play, and Merrill Workhoven the "color" and commercials.

See pages 5 to 9 for details of three television series, including the NCCA games for Westinghouse, the "Big Seven-Game of the Week" series for Phillips 66, and a series of Sunday afternoon Professional games.

With this issue the WOW NEWS TOWER begins its 16th year of service to WOW-Land listeners.

FCC Approval is Asked

The widely and favorably known Meredith Publishing interests ("Better Homes & Gardens" and "Successful Farming") have contracted to buy (subject to FCC approval) the Radio Station WOW, Inc., stations, WOW, and WOW-TV, for a cash consideration of \$2,525,000.

Announcement of the contemplated sale was made jointly August 8 by Francis P. Matthews, president of WOW, Inc., and E. T. Meredith, Jr., president of the Meredith Engineering Co. of Des Moines, and vice president of the parent publishing company.

Under the terms of the contract to buy, all the stock of Radio Station WOW, Inc., is to be purchased by the Meredith Engineering Co., which also owns and operates Station WHEN (TV), at Syracuse, N. Y.

The announcement by Mr. Matthews who retired recently as Secretary of the Navy to become U. S. Ambassador to Ireland, said a primary factor in acceptance of the

(Continued on page 3)



E. T. Meredith, Jr., president of the Meredith Engineering Co., and vice president of Meredith Publishing Co.

ALL ABOARD!

The fourth annual WOW Farm Study Tour 14-car special Burlington train will leave Omaha September 12 for two weeks in south-eastern Canada, New England, Washington and Chicago with 210 midwesterners aboard. (See Tour membership list page 4.)

Farm Director Mal Hansen of WOW, Tour Leader, and his assistant, Bill Wiseman, WOW Promotion Manager, predicted the 1951 tour would be the most educational and most interesting of all the WOW farm study tours since the one to Europe in 1948.



Mal Hansen

The 5,500-mile tour will start at Detroit, continue to Niagara Falls, Toronto, Montreal, Quebec (by boat), Boston, Springfield, New York City, Washington, Pittsburgh, the Firestone farm near Akron, the Louis Bromfield Farm near Mansfield, Ohio and Chicago, returning to Omaha September 28.

Lawrence Youngman, president of Travel & Transport, Inc., who recently returned from a month's "advance trip" making detailed arrangements at every point said the tour will be "a real treat to anyone interested in agriculture."

Mr. Youngman set up visits to scores of farms, experimental stations, ag colleges, and farm-indus-

(Continued on page 3)

-WOW-

300 Baseball Fans Enjoy WOW Tour

The second annual WOW Weekend Baseball Tour, led by Sports Director Jack Payne, was scheduled to leave Omaha August 24, with 300 WOW-Land baseball fans aboard.

The itinerary called for attendance at the Chicago White Sox-Boston Red Sox game on Saturday and the White Sox-New York Yankees double-header on Sunday, plus two sightseeing tours (one for Lake Michigan), and a Saturday night "on the town."

The tour was to return to Omaha Monday, August 27 at 7:30 a.m.

Bickersons, New WOW Show

Philip Morris Laugh Riot

Thirty laugh-filled minutes with "The Bickersons" are coming your way each Tuesday night at 9:30 beginning September 4.

Lovely Frances Langford and comic Lou Parker star as John



Frances Langford

and Blanche Bickerson, the lively-tongued lovers who would rather argue than eat. John's snoring ability is almost beyond belief and Blanche spends most of her time trying to keep him awake. Hear Frances Langford and Lou Parker when they bring you "The Bickersons" for Philip Morris Cigarettes each Tuesday at 9:30 on WOW.

-WOW-

'Beulah' Bows in as Nighttime Show

Your late evening listening enjoyment will be greatly increased beginning on September 3 when "Beulah" makes her debut on WOW at 10:30 p.m.

The new quarter-hour comedy starring Hattie McDaniel will be heard each Monday through Friday at 10:30 p.m. for Oxydol and Dreft.

"Beulah" is the lovable maid who can always be relied on to come up with an enterprising—and laughable—solution to the family's problems. You'll enjoy this family comedy each Monday through Friday night at 10:30 on WOW.

-WOW-

Phil Harris-Alice Faye Back with More Laughs

"The Phil Harris-Alice Faye Show," one of radio's most fun-filled half hours, will be back on WOW beginning September 30 at 7 p.m.

RCA Victor will sponsor this year's series which will be built around the same laugh-provoking cast of Julius, Frankie, Remley and Alice's brother. Of course the two daughters of the stars will be on hand to keep daddy under some semblance of control. Don't miss "The Phil Harris-Alice Faye Show" beginning September 30.

'The Big Show' Returns Sept. 30

The Big Show will return to WOW and the world on September 30 as an international extravaganza.

The first "Big Show" broadcast of the new season will be aired from London and will be heard at 5:30 on Sunday, September 30 over WOW.

Glamorous Tallulah Bankhead will introduce an all-star cast and the music will be under the direction of Meredith Willson.

Reynolds Metal Products Co. will sponsor the first half hour of "The Big Show" this season.

Not content with one European origination "The Big Show" will move to Paris for its second broadcast on October 7. Later broadcasts will originate from New York and Hollywood.

-WOW-

MAL AT FAIR

As usual Mal Hansen is going to be more than busy during the upcoming Nebraska State Fair at Lincoln. WOW will have a broadcasting booth on the fairgrounds in conjunction with the Pioneer Hybrid Seed Co. and Walnut Grove Mineral Products Co. booth.

Mal will conduct interviews, etc., daily from the fairgrounds. These will be heard on his 6:30 a.m. program. Mal spent two days at the Iowa State Fair in August.

-WOW-

Hit Parade Moves to Thursday Spot

A new era in the tuneful history of NBC's "Your Hit Parade" will commence Thursday, September 6 at 9 p.m. on WOW with the radio edition of the popular program being presented separately on Thursdays instead of Saturdays. The television version will continue on Saturdays, returning to WOW-TV September 8.

The all-time favorites, Guy Lombardo and his Royal Canadians, will be starred in the radio version of "Your Hit Parade." Some of the nation's top girl vocalists, especially picked for each program, will be featured as "Your Lucky Girl of the Week."

Plans are now being made for the radio portion of "Your Hit Parade" to visit various armed forces installations and defense centers. Details will be announced at a later date.

The American Tobacco Company (for Lucky Strike Cigarettes) sponsors "Your Hit Parade" on both radio and TV.

-WOW-

PETER PAUL

The Peter Paul Candy Company has returned to WOW to tell the merits of their candy bars. They will resume their spot during the 5:30 p.m. 4-Bell News Roundup this month.

Father Knows Best

Popular Robert Young will be back in the starring role of "Father Knows Best" at 7 on Thursday, September 6.

As Jim Anderson he'll cope with the fun-filled situations that arise



June Whitley . . . plays mother

when the Anderson kids, Betty, Bud and Kathy try to make father realize just how important their particular projects are to the general well-being of the family. Maxwell House Coffee brings you "Father Knows Best" each Thursday at 7.

-WOW-

'Cavalcade' Returns On Tuesdays

The first dramatic program to return to the network after a summer vacation will be the DuPont sponsored "Cavalcade of America" on Tuesday, September 4 at 7 p.m.

"Cavalcade" has won many awards in past seasons for its dramatic sidelights on Americans who have contributed to the American way of life, both historical and contemporary.

Top dramatic stars highlight the weekly productions of this popular Tuesday night offering. Don't miss the first program of the new season on Tuesday, September 4 at 7 p.m.

-WOW-

Here Comes "Gildy"

More laughs than ever are expected from "The Great Gildersleeve" when he return to WOW-Land at 7:30 on Wednesday, September 5 and every Wednesday night thereafter.

With niece Marjorie's twins around to add to the general merriment you can be certain that Gildy and his cronies—Judge Hooker, Peavy the druggist and the whole gang—will come up with many hilarious situations. As in the past Kraft Foods will sponsor this half hour of family comedy each week.

Murphy Noontime Jamboree

Sports by Payne...

WOW Sports Director

King football comes in on cool northwest breezes! That's the lead-in for our column and we know September brings a popular sport to you fans—one that is played and watched by many thousands each week.



Jack Payne

We attended the recent Big 7 pre-season meeting in Kansas City and heard each head coach give his 1951 outlook. The season appears to be in for some loose defensive maneuvering as practically all teams lost heavily in this department. We anticipate a wide open, high scoring year for the conference with the ultimate outcome in the throne room dependent upon one of two things: getting there fustest with the mostest, or, finishing with the loudest bang. This will very definitely be a sophomore and junior year all over the Big 7 and, consequently, early season losses will hurt when these newcomers get game experience and begin to win close ones during the latter stages.

How will they finish? We picked the outcome for a poll back in July and tabbed Oklahoma, Nebraska, Colorado, Kansas, Missouri, Iowa State and Kansas State in that order. The coaches themselves at Kansas City in a secret ballot came up with the same forecast except a reversal on third and fourth between Kansas and Colorado.

Nebraska should have one of its most exciting seasons in many years. The players are young, fast, possess good depth in most positions, and are as eager as a duck hunter on a frosty morning. But Nebraska, like Oklahoma, Kansas and other powers, needs experience and proven material in the front line.

WOW will again broadcast the Nebraska schedule this season, starting with the TCU opener at Lincoln, September 29. Our sponsor will be the fine folks at the Nebraska Clothing Company who know and love sports and have always taken a great interest in bringing top sports events to you people.

We're all set for king football and I'm sure you are too. So, on with the show and let those cool breezes blow!

-WOW-

NEW RECIPES

Martha Bohlsen will soon begin a new series of recipes on her "Martha's Cupboard" program each week-day morning at 11 a.m. on WOW.

Included in these top taste treats will be the favorite recipes of many leading celebrities.

Meredith to Buy WOW, Inc.

(Continued from page 1)

Meredith offer was "the 'highly favorable reputation of the Meredith organization.'"

Of Mr. Meredith and Fred Bohlen, president of the publishing company, and vice president of the engineering company, Mr. Matthews said, in part:

"They are midwesterners. They are friendly neighbors. Their organization is experienced and is well and most favorably known in the television field.

"This venture is not an experiment with them. They will bring Omaha highly capable civic-minded business executives. They will maintain and enhance our stations' fine reputation of efficient operation and zealous concern for faithful public service."

Mr. Matthews added that Mr. Meredith and Mr. Bohlen had authorized him to say that no material change in the management and operating policies of the stations is contemplated.



Fred Bohlen, vice president of the Meredith Engineering Co., and president of the Meredith Publishing Co.

Frank P. Fogarty will continue as general manager and other personnel will be continued under the same arrangement by which they are presently employed, the Matthews announcement added.

Present stockholders of Radio Station WOW, Inc., in addition to Mr. Matthews were listed as Guy Myers of New York City, the estate of the late John J. Gillin, Jr., Cecilia Broderick (Mr. Gillin's secretary), M. M. Myers, J. J. Isaacson and Robert P. Samardick.

An application for approval of the stock sale has been filed with the FCC for consideration.

New Saturday Variety Show

A real old-time jamboree of fun, music and variety awaits you each Saturday when you tune in on "Murphy's Noontime Jamboree" at 12:30 p.m. on WOW—immediately following the 4-Bell Noontime News Roundup.

"Murphy's Noontime Jamboree" will feature popular Bill McBride as master of ceremonies together with vocalist Bob Burt, the Jamboree Band, and other top-notch acts.



Bill McBride

Sponsored by the Murphy Mineral Products Company the show will get your Saturday afternoon off to a live start. Don't miss it!

-WOW-

HOPE RETURNING

Mr. Gloom be on your way! Bob Hope will be back on WOW at 8 p.m. on Tuesday, September 25 to make WOW-Land rock with laughter.

Bob Hope is expected to be at his witty best after a few weeks away from the microphone. The Chesterfield sponsored comedian will have his whole gang with him to bring you 30 minutes of top music and unrestrained comedy. Don't miss "The Bob Hope Show" when it returns on Tuesday, September 25 at 8 p.m.

-WOW-

WOW REPRESENTED

Radio Station WOW was again represented at the recent National Soil Conservation Field Day and Plowing Matches at Bethany, Mo.

Ronald Orr of Beatrice, under the sponsorship of WOW, won seventh place for the Cornhusker State in the widely publicized event. Mr. Orr is a former national champion plowman.

This marks the fourth time that WOW has sponsored a Nebraskan in the event.

-WOW-

FARM TOUR

(Continued from page 1)

trial plants, just as he did on similar advance tours for the European tour, the 1949 WOW West Coast Farm Study Tour and the "New South" Tour in 1950.

"Our only regret," Hansen said on a recently "Farm Service Reporter" program (6:30 a.m. to 7 a.m. weekdays on WOW), "is that we have to leave 45 persons who wanted to go at home."

"For those folks and the thousands of others who couldn't go we will try to give the best possible radio reports each day while we are gone."

The fifth of the WOW Farm Study Tours—to South America by air—is planned for next spring.

Members of 1951 Farm Tour

Mr. and Mrs. R. E. Albrich
Broken Bow, Nebraska

Mrs. D. S. Anderson
Lexington, Nebraska

Mr. and Mrs. Germain Bauer
Artesian, South Dakota

Mr. Alva Bell
Tabor, Iowa

Mrs. Ruth Blacktopp
Mobile, Alabama

Dr. Louis C. Bleick
Omaha, Nebraska

Mrs. S. W. Brion
Ewing, Nebraska

Mrs. Mary Bruner
Brainerd, Nebraska

Mr. and Mrs. Art Burgoin
Silver City, Iowa

Mrs. Grant M. Callsen
Lily, South Dakota

Mr. and Mrs. R. V. Campbell
Central City, Nebraska

Mr. and Mrs. Horace J. Cary
Kearney, Nebraska

Mr. and Mrs. Bill Collins
Woodbine, Iowa

Mr. and Mrs. J. E. Conklin
Hybbell, Nebraska

Mr. and Mrs. George Corner
Blue Hill, Nebraska

Mrs. F. S. Crane
Clyde, Kansas

Mr. and Mrs. Elmer Dannehl
Bertrand, Nebraska

Mr. J. W. Davis
Avocoa, Iowa

Mr. and Mrs. W. E. Dickinson
Gretna, Nebraska

Mrs. Mary Louise Dunham
Westboro, Missouri

Mr. Walter Eggers
Bird City, Kansas

Mr. and Mrs. George Eisele
Riverdale, Nebraska

J. L. Evans
Emerson, Iowa

Mr. Carl Fallesen
Neligh, Nebraska

Mr. and Mrs. A. J. Fleishman
Tekamah, Nebraska

Mr. and Mrs. Fred Fry
Earlham, Iowa

Mr. and Mrs. Arthur I. Gee
Shenandoah, Iowa

Mrs. Hattie Giese
Dunlap, Iowa

Mr. and Mrs. Chris Glesmann
Papillion, Nebraska

Mr. and Mrs. E. F. Goernandt
Clyde, Kansas

Mr. and Mrs. C. W. Good
Hamburg, Iowa

Mr. Garold Goodner
Harlan, Iowa

Mr. and Mrs. R. V. Graff
Fremont, Nebraska

Mr. and Mrs. G. T. Gross
Walnut, Iowa

Mr. and Mrs. L. B. Guyette
Woodbine, Iowa

Mr. and Mrs. Franz Haas
Shelby, Iowa

Mr. and Mrs. H. L. Haight
Woodbine, Iowa

Mr. and Mrs. Leonard Hales
Brunswick, Nebraska

Mr. L. Claude Hamilton
Omaha, Nebraska

Mr. Henry Hansen
Durant, Iowa

Mrs. Emma Harper
Lincoln, Nebraska

Miss Blanche E. Hartman
Harvard, Nebraska

Mr. and Mrs. Carl Hauschildt
Glenwood, Iowa

Mr. and Mrs. J. E. Higgins
Schuyler, Nebraska

Mr. and Mrs. Ray Hilton
Malvern, Iowa

Mr. and Mrs. Amiel Hledik
Wahoo, Nebraska

Mr. and Mrs. H. C. Hoegemeyer
Fremont, Nebraska

Mr. and Mrs. W. C. Hofer
Cedar, Kansas

Mr. and Mrs. H. C. Hogue
Barnes, Kansas

Mrs. Anna Hurich
Fremont, Nebraska

Mr. Peter Jacobsen
Cotesfield, Nebraska

Mr. and Mrs. William Jasa
Thurston, Nebraska

Mr. and Mrs. C. F. Jensen
Bennet, Nebraska

Dr. and Mrs. Royal F. Jester
Kearney, Nebraska

Mr. and Mrs. John O. Johnson
Newman Grove, Nebraska

Mr. Harry L. Jones
West Point, Nebraska

Mr. and Mrs. Edwin A. Kampfe
Brule, Nebraska

Mr. and Mrs. John Kerr
Albion, Nebraska

Mr. and Mrs. E. R. Kilpatrick
Milburn, Nebraska

Mr. and Mrs. Frank Knapp, Sr.
Springfield, Nebraska

Miss Margaret Knapple
Lexington, Nebraska

Mr. and Mrs. Joe Kolar
Humboldt, Nebraska

Miss Celia Kramper
Jackson, Nebraska

Mr. and Mrs. Richard Lamp
Blair, Nebraska

Mrs. Wilbert Lapel
Denison, Iowa

Mrs. Ross Lichty
Fort Crook, Nebraska

Miss Clara Lindner
Red Oak, Iowa

Mr. Sam Luchsinger
Columbus, Nebraska

Mr. Peter Ludwig
Wisner, Nebraska

Mr. and Mrs. Ed Maly
Omaha, Nebraska

Mrs. Eleanor H. McMullen
Stella, Nebraska

Mr. Cecil Means
Chamber of Commerce
Omaha, Nebraska

Mr. and Mrs. A. H. Meyer
Wakefield, Nebraska

Miss Alma M. Miller
Blair, Nebraska

Mr. and Mrs. H. C. Meyer
Ogallala, Nebraska

Mr. and Mrs. Luther Monke
Nickerson, Nebraska

Mr. Steven Morrice
Battle Creek, Iowa

Mr. and Mrs. K. John Nelson
Rosalie, Nebraska

Mr. and Mrs. Fred Nordstrom
Shenandoah, Iowa

Miss Teckla Olsen
Omaha, Nebraska

Mr. and Mrs. Ralph Otto
Aurora, Nebraska

Mr. and Mrs. Hans Petersen
Dunlap, Iowa

Mrs. William Peterson
Lily, South Dakota

Mrs. Gertrude Pfeiffer
Arlington, Nebraska

Mr. and Mrs. Ralph Raikes
Ashland, Nebraska

Mr. and Mrs. Louis J. Rasmussen
Blair, Nebraska

Mrs. Grace M. Reed
Dunlap, Iowa

Mr. and Mrs. Frank Retz
Atlantic, Iowa

Mrs. Nina P. Richardson
Fremont, Nebraska

Mr. Peter G. Rockford
Fremont, Nebraska

Mr. and Mrs. Ray Rosenbaum
Beemer, Nebraska

Mrs. F. W. Ruwe
Fremont, Nebraska

Mr. William L. Saul
Superior, Nebraska

Mrs. Ida Sayer
Humboldt, Nebraska

Mr. and Mrs. Emil F. Schmidt
Plattsmouth, Nebraska

Mr. and Mrs. Ernest Schmidt
Fremont, Nebraska

Mr. and Mrs. Adolph Schnack
Gretna, Nebraska

Mr. Marcus Schnack
Gretna, Nebraska

Mr. and Mrs. D. R. Schubert
Papillion, Nebraska

Mr. Roy Schuttloffel
Walnut, Iowa

Mr. and Mrs. W. H. Schudel
North Loup, Nebraska

Mr. and Mrs. A. H. Schwarz
Archer, Nebraska

Mrs. L. G. Scudder
Kearney, Nebraska




Mrs. H. G. Scott
Dow City, Iowa

Mr. and Mrs. A. H. Seaburg
Macedonia, Iowa

Mrs. S. S. Sidner
Fremont, Nebraska

Mr. Fritz Siemoneit
Plattsmouth, Nebraska

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SUNDAYS	MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS	FRIDAYS	SATURDAYS
(ALL DAY)						(ALL DAY)
12:00 Noon—FLYING TIGERS Johnson Candy (Du.)	5:30 P. M.—Roberta Quinlan Mohawk Carpets (NBC)	5:30 P. M.—The Little Show Stokely-Van Camp (NBC)	5:30 P. M.—Roberta Quinlan Mohawk Carpets (NBC)	5:30 P. M.—The Little Show Stokely-Van Camp (NBC)	5:30 P. M.—Roberta Quinlan Mohawk Carpets (NBC)	1 to 3:30 P. M.— NCAA (COLLEGE) FOOTBALL GAMES for Westinghouse (NBC)
12:30 P. M.—BRASS TACKS— Ray Clark	5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	3:45 P. M.—BOB CONSIDINE Mutual of Omaha (NBC) Starts Sept. 22
12:45 P. M.—Your Future Home Multiple Listing Exchange	6:00 P. M.—Winchell and Mahoney Speidel (NBC) 9/17	6:00 P. M.— MILTON BERLE TEXACO STAR THEATER (NBC) 9/18	6:00 P. M.— KATE SMITH VARIETY Norge-Congoleum (NBC) 9/19	6:00 P. M.—IT PAYS TO BE IGNORANT for DeSoto (NBC)	6:00 P. M.—The Quiz Kids Miles Laboratory (NBC)	4:30 P. M.— HOPALONG CASSIDY General Foods (NBC)
1:30 P. M.—JUVENILE JURY Scotch Tape 9/16	6:30 P. M.— VOICE OF FIRESTONE CONCERT (NBC)	 "Mr. TV" Returns Sept. 18	7:00 P. M.— KRAFT TELEVISION THEATER (NBC)	6:30 P. M.— CISCO KID Butter-nut Bread	6:30 P. M.— YOU ASKED FOR IT Skippy (Du.)	 Art Baker
2:00 P. M.—MEET THE PRESS Revere (NBC)	7:00 P. M.—LIGHTS OUT Admiral (NBC)	6:30 P. M.—JUVENILE JURY Scotch Tape (NBC)	8:00 P. M.— BREAK THE BANK Bristol-Myers (NBC)	CISCO and PANCHO	with Radio's Art Baker!	America's favorite Western Star
2:30 P. M.—The ZOO PARADE Ken-L-Ration (NBC)	7:30 P. M.—(Alternate weeks) MAUGHAM THEATER Tintair (NBC)	7:00 P. M.— CAVALCADE OF BANDS Drug Store Products (Du.)	 Parks	 Cisco Kid	7:00 P. M.— THE BIG STORY Amer. Cigaret & Cigar Co. (NBC)	 "Hoppy"
3:00 P. M.—GABBY HAYES Quaker Oats (NBC)	Supper-time Song Hits Mon., Wed. and Fri.	8:00 P. M.— OLD GOLD AMATEUR HOUR with TED MACK and CO. (NBC)	8:30 P. M.—Space Cadet (NBC) Kellogg Cereals thru 9/12	7:00 P. M.—James Melton's FORD REVUE (NBC)	8:00 P. M.— CAVALCADE OF SPORTS Gillette (NBC)	5:30 P. M.—One Man's Family Sweetheart Soap (NBC) Starts Sept. 15
3:30 P. M.—THE CHIMPS Harvey Bros.	8:30 P. M.—Town & Country Quiz Staley Foods	9:00 P. M.— Big 7 Game of the Week Phillips 66—Starting Sept. 25	9:00 P. M.—Bigelow Theater Bigelow Carpets (CBS)	8:00 P. M.—MARTIN KANE PRIVATE EYE U. S. Tobacco (NBC)	8:45 P. M.— GREATEST FIGHTS Vaseline	6:00 P. M.— ALL-STAR REVUE Kellogg, Pet Milk, Snowcrop (NBC)
4:00 P. M.—Western Theater	9:00 P. M.—Rocky King-Detective (Du.)	9:00 P. M.— Phillips 66—Starting Sept. 25	9:30 P. M.—STAR TIME	8:30 P. M.— WAYNE KING SHOW Standard Oil (NBC)	9:00 P. M.—Broadway Open House (NBC)	7:00 P. M.— SHOW OF SHOWS Reynolds Metals, Libby S.O.S., Benrus, Lehn & Pink Eversharp (NBC) (NBC)
5:00 P. M.— WILD BILL HICKOX Kellogg Corn Pops	9:30 P. M.—STAR TIME	10:00 P. M.—Omar Weatherman	10:00 P. M.—Omar Weatherman	9:30 P. M.—STAR TIME	9:30 P. M.—STAR TIME	8:30 P. M.— THE HIT PARADE Lucky Strike (NBC)
5:30 P. M.— RANGE RIDER Peter Pan Bread	10:00 P. M.—Omar Weatherman	10:10 P. M.—Sports	10:10 P. M.—Sports	10:00 P. M.—Omar Weatherman	10:00 P. M.—Omar Weatherman	9:00 P. M.— Falstaff WRESTLING from Chicago
6:00 P. M.— COLGATE COMEDY HOUR (NBC)	10:10 P. M.—Sports	10:10 P. M.—Sports	10:15 P. M.—News with Ray Clark	10:10 P. M.—Sports	10:10 P. M.—Sports	10:00 P. M.—American Barn Dance Imdrin
7:00 P. M.—(Alternate weeks) PHILCO TELEVISION PLAYHOUSE (NBC)	10:15 P. M.—News with Ray Clark	10:15 P. M.—News with Ray Clark	10:30 P. M.—Freddie Martin Show Hazel Bishop 9/15	10:15 P. M.—News with Ray Clark	10:15 P. M.—News with Ray Clark	
GOODYEAR THEATER (NBC) 10/14	10:30 P. M.—STORY THEATER O.P.P.D.			10:30 P. M.—Fireside Theater Procter & Gamble (NBC)	10:15 P. M.—News with Ray Clark	
8:00 P. M.— MR. BOBBIN General Foods (NBC)						
9:00 P. M.—Circle A Theater Armstrong Cork (NBC)						
9:30 P. M.—To be announced						
10:00 P. M.—SKELLY NEWS with Ray Clark						
10:30 P. M.—Inspiration Time or Golden Voices						

MONDAYS THROUGH FRIDAYS... DAYTIME SCHEDULE

1:00 P. M.—"Miss Susan" for Colgate (NBC)	2:00 P. M.—The Kate Smith Show (NBC)	4:30 P. M.—Mort Wells Auditions—Th.
1:15 P. M.—Vacation Wonderland (NBC)	3:00 P. M.—"Martha's Kitchen" with Martha Bohlsen	5:00 P. M.—Ernie Kovach's Show (NBC)
1:30 P. M.—Bert Parks Variety—M., W., F. (NBC); and on T., Th. Bill Goodwin G.E. Show (NBC)	3:30 P. M.—"Howdy Doody" (NBC)	5:30 P. M.—Song at Twilight (NBC)

NOTE THESE RETURN DATES . . . NEW SHOWS . . . PROGRAM DATA

Sundays:
Programs between 1:20 p.m. and about 3:30 p.m. will be rescheduled during the 12 weeks of the PROFESSIONAL FOOTBALL GAMES.
"Meet the Press" is scheduled for 10:15 p.m. starting October 14.
The top-budget Red Skelton Variety Show for Procter & Gamble will be on at 9 p.m. starting September 30.
The PRO GAME FOOTBALL schedule, Chicago Bears vs. . . .
Sept. 30—At Green Bay
Oct. 7—Cardinals
Oct. 14—Yankees
Oct. 21—L.A. 49-ers
Oct. 28—At Detroit
Nov. 4—At Washington
Nov. 11—Cardinals
Nov. 18—At Green Bay
Nov. 25—At Cleveland
Dec. 2—At L.A. 49-ers
Dec. 9—At Yankees
Dec. 16—Cardinals

Tuesdays:
"Meet the Press" will continue thru September 11 at 6 p.m.; ditto "Juvenile Jury" NBC.
"Broadway Open House", "Star Time" continue thru September 18.
Nick Kenny, the song writer, will be featured in the 9 p.m. Tuesday spot until September 25 when the Phillips Big Seven games will start.
Phillips' 66's "Big Seven Game of the Week" on film may include a Nebraska Cornhusker game or two.

Wednesdays:
"Heritage" continues thru September 5; "Space Cadet" thru September 12.

Thursdays:
6 p.m.—Watch for announcement of return date for Groucho Marx.
8:30 p.m.—Wayne King returns August 30.

Saturdays:
The schedule of the NCAA (COLLEGE) FOOTBALL GAMES will include seven games (not yet announced) in a 10-week period prior to November 24. There may also be post-season games.
WOW-TV will carry the Rose Bowl Game and the Pro Championship Game at the end of the season.
There are reports that "The Goldbergs," recently signed as another NBC exclusive

will be carried early Saturday evenings, but this is not yet confirmed.

MISCELLANEOUS NOTES
Many fine programs will be returning but had not yet been specifically scheduled when this News Tower went to press.
One of these is the Kukla, Fran and Ollie show—which will probably be scheduled 5:30 p.m. to 6 (five nights a week) after time change (September 29).
Programs for after 11 p.m. and during some of the later weekday afternoon periods were not yet specifically scheduled.
KEEP TUNED TO WOW-TV FOR ANNOUNCEMENT OF ADDITIONAL SCHEDULING WITHIN THE NEXT 30 DAYS.

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

SKELLY NEWS
with ALEX DREIER
7:15 a.m., Weekdays

MARTHA'S CUPBOARD
11 a.m., Mondays thru Fridays

CISCO KID
6 p.m., Mons., Weds., Frys.

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!

Big Seven on Tuesday Nights

NCCA Games Are Also Set

(Continued from page 5)

On Tuesday nights, WOW-TV will carry 11 "Big-Seven-Games-of-the-Week" games, September 24 through December 4, sponsored by Phillips 66. The "Big-Seven-Games-of-the-Week" will be determined as the season progresses. They will undoubtedly include one or more University of Nebraska games.

There is a possibility that the NCAA schedule will include one or two Nebraska games, but, according to the NCAA plan, these could not be carried in the Omaha-Lincoln area.

Additionally, WOW-TV will carry the Rose Bowl Game, the Professional World Series games and other post-season games.

Some of the games scheduled are subject to the availability of the microwave relay.

-WOW-TV-

Sundays, too ...



SIX NIGHTS—What with Skelly's new Sunday nighter (at 10 p.m.) Ray Clark will be bringing you TV news six nights a week starting September 2. It'll include live film and all the news!

-WOW-TV-

SOME GAME!

A Minneapolis housewife wrote in to NBC-TV's "Juvenile Jury" asking advice about her precocious eight-year-old son who, after watching the wrestlers on TV, practiced the "holds" on his four-year-old sister. Moderator Jack Barry asked his youthful charges for suggestions. Said Panelist Mai-Lan Rogoff, 5: "The little girls should do what I once did. A boy on my block used to always want to play the same game—wrestling with me and beating me up. Then one day I decided to run when he looked like he wanted to wrestle, and he chased me. Now we have another game, 'chasing.' As long as I keep running, I'm all right.

-WOW-TV-

THREE CHIMES MEAN GOOD TIMES ON NBC

New Private Eye ...



THURSDAYS — Movie Star Lloyd Nolan will be the new "Martin Kane" starting August 30 at 8 p.m. and every Thursday night thereafter for U. S. Tobacco. The radio version is at 5 Sunday afternoons on Radio WOW—590 on your dial.

-WOW-TV-

A GOOD START

At the age of 14, Jerry Lewis of Martin and Lewis, was presented with a plaque by the Red Cross for a benefit amateur show he staged.

-WOW-TV-

All This, too ...



SATURDAYS — Wotta night on WOW-TV! Look at the lineup! Sid Caesar and Imogene Coca will headline the full evening (7 to 8:30!) with their terrific "Show of Shows" production. The All-Star Revue starts with a great cast September 8.

WOW NEWS TOWER

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

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



WOW-TV 3rd Year Greatest Million Weekly for Net Shows

32 Big Games on WOW-TV

Despite the black-out of TV football on University of Nebraska games, the upcoming season will be the greatest in the history of football broadcasts and telecasts on WOW-TV.

All University of Nebraska games will be carried on Radio WOW with Jack Payne at the microphone doing the play-by-play and Merrill Workhoven the color, sponsored by the Nebraska Clothing Co.

Three special television series are scheduled for WOW-TV, adding up to at least 32 top-notch full-length games!

On Sunday afternoons, September 30 through December 16, WOW-TV will carry 12 professional league games of the Chicago Bears against various opponents (see tentative schedule on pages 6 and 7).

On Saturday afternoons, WOW-TV will carry seven top-notch college games—the entire schedule approved by the National Collegiate Athletic Association . . . all prior to November 24, sponsored by Westinghouse.

(Continued on page 8)

-WOW-TV-

'Mr. Television' ...



TUESDAYS — "Mr. Television" in person and his Texaco Star Theater returns at 6 p.m., September 19. He's planning tremendous shows to retain his reputation as being the very best in American television.

Ham and Corn ...



SUNDAYS — There'll be ham and corn in every TV pot when Spike Jones takes over the Sunday night Colgate Comedy Hour September 16. Martin and Lewis are scheduled for 26 appearances during the season!

-WOW-TV-

REALLY ALL-STAR

One of the greatest lineups of all-star talent in entertainment history will be on deck when the new "All Star Revue" makes its debut Saturday, September 8 at 6 p.m. (preceding "Show of Shows").

Included in the cast will be Jimmy Durante, Ed Wynn, Danny Thomas, Jack Carson, Ben Blue, Herb Shriner, Olson and Johnson and Ezio Pinza!

-WOW-TV-

FIRST EAST TO WEST

President Truman's speech opening the Japanese Peace Treaty Conference in San Francisco, September 4, is scheduled (by NBC) to be the first east-to-west telecast on the new transcontinental TV hookup. It will be followed by other historic telecasts from the conference.

-WOW-TV-

BIG ONE-TIMER

Margaret Truman will be starred in the Irving Berlin "Salute to America," on Wednesday, September 12, for Red Cross Shoes. Berlin will produce, direct and star in this one-time special feature.

Million Weekly for Net Shows

WOW-TV folks who have television sets this fall will see and hear programs on WOW-TV (Channel 6) for which sponsors will pay more than a million dollars a week, exclusive of time costs!

WOW-TV just starting its third year on the air will carry from the NBC network at least five top-notch variety shows, each of which will have a per-program production cost in the neighborhood of \$40,000 to \$60,000.

Every night of the week will be a big night on Channel 6, for instance:

On Sundays, there will be pro-football games, two hours of westerns, Bob Hope, Colgate Comedy Hour, Philco and Goodyear Playhouse on alternate weeks, a new feature called "Mr. Bobbin" and a Red Skelton show.

On Monday nights, there will be Paul Winchell and Jerry Mahoney, Voice of Firestone concert and an hour of excellent drama with the Somerset Maugham Theatre and Robert Montgomery Presents on alternate weeks.

Tuesday night's schedule will be headed by "Mr. Television" himself.

(Continued on page 9)

-WOW-TV-

Chic Eyeful ...



MONDAYS—(also Wednesdays and Fridays) will find lovely Roberta Quinlan back in her old spot, 5:45 to 6, starting September 3. She uses (but certainly doesn't need 'em!) fine guest stars on her Mohawk Carpets shows.

Nite Show, too ...



WEDNESDAY—(nights) Kate Smith and a colossal variety show will be in the old "4-Star Review" time at 6 p.m., September 19 for Congoleum and Reynolds Metals. Nets and sponsors say this'll be the best on the air during this hour.

-WOW-TV-

COUNTY FAIRS

Whenever a tight August schedule permitted it WOW-TV sent its mobile unit and cameraman out to film the activities of various county fairs in Iowa and Nebraska.

-WOW-TV-

Joe Kelly Quizes ...



FRIDAYS—Veteran Joe Kelly, the lovable quizmaster of Alka-Seltzer's Quiz Kids, has returned to the program after an illness, and will be on deck regularly in the 6 p.m., Friday spot. Quiz Kids stayed on the air through the summer.

Stars That Shine in Daytime

A Nice Guy ...



DAYTIMER—Handsome, happy-go-lucky, fun-loving Bill Goodwin of radio fame, takes over the new General Electric daytimer from 1:30 to 2, Tuesdays and Thursdays starting September 18. Songstress Eileen Barton will be in the cast.

—WOW-TV—

NEW SHOWS

(Continued from page 5)

self, Milton Berle, and will include the Old Gold Amateur Hour and the Phillips 66 "Big-Seven-Game-of-the-Week" football game.

On Wednesday nights, there will be a new hour-long variety show headed by Kate Smith, Break the Bank, Kraft Television Theatre and a Freddy Martin variety show.

On Thursday nights, there will be Groucho Marx, Cisco Kid, James Melton Ford Revue, Martin Kane and Wayne King.

On Friday nights there will be the boxing matches on Gillette's Cavalcade of Sports, the Story Theatre and the Quiz Kids.

On Saturday nights it will be Hopalong Cassidy, One Man's Family, the All-Star Revue, Sid Caesar and Imogene Coca in the "Show of Shows," the Hit Parade, Wrestling and a barn dance feature.

Daytime programming may begin as early as 10 o'clock in the morning, Mondays through Fridays. A new afternoon variety show featuring Bert Parks, Bill Goodwin and Kate Smith, and Martha Bohlsen's Kitchen and a series of children shows.

—WOW-TV—

POLITICS ON TV

Both national political parties have been busy since March filming pre-election talks for the 1952 national campaigns. Additionally both national political conventions next June will be telecast.

BARN DANCE

If you've enjoyed Midwest Hayride this summer (and who hasn't?) you'll be doubly pleased with Im-drin's "Old American Barn Dance" starring such performers as Lulu-belle and Scotty, Dolph Hewitt, Grace Wilson, Cuzin' Tilford, and the Sage Riders. It's set for 10 p.m., Saturdays (right after wrestling) starting September 1.

—WOW-TV—

GOLDBERGS

The Goldbergs, radio classic for a score of years, created by Gertrude Berg, has been signed to an exclusive contract by NBC. Trade papers said it would be an early Saturday evening feature, but (at this writing) it is not yet definitely scheduled for WOW-TV.

—WOW-TV—

Puppet Stooze ...



FRAN ALLISON—lovely feminine stooze for Kukla and Ollie will be back with the famous Burr Tillstrom series, but the exact day and time wasn't set when this News Tower went to press.

—WOW-TV—

STORY THEATER

Hermann Suderman's exciting "A Confession on New Year's Eve" will start off a new "Story Theater Series for Omaha Public Power District, at 10:30 p.m., Monday, September 17. Stars will include Gale Page, John Archer, Stanley Waxman and Marjorie Lord.

On successive Monday nights the "Story Theater" fine dramatic half-hours will include: September 24—"The Mysterious Picture"; October 1—"An Old, Old Story"; October 8—"The Marquise"; October 15—"The Million Pound Note"; October 22—"Birthday of the Infanta..."; and October 29—"Why Thomas was Discharged".

Song and Dance ...



3-A-WEEK—1:30 p.m., Mondays, Wednesdays and Fridays—starting August 27—that's when Bert Parks and his hilarious daytimer for General Foods will be seen and heard. G. F. also has a new Sunday-nighter "Mr. Bobbin."

—WOW-TV—

TV PRIVACY

Can a person refuse to testify before a Congressional Committee because that committee's sessions are televised? The U. S. Senate will ask a Federal Grand Jury to answer the question, and it will probably go to the United States Supreme Court for final decision.

—WOW-TV—

Oldtimer ...



SUNDAYS—Gabby Hayes, loved by young and old alike resumes his Quaker Oats Sunday afternoon show (August 26) at 3 (following Ken-L-Ration's Zoo Parade). His tall tales made him one of TV's finest character artists last fall and winter.

RADIO WOW'S SEPTEMBER 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.	Your University Speaks—University of Nebraska.....	Sun.
6:00 A. M.—Sunrise News Tower—All the latest happenings in detail.....	Daily ex. Sun.	12:30 P. M.—WOW Calling—A happy half hour for Nutrena.....	Mon. thru Fri.
6:15 A. M.—Welcome to the West—Slim Everhart.....	Daily ex. Sun.	Murphy's Noontime Jamboree.....	Sat.
6:25 A. M.—Today's Farm Story.....	Tues., Thu., Sat.	Hollywood Open House.....	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 Hybrid 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 Sat.	Music With the Hormel Girls.....	Sun.
8:15 A. M.—John Carson Show—Johnny's early morning show.....	Mon. thru Sat.	2:15 P. M.—Road of Life—Interesting to follow—Oxydol.....	Mon. thru Fri.
8:30 A. M.—John Carson Show—A half-hour of music and fun.....	Mon. thru Sat.	2:30 P. M.—Pepper Young's Family—You'll like them—P. & G.....	Mon. thru Fri.
Smilin' Ed McConnell—Brown Shoes.....	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.....	Mon. thru Fri.	John Cameron Swayze—News—Belmont Radio.....	Sun.
Mind Your Manners.....	Sat.	3:00 P. M.—Backstage Wife—Dreft.....	Mon. thru Fri.
9:30 A. M.—Live Like a Millionaire—You'll enjoy hearing the contestants in action—General Mills.....	Mon. thru Fri.	Town and Country Time.....	Sat.
Mary Lee Taylor for Pet Milk.....	Sat.	The Saint.....	Sun.
Sunday in the Country—Mal Hansen for d-Con.....	Sun.	3:15 P. M.—Stella Dallas—A moving story—Sterling Products.....	Mon. thru Fri.
10:00 A. M.—Break the Bank, until Sept. 21.....	Mon. thru Fri.	3:30 P. M.—Young Widder Brown—Sterling Products.....	Mon. thru Fri.
Hollywood Love Story.....	Sat.	U. S. Army Band.....	Sat.
WOW News Tower—All the latest news.....	Sun.	WOW News Tower—E. T. Smith Olds-Cadillac.....	Sun.
10:15 A. M.—U. S. Navy Show—Stirring music.....	Sun.	3:45 P. M.—The Woman in My House—Manhattan Soap.....	Mon. thru Fri.
10:30 A. M.—Jack Berch Show—Jack sings songs in a style you'll always enjoy—Prudential Insurance Co.....	Mon. thru Fri.	Lost Melodies.....	Sun.
My Secret Story.....	Sat.	4:00 P. M.—Just Plain Bill—Anacin.....	Mon. thru Fri.
U. N. Is My Beat.....	Sun.	Speak for Yourself.....	Sat.
10:45 A. M.—Dial Dave Garroway.....	Mon. thru Fri.	The Whisperer.....	Sun.
Carnival of Books.....	Sun.	4:15 P. M.—Front Page Farrell—Whitehall Pharmica.....	Mon. thru Fri.
11:00 A. M.—Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker.....	Mon. thru Sat.	4:30 P. M.—Lorenzo Jones—Presented by Dreft.....	Mon. thru Fri.
Living—1951.....	Sun.	Big City Serenade.....	Sat.
11:30 A. M.—Perry Mason—Detective—Proctor & Gamble.....	Mon. thru Fri.	Now Hear This—Navy documentary.....	Sun.
Polka Parade.....	Sat.	4:45 P. M.—Bob and Ray.....	Mon. thru Fri.
Eternal Light.....	Sun.	5:00 P. M.—Guiding Light—Sponsored by Duz.....	Mon. thru Fri.
11:45 A. M.—Your Melody Time—Late morning melodies.....	Mon. thru Fri.	Public Affairs.....	Sat.
Elaine Jabenis Scrapbook.....	Sat.	Martin Kane, Private Eye—American Tobacco Co.....	Sun.
12:00 Noon—Four Bell News Tower—The Midwest's most complete news coverage with all of the latest national, international, farm and market and local news.....	Daily ex. Sun.	5:15 P. M.—Lean Back 'n' Listen.....	Mon. thru Sat.
WOW News Tower—A complete 15-minute news coverage.....	Sun.	5:25 P. M.—Windshield Wiper Song—Anderson Co.....	Sat.

5,000 Watts

WOW'S SEPTEMBER NIGHT SCHEDULE

590 Kc.

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 30	THE BIG SHOW Begins Sept. 30. Radio's most talked about program. Tallulah Bankhead introduces Radio's Top personalities	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News
5 55		SPORTS NEWS Goetz Beer	SPORTS NEWS	SPORTS NEWS Goetz Beer	SPORTS NEWS	SPORTS NEWS Goetz Beer	SPORTS NEWS
6 00	Reynolds Aluminum for 90 minutes	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE	THE CISCO KID Butter-nut Bread brings you western adventures	TREASURY SALUTE
6 15			MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?
6 30	Until Sept. 30 5:30—Archie Andrews 6:00—Quiz Kids 6:30—New Theatre	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	MUSICANA Recorded music for week-end listeners
6 45		ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin
7 00	PHIL HARRIS- ALICE FAYE SHOW Comedy and Music for RCA Victor (Begins 9/30)	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	CAVALCADE OF AMERICA Famous stars in top plays for duPont	HALLS OF IVY Returns Oct. 3 Pete Kellys Blues until then	FATHER KNOWS BEST Top comedy with Robert Young as Father General Foods	MAN CALLED X Herbert Marshall is the man of mystery A "Tandem" show	AL GOODMAN'S MUSICAL ALBUM
7 30	THEATRE GUILD ON THE AIR U. S. Steel presents the theatre's best plays and nation's best actors for a full hour every Sunday night Begins Sept. 9	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	TUMS HOLLYWOOD THEATRE with your favorite film stars	THE GREAT GILDERSLEEVE You'll laugh at "Gildy" and Company—Kraft Foods	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	MR. MOTO Enjoy these tales of mystery	TELEPHONE HOUR Donald Voorhes with Bell Symphonic Orchestra and guest singers	BOB HOPE SHOW A comedy riot Begins Sept.25 for Chesterfield	GROCHO MARK Returns Oct. 3 It Pays to Be Ignorant (current)	DRAGNET Stories based on cases from L. A. police files Fatima Cigarettes	INSPECTOR THORNE of the homicide bureau	MUSICAL MERRY-GO- ROUND with Wayne Howell for RCA Victor
8 30		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	MEREDITH WILLSON'S MUSIC ROOM Top music and Guests for RCA Victor	MR. KEEN 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 under the direction of Arthur Fiedler	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	YOUR HIT PARADE with Guy Lombardo for Lucky Strike	ROY SHIELDS and COMPANY	
9 30	AMERICAN FORUM OF THE AIR with Theodore Granik		THE BICKERSONS Enjoy top family comedy for Philip Morris	ALBUM TIME Popular recorded tunes of yesterday and today	To be Announced	ON THE SPOT Interviews with government officials 9:45—BEST IN BANDS	GRAND OLE OP'RY Red Foley and Gang with homespun humor for Prince Albert
10 00	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News
10 15	DAVID LAWRENCE American Dairy Assn.	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne
10 30	THE CATHOLIC HOUR in its 21st year as a leading religious program	BEULAH Laughable-Lovable for Dreft	BEULAH Laughable-Lovable for Dreft	BEULAH Laughable-Lovable for Dreft	BEULAH Laughable-Lovable for Dreft	BEULAH Laughable-Lovable for Dreft	HOTEL EDISON Orchestra
10 45		To be Announced	To be Announced	To be Announced	To be Announced	To be Announced	WILD LIFE ROUNDUP For the outdoorsman
11 00	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY
11 05	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy
11 55	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY

NBC is Music Award Winner

For Consistently Good Music

The National Broadcasting Company was selected as the network that has "most consistently fostered the cause of good music" for the fifth successive year in the poll of music and radio editors conducted annually by Musical America Magazine.

The announcement of the magazine's eighth annual poll also indicated that Arturo Toscanini was again chosen as leading conductor, which he has won every year of the poll. Toscanini's performance of Verdi's "Requiem" (carried by WOW last winter) was voted the leading musical event of the year.

The poll, which is conducted annually by Quaintance Eaton, associate editor of Musical America, received ballots from 850 radio and musical editors throughout the country. NBC musical programs again captured most of the first place votes. The "Telephone Hour" (WOW Monday, 8 p.m.) won in the category of "orchestra with guest soloists" for the eighth year.

Arthur Fiedler, conductor of the RCA Victor sponsored "Boston Pops Orchestra" (WOW Monday, 9 p.m.) was selected as leading "program conductor" and a new winner in the poll was the "NBC Symphony Orchestra Summer Concert Series" which was sponsored by U. S. Steel at 7:30 p.m., Sundays during the summer.

-w-o-w-

Changes in WOW's Local Sales Staff

WOW's General Manager Frank P. Fogarty and Fred Ebener, local sales manager recently announced additions and changes in the station's local sales staff.

Gene Edward, formerly an announcer and manager of the record library has been promoted to the sales staff.

The other new salesman is Ernie Dallier who is a newcomer to WOW, but who has an extensive sales background. Al Larson, former WOW salesman has been promoted to the sales staff of WOW-TV.

-w-o-w-

NEW WILLSON SHOW

Meredith Willson, NBC's famed musical director of "The Big Show" now has his own disk jockey program from Hollywood.

Heard on WOW Thursdays at 8:30 the show is sponsored by RCA Victor and features the latest releases and interviews with RCA recording stars.

Known as the Hawkeye humorist (he was born in Iowa) Willson's fame as a composer and musical director was highlighted last season by his comedy routines with Tallulah Bankhead on "The Big Show" and by his composition "May the Good Lord Bless and Keep You" which is used as the program's theme.

Sunday Favorites! . . .



Phil Harris and Alice Faye bring their fun-filled variety show back to WOW-Land on September 30 at 7 p.m. See pages 2 and 3 for details.

-w-o-w-

WOW Winners on 'Double or Nothing'

Two WOW listeners recently won cash prizes on the "Double or Nothing" sweepstakes contest conducted by Walter O'Keefe on "Double or Nothing" each Monday through Friday at 1 p.m. on WOW.

The Campbell Soup quizzer gave an approving nod to the question sent in by Mrs. Edwin Coen of Denison, Ia., on his August 13 program. The question was worth \$103 to Mrs. Coen.

Not to be outdone by the Iowa listeners Mrs. J. F. Kemmy of Gretna, Neb., received \$96 when her question was used on the August 17 broadcast.

-w-o-w-

HAPPY WITH WOW

Another satisfied sponsor is extending his advertising schedule on WOW.

The Hoberg Paper Company, is using an increased number of spot announcements to boost the sales of Charmin tissues and other Hoberg products in WOW-Land.

-w-o-w-

SERIAL HONORED

A recent broadcast of "Pepper Young's Family" (WOW, Monday through Friday, 2:30 p.m.) marked the 4,000th program for the Camay Soap sponsored daytime serial.

Noted for its fine, wholesome story, the afternoon serial has been honored three times by the International Council for religious education for being "most conducive to good family living."

FARM TOUR MEMBERS

(Continued from page 4)

Mrs. Carrie Sievers
Walnut, Iowa
Mrs. Phyllis B. Skerritt
Malvern, Iowa
Mrs. E. T. Smith
Brainard, Nebraska
W. A. Steavenson
Fontanelle, Nebraska
Mr. and Mrs. E. H. Stevens
Farragut, Iowa
Mrs. Alice V. F. Stroh
Wagner, South Dakota
Mr. and Mrs. Cecil Stuart
Walnut, Iowa
Miss Georgia Sudik
Colon, Nebraska
Mr. and Mrs. P. W. Summerer
Ewing, Nebraska
Mr. and Mrs. Frank Ternus
Humphrey, Nebraska
Mr. John B. Thomson
Griswold, Iowa
Mrs. Pearl Ray Thompson
Fremont, Nebraska
Mr. and Mrs. Leo Tobin
Tekamah, Nebraska
Mr. and Mrs. Henry Tonjes
Wisner, Nebraska
Mrs. Evelyn Tunks
Omaha, Nebraska

Mrs. Pearl Vanatta
Los Angeles 5, California

Mr. Fred Wellman
Syracuse, Nebraska
Mr. and Mrs. Charles Warren
Elkhorn, Nebraska

Mr. George Wetrosky
Merville, Iowa

Mr. and Mrs. Leo Wettengel
Woodbine, Iowa

Mr. and Mrs. Carl Wichman
Pender, Nebraska

Mr. and Mrs. Louis J. Wiedel
Hubbell, Nebraska

Mr. Henry Wiegand
Cedar Bluffs, Nebraska

Mr. and Mrs. Elbert Wiles
Plattsmouth, Nebraska

Mr. and Mrs. J. Myron Wiles
Plattsmouth, Nebraska

Miss Hazel Wilcox
Merville, Iowa

Mr. Anton Winther
Wisner, Nebraska

Miss Florence C. Wittmuss
Fort Crook, Nebraska

Mrs. H. L. Wood
Clyde, Kansas

Mr. and Mrs. Harry C. Wrich
Kennard, Nebraska

Mr. and Mrs. C. A. Zellmer
Omaha, Nebraska

WOW NEWS TOWER

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