

The **WOW** Staff Offers Best Pule-Tide Wishes To All

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 14, No. 3

OMAHA, NEBRASKA, DECEMBER 1, 1949

Published Monthly

\$500,000 Week for NBC Shows

Christmas on WOW-TV

Christmas Day tele-viewers will see a special holiday program on WOW-TV.

Starting at 2:30 p.m., an hour and a half Christmas show will be presented featuring the staff orchestra and all the other talent associated with WOW-TV.

The program will serve a double purpose too. An audience made up of WOW employees and their families will witness the show at the 35th and Farnam TV studios. It's all part of a Christmas party that will include Santa Claus with candy for the small fry.

Other television news this month includes the addition of two new programs and a time change in another. Pretty Roberta Quinlan, singing star Mohawk Rugs show each Monday, Wednesday and Friday evenings on WOW-TV, 6:30, starting December 12.

"Lights Out," the thrilling network radio show of a few seasons back, has been converted into a suspense-filled television half-hour. The program features screen tough-guy Jack LaRue as host and narrator. Sponsored by the Admiral Corporation, the Monday night psychological mystery series got underway November 28. Catch this entertaining show next Monday at 8 p.m. on WOW-TV.

The western "Hopalong Cassidy" has moved into a new time slot. The program of the wide open spaces is now seen and heard on WOW-TV at 5 p.m. each Sunday. Incidentally, the William Boyd starrer takes over December 11 with Butter-nut Bread the new sponsor.

-wow-

DOWNEY RECORD

No radio artist in history has achieved the "family relationship" with his sponsor boasted by Morton Downey, heard on WOW Tuesdays, Thursdays and Saturdays at 10:30 p.m. During his extensive travels Downey has personally met more than 1,000 bottlers of Coca-Cola in all sections of this country.

-wow-

COTTON BOWL

Football fans can hear the post-season Cotton Bowl game over WOW, January 2. The broadcast sponsored by the R. J. Reynolds Tobacco Company will feature the play-by-play action of North Carolina and Rice. The game will be carried over NBC direct from Dallas, Tex., beginning at 1 p.m.

New TV Star . . .



LOVELY ROBERTA Quinlan, singing star and pianist, will be seen and heard on the new Mohawk Rugs television show on WOW-TV at 6:30 p.m., Mondays, Wednesdays and Fridays, starting December 12.

-wow-

HANSEN ON TV

WOW's Mal Hansen conducted a forum program on "Farm Television" before the recent Chicago meeting of the National Association of Radio Farm Directors.

-wow-

Sponsor for 'Hop' . . .



HEY, KIDS! Hopalong Cassidy has a new sponsor. It's Butter-nut Bread, starting December 11. You see this greatest of all westerns at 5 p.m. sharp, Sundays, on WOW-TV.

Hope Costliest, Variety Mag Reports

As the Christmas season arrives once more, the magazine Variety points out that WOW sponsors bring a year-round present of a half-million dollars of great network entertainment into your home each week.

The exact figure, \$443,800, is the estimated cost of National Broadcasting Company shows heard on WOW for one week, as reported by the trade paper Variety. Costs include production expenses, actors, musicians, writers, royalties, directors, transportation and prizes. The cost, however, does not include commercial time charges.

Comedy shows cost the most money. The Bob Hope show tops the list with a weekly fare of \$22,500. The popular show starring Fibber McGee and Molly costs \$17,500 to produce. The Jimmy Durante show costs the same amount.

Other comedy programs include Phil Harris-Alice Faye at \$14,500, "Great Gildersleeve" \$11,000, "Duffy's Tavern" \$10,500, and "Aldrich Family" \$10,000. "Life of Riley" and "A Day in the Life of Dennis Day" take \$9,500 each.

The musical five-a-week "Light Up Time" with Frank Sinatra runs into the \$17,500 class. Other music shows: "Telephone Hour" \$11,500, "Voice of Firestone" \$8,000, "Pet Milk" \$7,000, and "Fred Waring" and "American Album of Familiar Music" \$10,000 each. "The Chesterfield Supper Club," "The Railroad Hour," "Your Hit Parade" and "Harvest of Stars" all command a \$10,000 fee.

Drama costs run high too, Variety reports. Heading the list is the "Theatre Guild of the Air" and the "Screen Guild Players." Each costs the sponsor \$12,500 weekly. "Cavalcade of

(Continued on page 4)

-wow-

TWO IN TOP FIVE

Television Hooper ratings just released have tabbed five NBC-TV shows in the top 10 in popularity. Two of the five programs are being broadcast for the enjoyment of WOW-TV viewers.

The top show on the list is the Tuesday night Milton Berle feature "Texaco Star Theater." "Philco Playhouse," the Sunday, 8 p.m., drama show took over the number seven position.

As We See It...

by BILL WISEMAN

About Television Antennas! . . .

Lots of folks are getting bad television reception because they do not have an adequate, efficient antenna.

Nearly every television set, regardless of where it is operated will give better reception with an efficient antenna.

In locations—most locations—within 10 miles or so of the transmitter, most receivers will operate well on an "in-door" or "built-in" antenna. There are exceptions, however, to this rule. Some sets within a few blocks of the transmitter should have an aerial. Others 20 miles away don't need one.

Whether you need an aerial or not depends on your individual location.

Every television set buyer is entitled to good reception and should insist on it!

If you don't get a consistently good picture, chances are you need an efficient aerial.

And here's another matter on which a lot of folks have some wrong ideas.

A. T. and T. is building a series of relay stations across Iowa to bring network programs direct to Omaha stations (WOW-TV and KMTV).

These relay stations will not deliver programs to individual receivers. The programs they carry will be delivered only to WOW-TV and KMTV.

The two Omaha stations are now carrying about 20 hours a week of network programs (via kineoscope films). More network programs are being added every week.

Both Omaha stations will be carrying fairly complete network programs before the relay system is in operation.

When the change from film network to relay network comes (estimated at next October), the viewer will find very little change in the programs available. It will simply be a change-over from film to direct network. It'll be like changing your favorite radio program from transcription to direct network—and **In almost all instances the viewer won't know the difference.**

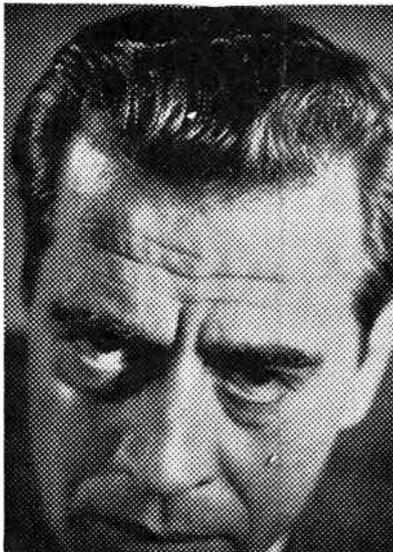
So, obviously, there's no point in waiting until the relay system is in operation.

Now here's another matter—color television.

Estimates differ on when color transmission will be an actuality—all the way from two years to ten years. Best engineers agree that two years is the earliest it could possibly be set up and started.

BUT—suppose it does start soon—say within a year or two. Color television transmission won't effect your reception in black and white on the set you now own or may buy in the meantime.

B-r-r-r-r-r! . . .



Screen tough-guy Jack LaRue took over the dual role of host and narrator on the NBC psychological drama TV show "Lights Out." The suspense-filled television feature premiered on WOW-TV November 28. Gruesome Jack is just the fellow to ease you into a mood of mystery each Monday night at 8 p.m. The Admiral Corporation sponsors the half-hour of thrills.

—wow—

Aunt Sally...

KNOCK . . . KNOCK!
MAY I COME IN?

Hi, Neighbors, and a Merry Christmas! I'm early I know but this will be the last opportunity for greeting you in my News Tower letter before the big day.

So many friends in radio-land have helped with the Christmas game this year and by the time this letter reaches you I believe I can safely say that everyone on the membership list will have been taken care of for one or more gifts.

Now please remember what I am going to say to all who sent a gift to a shut-in and also to every shut-in who received a gift.

I want everyone to be happy about Christmas, on both sides of the fence, the giver and the receiver. Anyone sending a package wants to know if it arrived safely, and if it pleased the recipient. If, within 10 days, you have not had a reply from the person to whom you sent a gift please let me know that I may find out why.

And now to each member of my shut-in family, **PLEASE** do not be so excited at receiving a package that you tear it open and destroy the name and address of the sender. Preserve each name carefully, and a good idea is to have a small note or address book, and, as you come to your packages, jot down the name and address of the sender before you open the box.

Your thank-you notes should go out within 10 days after Christmas. I know you will be very grateful to the nice people in radio-land who have tried to contribute to your happiness,

Rev. R. R. Brown...

Pastor WOW World Radio Congregation

More than nineteen hundred years ago a nation whose religion has lost much of its virility and who, politically, was subservient to the powerful Roman Empire, was looking for one who would challenge their cause and bring deliverance. He came, but not clothed with the garments of royalty, nor was He accompanied by military might; but He came as a babe born in a manger and wrapped in swaddling clothes.

His advent was heralded by the heavenly hosts who sang, "Glory to God in the highest and on earth peace and good will toward men." The celestial world was illuminated to attract the attention of wise men, but those for whom He came were not aware of His presence. In the city where His coming should have been known, they were unaware of this epochal event in Bethlehem.

It has always been true that man does not usually recognize his salvation and deliverance except in power, numbers and military might. Here it is said that this babe was God manifested in the flesh. Here was the mystery and miracle of the ages. Now He would come not only to reveal God in His word and His works, but to redeem men by the sacrifice of Himself once for all upon Calvary.

He would make it possible for man to be reunited with God and to dwell in God. This is man's fundamental need. He would teach us that the greatest law is to "love the Lord thy God with all thy heart, and with all thy soul, and with all thy strength, and with all thy mind; and thy neighbour as thyself." From this inward spiritual motivation man could solve every problem that confronted him, but as in that first century, He came to His own and His own received Him not.

Today we are approaching Christmas in 1949 and we have not yet accepted Him, His life or His way. We are still looking for a panacea. We are searching for a hidden formula that will be a specific for all our ills. The answer is in Christ whose birthday we celebrate. If we would receive Him and accept His way, we would have the fulfillment of the angels' proclamation, "On earth peace, good will toward men."

Mrs. Brown and my associates join me in wishing all of you a most blessed Christmas and faith and confidence for the New Year.

☆

Tune in each Sunday morning at 8:30 for the Chapel Service of the World Radio Congregation.

but do not fail to tell them how much you appreciated their kindness.

Be sure to get the January issue of the News Tower for special NEWS for all our shut-ins. I hope everyone will have a wonderful Christmas . . . if you do, then I'll be happy too.

Well, bye for now,
YOUR AUNT SALLY.

WOW Farm Trippers' Reunion

'Farm and Home Hour' at Boys Town Dec. 24

You, Mr. and Mrs. Reader, are invited to be on hand to see the December 24 "National Farm and Home Hour" broadcast when it originates from Boys Town.

Approximately 24 minutes of the popular Saturday NBC farm show will feature the Boys Town Choir, an address by Father Wegner, and WOW Farm Service Director Mal Hansen's interview with a 4-H Club member from the boys home.

Of course, the show's farm reporter Everett Mitchell will be on deck also. The activity will be presented in the Music Hall of the auditorium in the new high school section of Boys Town.

Listeners who can't make the broadcast in person should tune to WOW at 1 p.m.

Allis-Chalmers sponsors the program.

-WOW-

COLLEGES ON TV

Two Omaha universities are sponsoring a weekly television show. Creighton University inaugurated a new series of Wednesday afternoon TV programs November 16. On alternate weeks the University of Omaha is featured.

The telecasts present interesting and timely subjects that are sure to please both the college and non-college audience. Shows begin at 4:05 p.m. and vary in length from 10 to 25 minutes.

-WOW-

TV BREAKFAST

About 17 office girls from the radio station were treated to a breakfast by the WOW-TV girls recently. The meal originated in Martha's Kitchen. Martha cooked a most tasty breakfast which included nine dozen sweet rolls that disappeared in rapid-fire order.

-WOW-

CITES WOW-TV

Skelly newsman Alex Dreier told his NBC audience about WOW-TV bringing television to the rural areas 100 to 150 miles around Omaha. His citation was made on his 7 a.m. broadcast of Wednesday, November 16.

HOW TO VIEW TELEVISION!

1. Sit at least six feet away from set; persuade children, especially, not to crouch nearer.
2. Sit as nearly in front of screen as possible; from sidelines picture looks somewhat distorted.
3. Look away from screen occasionally to rest eyes; it helps them just as it helps you to get up and walk about after sitting in one position a long time.
4. Keep room lights on while watching; they eliminate kind of eyestrain occurring when there's sharp contrast between dark room and bright screen.
5. Don't put lamp near set; let illumination come from overhead or be-

Sweetest . . .



"SWEETEST MUSIC this side of Heaven"—it's called, when Guy Lombardo, master of masters wields his baton. Guy's new Metz beer show, is now heard on WOW at 6:30 p.m., Thursdays.

-WOW-

FREEDOM AWARD

"Cavalcade of America," the Dupont sponsored drama show, won a Freedom Foundation award. The 7 p.m., Tuesday WOW feature was one of two radio programs to be honored among the some 200 individuals and organizations for "Speaking for Freedom" in the fields of public information.

ABC's "The Greatest Story Ever Told" was the only other program so honored.

-WOW-

MR. SECRETARY

WOW-TV's Director of News and Special Events, Soren Munkhof, was recently re-elected to the post of executive secretary of the National Association of Radio News Directors at the organization's recent convention in New York City.

hind audience.

6. If set must be near window, draw drapes when watching in daytime.

7. Adjust controls properly so image is clear and not too contrasty. And, also: Don't try to be your own serviceman; set is delicate and complicated, voltages sometimes up to 10,000, tube may shatter if handled inexpertly. Dr. Theodore H. Conklin, president of New York State Optometric Association, offers much the same advice, adds that six to ten feet is best viewing distance for 15 to 19-inch pictures; that bigger the picture the better, with the ideal as large as home movie screen.

—Detroit Edison's "Synchroscope."

WOW Farmers and Wives to Meet

The 200 farmers (including farm wives) who were members of the recent WOW West Coast Farm Study Tour will meet for an all-day reunion at Hotel Fontenelle in Omaha on December 3, Mal Hansen, WOW Farm Service Director, announced.

Hansen has arranged a morning session which will give the trippers an opportunity to hear all of the broadcasts made on the 16-day trip, and an afternoon session when the television programs made on the tour will be shown.

During the noon-hour, the trippers will exchange snapshots and be luncheon guests of Station WOW.

Friends and relatives of tour members may also attend but advance reservation must be made for them, Hansen said.

Several special guests have been invited including President John J. Gillen, Jr., and other officers and directors of Radio Station WOW, Inc.; W. D. Lane, former King of Ak-Sar-Ben; Joe Yontz, Omaha Firestone manager; and officials of railroads which served the trippers.

-WOW-

TYPIST ON TV

WOW-TV's Thursday evening 9 o'clock feature "Television Show Case" will have something different in the way of an act come December 8. All Makes Typewriter Company will present the world's champion typist, Cortes Peters.

Cortes and emcee John Carson promise a clever and entertaining show.

-WOW-

TRY IT, GALS . . .

Here's Martha Bohlsen's favorite recipe for December:

BASIC STUFFING FOR FOWL (Makes 8 cups)

- 10 cups 1 or 2-day-old bread
- ½ cup butter
- ½ cup minced onion
- 1 cup diced celery (or more)
- 1 tsp salt
- ¼ tsp pepper
- 2 tsp poultry seasoning
- ½ cup water or broth

Combine all ingredients thoroughly but lightly. Add more seasonings if desired.

Variations: Add 1 to 2 cups chopped, sauteed mushrooms for mushroom dressing. For oyster dressing, add 2 cups coarsely chopped oysters to above recipe. Onion dressing may be made by adding 3 cups sauteed onions in place of the ½ cup called for in the basic recipe. To make cornbread dressing, substitute day-old cornbread for the 1 or 2-day-old bread called for. For a darker dressing, use half dark bread, or toast the white bread lightly.

Keep tuned at 3:30 p.m., Mondays through Fridays, to "Martha's Kitchen" on WOW-TV, and you'll see and hear many tried and tested fine recipes.



PARADE SINGER—Jeff Clark stars on the Lucky Strike Hit Parade which Variety says costs the sponsor \$10,000. It's on WOW Saturdays at 8 p.m. Eileen Wilson is co-star.



GAL SLEUTH—Lovely Vicki Vola plays Miss Miller on "Mr. District Attorney." She helps Mr. D.A. in his war on the underworld on WOW Wednesdays at 8:30 p.m.



MELTON MOOLA—Jimmy Melton's "Harvest of Stars" show is one of the costlier daytime NBC features—\$10,000 per week Variety says. Hear it on WOW Sundays at 4:30 p.m.

NBC SHOWS ON WOW COST ONE-HALF MILLION PER WEEK

(Continued from page 1)

America" runs to \$11,500, "Adventures of Sam Spade" \$6,000, "The Big Story" \$7,000, and "Dragnet" and "Curtain Time" \$4,500 each.

Some of the daytime serials such as "Stella Dallas" and "Lorenzo Jones" cost between \$2,000 to \$3,500 per week.

The above figures do not mean that the star of a certain show receives the stated amount as salary. The sponsors follow various procedures in paying off their stars and featured performers.

These costs reported by Variety are for NBC shows only; they do not include huge amounts spent by national, regional or local sponsors on non-

network programs. Neither do they include the tremendous amounts of money spent to provide NBC or other shows on WOW which are not sponsored.

If the costs of producing all shows from all sources could be computed, it would probably run near the \$750,000 figure every week.

No figures are immediately available for program costs on the other three great networks or local programs available to listeners from all stations in the WOW area.

It would, however, be a fair guess that the total costs of all programs available by radio from all sources to

listeners in this area would exceed \$2,000,000 per week.

Following is a list of the costs reported by Variety for the NBC sponsored shows which are heard every week on WOW:

Adventures of Sam Spade.....	\$ 6,000
Aldrich Family.....	10,000
Amer. Album of Familiar Music.....	5,000
Backstage Wife.....	2,750
Jack Berch.....	3,500
Big Story, The.....	7,000
Big Town.....	5,000
Fanny Brice.....	6,000
Judy Canova.....	8,500
Cavalcade of America.....	11,500
Chesterfield Supper Club.....	10,000



KEEN KEANE—Teri Keane plays the role of Chichi on NBC's "Life Can Be Beautiful." Variety reports this five-a-week serial costs \$2,500. Listen Mondays through Fridays at 2 p.m.



CROONER CROSBY—Bob Crosby sings and emcees his own show each Sunday night at 9 p.m. on WOW. The show for Pet Milk costs \$7,000, according to Variety.



WARBLER WARREN—Cute Fran Warren is the new featured vocalist on "The Henry Morgan Show" each Friday night on WOW at 7 p.m. Comedy cost big money too!



HENRY'S GIRL — Jean Gillespie portrays Henry Aldrich's girl friend Kathleen on the "Aldrich Family." Sponsor pays a weekly cost of \$10,000, according to Variety Magazine.



TENOR TAGLIAVINI — Noted soloist Ferruccio Tagliavini helped celebrate the 500th broadcast of NBC's "Telephone Hour" recently. This Monday night feature costs \$11,500.



NOT SO VAGUE — There's nothing vague about the look in Vera Vague's eye—she's after a man! The comedienne is on the \$17,500 a week "Jimmy Durante Show."

BOB HOPE SHOW COSTLIEST . . . FIBBER McGEES SECOND

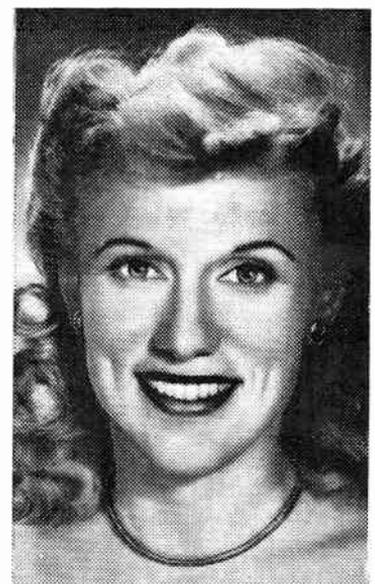
Cities Service Band.....	6,500	Hollywood Star Theatre.....	5,500	Right to Happiness.....	2,000
Curtain Time.....	4,500	Bob Hope.....	22,500	Road of Life.....	2,250
Stella Dallas.....	3,500	Just Plain Bill.....	2,500	Screen Guild Players.....	12,500
A Day in Life of Dennis Day..	9,500	Lorenzo Jones.....	2,800	Smilin' Ed McConnell.....	3,000
Morton Downey.....	6,500	Lassie.....	3,250	Sports Newsreel.....	2,500
Double or Nothing.....	3,500	Lora Lawton.....	2,750	Take It or Leave It.....	9,000
Dragnet.....	4,500	Life Can Be Beautiful.....	2,500	Telephone Hour.....	11,500
Alex Dreier.....	1,250	Life of Riley.....	9,500	Theatre Guild of the Air.....	12,500
Duffy's Tavern.....	10,500	Light of World.....	2,500	This Is Your Life.....	9,000
Jimmy Durante.....	17,500	Light Up Time.....	17,500	Today's Children.....	2,500
Father Knows Best.....	8,500	National Farm Hour.....	5,000	Truth or Consequences.....	10,500
Fibber McGee and Molly.....	17,500	News of the World.....	4,500	Voice of Firestone.....	8,000
Front Page Farrell.....	3,000	People Are Funny.....	7,500	Fred Waring.....	5,000
Grand Ole Opry.....	4,500	Pepper Young's Family.....	2,500	We Love and Learn.....	2,500
Great Gildersleeve.....	11,000	Pet Milk.....	7,000	Welcome Travelers.....	2,500
Phil Harris-Alice Faye.....	14,500	Portia Faces Life.....	2,500	When a Girl Marries.....	2,750
Harvest of Stars.....	10,000	Quiz Kids.....	5,000	Young Widder Brown.....	2,250
Hollywood Calling.....	3,750	Railroad Hour.....	10,000	Your Hit Parade.....	10,000



DAY DREAMER — Blonde Doris Day sings on the "Bob Hope Show" each Tuesday night. Bob's program cost of \$22,500 is the top-budgeted show on the network.



SURPRISE MAN—Ralph Edwards emcees the \$10,500 "Truth or Consequences" show each Saturday night at 7:30 on WOW. Fun and surprises for the whole family to enjoy.



DAYTIME DOLL — Blonde, blue-eyed Jan Miner is heard as Beth Lambert on "The Road of Life" serial. Variety says this show costs \$2,250. Tune WOW daily at 2:15 p.m.

Time to Honor 'Best Teachers'

Letters Must Be In December 18

Only a few days remain for school children to enter the Quiz Kids' "Best Teacher Contest."

Midnight, December 18, is the last moment in which students across the nation can send in their letters of any length on the subject, "The Teacher Who Has Helped Me Most." Entries should go to Quiz Kids, Box Y, Chicago 77, Ill.

Elementary and high school pupils are writing for a share in the 552 prizes offered, including two \$1,000 U. S. Security Bonds. The "Best Teacher of the Year" will receive \$2,000 cash. The "Most Promising Teacher" will be awarded \$2,000 for use in graduate study.

For details of the contest tune to WOW next Sunday at 2:30 p.m.

Admiral Now . . .

When Nebraska's amiable Governor Val Peterson visited WOW-TV he drank some of Martha Bohlsen's Butter-Nut coffee and sampled some of the delicacies in her television model (General Electric) kitchen.

So pleased was His Excellency with Martha's contribution to his visit that he promptly honored her by making her an "Admiral" in the "Great Nebraska Navy"—recognition which has been granted few of the fairer sex.

Miss Bohlsen received her "commission" a few days ago.

—WOW—

Skelly Oil dealers are making available to WOW listeners a 16-page booklet entitled "Report from Europe," written by Alex Dreier about his recent trip abroad.

Mal Hansen...

WOW Farm Service Reporter

We just saw the ideal Christmas gift for your husband or son if they work with cattle . . . and that includes most farmers of WOW-Land. Why don't you buy him a nylon lariat. That isn't different. But get him a lariat with the new type loop. It has a special catch. When you want to release the animal after he is snubbed, just pull the catch and the loop drops from the neck.

40

We spotted the device when one of the brand inspectors at the Omaha Stockyards talked about his work. We were surprised to learn that more cattle are stolen today than ever before. It seems that it's easier to steal cattle with a rubber-tired truck than with cow ponies, and that's what they are using. Some men are past masters at changing the brand after they once get their hands on the range cattle.

40

We hope you eat plenty of poultry during the Holiday Season. First of all it's smart, because prices are down in comparison with a year ago. Second, it helps one phase of agriculture that turns in good cash income. Of course, we ought to encourage consumption of pork, too. As you read this we should be hitting the peak of the season in hog runs. And the more you eat, the less will have to go into government channels, and that should save in taxes. It's a round-about view, but essentially correct.

40

In December, we look toward one of the big days of Farm Department activity here at WOW. We'll have the Farmers' West Coast Trip Reunion. Early returns indicate a big crowd. You'll be hearing about it on the air. I know we'll have a fine time. Sometime, we'd like to have a big picnic for all listeners to the Farm Service Reporter program. (Note to the Editor: Remind me sometime to ask the WOW Promotion Department if they would pay for all the weiners!)

40

In closing we have a favor to ask of all television set owners who live in small towns or on farms. Please drop us a note, telling about the advantages of television for you. We want to know if we should program more television for farm and rural people.

—WOW—

SPADE ON TOP

"The Adventures of Sam Spade," the popular radio mystery thriller starring Howard Duff, as Sam Spade, and heard each Sunday at 7 p.m. over WOW, occupied the number one position in the Pacific Coast Hooperatings recently. This rating means that more persons listened to "The Adventures of Sam Spade" on the west coast than to any other program.

WOW NEWS TOWER

Give a WOW News Tower Magazine Subscription for CHRISTMAS

One One-Year Subscription 50 Cents

Two One Year Subscriptions \$1.00

Five One-Year Subscriptions \$2.00

WOW NEWS TOWER MAGAZINE,
Radio Station WOW, Omaha, Neb.

Gentlemen: Please enter Christmas Gift Subscription for the following persons. My remittance for \$_____for payment of these subscriptions is enclosed.

Name _____
(Please PRINT plainly)

Street and Number or Rural Route _____

City and State _____

Name _____
(Please PRINT plainly)

Street and Number or Rural Route _____

City and State _____

Name _____
(Please PRINT plainly)

Street and Number or Rural Route _____

City and State _____

(Each person on your list above will be notified before Christmas of this gift subscription from you. Subscriptions received prior to December 15 will begin with the January issue.)

CLIP THIS AND MAIL TO WOW TODAY!

Tip Saggau...

WOW Sports Editor

NOTE: Hear Tip's Falstaff Sports review at 5:55 p.m. and his Nebraska Clothing sportscast at 10:15 p.m. every weekday on WOW. Also tune to "Mostly About Sports" at 7:15 p.m., Thursdays on WOW-TV, Channel Six.

For the past half-hour I have been sitting at this typewriter racking my brain, small though it may be, trying to pound out the material for this month's news Tower. When you finish reading this you will undoubtedly realize that I was still racking when it was completed.

It is true the football season, other than the bowl games, is a thing of the past. However, it might be good, just for the record, to take a reading on Saggau's top teams during the past season. In my humble opinion, and there will be those who are of the opinion I am thinking with my feet, Notre Dame's football team stands head and shoulders over any other eleven in the nation. The Irish have met them all with the same rugged offensive and defensive power. As a matter of fact, I believe this year's "Fighting Irish" is one of the finest ever to play the game of football. And, Brother, that takes in a lot of great football teams.

For my number two team, my book says Oklahoma. The Sooners have had one of their best years, and I think it would run all over Army, if the two were to meet. Incidentally, look for another powerhouse down in Norman in 1950.

In the third spot, the University of California. Coach Pappy Waldorf has done a great job during the time he has been coach, and I look for California to be a powerhouse for several years to come. In the fourth spot is Army. Although the Cadets have not had to be up for every game due to the fact they played teams like Davidson, Harvard, and V.M.I. this year, their record shows that they have a powerhouse. And in my opinion, next year will be no exception.

You may disagree a thousand percent on this next club, but I think Minnesota with the finest line in the country marks the fifth spot in the nation. The Gophers had the nucleus for a great season. They were down when they met Michigan and Purdue, but it is my opinion that had the teams met five time this season, Minnesota would have won four of the games.

I can't wrap up this '49 season without congratulating Coach Bill Glassford and his competent staff of assistants on the fine job they did with the University of Nebraska. If you will remember before the season got underway I mentioned in this column that Nebraska would win four games and stand a good chance of winning the fifth. And for those who think I am blowing my top, I will say I was lucky. I want to go on record now as saying Nebraska will improve in 1950 but will not get back into the football sun until 1951.

-wow-

Frannie Farnsworth Kelliher, the News Tower circulation boss, has left to help out with TV at 35th and Farnam.

CHANNEL SIX

Television Schedule... December

WOW-TV

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	STANDARD TEST PATTERN 11 A.M. TO 12 NOON; 2 P.M. TO 3:30 P.M.; 5:25 P.M. TO 5:30 P.M.						
3 ³⁰	MARTHA'S KITCHEN—Mondays through Fridays General Electric, O.P.P.D., C. A. Swanson, Butternut Coffee						
4 ⁰⁰	RAY CLARK—NEWS; ROVING CAMERA; LOCAL FEATURES						
5 ³⁰	CARTOON AND FAMILY MATINEE SERIALS						
6 ⁰⁰	NBC—"KUKLA, FRAN AND OLLIE"—RCA AND SEALTEST						
6 ³⁰	TRAVELOGUE; 6:40—NEBRASKA'S SPORTS ALBUM—Tuesdays and Thursdays. (ROBERTA QUINLAN starts December 12)						
6 ⁴⁵	RAY CLARK AND COMPLETE NEWS ROUNDUP						
7 ⁰⁰	FEATURE MOVIE	MILTON BERLE TEXACO STARK THEATRE NBC	FEATURE FILM SHORT	ROSELLA—Byrne Jewelry SAGGAU—SPORTS	YESTERDAY'S NEWS REELS AND FILM SHORTS		
7 ³⁰		LIFE OF RILEY Pabst—NBC	THE CLOCK Lever Bros., NBC	WAYNE KING—NBC STANDARD OIL			
8 ⁰⁰	LIGHTS OUT Admiral	FILM SHORT	WHO SAID THAT Crosby—NBC	FEATURE MOVIE	FEATURE MOVIE	TEST AND FEATURE MOVIE	PHILCO PLAYHOUSE NBC
8 ³⁰	FILM SHORT	FILM SHORT	FILM SHORT	TV SHOWCASE Local Stars	NEWS SIGN OFF	KNIGHTS HOCKEY Falstaff	NEWS SIGN OFF
9 ⁰⁰	WRESTLING City Auditorium	NEWS SIGN OFF	NEWS SIGN OFF	NEWS SIGN OFF	NEWS SIGN OFF		
9 ³⁰	Falstaff	OFF	OFF	OFF	OFF		
10 ⁰⁰	NEWS SIGN OFF	OFF	OFF	OFF	OFF	NEWS SIGN OFF	OFF

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

5,000 WATTS

WOW'S DECEMBER 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	HOLLYWOOD CALLING
5 ⁵⁵	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	HOLLYWOOD CALLING
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	HOLLYWOOD CALLING Gruen
6 ¹⁵	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer		PHIL HARRIS SHOW Rexall
6 ³⁰	DIRECT REPORT Standard Oil	590 MELODY LANE	DIRECT REPORT Standard Oil	GUY LOMBARDO SHOW Metz	DIRECT REPORT Standard Oil	590 MELODY LANE	ADVENTURES OF SAM SPADE—Wildroot
6 ⁴⁵	MUSIC BY MARTIN		MUSIC BY MARTIN		MUSIC BY MARTIN		THEATER GUILD U. S. Steel
7 ⁰⁰	RAILROAD HOUR	CAVALCADE OF AMERICA—Dupont	THIS IS YOUR LIFE Philip Morris	ALDRICH FAMILY General Foods	HENRY MORGAN SHOW	HOLLYWOOD STAR THEATRE—A. Home Prod.	
7 ³⁰	VOICE OF FIRESTONE CONCERT	FANNY BRICE, BABY SNOOKS—Tums	GREAT GILDERSLEEVE Kraft	FATHER KNOWS BEST General Foods	RICHARD DIAMOND— PRIVATE DETECTIVE	TRUTH OR CONSE- QUENCES—P. & G.	
8 ⁰⁰	TELEPHONE HOUR Bell Telephone	BOB HOPE Swan Soap	BREAK THE BANK Bristol-Myers	SCREEN GUILD THEATRE—R. J. Reynolds	LIFE OF RILEY Pabst	HIT PARADE Lucky Strike	ALBUM OF FAMILIAR MUSIC—Bayer Aspirin
8 ³⁰	BAND OF AMERICA Cities Service	FIBBER MCGEE-MOLLY Johnson's Wax	MR. DIST. ATTORNEY Sal Hepatica, Ipana	DUFFY'S TAVERN Blatz	JIMMY DURANTE R. J. Reynolds	DENNIS DAY Colgate	TAKE IT OR LEAVE IT Everaharp
9 ⁰⁰	MARTIN AND LEWIS SHOW	BIG TOWN Lifebuoy	BIG STORY Pall Malls	CHESTERFIELD SUPPER CLUB	SCREEN DIRECTORS' PLAYHOUSE	JUDY CANOVA Colgate	BOB CROSBY Pet Milk
9 ³⁰	DAVE GARROWAY SHOW	PEOPLE ARE FUNNY Raleigh	CURTAIN TIME Mars, Inc.	DRAGNET Liggett and Myers	BILL STERN—Colgate	GRAND OLE OP'RY Prince Albert	WOW NEWS TOWER
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		MORTON DOWNEY Coca-Cola	ESPECIALLY FOR YOU	MORTON DOWNEY Coca-Cola	HOTEL ROOSEVELT ORCHESTRA	MORTON DOWNEY Coca-Cola	AUTUMN SERENADE
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.—Your Melody Time..... Mon. thru Fri.	1:30 P. M.—Today's Children—General Mills..... Mon. thru Fri.
5:40 A. M.—Slim Eberhart—Carter Products..... Mon., Wed. Fri.	Creighton University of the Air..... Sat.	Record Show..... Sat.
5:55 A. M.—Weather Report..... Daily ex. Sun.	Treasury Salute..... Sun.	Music of Manhattan..... Sun.
6:00 A. M.—Sunrise News Tower..... Daily ex. Sun.	10:30 A. M.—Jack Berch Show—Prudential Ins. Co... Mon. thru Fri.	1:45 P. M.—Judy and Jane—Folgers Coffee..... Mon. thru Fri.
6:15 A. M.—Welcome to the West..... Mon. thru Fri.	Smilin' Ed McConnel—Buster Brown..... Sat.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap... Mon. thru Fri.
6:30 A. M.—WOW Farm Service Reporter, Markets.. Daily ex. Sun.	From the Masters Pen..... Sun.	Professor Quiz—General Foods..... Sun.
Sunday Serenade..... Sun.	10:45 A. M.—Lora Lawton—Babo..... Mon. thru Fri.	2:15 P. M.—Road of Life—P. & G. Oxydol..... Mon. thru Fri.
6:55 A. M.—Reveille—Fair Store..... Daily ex. Sun.	Solitaire Time—Campana..... Sun.	2:30 P. M.—Pepper Young's Family—P. & G. Soap.. Mon. thru Fri.
7:00 A. M.—Alex Dreier—Skelly..... Mon. thru Fri.	11:00 A. M.—Light of the World—General Mills..... Mon. thru Fri.	Quiz Kids—Miles Lab..... Sun.
L. Burlingham, This Farming Business—Skelly... Sat.	Homemakers Club—Omaha Public Power..... Sat.	2:45 P. M.—Right to Happiness—P. & G. Soap..... Mon. thru Fri.
Revival Hour—Gospel Br'dcast'g Assn., Weather.. Sun.	11:15 A. M.—Perry Mason—P. & G. Tide..... Mon. thru Fri.	3:00 P. M.—Backstage Wife—Sterling Products..... Mon. thru Fri.
7:15 A. M.—Breakfast Bandstand..... Daily ex. Sun.	Silver Strings..... Sun.	John Byrnes Open House..... Sun.
7:30 A. M.—WOW News Tower..... Daily ex. Sun.	11:30 A. M.—Mid-Morning Moods..... Mon. thru Fri.	3:15 P. M.—Stella Dallas—Sterling Products..... Mon. thru Fri.
7:45 A. M.—Morning Merry-Go-Round..... Mon. thru Fri.	Music in Three-Quarter Time..... Sat.	3:30 P. M.—Lorenzo Jones—P. & G. Dreft..... Mon. thru Fri.
8:00 A. M.—Breakfast Club—General Mills..... Mon., thru Fri.	National Guard..... Sun.	Contrasts..... Sat.
Saturday Scrapbook—Crestwood Shop No. 2..... Sat.	11:45 A. M.—Ma Perkins—P. & G. Oxydol..... Mon. thru Fri.	Wayne King—Davidson Furniture..... Sun.
Sunday with Sally..... Sun.	Adventures in Music—Hospe's..... Sat.	3:45 P. M.—Young Widder Brown—Sterling Prods... Mon. thru Fri.
8:15 A. M.—John Carson Show..... Mon. thru Fri.	Walter Cronkite Reports..... Sun.	4:00 P. M.—When a Girl Marries—General Foods... Mon. thru Fri.
Aunt Sally..... Sat.	12:00 Noon—Four-Bell News, Markets..... Daily ex. Sun.	Mind Your Manners..... Sat.
8:30 A. M.—John Carson Show..... Mon. thru Fri.	WOW News Tower..... Sun.	One Man's Family..... Sun.
Pot Luck with Holtz..... Sat.	12:15 P. M.—Great Corn Stories—Robinson Seed..... 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, Drefl... Daily ex. Sun.	4:30 P. M.—Just Plain Bill—Anacin..... Mon. thru Fri.
9:00 A. M.—Welcome, Travelers—P. & G..... Mon. thru Fri.	Your University Speaks—Uni. of Nebraska..... Sun.	Benke Plays..... Sat.
Fred Waring—Minnesota Canning..... Sat.	12:45 P. M.—WOW Calling—Nutrena..... Daily ex. Sun.	Harvest of Stars—International Harvester Co.... Sun.
9:30 A. M.—Marriage for Two..... Mon. thru Fri.	The Music Room—Schmoller & Mueller..... Sun.	4:45 P. M.—Front Page Farrell—Whitehall Pharm... Mon. thru Fri.
Mary Lee Taylor—Pet Milk..... Sat.	1:00 P. M.—Double or Nothing—Campbell Soup... Mon. thru Fri.	5:00 P. M.—Rosemary—P. & G. Ivory..... Mon. thru Fri.
Family Time..... Sun.	National Farm and Home Hour—Allis Chalmers... Sat.	Public Affairs..... Sat.
9:45 A. M.—Dorothy Dix at Home—Sealtest..... Mon. thru Fri.	NBC Theater..... Sun.	Catholic Hour..... Sun.
10:00 A. M.—We Love and Learn Manhattan Soap... Mon. thru Fri.		5:15 P. M.—Guiding Light—P. & G. Duz..... Mon. thru Fri.
Lassie—Morrell..... Sat.		Scoreboard—Opitz..... Sat.
WOW News Tower..... Sun.		

EXPIRATION DATE NEAR YOUR NAME BELOW "11/49" MEANS THIS IS YOUR LAST ISSUE

RETURN POSTAGE GUARANTEED

TO: Radio Station WOW
Omaha 2, Nebr.

STRAIN MRS A C
1119 NO 45TH ST

8-50

OMAHA 3 NEBR

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