

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 13, No. 12

OMAHA, NEBRASKA, SEPTEMBER 1, 1949

Published Monthly

Celebs on WOW-TV Kickoff!

SRO for WOW Farmers' Farm Study Tour of West

The WOW Farmers' Farm Study Tour to the West Coast has hung out the Standing-Room-Only sign. Reservations closed with 200 farmers (including farm wives) signed for the 15-day journey to nine western states, and parts of Canada and Mexico, which leaves Omaha September 15.

Tour Leader Mal Hansen, WOW's Farm Service Director, said the group will consist of 142 from Nebraska, 46 from Iowa, 5 from Kansas, the others from Missouri, South Dakota, and one from Michigan.

Collectively, the tour members own and farm more than 77,984 acres in more than 129 farms, Hansen said. Thirty-four have lived "all my life" on farms, and 69 others reported a total of 2,626 years of farming in the aggregate—an average of 38 years each.

Individually, the farms represented range from a 12-acre truck garden to an 11,000-acre cattle ranch. The farmers include specialists in every type of mid-west agriculture. The itinerary includes visits to farms of all types, agricultural experimental stations, power projects, irrigation developments, soil conservation demonstrations and unusual farm crop processing plants.

Two county fairs, including the Pomona, Calif., "Largest Fair in the World," cattle sales, radio studios, television broadcasts, and scenic wonders are in store for the tourists throughout the trip.

The tour will travel in a 16-car, all-Pullman, air-conditioned deluxe special room train with most of the meals and lodging provided aboard. A lounge car, two diners and a baggage car will be included.

Each member will pay his own share of the trip's cost, (\$458 per person), which, in the aggregate, will run over \$100,000.

While the tour will start and end officially at Omaha, arrangements have been made to drop off some members close to their homes at Lincoln, Grand Island or Alliance.

At every point on the tour, farm and civic leaders are planning special welcome ceremonies.

The first day of the tour will be in the Billings, Mont. area where four unusual cattle, dairy and poultry farms will be visited and special stops will be made at the Huntley Experimental Station and the new 30 million dollar Carter Oil Plant.

The second day will include a trip to Grand Coulee Dam, Dry Falls, and the Moses Lake area.

Critic . . .



Most ardent fan, but severest critic for the sensational new "Johnny Carson Show" (8:15 a.m. to 9 on WOW) is Miss Jody Wolcott of North Platte. Reason? She's to be the young emcee's bride October 1.

—WOW—

G-E Football on AM-TV Heads Big Sports Set-up

Chalk up another great first for WOW-TV, and WOW radio with its fall sports program, now all set!

Biggest "Exclusive" will be the telecasts of all Nebraska home football games direct from Lincoln (starting September 24 against South Dakota)—a service of General Electric radio and television dealers. The same sponsors will provide full radio coverage of all Nebraska games on WOW and KODY, North Platte.

Plans have also been worked out to telecast the "Little World Series" from Omaha Municipal Stadium, August 31 through September 3, and playoffs of the Western League games, if the Omaha Cardinals participate.

Boxing, hockey, wrestling matches, and the big professional football game September 14 between the Los Angeles Rams and the New York Giants have also been scheduled for television.

—WOW—

PROMOTIONS

Harold Baker has been named chief of the WOW news department succeeding Soren Munkhof, who moved up to director of news and special events for WOW-TV.

Nation's Top Leaders on Opener

Monday, August 29, 1949—the day the WOW folks have been looking forward to for a matter of years—will be "WOW-TV Day."

With special greetings from top civic, religious and industry leaders following a great fanfare, WOW-TV will begin Omaha's first regular big-time television service.

The beginning of the new television service precedes by a couple of weeks the return to many old favorites, and many new radio programs to WOW radio. Indications are that WOW will again have top programs at all hours of the day.

A highlight of the TV-Day inaugural will be a special WOW-TV "Truth or Consequences" program made in Hollywood, with Ralph Edwards as the master of ceremonies. Edwards (whose top-rated Duz NBC radio programs resume August 27) filmed a special Truth or Consequences television show for WOW's opening. It will be the first time many in WOW-Land have seen Edwards great show.

Beginning day WOW will carry TV tests or programming for nearly 12 hours, starting at 10 a.m. and continuing until at least 9:30 p.m.

Justin Miller, president of the National Association of Broadcasters, Niles Trammell, president of the National Broadcasting Company, U. S. Senators, governors, mayors and church dignitaries will all participate.

The complete schedule follows:

- a.m.
- 9:59—Test, News (to 12:00 Noon)
- 12:00—The Weatherman
- p.m.
- 12:05—Mal's Farm Report
- 12:15—Coffee Counter
- 12:30—WOW Calling
- 2:00—Test, News (to 3:30)
- 3:30—Martha's Kitchen
- 4:00—Ray Clark, News
- 4:05—Woody Woodpecker
- 4:15—Family Matinee
- 5:30—Special Inaugural Feature
- 6:00—Kukla, Fran and Ollie, NBC
- 6:30—Salute to WOW-TV
- 6:45—INS Newsreel
- 6:55—Sports Reel
- 7:00—Talent Auditions
- 8:00—"Game of Chess"—drama
- 8:30—Salute to WOW-TV
- 9:00—Truth or Consequences, Special Salute—NBC

Many special television features will be carried during the inaugural week.

WOW NEWS TOWER

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As We See It...

by BILL WISEMAN

The NBC Lineup . . .

NBC has such hot radio plans on the fire for this fall, we wonder if they won't bubble over. So many potentially great new shows are scheduled one wonders where there'll be space for them.

New stars and new shows will come from many sources. For instance, look for big news soon about Eddie Albert, current star of "Miss Liberty," and Mindy Carson, who was given a great boost last week in Life for her work at the Copacabana in New York.

A few more of the new ones upcoming include the Ethel Merman show, Faye Emerson's "My Silent Partner," Jane Pickens' new variety show and many, many more that you may have heard a time or two in summer tryouts, and which proved they are potential hits.

Locally the biggest thing in radio of this season will be the new "Johnny Carson Show" 8:15 every morning on WOW. If you aren't already a "regular" on this show, we predict you will be very soon. Johnny is a University of Nebraska lad, now getting his first big break in radio, and perhaps later on in television.

—WOW—

Johnny's On the Mend . . .

Our Boss Johnny Gillin is resting at home after his recent hospitalization, and he is definitely on the mend. Johnny caught a severe cold in New York's blistering heat. Medicos may insist that he take a real vacation. Those of us who try to keep somewhere near his pace will agree that he certainly is entitled to one.

—WOW—

Here and There . . .

Thomsen Holtz is the papa of a brand new baby boy (born August 13) and named David Leroy . . . Fran Farnsworth, one of our favorite editors of the News Tower became Mrs. Jack Kelliher at Riverton, Wyo., August 27, but she'll still stay with WOW (thank goodness!) . . . Wedding bells are upcoming soon, too, for Johnny Carson . . . and, (whaddyakno?) for Bill Wiseman, Jr. . . . Hope we're not missing anything of these vital statistics, but the staff is so big, it's hard to keep track . . . By the way, if you think you'd make good television talent, get in touch with Russ Baker . . . If we could get 'em to hold still long enough, it would be nice to publish a photo of all our new folks at TV headquarters—35th and Farnam . . . It's about the busiest place in Omaha . . . The writer just received his first Christmas tie of the season from Sponsor magazine . . . What this publications won't do to be first!

Coming Soon . . .



The Phil Harris-Alice Faye Rexall show will be back at its old stand September 18. Incidentally, they will entertain the WOW Farmers' West Coast Tour members September 25 in Hollywood's "Largest drug store in the world."



Art Linkletter and Ralph Edwards, radio's top audience-participation funsters resume their shows September 20—This is Your Life and People are Funny. Edwards' Truth or Consequences resumes August 27.

—WOW—

Rev. R. R. Brown...

Last month we wrote briefly on the subject of "timing." The word in my mind for this month is "opportunism." There is a place for the opportunist, the alert observer, who knows how to take advantage of circumstances. However, there are too many who do not have a planned life or program. They are waiting for "breaks." Such persons do not make consistent or valuable contributions to our nation politically, socially, economically or religiously. Too frequently the philosophy of the opportunist is "I'm going to get mine while the getting is good." Hard work and intelligent planning are not common to them. Opportunist organizations that always come up like mushrooms in abnormal times, such as was created by the war, usually try to carry on by an emotional appeal to the public mind. What America needs is to plan her course based upon fundamental law and curb the opportunists and the emotionalists.

* * *

As radio minister, I am called very frequently to speak in churches and in various types of meetings through the WOW area. This gives me personal contact with many listeners. Probably the greatest event, however, is the annual Bible and Missionary Conference at Arnolds Park, Ia. on the shores of Lake Okoboji. This was held from the 5th to the 14th of August. On the closing Sunday people came from 16 states and they represented 23 different

Aunt Sally...

KNOCK . . . KNOCK!

MAY I COME IN?

Hi, Neighbors! Can you believe that September is here again and that summer has said farewell? Don't you love September, when the summer days are burned to an ember and the goldenrod is yellow, corn is turning brown and the trees in the orchard with fruit are bending down?

This is a dreamy month, but no time for dreaming right now, for there are things to tell, such happy things to tell, like the returns of my birthday that I sold out again.

Over nine hundred dollars in good wishes for me, with which to supply many comforts for our shut-ins and elderly members. Agnes and I like to spend money, so we have been busy lately watching this money do happy things.

A patient was sent to Rochester for a much-needed check-up. We bought a hearing aid for an old lady and supplied clothing for four persons and some bedding was sent where needed.

Two pairs of glasses were given, one wheel chair, a check to the girl without arms and feet to assist her in getting started toward self-support.

A set of dentures made one woman very happy, for she had no means with which to provide them. Two sponge rubber cushions will bring much comfort to wheel-chair patients. We bought 20 books from our authoress shut-in to help her meet her expenses, and sent the books to some of our shut-ins who have special need of such a book.

Two new radios equipped with headphones went to two old ladies who are in nursing homes where radios could not be played in the wards. These dear old souls are living in a new world. We also sent cheer to some of our members who needed a lift—magazines, little books, and candy—and so we go around and around in the world of SUNSHINE.

Well, 'bye for now!

YOUR AUNT SALLY.

religious groups. There were nearly 500 people gathered for the chapel service which was broadcast from Arnolds Park. We had between 1,500 and 2,000 people for the morning church service to hear Mr. R. G. Le Tourneau, the Christian industrialist, and we took a poll of the audience and found that fully 90 per cent listened to our chapel service on WOW. It was a great testimony to the consistency of the station that has kept this chapel service on its schedule for more than 26 years. Hundreds of friends from cities, towns, and farms came to express their sincere gratitude to WOW, Inc., for their constructive contribution which is being made through this medium. The 1950 conference will be held August 4 to 13.

* * *

Tune in each Sunday morning from 8:30 to 9:30 for America's first non-denominational radio church service.

—WOW—

Heinrich Von Morgan says: Der mosht imbordand rule to rememper ven eating iss—keep der mout oben or the shtuff von't go in.

First Lincoln Telecasts Set

'Hollywood Calling' Sets Up New Giant Jackpot

"Hollywood Calling" has a new giant jackpot on the Sunday show. To the person who first names the "Film of Fortune" the following prizes will be awarded:

A spinet piano valued at \$900, a two years' supply of canned foods worth \$1,200, a 20-foot quick freeze frozen food locker filled with a two years' supply of meat, a specially-built dinghy sailboat and outboard, a combined value of \$1,000, a 120-piece set of fine bone china with a value of \$1,250, a complete set of fine crystal worth \$1,000, curtains and venetian blinds for every window in the winner's home, 100 yards of carpeting, a television set, \$1,500 worth of selections from a mail-order house, a woman's wardrobe valued at \$1,500, a \$3,150 diamond solitaire ring, a \$1,300 air conditioning unit, \$1,500 worth of permanent wave fluid, a new four-door sedan, a jeweled evening bag, and a 45-day Mediterranean cruise for two people plus round-trip transportation to port of embarkation.

—wow—

TULIP BULBS

Flower fanciers have shown great interest in Bab-O's offer on the "Lora Lawton" show, 10:45 a.m., Mondays through Fridays on WOW. Bab-O offers six genuine Royal Rainbow tulip bulbs imported from Holland or 25 cents and a Bab-O or Glna label.



Radio's greatest man-and-wife comedy team, Fibber McGee and Molly will be back for Johnson's Wax, September 13, 8:30 p.m.



These handsome lads will be heard on two new NBC feature shows, Robert Young in General Foods' "Father Knows Best" (August 25) and George Hicks (right) emcee of the Theater Guild dramas September 11 for U. S. Steel.

State Fair and G-E Football on T-V

The first "remote" telecasts from Nebraska's Capitol City of Lincoln will be aired by WOW-TV soon, along with simultaneous radio broadcasts of the two big events—the Nebraska State Fair, and Cornhusker football games.

Utilizing nearly \$50,000 worth of special permanent relay equipment, the fair telecasts will come first every day starting September 5, with Mal Hansen, WOW's Farm Director in charge. He will do two pickups daily, 12:05 p.m. and 1 p.m., covering 4-H and special events at the fair, in addition to radio broadcasts on his Farm Service Reporter program (6:30 a.m. weekdays) and the noon news of WOW.

All of the fair events both TV and AM will be channelled through our special studio in a luxurious Glider Trailer by courtesy of the R. B. Wilson Trailer Company, 5518 Center Street, Omaha, and via WOW's \$10,000 TV-Field Car.

Both fair and football telecasts (by courtesy of General Electric radio and television dealers) will be relayed to Omaha via the Nebraska State Capitol building and a special relay tower near Gretna, Neb.

—wow—

Radiowise the moon is less than two seconds away. In miles it is 240,000 miles from the earth.

RADIO WOW FARM TRIPPERS HAIL FROM MANY WOW-LAND STATES

Members of the WOW Farmers trip, not previously listed in the News Tower, include:

Mrs. Della M. Mills
Edgar, Nebraska

Mr. and Mrs. Frank F. Lindner
505 Corning Street
Red Oak, Iowa

Mr. and Mrs. W. J. McClean
Fremont, Nebraska

Mr. and Mrs. B. J. Vedsted
Staplehurst, Nebraska

Mr. and Mrs. Hans Petersen
Dunlap, Iowa

Lawrence Sandall
Bassett, Nebraska

Miss Allegra Johnsen
Stromsburg, Nebraska

Mr. and Mrs. Henry Mohr
Battle Creek, Iowa

Mr. and Mrs. R. C. Wenzel
Eagle, Nebraska

Mr. and Mrs. Charles Musil
Blue Rapids, Kansas

Mr. and Mrs. R. E. Schipull
Goldfield, Iowa

Mr. and Mrs. E. J. Revell
Star, Nebraska

Miss Celia Kramper
Jackson, Nebraska

COAST-TO-COAST

Details of the WOW Farmers' West Coast Farm Study Tour will be given coast-to-coast when Allis-Chalmers' National Farm and Home Hour originates here at WOW, September 10. Major part of the pickup will deal with soil-testing and stubble-mulch farming, with WOW Farm Director Mal Hansen, leading the discussion.

Heinrich Reyelts
George, Iowa

Mrs. F. W. Ruwe
760 East Military
Fremont, Nebraska

Mrs. Anna Hurich
1910 North Broadway
Fremont, Nebraska

Mr. and Mrs. Elbert Wiles
Plattsmouth, Nebraska

Mrs. August Petersen
and Miss Betty Petersen
Avoca, Iowa

Mr. William Hansen
Minden, Iowa

Miss Anna Watts
Stromsburg, Nebraska

Mrs. Boyd Jacobs
Fullerton, Nebraska

Miss Viola Hamilton
Logan Hotel
Omaha, Nebraska

Mr. Cecil Bosley
2708 Vane Street
Omaha, Nebraska

Mr. and Mrs. Chris C. Glesmann
Papillion, Nebraska

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

Mr. and Mrs. Ed Kalina
Table Rock, Nebraska

Mr. and Mrs. Longin Luxa
Stanton, Nebraska

Mr. and Mrs. E. H. Stevens
Farragut, Iowa

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

Mr. and Mrs. Alfred A. Goos
Route 1
Council Bluffs, Iowa

Mr. and Mrs. Ralph Otto
Aurora, Nebraska

Mrs. Harry Wittmuss
Route 1
Fort Crook, Nebraska

Mr. and Mrs. Fred W. Harnes
Fairfax, Missouri

Mrs. Margaret Townsend
Fairfax, Missouri

Miss Anna Rademacher
Johnson, Nebraska

(Continued on page 7)



Skelly's Alex Dreier is off to Europe to get first-hand info for his 7 a.m. "First network news of the day." He'll visit Omaha when he returns.



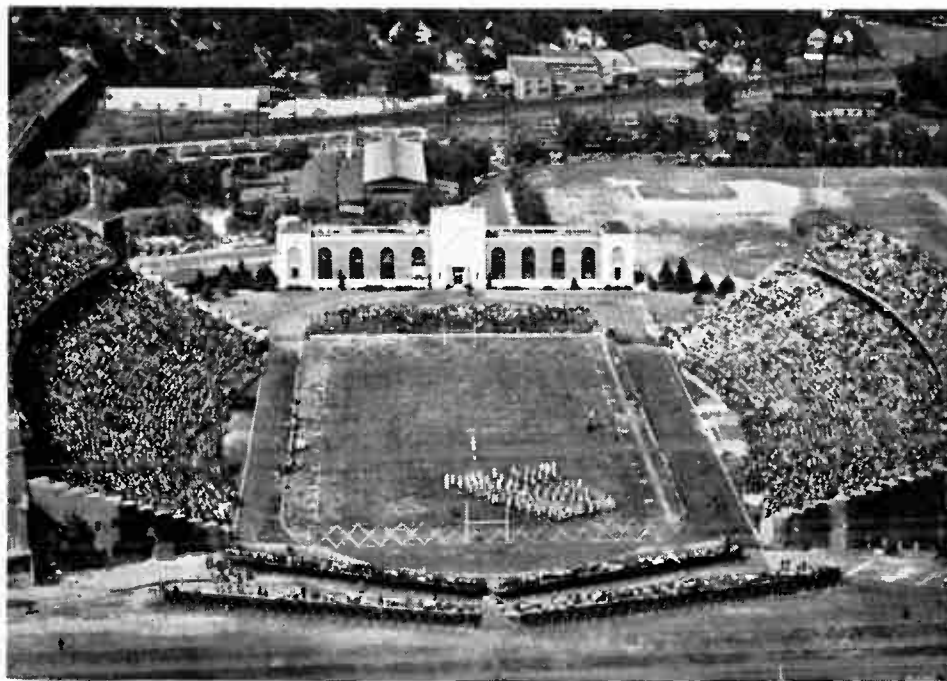
This sophisticated lady's photo may surprise you. She is none other than Florence Halop who portrays "Miss Duffy" in "Duffy's Tavern." It returns September 29.



No great intellectual, but a thoroughly lovable guy, is Joe Kelly, master of ceremonies for Alka-Seltzer's "Quiz Kids." They'll be back at the old stand September 11.



Standard Oil's "Direct Report" safety campaign is doing a great job, Traffic Lt. Joe Swetala reports. He's shown pointing out a dangerous corner to John Roddy, Standard Public Relations exec, Ray Clark of WOW, and Bob Stevens, Safety Council.



Only a few more weeks until football goes on the air and on television! This is the way the Nebraska Memorial Stadium will look through a TV camera, come September 24 when the first game goes on by courtesy of General Electric dealers.



The two zaniest comics in show business, Olson and Johnson, star on the Buick TV show on NBC network (shown the other night on WOW-TV).



Another great NBC television show, "Kula, Fran and Oillie, is already a favorite with WOW-TV viewers. This RCA Victor show stars two cute puppets, Kula and Oillie.



Perry Como and the Fontane Sisters will be both radio and television stars on WOW and WOW-TV. Their Chesterfield radio show, a Thursday nighter, starts September 15.



"Who Said That?" familiar to radio listeners, will star John Cameron Swayze, on television. John may also be starred soon in a new Camel news show on NBC television.

WOW Enters Champ Plowman

1947 Champ to Compete in Iowa Test

Can he do it again? Does lightning ever strike twice in the same place?

That's what farmers everywhere are asking about Ronald Orr of Beatrice, one of the best plowmen ever to holler giddap to a tractor.

Orr was the WOW entry in the 1947 matches and he came through with flying colors, winning the national championship.

Then in 1948, Harvey Ehlers of Roca, the WOW entry placed fourth. Harvey was one of the members of the WOW Farmers' Trip to Europe last fall.

This year Orr has again been selected to wear the WOW colors in the big event which will take place in Polk County, Ia., September 15, under sponsorship of Radio Station WHO, Des Moines.

-wow-

'Cavalcade of America' Moves to Tuesday Nights

"Cavalcade of America," which has been heard on NBC Mondays since April 6, 1942, will move to a new time spot, when it returns to the air after a summer recess, Tuesday, August 30 (7 p.m., on WOW).

Mirroring little-known events in the long parade of American history, "Cavalcade," has been unique among radio programs since it first went on the air in 1935. Great stars of stage and screen have taken part in these broadcasts through the years.

-wow-

SILVER SERVICE

A chance for WOW families to accumulate a silverplate service "the easy way" is offered by Manhattan Soap Company's Blue Barrell announcements on WOW. Two Blue Barrell wrappers and 20 cents will start a genuine William A. Rogers service. Details may be heard on the 10 o'clock News, Tuesdays, Thursdays or Saturdays.

-wow-

HOPE INJURED

NBC comedian Bob Hope was confined to a Hollywood hospital for several days, following a serious fall from a "bucking barrel." The accident occurred on the Paramount film lot where Hope was making a new picture. The "bucking barrel" was part of a comedy routine which Hope went through in the film.

-wow-

TOUGH LIFE!

NBC's "Contented Hour" star Buddy Clark likes to relax after a hard day at the mike by lying and reading in a small rubber boat which floats in the swimming pool of his Hollywood home. His small daughter Penny, who doesn't believe in relaxing, likes to dive down under him and upset the boat.

Champ Returns . . .



Ronald Orr, 1947 National plowing champ, who has been selected to again represent WOW in the 1949 competition in Polk County, Ia. Photo shows Orr with Mal Hansen, WOW Farm Director, after his 1947 victory.

-wow-

Happy New Year and Merry Fourth! . . .

September 1 in radio and television is a combination of New Year's and the Fourth of July.

It's the time when the radio year begins and things start to pop.

Throughout this issue of your News Tower you'll read about the exciting new shows which, this year you'll see (on WOW-TV) and hear (on Radio WOW).

While the infant TV will claim a lot of your time and attention during the coming fall and winter, radio, too, will have many new and exciting features.

Much of the big news about both radio and TV shows is still in the uncertain stage, but, you can rest assured that in both services, WOW will give you top quality.

-wow-

OFF TO EUROPE

When Tommy Bartlett and his NBC "Welcome Travelers" gang took off from Chicago on Friday, August 12 for their two-week tour of American air bases in Europe, their plane reminded onlookers of a modern Noah's Ark.

In addition to radio and electricity generating equipment for emergency use and prizes for their overseas guests on the shows, the cargo included gold fish, a 20-pound pig, a hen, a goose, two white mice, a puppy, a kitten, a can of worms and a young goat. Other props taken along consisted of a wash-tub, a stepladder, a cake of ice, a sapling tree and a gallon corn jug with corncob stopper.

Mal Hansen...

WOW Farm Service Reporter

It seems that there is one big question running through your reporter's mind these days . . . "What can the farmer get out of television?"

40

By the time you read this we will have made the big leap with the first farm television show on August 29. And there will be one a day, each weekday at 12:05 p.m. WOW, so far as we know, is the first TV station in the country to beam farm television shows at rural areas six days a week.

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To do so we have to give up part of our regular radio broadcasts. We made the change because we think television has more advantages for the farmer and his family than any other form of communication. And it's not just a matter of entertainment.

40

True, it will be pleasant to sit in the living room to see a show, instead of driving 15 miles to the nearest movie house. But TV can also give service. It's tough to describe the construction of a terrace on a radio program. But it will be a lot easier on television. The same goes for culling poultry, budding trees, pruning grapes.

40

If you are near a television set during Nebraska's State Fair, try to see our programs at 1 o'clock each day from September 5 through the 9th. Or, if you are visiting the fair, perhaps you will be interested in witnessing the telecasts. Most of them will originate from the 4-H Club building.

40

Another September feature on our noon show will be the movies that we plan to take on the WOW Farmers' West Coast Trip. They will be air-mailed back to the studio each day, and because of the equipment at WOW-TV, those films can be on the air just a few hours after they arrive at the Omaha airport.

40

Speaking of the WOW West Coast Trip, we must not forget to thank our listeners for the wonderful support. We have far too many people and accommodations are limited. We only wish everyone of our listeners could go along. It would be a swell party.

40

'DOORBELL QUIZ'

Folger's "Doorbell Quiz," as detailed on the popular "Judy and Jane" feature, 1:45 p.m., Mondays through Fridays on WOW, has many a housewife jumpy listening for her doorbell to ring. If when, the Folger Quiz Man calls, milady can produce a can of Folger's coffee and answer a quiz question, she will win a fine television set.

Cantor, Canova to Show Here

Tip Saggau...

WOW Sports Editor

On the 24th of this month the Cornhuskers of the University of Nebraska will go against South Dakota in a football game at Lincoln.

I imagine most of you who read this blurb of mine each month look at that game as merely the opening of the 1949 football season. It means a good deal more to me . . . '49, in my book, will be the turn in the road Husker fans have been looking forward to for the past several years. That turn doesn't necessarily mean we are on the way to an all victorious season, but it does mean the turning point in regard to sound football fundamentals.

There is no question that Nebraskans hope for a winning aggregation whether it be football, baseball, hockey, or tiddle winks, but I for one, am of the opinion that we are big enough to go along with Bill Glassford and the University of Nebraska until such time that he develops another Cornhusker powerhouse. Bill being a new coach has a terrific amount of work cut out for him. Thousands of fans from this area are expecting him to do big things . . . give him a chance and he will.

When a coach inaugurates a new system at any school such as Glassford is doing at Nebraska, it may take two or three games before the boys look like a unit. Bill would have to be a miracle man to install his methods of play into the huskers before the middle of October.

I know it is asking a lot to suggest that you fans be patient after what has happened in the last few years. However, we must keep in mind that this is Bill Glassford's first season as head coach of the Huskers. Let's take it easy and give him a couple of years to mold Nebraska into a winning football aggregation.

-wow-

WOW FARMERS TRIP

(Continued from page 3)

Peter G. Rockford
North Bend, Nebraska

Mrs. Mary Bruner
Route 1, Box 105
Brainard, Nebraska

Mr. and Mrs. John R. Bricher
Glenwood, Iowa

Mr. and Mrs. J. R. Wilson
Hastings, Iowa

Mrs. Alta Mae Stark
Fairbury, Nebraska

Mr. William R. Drengruis
Scribner, Nebraska

Mr. Will Hamilton
Petersburg, Nebraska

Malvin Hamilton
Albion, Nebraska

Miss Etta Hamilton
Albion, Nebraska

Mr. R. G. Peters
Avoca, Iowa

Here in Person . . .



Comedienne Judy Canova whose Colgate show will return to WOW October 1 and Robert Merrill, the popular baritone NBC guest star.



"Banjo Eyes" Eddie Cantor who'll be quizmaster for Eversharp's "Take It or Leave It" starting on WOW September 11, and "The Mad Russian."

Mr. and Mrs. Fred W. Holscher
Ogallala, Nebraska

Clark Wiles
Plattsmouth, Nebraska

Mr. and Mrs. Joseph H. Scheve
Beatrice, Nebraska

Mr. F. H. Burke, Sr.
Palmer, Nebraska

Mr. and Mrs. Richard Lamp
Blair, Nebraska

Mr. and Mrs. W. J. Philpot
Arnold, Nebraska

Mr. and Mrs. Edward Maly
5619 Jackson Street
Omaha, Nebraska

Mr. and Mrs. Leo Wettengel
Woodbine, Iowa

Henry Hansen
Durant, Iowa

-wow-

MUST BE NEAT

The age-old tradition of the newsman being a two-finger hunt-and-peck typist is defined by the veteran newswriters who prepare copy for WOW newscasters. Because of the last minute nature of their work, newsmen type their own copy in finished form at the same time they do their final rewrite. All copy, in addition to being clearly and effectively written, must be neatly typed, lest errors cause the newscaster to stumble over words during his broadcast.

Robert Merrill Also Here in Person

Three top NBC radio stars, all popular favorites of thousands of WOW listeners, may be seen and heard in person in Omaha soon.

Robert Merrill, the baritone singing star will appear for Ak-Sar-Ben members at the Coliseum August 26.

Eddie Cantor, along with the "Mad Russian" and others of his troupe will be here for Ak-Sar-Ben September 22.

Judy Canova, whose Colgate show returns to WOW October 1 will be at the Omaha City Auditorium, September 11.

Cantor, headline radio comedian since 1931, will tackle his first ad lib assignment as quizmaster of NBC's "Take It or Leave It" Sunday, September 11.

Cantor has had some experience with the \$64 question, however, since he twice spelled Phil Baker on the program in 1945. The unrehearsed program, first of the jackpot quiz shows, has been on the air since April 21, 1940.

-wow-

N.Y. Radio Pioneers Club to Set Up 'Hall of Fame'

The Radio Pioneers Club of New York has formed a committee which will formulate recommendations for the creation of a Radio Hall of Fame and will present annual awards to persons who make outstanding contributions to the broadcasting industry. This announcement was made today by NBC's William S. Hedges who is president of the club. Several WOW staffers are "Pioneers" members.

-wow-

NEW IN CAST

Several cast additions have been made on NBC's "Young Widder Brown," program (Monday through Friday, 3:45 p.m., WOW). They are Helen Claire as Angela, Tom Hoier as Henry McBride and William Zuckert as Joe Harris.

Additions to the cast of NBC's daytime serial, "Backstage Wife" (Monday through Friday, 3 p. m., WOW) include Humphrey Davis as Henry Decker, James Monks as Ben Douglas and Grace Copping as Christine Douglas.

-wow-

TUBA TUBA!

The plight of the tuba player, who has to strain to reach notes that are too much for the range of the big horn, has brought forth a strange-looking two-headed tuba that makes playing notes four octaves apart easy.

The inventor is William (Bill) Bell, who has played the tuba since he was eight years old, and who now holds down a chair in the Cities Service "Band of America," conducted by Paul Lavalle on NBC.

-wow-

The time a radio wave can travel to an object 50 feet away and back again is only one ten-millionth of a second, yet radar can measure it.

5,000 WATTS

WOW'S SEPTEMBER 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	SUNRISE SERENADE
5 ⁵⁵	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	
6 ⁰⁰	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	ALBUM TIME	VOICES AND EVENTS
6 ¹⁵	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer		
6 ³⁰	DIRECT REPORT Standard Oil	SKIPPY HOLLYWOOD THEATER Skippy Peanut Butter	DIRECT REPORT Standard Oil	SHOWTIME FROM HOLLYWOOD Hamm's	DIRECT REPORT Standard Oil	PET MILK SHOW	PHIL HARRIS SHOW Rexall
6 ⁴⁵	S. KAYE SHOW ROOM		S. KAYE SHOW ROOM		S. KAYE SHOW ROOM		
7 ⁰⁰	ONE MAN'S FAMILY	CAVALCADE OF AMERICA—Dupont	HOGAN'S DAUGHTER Philip Morris	MEREDITH WILSON General Foods	BANDS OF AMERICA Cities Service	HOLLYWOOD STAR THEATRE—Whitehall	FOUR STAR PLAY- HOUSE
7 ³⁰	VOICE OF FIRESTONE CONCERT	ME AND JANIE Lewis and Howe	GREAT GILDERSLEEVE Kraft	FATHER KNOWS BEST General Foods	A TREE GROWS IN BROOKLYN	TRUTH OR CONSE- QUENCES—P. & G.	THEATER GUILD U. S. Steel
8 ⁰⁰	TELEPHONE HOUR Bell Telephone	BOB HOPE Swan Soap	HENRY MORGAN SHOW Bristol-Myers	EDDY AND KIRSTEN Kraft Foods	SCREEN DIRECTORS PLAYHOUSE—Pabst	HIT PARADE Lucky Strike	
8 ³⁰	JANE PICKENS SHOW	FIBBER MCGEE-MOLLY Johnson's Wax	MR. DIST. ATTORNEY Sal Hepatica, Ipana	NBC	MY GOOD WIFE	DENNIS DAY Colgate	ETHEL MERMAN SHOW
9 ⁰⁰	CONTENTED HOUR Carnation Milk	BIG TOWN Lifebuoy	BIG STORY Pall Malls	MUSICAL VARIETY SHOW—Chesterfield	DR. I.Q. Mars, Inc.	RICHARD DIAMOND	TAKE IT OR LEAVE IT Eversharp
9 ³⁰	RADIO CITY PLAYHOUSE	PEOPLE ARE FUNNY Raleigh	CURTAIN TIME Mars, Inc.	FRED WARING General Electric	BILL STERN—Colgate	GRAND OLE OPRY Prince Albert	VIC DAMONE Pet Milk
9 ⁴⁵					OPEN SPOT		
10 ⁰⁰	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER
10 ¹⁵	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SAT. SPORTS PARADE	HEADLINES
10 ³⁰	DAVE GARROWAY SHOW	NOCTURNE	HOTEL STATLER ORCHESTRA	NOCTURNE	UNITED NATIONS	SURF BEACH ORCHESTRA	AMBASSADOR HOTEL ORCHESTRA
11 ⁰⁰	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS

MIDNIGHT TO 1:00 A.M. — YOU'LL ENJOY WOW'S MUSICAL AND COMEDY PROGRAMS — MIDNIGHT TO 1:00 A.M.

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call..... Daily ex. Sun.	10:00 A. M.—Your Melody Time..... Mon. thru Fri.	4:30 P. M.—Today's Children—General Malls..... Mon. thru Fri.
5:40 A. M.—Slim Eberhart—Carter Products..... Mon., Wed., Fri.	Lassie—Morrell..... Sat.	Echoes from the Tropics..... Sat.
5:55 A. M.—Weather Report..... Daily ex. Sun.	WOW News Tower..... Sun.	Design for Listening..... Sun.
6:00 A. M.—Sunrise News Tower..... Daily ex. Sun.	10:15 A. M.—We Love and Learn—Manhattan Soap.. Mon. thru Fri.	1:45 P. M.—Judy and Jane—Folgers Coffee..... Mon. thru Fri.
6:15 A. M.—Aunt Sally..... Mon. thru Fri.	NBC..... Sat.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap... Mon. thru Fri.
Organ Reveries..... Sat.	Morning Serenade..... Sun.	Musicana..... Sat.
6:30 A. M.—WOW Farm Service Reporter, Markets.. Daily ex. Sun.	10:30 A. M.—Jack Berch Show—Prudential Ins. Co... Mon. thru Fri.	2:15 P. M.—Road of Life—P. & G. Oxydol..... Mon. thru Fri.
Sunday Serenade..... Sun.	Smilin' Ed McConnell—Buster Brown..... Sat.	2:30 P. M.—Pepper Young's Family—P. & G. Soap.. Mon. thru Fri.
6:55 A. M.—Reveille—Fair Store..... Daily ex. Sun.	From the Masters Pen..... Sun.	Quiz Kids—Miles Lab..... Sun.
7:00 A. M.—Alex Dreier—Skelly..... Mon. thru Fri.	10:45 A. M.—Lora Lawton—Babo..... Mon. thru Fri.	2:45 P. M.—Right to Happiness—P. & G. Soap... Mon. thru Fri.
L. Burlingham, This Farming Business—Skelly... Sat.	Solitaire Time—Campana..... Sun.	3:00 P. M.—Backstage Wife—Sterling Products... Mon. thru Fri.
Revival Hour—Gospel Br'dcast'g Assn., Weather.. Sun.	11:00 A. M.—Light of the World—General Mills..... Mon. thru Fri.	Your Health Today..... Sat.
7:15 A. M.—Breakfast Bandstand..... Daily ex. Sun.	Homemakers Club—Omaha Public Power..... Sat.	Living—1949..... Sun.
7:30 A. M.—WOW News Tower..... Daily ex. Sun.	On the Village Green..... Sun.	3:15 P. M.—Stella Dallas—Sterling Products... Mon. thru Fri.
7:45 A. M.—Morning Merry-Go-Round..... Mon. thru Fri.	11:15 A. M.—Perry Mason—P. & G. Tide..... Mon. thru Fri.	Report on America..... Sat.
8:00 A. M.—Breakfast Club—General Mills..... Mon. thru Fri.	11:30 A. M.—Mid-Morning Moods..... Mon. thru Fri.	3:30 P. M.—Lorenzo Jones—Sterling Products... Mon. thru Fri.
Saturday Scrapbook—Crestwood Shop No. 2..... Sat.	Music in Three-Quarter Time..... Sat.	Contrasts..... Sat.
World News Roundup..... Sun.	Treasury Salute..... Sun.	Wayne King—Davidson Furniture..... Sun.
8:15 A. M.—John Carson Show..... Mon. thru Fri.	11:45 A. M.—Ma Perkins—P. & G. Oxydol..... Mon. thru Fri.	3:45 P. M.—Young Widder Brown—Sterling Prods.. Mon. thru Fri.
Little Doghouse..... Sat.	Adventures in Music—Hospes's..... Sat.	4:00 P. M.—When a Girl Marries—General Foods... Mon. thru Fri.
Wormwood Forest..... Sun.	Walter Cronkite Reports..... Sun.	Mind Your Manners..... Sat.
8:30 A. M.—John Carson Show..... Mon. thru Fri.	12:00 Noon—Four-Bell News, Markets..... Daily ex. Sun.	Catholic Hour..... Sun.
Pot Luck with Holtz..... Sat.	WOW News Tower..... Sun.	4:15 P. M.—Portia Faces Life—General Foods..... Mon. thru Fri.
Chapel Service, Dr. R. R. Brown..... Sun.	12:15 P. M.—Great Corn Stories—Robinson Seed..... Sun.	4:30 P. M.—Just Plain Bill—Anacin..... Mon. thru Fri.
9:00 A. M.—Welcome, Travelers—P. & G..... Mon. thru Fri.	12:30 P. M.—WOW Calling—Merch. Biscuits, Dreft... Daily ex. Sun.	Presenting Larry Cotton..... Sat.
Fred Waring—Minnesota Canning..... Sat.	Your University Speaks—Uni. of Nebraska..... Sun.	Hollywood Calling..... Sun.
9:30 A. M.—Marriage for Two..... Mon. thru Fri.	12:45 P. M.—WOW Calling—Nutrena..... Daily ex. Sun.	4:45 P. M.—Front Page Farrell—Whitehall Pharm... Mon. thru Fri.
Mary Lee Taylor—Pet Milk..... Sat.	The Music Room—Schmoller & Mueller..... Sun.	5:00 P. M.—Rosemary—P. & G. Ivory..... Mon. thru Fri.
Family Time..... Sun.	1:00 P. M.—Double or Nothing—Campbell Soup..... Mon. thru Fri.	Public Affairs..... Sat.
9:45 A. M.—Thanks for Tomorrow—P. & G. Soap... Mon. thru Fri.	National Farm and Home Hour—Allis Chalmers... Sat.	Hollywood Calling..... Sun.
	Guy Lombardo Show—Paramount Radio..... Sun.	5:15 P. M.—Guiding Light—P. & G. Duz..... Mon. thru Fri.
		Scoreboard—Opitz..... Sat.

EXPIRATION DATE NEAR YOUR NAME BELOW "9/49" MEANS THIS IS YOUR LAST ISSUE

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