

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 13, No. 11

OMAHA, NEBRASKA, AUGUST 1, 1949

Published Monthly

West to Fete WOW Farmers Prize Pig For California 4 H-er

Fall Plans for AM-TV Programs Shaping Up

The creators of the great entertainment programs—both for radio and television—are busier than red ants this month setting up hundreds of hours of fine entertainment for WOW listeners and WOW-TV viewers during the coming fall and winter.

It's a bit too early to announce actual days and times, or, even to say positively that this show will or that show won't be on WOW, or WOW-TV. The indications are, however, that the lineup will include many new programs—and some excellent ones.

Take the radio WOW tentative schedule, for example. Here are some nighttime NBC highlights that look fairly certain:

Sundays: Hollywood Calling, the giant jackpot show; Adventures of Sam Spade, the U. S. Steel's Theater Guild drama—plus the regulars.

Mondays: About same lineup as last year with one big new show (details a big secret!).

Tuesdays: About the same as last year's lineup.

Wednesdays: A big new jackpot quiz may be added.

Thursdays: A new show called "Father Knows Best" starring Robert Young, and probably a half-hour Perry Como show, added.

Fridays: One big new headliner in the works.

Saturdays: No changes.

There'll be a lot more specific information on the WOW-TV network schedule in your September News Tower. Here's some probabilities:

Crosley's "Who Said That" (The radio show on TV).

"Howdy-Doody"—a terrific puppet show.

RCA's "Kuka, Fran and Oillie."

Texaco's "Star Theater" with Milton Berle.

Admiral's "Broadway Theater"—swell variety.

Chesterfield's "Supper Club" with Como.

Pabst's "Life of Riley" with William Bendix.

Philco's "Television Playhouse"—wonderful drama.

Kraft's "Television Theater."

Buck's big Olson and Johnson show.

Sponsors of all of these shows are considering using WOW-TV this fall. There will be others, no doubt, before Thanksgiving Day rolls around.



"MISS SPOKANE," charming official greeter, along with city and state dignitaries will greet the members of the WOW Farmers' West Coast Farm Study Tour, when it reaches that Washington State city.

—WOW—

UP ON TELEVISION

The Union Pacific Railroad has joined the list of "first" sponsors on WOW-TV television. The railroad will use a series of announcements.

—WOW—

'John Carson Show' New Morning Feature on WOW

John Carson, magician, ventriloquist, entertainer and disc jockey deluxe, has taken over the 8:15 a.m. spot on WOW. Carson's show is heard from 8:15 until 9 a.m., Monday through Friday.

The show brings tops in music interspersed with John's inimitable chatter. Carson is a graduate of the University of Nebraska and joined the staff of WOW recently. He will be heard on standard WOW broadcasts and seen in television as well. The versatile Mr. Carson is pictured on page 6 with one of his ventriloquist figures.

—WOW—

SERIALS CHANGE TIME

Two popular Procter and Gamble series stories are now heard at new times on WOW. "Rosemary" moved to 5 p.m. and "Guiding Light" to 5:15—both Monday through Friday.

WOW-Land farmers will invade "Bullifornia" loaded with evidence that they raise bigger and better hogs, and taller and finer corn!

They'll carry a championship-quality Duroc bred sow named "Nebraska Belle," cornstalks "taller than an elephant's eye" from Ioway and loads of other types of their stock in trade to the Los Angeles County Fair, which among other extravagant claims, brags that it is the world's largest county fair.

This'll be the friendly answer of the members of the WOW Farmers West Coast Farm Study Tour to the Pomona promoters who will be their most gracious hosts on September 28.

The Californians have promised the trippers "all the citrus fruit, wine, and fresh vegetables they can carry home."

The Duroc sow, contributed by the Nebraska Duroc Breeders' Association, will be given to a worthy California 4-H boy or girl. A bushel of midwest oats will go to the winner of the WOW Handicap on "WOW Farmers' Day" at the fair. Movie stars and ex-midwesterners will be on hand in great numbers. Everybody will have a lot of fun.

Preceding the gala Southern California reception the WOW farmers and their wives will see some of America's most beautiful scenery and study the agriculture of the Pacific Northwest, according to a jam-packed program set up last week by Lawrence Youngman, president of Travel and Transport, Inc., and "advance agent" for the tour.

Youngman, just returned, said the entire West Coast will roll out the welcome carpet for the WOW tourists who will leave Omaha September 15 and spend 16 days visiting nine states and interesting parts of Canada and Mexico.

After Montana, Washington's Yakima Valley, Vancouver, British Columbia, and Spokane, a gay reception will be held in Seattle with a boat trip around the port as a highlight.

In Portland, Mrs. Dorothy Lee, the celebrated Mayor, will personally dine with the group at Multnomah Falls Inn, within a stone's throw of the giant salmon hatchery where Columbia River salmon are propagated. The Oregon city experimental farms, and a grass-breeding soil conservation station will also be visited.

(Continued on page 6)

WOW NEWS TOWER

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As We See It...

by BILL WISEMAN

Television and the Farmer . . .

WOW-TV land is the nation's first big farm-television market. Heretofore all television markets have been almost entirely metropolitan, or urban markets.

Thus for the first time, the advertiser who wants to sell to the farmer, may now make his appeal by television.

A check of the 60-mile area to be served by WOW-TV, indicates that about 30 per cent of the WOW-TV viewers will be farmers, members of farm families.

The WOW-TV potential television farm audience will be about 70,000 families, roughly 50,000 in Nebraska and 20,000 in Iowa.

Most important to the advertiser is that 75 per cent of these excellent prospective customers are WOW radio listeners, but only a fourth of them are RFD subscribers to an Omaha newspaper.

The WOW-TV land farmer is the finest customer in the world for any kind of goods or services. He has (on the average) about \$13,000 worth of U. S. Savings Bonds and current bank deposits, in addition to his current (and very good) earnings.

Farmers will buy television sets, because TV sets will be of real value to them. The farmer is a wise, intelligent buyer. He doesn't waste his money. He gets value received, or he won't buy.

-wow-

A Great New 'Season' . . .

While details as to exact days and times are not yet announced, we can say definitely that there'll be a good lineup of programs on WOW, via NBC within another month to six weeks. It will include some real surprises. Some of the summer replacement shows which have proven their popularity will be retained.

-wow-

Farm Study Trip . . .

As this is written the reservation list for the WOW Farmers' West Coast Farm Study Tour is approaching the maximum number that can be accommodated. We can't help thinking about those 30 persons who got left out on the WOW Farmers' Trip to Europe because they sent in their reservations too late.

Like the European tour, this new trip is creating national attention. Farm groups, chambers of commerce, governors, mayors and others are laying great plans throughout the west to give us a warm welcome.

Elsewhere in this News Tower is a list of those who have made reservations. It may include some of your friends.



1949, July 1, Friday, 9:45 p.m.—that was a red-letter moment in the history of Omaha radio. It was then that John J. Gillin, Jr., pressed the button which turned on Station WOW-TV for the first time. Several hundred persons saw the first transmission and many heard it described on "The Television Forum" (9:45 p.m., Fridays) on Radio WOW.

-wow-

Rev. R. R. Brown...

Timing is an important factor in life. In war, business, politics, religion or athletics, it is a vital consideration. Successful plays on a football team are carefully timed. The boxer's blows are effective, the batter's swing will make him a hitter if his timing is right. Political organizations have made great blunders because they did the right thing at the wrong time or were asleep when they should have been awake. Business has suffered because men missed their chance.

As individuals, we recognize that had we spoken the word that should have been said instead of waiting, it would have been much more effective. The churches, too, have not always been effective because they have missed their timing. Things done at the right time often mean the difference between victory and defeat, wealth and poverty, and happiness and remorse.

If our timing is to be right, we must study all factors and be alert. This requires discipline, attention and decision. It is very evident that if in this country we make mistakes now, we shall suffer serious economic and political consequences. The international situation requires men who know when and how to make the right move.

If ever there was a day when the church should be alert, it is now. The contribution that the church can make toward a stable civilization and permanent peace must be made now. Anti-religious forces in the world may close doors which would make millions inaccessible to the message and influence of Christianity.

Now is the time to act. We must not drift with the times. It isn't enough

Aunt Sally...

KNOCK . . . KNOCK!

MAY I COME IN?

Hi, Neighbors! Did you ever think about that part of the world referred to as Radio-land? It is a wonderland to those who know the heart of it. Of course in August, I am still in a sort of haze or a glorious maze—the aftermath of another birthday taken care of by the dear friends of the air who helped me to give that birthday away. Then it won't bother me, but it will do many nice things for the shut-ins and the handicapped.

As usual in this letter, I can not give you the sum and substance of the celebration. I do know enough to say that several people in the silent world because of defective hearing will now be able to hear the birdies sing again. Those bird songs will echo in their hearts. They, too, tell you all about the birthday fund and what it has done for the shut-ins.

A new feature at the little breakfast table will be introduced on Fridays. Each week we will open the little Sunshine Shop for the sale of work done by the members of our organization.

The shut-ins are desirous of earning money for their expenses and for providing necessities and comforts. If we help them to help themselves, we raise their morale and give them a brighter outlook on life. I believe that bringing their work before the listeners each week will prompt many to place orders for needlework, greeting cards, or subscriptions for magazines.

The motto of the Sunshine Service is "Every day in some little way I will give a kind thought to someone." Won't it be fine if your kind thought will help someone to help himself?

Well, 'bye for now!

YOUR AUNT SALLY.

-wow-

Football Comin' Up . . .

Lovers of the great American sport of football won't have long to wait! In less than two months you'll be hearing the Cornhusker grid games on WOW and KODY and seeing them on WOW-TV—all by courtesy of the General Electric dealer in your neighborhood.

G. E. dealers are performing a great public service by bringing you these games by radio and TV. Next time you visit your G. E. dealer, why not say thanks to him.

to sit back and say—"Things will work out—I should worry." We must invest ourselves aggressively in the things that make the highest good for all.

* * *

Lake Meetings . . .

It will be a pleasure to meet again many of our listeners at the Okoboji Lakes Bible and Missionary Conference at Arnolds Park, Iowa, August 5 to 14. Tune in each Sunday morning to America's first non-denominational radio church service at 8:30. The chapel service will come from the conference grounds on Sundays, August 7 and 14.

WOW NEWS TOWER

Big Shows Return as Fall Nears

Some Back This Month; Others Later

TV Remotes Present Many Technicalities

WOW's television experts are burning the midnight oil these days working out technical details of two big remote control television series.

First will be a pickup daily from the Nebraska State Fair, during the week starting September 4. The fair will be "covered" by Mal Hansen, WOW's Farm Director, and others both by radio and TV. To make the TV broadcasts possible relays will be attempted from atop the 4-H Club building to atop the State Capitol building to a tower at Gretna and thence to Omaha's big central transmitter.

The WOW Studio at the State Fair will be a luxuriant glider trailer, courtesy of R. B. Wilson Trailer Company, 5518 Center Street, in Omaha.

Essentially the same setup will be used, originating at Memorial Stadium, for the University of Nebraska home games, with the initial point of origination atop the grandstand next to the regular press boxes. Special tele press studios are being constructed.

Both AM and TV football broadcasts will be by courtesy of General Electric dealers.

-wow-

WOW Plowman Will Compete in Big Event

For the third successive year WOW will sponsor a Nebraska entrant in Radio WHO's National Plowing match to be held September 15 in Polk County, Iowa. The Nebraska plowman will be selected by the Nebraska Soil Conservation State Committee. In 1947 Ronald Orr, Beatrice, WOW-sponsored entrant won the national championship, and in 1948, Harvey Ehlers of Roca, a WOW entrant, placed fourth.

-wow-

Charles Luckman Speaks On Economic Strength

Asserting that some Americans have the "jabber-jitters," Charles Luckman, dynamic young president of Lever Brothers, said in a radio speech that all Americans should bear in mind these evidences of America's economic strength:

1. 59,000,000 workers on the job.
2. 200 billion dollars in liquid savings.
3. 215 billion-dollar personal income for 1949.
4. Purchasing power—54 per cent greater than pre-war.

Mr. Luckman spoke before the Los Angeles Chamber of Commerce.

-wow-

UTILITIES PLUS

In one of NBC's medium sized television studios in New York there has been installed enough light, heat, power and air-conditioning to supply a village of 100 average-sized homes.



MA PERKINS who has endeared herself to millions of radio listeners and often called America's Mother of the Air, will return to WOW's schedule at 11:45 a.m., August 1, and will continue in that quarter hour, Mondays through Fridays.

-wow-

Letter Carriers Insist on WOW Weather Reports

"Neither rain nor hail nor sleet (etc., etc.," can stop the postmen from delivering their mail, but they are very much interested in weather news by radio.

When Mal Hansen, WOW Farm Director, suggested he might drop his 5-minute weather summary at 5:55 a.m., 14 letter-carriers objected via a post-card petition!

A total of more than 200 others asked Hansen not to drop his early-bird weather news.

-wow-

ADDED TO CAST

Wendell Holmes has been cast as Walter Baker in the NBC serial drama, "Backstage Wife," which features Claire Neisen and James Meighan.

-wow-

WOW-Land Shutin Wins On 'Welcome Travelers'

Aunt Sally has received word that Miss Mary Catherine Courtright of Palmyra, Mo., has won \$1,000 worth of prizes from the NBC "Welcome Travelers" program (heard on WOW at 9 a.m., Mondays through Fridays. She won the award for submitting a 4-line verse.

Miss Courtright is a 26-year-old shut-in who has been suffering from arthritis since 1936. She has been an active member of Aunt Sally's "Sunshine Club."

Many favorite programs will return to the air this month after brief vacations.

Oxydol's "Ma Perkins" resumes 11:45 a.m., Mondays through Fridays on Monday, August 1.

Everett Mitchell's "Great Corn Stories" resumes Sundays at 12:15 p.m., starting August 7, for Robinson Seed Company.

On August 25 (Thursday) General Foods presents a new show, Robert Young in "Father Knows Best" at 7:30 p.m. and "The Aldrich Family," same sponsor, returns to the air at 7 o'clock.

Anacin's "Hollywood Star Theater," 7 p.m., Duz's "Truth or Consequences" and Colgate's "Judy Canova Show," all resume on August 27.

Next Day, International Harvester's "Harvest of Stars" resumes in the 4:30 p.m. Sunday spot, and on August 29 Dupont's "Cavalcade of America" resumes in the 7 p.m. Monday spot.

-wow-

WOW and Hansen Fete 4-H Club Soil Winners

Twelve 4-H Club boys who were guests of WOW at luncheon at 4-H Club Week in Lincoln recently, have written "thank-you" letters to Mal Hansen, WOW's Farm Service Director. They were boys who made outstanding soil-conservation records.

-wow-

UNUSUAL OFFER

Beginning July 22, the makers of Blue Barrel Soap will offer to help every woman in the WOW area build a complete set of famous Original Rogers Silverplate in the exclusive "Lady of the Land" pattern. For very small sums and Blue Barrel wrappers, housewives can get individual pieces, complete settings for one or more, or any number of assortment they wish. Listen to WOW for complete details.

-wow-

New Waring Saturday Show is Very Popular

As usual the new half-hour of "glorious" Fred Waring music on WOW (9 a.m. Saturdays) is proving very popular. It is a courtesy of the Minnesota Valley Canning Co., and Bill Bivens is the announcer.

-wow-

Exclusive Sports Rights Arranged by WOW-TV

WOW-TV has concluded an arrangement under which it will have exclusive television rights for wrestling matches and fights put on by Max Clayton, well known Omaha promoter.

-wow-

CAST ADDITION

Arthur Maitland, as Baker, has joined the cast of NBC's "Just Plain Bill," serial drama.



COLLAPSIBLE KITCHEN—Is to be used for Martha Bohlsen's "Come In, Martha Bohlsen" TV program.

ULTRA-MODERN—It folds up and can be stored in a corner between programs!



STAGE-MANAGER—That'll be Eldon Anspach's WOW-TV job. He's a tops actor too.



MARTHA BOHLSSEN, top mid-west culinary expert, whips up a cake as she tries out her new TV collapsible kitchen.



BANJO-EYED CANTOR will emcee "Take It or Leave It" on NBC-WOW, starting September 11.



EILEEN WILSON is feme singing star of "Your Hit Parade."



HELEN LEWIS now plays Maggie Lowell in "Road of Life."



WELCOME TRAVELLERS master of ceremonies is handsome Tommy Bartlett, who interviews tourists daily in Hotel Sherman, Chicago, on popular new Monday through Friday (9 a.m., WOW) program.

LIFE OF RILEY starring Bill Bendix and Tommy Cook (Junior) will be both seen and heard this fall—the radio version via WOW and the television version via WOW-TV. Both are tentatively set for Friday nights.



HOLLYWOOD CALLING—Genial emcee George Murphy has his work cut out for him answering telephones for all over the country. It should be pleasant, however, giving away those fabulous prizes each Sunday evening, 4:30 to 5:30 Omaha time on WOW.

WOW-TV to Televisive State Fair

Hansen Set For AM and TV Series

Plans for a thrilling series of telecasts and broadcasts by Farm Director Mal Hansen at the Nebraska State Fair, September 4 through 9, are in the making.

It will be the first time the Nebraska Fair has been given thorough news coverage by television.

Hansen will do the first State Fair telecast late in the afternoon on September 4 from the midway. Viewers will see all the merriment and excitement of the midway, and will meet dignitaries and interesting people at various spots on the grounds.

In addition, Mal will do two telecast series Monday (September 5) through Friday, his regular 10-minute noonday farm telecast feature (12:05 p.m.) and a special show from the 4-H Club Arena, 12:30 p.m. to 1 p.m.

The 4-H Building Arena events, of all types and classes will be scheduled so that televiewers may see them.

In addition to his television work, Mal will originate several parts of his Radio Farm Service Reporter (6:30 a.m. to 7, Mondays through Saturdays) from the Fair, and occasionally a shot broadcast on the Midday Four-Bell News Roundup.

—wow—

WOW FARMERS TOUR

(Continued from page 1)

From Portland the air-conditioned deluxe all-Pullman special train will journey to San Francisco and the fabulous Sacramento Valley before arriving at Los Angeles. A journey to San Diego and Tia Juana, and a trip through scenic Royal Gorge will be home-ward bound highlights.

Governors of all nine states, mayors of many cities, chambers of commerce, radio stations and newspapers all along the route plan special affairs for the mid-westerners.

As of July 26, 142 farmers and their wives were enrolled for the trip. Fifty to 75 more reservations will be accepted. A \$435 minimum fee covers all meals, transportation lodging and side trips.

Here is the list (as of July 25) of the members of the WOW Farmers' West Coast Farm Study Tour:

Mr. and Mrs. Otto Schafer
Nehawka, Nebraska

Mr. and Mrs. Art Burgoin
Silver City, Iowa

Mr. and Mrs. Henry Tonjes
Wisner, Nebraska

Mr. and Mrs. William Collins
Woodbine, Iowa

Mr. and Mrs. Fred Fry
Earlham, Iowa

Mr. Harry C. Welton
723 C Street
Fairbury, Nebraska

Mr. and Mrs. Walter J. Gammel
Tekamah, Nebraska



John Carson is the new star and emcee of his own show on WOW, Monday through Friday, 8:15 a.m. John is a man of many voices—ventriloquist as well as a magician.

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

Mr. and Mrs. Louis Bertrant, Jr.
Upland, Nebraska

Mr. and Mrs. Jack B. Hubbell
Deweese, Nebraska

Mrs. Lizzie M. Bull
Elkhorn, Nebraska

Mr. and Mrs. Arthur C. Lewis
Macedonia, Iowa

H. V. Dodd and Merl Dodd
Randolph, Iowa

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

Mr. and Mrs. Harry L. Jones
and Harriet Jones
West Point, Nebraska

Mr. and Mrs. Orrin Smith
Craig, Nebraska

Mr. and Mrs. Ray Rosenbaum
Valley, Nebraska

Mr. and Mrs. Robert V. Graff
1642 North Clarkson
Fremont, Nebraska

Mr. and Mrs. Hugh R. Ferguson
Milburn, Nebraska

Mr. and Mrs. J. Alf Brown
Palmer, Nebraska

Mr. H. G. Kiddoo
1102 North 31 Avenue
Omaha, Nebraska

Mr. and Mrs. Ernest Temple
Seward, Nebraska

Mr. and Mrs. Elmer Dannehl
Bertrand, Nebraska

Mr. and Mrs. Ernest Schmidt
Route 3
Fremont, Nebraska

Mal Hansen...

WOW Farm Service Reporter

When the folks get off of the special train carrying the WOW Farmers Tour on our west coast stops we are certain that they will see something new in agriculture. Every letter and every telegram from the area we will visit brings a new slant.

40

We will for instance see the hop industry of the Yakima Valley in Washington. L. W. Hefflinger, an Omaha man who is interested in hop growing tells us that Washington state has 13,000 acres of hops, and all but 500 of these acres will be found in the Yakima Valley. We'll pay a visit to the hop kilns because the harvest is on while we are there.

40

Then there is the big subject of carrots. We never knew the golden vegetables were so important until we started getting literature, or if you choose, propoganda, from the Imperial Valley of California. At Holtville they say that even Bugs Bunny shows up for the Carrot Carnival. And they promise that even the midwesterners who use big farm equipment will be surprised at the tractor with four gang furrowing tools making lettuce beds of 80 acres in 12 hours.

40

I won't believe it until I see it, but they tell us that in the Victoria British Columbia we'll see figs and bamboo and flower seed that is worth \$2,400 a pound. Some of the communities are promising samples of their products . . . grapes, plums, prunes, avocados . . . and if we can take them . . . lemons.

40

At one ranch they promise us a look at a three-way cross of beef cattle that often tops the market with a dressing percentage on occasion of 65 per cent. The ranchers cross Herefords and Shorthorns. The heifers from this cross are bred in turn to Angus bulls. We know a lot of farmers on the trip will be interested in this type of breeding work.

40

All in all, it looks like a great expedition. We hope you are coming along on the WOW Farmers West Coast trip.

Mr. Ira E. Grunke
West Point, Nebraska

Mrs. Edwin Kent
Juniata, Nebraska

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

Mr. and Mrs. Frank Sorensen
2507 North 53 Street
Omaha, Nebraska

Mr. J. R. Kafka
Beemer, Nebraska

Summer Sports Take Spot

Tip Saggau...

WOW Sports Editor

With Sports Editor Tip Saggau on his vacation, here is yours truly pinch-hitting for Tip.

Since this month's column is written from the viewpoint of a local sports reporter, it will be about youngsters in the American Legion League locally signing with major league ball teams.

In the past month, four lads have signed to play professional baseball. Two of these boys are—Pitcher Don Zeski and Joe Stanek, former South High stars and players on last year's Metz team which played in the National American Legion baseball tournament. The other signers are Short-stop Bob Moscrey, a former North High baseballer, who played with the McFaydens, and Loren McNeely, a former Benson boy, who covered the hot corner for the Decker nine. Another star, Don Hunter, who played with South and the Metz, has chances to sign with every major league ball club. The three teams he is considering are the Dodgers, Browns and the Pirates.

Zeski, Stanek and McNeely signed with the Brooklyn Dodgers, Moscrey with the Cardinals, and we will have to wait to see who Hunter signs with.

And while writing about American Legion baseball, the Omaha Metz have copped the city championship for the past three years. They won the state championship three out of the past four years, and played in the National tournament last season, which is a record that their coach, Cornie Collins, can really be proud of.

Mr. Harry A. Anderson
McClelland, Iowa

Mr. Henry A. Anderson
McClelland, Iowa

Mr. Fred L. Willrodt
6530 North 31 Avenue
Omaha, Nebraska

Mr. and Mrs. Fritz Siemoneit
Plattsmouth, Nebraska

Mr. Lew S. Yost
Box 296
Harvard, Nebraska

Mrs. Jake W. Fritsch
Louisville, Nebraska

Mr. Chris W. Christensen
Route 7, Box 165
Omaha 4, Nebraska

Mrs. Nettie Brown
562 South 35th Street
Omaha, Nebraska

Mr. and Mrs. E. S. Preston
Route 1
Lyons, Nebraska

Mrs. Lester Neff
3901 Beecher Road
Flint, Michigan

Mr. and Mrs. Theo Lamml
and Kathryn Lamml
Stanton, Nebraska



Wayne King, above, star of his own show on WOW for Davidson Furniture Company, Omaha, is heard every Sunday from 3:30 to 4 p.m.

Mr. and Mrs. Otto Ibsen
325 Clovesby Avenue
Fremont, Nebraska

Mr. and Mrs. G. M. Richardson
Benedict, Nebraska

Mr. Carl O. Moline
Courtland, Kansas

Mr. Anthony Shaw
Box 112
Armstrong, Iowa

Mrs. Estella Thorpe Smith
Brainard, Nebraska

Mr. and Mrs. Bert Bogue
Newport, Nebraska

Mr. Peter Jacobsen
Cotesfield, Nebraska

Mr. and Mrs. C. C. Brown
Webb, Iowa

Mrs. Verona Lesoing
Hickman, Nebraska

Mr. and Mrs. C. Edgar Leafdale
Potter, Nebraska

Mr. and Mrs. Harry M. Baldwin
Little Sioux, Iowa

Mr. William Muecke
Hinton, Iowa

Mr. and Mrs. George W. Eisele
Route 1, Box 22
Riverdale, Nebraska

Mr. and Mrs. Joe Kaup, Sr.
Stuart, Nebraska

Mr. and Mrs. John Kerr
Albion, Nebraska

Mr. and Mrs. Thomas J. Gerdes
Johnson, Nebraska

Mr. and Mrs. William Koch
Nebraska City, Nebraska

Saggau Views Summer-Fall Events

With the Ak-Sar-Ben Race Meet out of the way for another season, the sports eye turns in the direction of other summer sports activity and the "weather eye" is peeled, of course, toward the football season.

The WOW Sports Department is closely watching and reporting regularly on the progress of Omaha's Cardinal baseball outfit.

Considering also individual sports activities locally such as golf, tennis and the popular sport of bowling. The summer-fall sports program will hit its peak, however, on September 24 with the first University of Nebraska home game being broadcast by the General Electric dealers for both standard broadcast and television.

Mr. Fred Wellman
Syracuse, Nebraska

Mr. and Mrs. Peter Diedricksen
Scribner, Nebraska

Mr. L. Claude Hamilton
4827 Dodge Street
Omaha 3, Nebraska

Mr. and Mrs. Harold Gramm
Smithland, Iowa

Mr. Alva Bell
Tabor, Iowa

Mr. and Mrs. Harvey Countryman
Edgar, Nebraska

Mr. William Thomsen
Wakefield, Nebraska

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

Mr. and Mrs. Frank Retz
Atlantic, Iowa

Mr. and Mrs. Charles J. Hanson
Bertrand, Nebraska

Mrs. Pearl G. Huff
Turin, Iowa

Mr. and Mrs. H. C. Ridle
Superior, Nebraska

Mr. and Mrs. Chris Kholmeier
Craig, Nebraska

Mr. and Mrs. W. S. Madden
Pawnee City, Nebraska

Miss Carrie E. Johnk
Hancock, Iowa

Mr. and Mrs. C. D. Farr
Newport, Nebraska

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

Mr. Ernst Luchsinger
Columbus, Nebraska

Mrs. Gertrude D. Pfeiffer
Arlington, Nebraska

Mrs. Alice Newcom
Arlington, Nebraska

Mr. and Mrs. Leo Tobin
Tekamah, Nebraska

5,000 WATTS

WOW'S AUGUST NIGHT SCHEDULE

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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
5 ⁵⁵	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff
6 ⁰⁰	CHESTERFIELD SUPPER CLUB	CHESTERFIELD SUPPER CLUB	CHESTERFIELD SUPPER CLUB	CHESTERFIELD SUPPER CLUB	CHESTERFIELD SUPPER CLUB	ALBUM TIME
6 ¹⁵	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	ALBUM TIME
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
7 ⁰⁰	S. KAYE SHOW ROOM	HOGAN'S DAUGHTER Philip Morris	S. KAYE SHOW ROOM	SILENT PARTNER	S. KAYE SHOW ROOM	SATURDAY DANCE DATE
7 ³⁰	VOICE OF FIRESTONE CONCERT	ME AND JANIE Lewis and Howe	ADVENT'S OF ARCHIE ANDREWS—Kraft Foods	EIGHT BY REQUEST	A TREE GROWS IN BROOKLYN	SATURDAY DANCE DATE
8 ⁰⁰	TELEPHONE HOUR Bell Telephone	MARTIN AND LEWIS	HENRY MORGAN SHOW Bristol-Myers	EDDY AND KIRSTEN Kraft Foods	SCREEN DIRECTORS PLAYHOUSE—Pabst	HIT PARADE Lucky Strike
8 ³⁰	JANE PICKENS SHOW	KING FOR A NIGHT Johnson's Wax	MR. DIST. ATTORNEY Sal Hepatica, Ipana	JAMES AND PAMALA MASON	MY GOOD WIFE	DANGEROUS ASSIGNMENT
9 ⁰⁰	CONTENTED HOUR Carnation Milk	BIG TOWN Lifebuoy	BIG STORY Pall Malls	FRED WARING General Electric	DR. I.Q. Mars, Inc.	RICHARD DIAMOND
9 ³⁰	MUSIC FROM HEART OF AMERICA—Falstaff	A LIFE IN YOUR HANDS—Raleigh	CURTAIN TIME Mars, Inc.	DRAGNET	BILL STERN—Colgate	GRAND OLE OPRY Prince Albert
10 ⁰⁰	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	SPORTS—Nebr. Clothing
10 ³⁰	DAVE GARROWAY SHOW	NOCTURNE	HOTEL STATLER ORCHESTRA	NOCTURNE	UNITED NATIONS	SAT. SPORTS PARADE SURF BEACH ORCHESTRA
11 ⁰⁰	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.	10:15 A.M.—We Love and Learn—Manhattan Soap.. Mon. thru Fri.	2:00 P.M.—Life Can Be Beautiful—P. & G. Soap... Mon. thru Fri.
5:40 A.M.—Slim Eberhart—Carter Products..... Mon., Wed., Fri.	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.
5:55 A.M.—Weather Report..... Daily ex. Sun.	10:45 A.M.—Lora Lawton—Babo..... Mon. thru Fri.	2:30 P.M.—Pepper Young's Family—P. & G. Soap.. Mon. thru Fri.
6:00 A.M.—Sunrise News Tower..... Daily ex. Sun.	11:00 A.M.—Light of the World—General Mills..... Mon. thru Fri.	2:45 P.M.—Right to Happiness—P. & G. Soap..... Mon. thru Fri.
6:15 A.M.—Aunt Sally..... Mon. thru Fri.	11:30 A.M.—Mid-Morning Moods..... Mon. thru Fri.	3:00 P.M.—Backstage Wife—Sterling Products..... Mon. thru Fri.
6:30 A.M.—WOW Farm Service Reporter, Markets.. Daily ex. Sun.	11:45 A.M.—Ma Perkins—P. & G. Oxydol..... Mon. thru Fri.	3:15 P.M.—Stella Dallas—Sterling Products..... Mon. thru Fri.
6:55 A.M.—Reveille—Fair Store..... Daily ex. Sun.	12:00 Noon—Four-Bell News, Markets..... Daily ex. Sun.	3:30 P.M.—Lorenzo Jones—Sterling Products..... Mon. thru Fri.
7:00 A.M.—Alex Dreier—Skelly News..... Daily ex. Sun.	12:15 P.M.—Great Corn Stories—Robinson Seed..... Sun.	3:45 P.M.—Young Widder Brown—Sterling Prods.. Mon. thru Fri.
7:15 A.M.—Revival Hour—Gospel Br'dcast'g Assn., Weather.. Sun.	12:30 P.M.—WOW Calling—Merch. Biscuits, Drefl... Daily ex. Sun.	4:00 P.M.—When a Girl Marries—General Foods... Mon. thru Fri.
7:30 A.M.—Breakfast Bandstand..... Daily ex. Sun.	12:45 P.M.—WOW Calling—Nutrena..... Daily ex. Sun.	4:15 P.M.—Portia Faces Life—General Foods..... Mon. thru Fri.
7:45 A.M.—WOW News Tower..... Daily ex. Sun.	1:00 P.M.—Double or Nothing—Campbell Soup..... Mon. thru Fri.	4:30 P.M.—Just Plain Bill—Anacin..... Mon. thru Fri.
8:00 A.M.—Morning Merry-Go-Round..... Mon. thru Fri.	1:30 P.M.—Today's Children—General Mills..... Mon. thru Fri.	4:45 P.M.—Front Page Farrell—Whitehall Pharm... Mon. thru Fri.
8:00 A.M.—Breakfast Club—General Mills..... Mon., thru Fri.	1:45 P.M.—Judy and Jane—Folgers Coffee..... Mon. thru Fri.	5:00 P.M.—Rosemary—P. & G. Ivory..... Mon. thru Fri.
8:15 A.M.—Saturday Scrapbook—Crestwood Shop No. 2... Sat.		5:15 P.M.—Guiding Light—P. & G. Duz..... Mon. thru Fri.
8:15 A.M.—World News Roundup..... Sun.		U. S. Navy Band..... Sat.
8:30 A.M.—John Carson Show..... Mon. thru Fri.		
8:30 A.M.—Little Doghouse..... Sat.		
8:30 A.M.—Wormwood Forest..... Sun.		
8:30 A.M.—Eight-fifteen Call..... Mon. thru Fri.		
8:30 A.M.—Pot Luck with Holtz..... Sat.		
9:00 A.M.—Chapel Service, Dr. R. R. Brown..... Sun.		
9:00 A.M.—Welcome, Travelers—P. & G..... Mon. thru Fri.		
9:00 A.M.—Fred Waring—Minnesota Canning..... Sat.		
9:30 A.M.—Marriage for Two..... Mon. thru Fri.		
9:30 A.M.—Mary Lee Taylor—Pet Milk..... Sat.		
9:30 A.M.—Family Time..... Sun.		
9:45 A.M.—Thanks for Tomorrow—P. & G. Soap... Mon. thru Fri.		
10:00 A.M.—Your Melody Time..... Mon. thru Fri.		
10:00 A.M.—Adventures of Frank Merriwell..... Sat.		
10:00 A.M.—WOW News Tower..... Sun.		

EXPIRATION DATE NEAR YOUR NAME BELOW "8/49" MEANS THIS IS YOUR LAST ISSUE

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