

TELEVISION SECTION BEGINS ON PAGE 5

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 16, No. 2

OMAHA, NEBRASKA, OCTOBER 1, 1951

Published Monthly

Cantor, Martin-Lewis All Set

Roy Rogers Also on WOW

Greater than ever before! It didn't seem possible that last year's line-up of wonderful radio programs on WOW could be bettered, but that's just what has happened. NBC and WOW have done it again!

You'll hear "The Eddie Cantor Show" each Sunday evening at 8:30 for Philip Morris Cigarettes. "Dean Martin and Jerry Lewis" will be heard at 7:30 on Fridays for Ches-



Nebraska's Governor Val Peterson, right, was on hand to bid farewell to the East Coast Farm Study Trip on September 13. Here Governor Peterson waits to participate in the special broadcast as Ray Clark interviews Mal Hansen, tour leader.



Martin

Lewis

terfield Cigarettes and American Home Products Company as part of the new "Operation Tandem."

Another new and great Friday show is the "Roy Rogers Show" which will be heard at 7 p.m. under the sponsorship of Post Cereals.

And take a look at these other new listening treats:

Tums Hollywood Theatre
Philip Morris Playhouse
Eddie Arnold Show
Let's Go Hollywood
Brighter Day
Beulah

Plus such returning treats as "Groucho Marx", "Bob Hope", "Fibber McGee and Molly", "Theatre Guild", etc. etc.

Representing drama, variety and comedy these great new shows will mean added hours of enjoyment for you at 590 on your dial. You'll read more about them on the inside.

Another standout attraction during the coming season will be the Nebraska Clothing Company's presentation of Jack Payne with a play-by-play presentation of the University of Nebraska football games. Don't forget to reserve Saturday afternoons as that special time when you'll sit back and enjoy Jack Payne's account of the Nebraska football games as the special guest of the Nebraska Clothing Company.

Yes, it's going to be another great season for radio listeners on WOW. There'll be top entertainment seven nights a week for those who keep tuned to Radio WOW.

Another Successful Farm Tour

Radio WOW's fourth annual Farm Study Tour—a 16-day 6,300-mile inspection of things agricultural in the eastern U. S. and southeast Canada by 218 mid-west farmers—was due back in Omaha on Friday, September 28 in the early morning.

Tour members after two busy days in Washington, D. C., including a visit to the U. S. Department of Agriculture's fabulous Beltsville Experimental Station declared this tour to be "the most interesting and educational of all WOW's four tours."

Prior trips sponsored by WOW, and under the leadership of Mal Hansen, WOW's Farm Service Director, have taken groups to Europe in 1948, to the West Coast Canada and Mexico in 1949, and to "The 'New South' and Cuba" in 1950. An air tour to South America next spring is projected as the climax of WOW's five-year Farm Study Tour Plan.

The current tour left Omaha September 13 on a 17-car Burlington special train, and made stops in areas near Detroit, the Niagara Peninsula, Montreal (by boat) to

Quebec, then down through Vermont and New Hampshire, and spent two days in historic Boston and Springfield. After that came two excitement-filled days in New York City, and two more in and near the Nation's Capital. On the return trip stops were scheduled at the U. S. Steel plant in Pittsburgh, the Firestone Model Farm near Columbiana, Ohio, Louis Bromfield's "Malabar" farm, and the final day in Chicago.

All along the route the tourists were greeted by governors, mayors and other high government and civic officials. Some saw the Boston Red Sox-Cleveland baseball game in Boston, and many took in big New York shows.

In Many places Tour Leader Hansen presented welcoming officials with Nebraska 4-H baby beef steaks, compliments of the Omaha Union Stock Yards Company, and its president Harry B. Coffee. Additionally Mal had been commissioned by Governor Val Peterson to induct many celebrities in the "Nebraska Navy" as "admirals."

The tourists were a colorful sight as they visited 137 farm installations of one kind or another on the route. They carried small overnight bags labeled "The WOW

(Continued on page 3)

Can You Recognize the Stars?

Eddie Cantor Show Begins October 14

Eddie Cantor will be doing a great new-type show when he makes his first Philip Morris sponsored appearance on WOW at 8:30 Sunday, October 14.

Cantor will combine his one-man comedy-concert with recorded bits featuring his show business friends.

A novel feature of the "Eddie Cantor Show" will be the playing of unreleased recordings of famous radio errors.

-wow-

Tums Theater

Tuesday night listening will be greater than ever now that "Tums Hollywood Theatre" has joined the great NBC-WOW dramatic line-up.

Each Tuesday evening at 7:30 Tums will bring you a drama written by an outstanding radio author and tailored to suit the talent and personality of the movie headliner to be starred in that particular drama.

Such great names as Deborah Kerr, Evelyn Keyes, Van Heflin, Ray Milland, James Stewart and Joan Bennett will be on hand to entertain you on "Tums Hollywood Theatre" in the near future.

-wow-

Pre-Game Football Show

You'll be hearing a special program entitled "Football Warm-up" each Saturday afternoon at 1:30 p.m. on WOW. Jack Payne will do the honors on the Budget Finance Company sponsored show that will feature Jack's own pre-game commentary on the day's important football games. You'll also hear a couple of College March tunes to get you in the proper football spirit and some early scores from the East. Make "Football Warm-up" your pre-game listening habit this season.

Popular Eddie ...



The always popular "Eddie Arnold Show" will be back on WOW each Tuesday and Thursday at 11:45 a.m. under the sponsorship of the Ralston Purina Company.

They Bring Top Entertainment

DRAGNET



"Dragnet" Detectives Friday and Romero remain in their regular time at 8 p.m. Thursdays for Fatima Cigarettes.

HARRIS-FAYE



Phil Harris and Alice Fay return at 7 on Sundays for RCA Victor. Little Alice and Phyllis are back, too.

HALLS OF IVY



The Ronald Colmans as President and Mrs. Hall of "Ivy" College return for Schlitz at 7 on Wednesdays.

GILDERSLEEVE



"The Great Gildersleeve" is really Willard Waterman for Kraft Foods each Wednesday at 7:30 p.m.

FATHER KNOWS BEST



Robert Young as Father Anderson has a laugh filled session with his family each Thursday at 7 p.m.

10th District NARTB Meet in Omaha

Broadcasters from Nebraska, Iowa and Missouri assembled in Omaha on September 24 and 25 for the annual meeting of the Tenth District of the National Association of Radio and Television Broadcasters.

Frank Fogarty, general manager of WOW and WOW-TV was a member of the committee in charge of the meeting which is held annually in a different city in the three-state area.

Harold E. Fellows, president of NARTB attended the meeting and spoke at a September 25 luncheon which was held in conjunction with the Omaha Advertising Club. Mr. Fellows also spoke on "Radio's Role in the National Scene" at the opening session.

Several other leaders in the radio-television and allied fields also took part in the proceedings.

-wow-

Brighter Day Begins Soon

"Brighter Day," an inspiring daytime radio serial sponsored by Procter & Gamble will move to WOW, beginning on Monday, October 22.

The new serial will be heard each Monday through Friday at 10:30 a.m.

"Brighter Day" is the story of the daily happenings in the family of a minister, and the unusual events which take place as he goes about his inspiring work.

-wow-

In the Dog House

Fran Hartseveldt, producer-director of NBC's "Railroad Hour" (WOW, 7 p.m., Mondays) and "Father Knows Best" (WOW, 7 p.m., Thursdays) shows, spends most of his spare time in the doghouse—and loves it! He raises prize-winning Welsh terriers in his own San Fernando Valley kennels.

Roy Rides! ...



Post Cereals will bring you "Roy Rogers" in a thrilling half hour show each Friday at 7 p.m. on WOW. His wife Dale Evans will help Roy entertain you.

'The Big Show' Now Bigger!

Meet Madeline ...



Madeline "Rusty" Walker is the new "WOW Calling" songbird.

-wow-

WOW-Land Farmer Skelly Award Winner

Another WOW-Land farmer has received the W. G. Skelly award for outstanding achievement in agriculture.

Chalmer Wilkerson of Coleridge, Neb., was the subject of Lloyd Burlingham's "This Farming Business" broadcast at 7:15 a.m. on Saturday, September 22.

Mr. and Mrs. Wilkerson and their two daughters were honored at a community breakfast on September 22 and Skelly representatives presented Mr. Wilkerson with a \$100 Savings Bond, a gold lapel pin and a scroll.

-wow-

Opitz Scoreboard Starts Fifth Year

For the fifth consecutive year John Opitz Chevrolet will sponsor the "Football Scoreboard" on WOW at 5 p.m., Saturdays.

Bill McBride will do the honors on the show which brings you the latest scores and other information on the day's important football games in all sections of the country.

-wow-

'Grand Ole Opry' in New Sat. Time

Starting October 6 Prince Albert's "Grand Ole Opry," one of radio's oldest and best-loved shows, will be heard at 8:30 p.m., Saturdays on WOW.

This is the first permanent time change in 12 years for "Grand Ole Opry" which will carry on with the same cast, including Red Foley, Minnie Pearl, Rod Brasfield and all the rest.

Tallulah Will Lead the Way

"The Big Show," NBC's Sunday night radio extravaganza, bowed in with an international flavor on its premiere broadcast from London on September 30.

The second broadcast of the 90-minute radio treat (WOW, 5:30 to 7 p.m., Sundays) will be heard from Paris. Then Tallulah Bankhead, Fred Allen, Portland Hoffa, Meredith Willson and all of the great names that make "The Big Show" outstanding will return to the U. S. for another season of great triumphs.

Actually it should be called "The 'Bigger' Show" this season, because it will be a bigger entertainment value for WOW-Land listeners. Bringing the top names of the entertainment world into your home each Sunday evening, it will present the best in comedy, drama, and music during its 90 entertainment packed minutes.

This season "The Big Show" is sponsored in part by the Reynolds Aluminum Company, RCA Victor and Anacin.

Reports from London prove that tempestuous Tallulah Bankhead is her usual whirlwind self and ready to bombast "The Big Show" cast with her ready wit and boundless energy.

-wow-

'Let's Go Hollywood'

George Fisher, star of Modart Shampoo's "Let's Go Hollywood" (WOW, Sundays, 9:45 p.m.), seems to make people talk.

His long list of "firsts" with inside Hollywood news rank him right at the top of the long list of folks who make their living report-



George Fisher

ing the happenings in the famous film capital.

His coverage of the important film colony happenings and an unusual ability to uncover top notch human interest stories make "Let's Go Hollywood" one of the top quarter hours in Sunday radio. Don't miss the Modart Shampoo sponsored program at 9:45 every Sunday.

Deborah to Star ...



Deborah Kerr will star in "Tums Tollywood Theatre" on October 2.

-wow-

Mal at Ak Rodeo

Visitors to the annual Ak-Sar-Ben Stock Show and Rodeo will have an opportunity to meet Mal Hansen and possibly participate in a regular broadcast.

As in the past WOW and WOW-TV will have booths just inside the west entrance under the stands at the Coliseum. Mal intends to broadcast directly from the WOW booth during the regular noon news periods in addition to making some recorded broadcasts.

Visitors to the WOW-TV booth will be able to see the World Series games and other television attractions on the 17-inch RCA television set.

-wow-

East Coast Tour

(Continued from page 1)

Farm Study Tour" which were provided by the Walnut Grove Products Company.

In addition each tripper picked up many fine souvenirs, including—an engraved note book and sports book from the Nebraska Clothing Company, hat and cane from Allis Chalmers Company, Better Homes & Gardens Cook Book from Successful Farming and Better Homes & Gardens magazines, mechanical pencil from the Skelly Oil Company, permanent baggage tag from the Burlington Railroad, matches from the Omaha Chamber of Commerce and surprise gifts from United States Steel Company, and Garst & Thomas Company.

-wow-

"It's a good idea to keep your words soft and sweet, because you never know when you'll have to eat them."—NBC's Dave Garroway.

Payne Peeks at Football

Grass Roots...

WOW Farm Service Reporter

No old subject has attracted such new interest as has rainmaking. Humans have been trying to make rain for ages. Folks have fired cannons, said prayers and tried rain dances. Now science is taking its turn.



Mal Hansen

The folks in the business of rainmaking don't like to be called rain makers. They prefer the title "moisture increasers." For all of them will admit that they can produce rain or snow only when there is

moisture in the sky that can be brought to earth.

Many a person chuckled when one group of farmers refused to pay a substantial third payment to a rain-making organization because the moisture was not forthcoming on schedule. But lack of rain is just one problem.

In diversified farming areas such as the far West, wheat farmers want moisture at one time, fruit farmers at another. Irrigationists want it over the reservoirs, dry-land farmers want mass distribution. Resort owners want less snow, agriculturists want more snow.

So this problem of the ages is going to stay with us. And although the current sentiment seems to be against more government authority and more government agencies, the rain-making problem will add both. We will probably have rainmaking licenses and laws designating responsibilities to set a precedent when liability cases come to court.

Rain-making is another of those "new adventures in agriculture" that makes farm radio an interesting job. And news about the rain-making efforts helps to spice up our farm programs. But it makes it plain, too, that when we humans disrupt Mother Nature's plans . . . dozens of new problems come up that never existed before.

-wow-

Good News, McGee . . .



Yes, it's good news that "Fibber McGee and Molly" are back for Pet Milk at 8:30 p.m., Tuesdays on WOW.

Names Top Teams

At this writing the national football chase is just getting underway from coast to coast. At your reading we're perhaps a couple of games into the fray. So, it behooves me to try and make a long-range prediction concerning the situation as we see it.

Tennessee is our choice for the top spot in the final selection of our top ball clubs with Michigan State a close second. For third we'll have to string along with Ohio State and place the Oklahoma Sooners in fourth position. To round out the top five, make it California. That's the way our crystal ball reads on this 18th day of September.

Nebraska's hopes have been dealt a severe blow by Reynolds injury. The job of replacing five linemen was to take enough time in the Husker Camp, but now they've really a problem to ponder. Bob will miss valuable game time towards bettering two individual records for one season's play he set last fall His scoring mark of 157 points and his having tied



Don Boll, left and Ted Connor, Nebraska U. tackles talk football with WOW's Sports Director Jack Payne.

Whizzer White with 22 touchdowns scored in one season will surely stand through the 1951 campaign.

The 1951 season at Nebraska was forecast by Coach Glassford as one of surprises and disappointments. What with bad weather to condition his club in Curtis and the Reynolds injury, the former Pittsburgh guard is experiencing the fate of his prophecy. With Bob on the sidelines, watch the newcomers! This is a must season for these kids, and they'll turn it on even more as the schedule barrels along. We don't second-guess any coach in any sport, so it's up to these yearlings to prove just WHO is going to play left-half.

Our broadcast for the Nebraska Clothing Company originates from the scene of each Cornhusker game 15 minutes prior to kickoff. Keep tuned to 590 and WOW for the story of Nebraska football of 1951.

-wow-

**THREE CHIMES MEAN
GOOD TIMES ON NBC**

Rev. R. R. Brown...

Readers of the Holy Scriptures are well acquainted with the ancient story of David and Goliath. Goliath who roared his defiance to the armies of Israel, the representative of Jehovah, was surprised when challenged by a shepherd boy with no weapon but a sling shot and five stones. The king of Israel was almost paralyzed with fear. He and his armies were stunned by the success of a lad with a sling shot who laid Goliath low with one stone and then presented the king with a big beef's head.



Rev. R. R. Brown

Today there is a military and political "Goliath" challenging the forces of righteousness and threatening their freedom and abundant life. Russia's leaders have no fear of God, nor do they recognize anything but the supremacy and superiority of their own will. We as a nation must not be frightened by the "giant," nor build our hope for survival in another "giant"—military and strength. In our domestic life the "giant of indebtedness," with its attendant evils of inflation, extravagance and immorality, is endangering our future. This threat seems more formidable than our external foe. Much of the cause is in the hearts and minds of men.

David, the representative of God and righteousness, met the enemy face to face. David, with faith in the purpose of God, in the sovereignty of Deity, and in the divine destiny of His people, was unafraid. America needs these same principles in her hour of danger. We, as Americans, must believe in the divine destiny of Christian nations and in the sovereignty of Deity, and have an abiding faith in righteous principles. These will be more effective against our "Goliaths" than any weapons we might employ.

Tune in to America's first non-denominational radio church service every Sunday morning at 8:30 a.m.

-wow-

Hit Parader . . .



Guy Lombardo leads "Your Hit Parade" orchestra each Thursday evening at 9.

SUNDAYS	MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS	FRIDAYS	SATURDAYS
<p>(ALL DAY)</p> <p>11:30 A. M.—FLYING TIGERS Johnson Candy (Du.)</p> <p>12:00 Noon—ZOO PARADE Ken-L-Ration</p> <p>12:30 P. M.—Your Future Home Multiple Listing Exchange</p> <p>1:30 P. M.— (1 p.m. 10-28, 11-4, 11-25, 12-2, 12-9, 12-16)</p> <p>CHICAGO BEARS PRO FOOTBALL (See schedule below)</p> <p>4:00 P. M.—GABBY HAYES Quaker Oats (NB)</p> <p>4:30 P. M.—THE CHIMPS Harvey Brothers</p> <p>4:45 P. M.—Strange Adventure Max I. Walker Cleaners</p> <p>5:00 P. M.— WILD BILL HICKOX Kellogg Corn Pops</p> <p>5:30 P. M.— RANGE RIDER Peter Pan Bread</p> <p>6:00 P. M.— BOB HOPE SHOW Begins October 14 Chesterfields (NBC)</p>  <p>Hope Bobbin</p> <p>6:30 P. M.—MR. BOBBIN General Foods (NBC)</p> <p>7:00 P. M.— COLGATE COMEDY HOUR (NBC)</p> <p>8:00 P. M.—(Alternate weeks) PHILCO TELEVISION PLAYHOUSE (NBC)</p> <p>GOODYEAR THEATER (NBC) 10/14</p> <p>9:00 P. M.— RED SKELTON SHOW Procter & Gamble (NBC)</p> <p>9:30 P. M.—Royal Playhouse Dexter Washers</p> <p>10:00 P. M.—SKELLY NEWS with Ray Clark</p> <p>10:15 P. M.—Meet the Press Revere Copper (NBC)</p> <p>10:45 P. M.—Film Feature</p> <p>10:45 P. M.—NBC OPERA NBC's series of eight television opera productions will be seen at 10:45 p.m. on the third Sunday of each month. "I, Pagliacci" will be seen on October 21.</p>	<p>5:00 P. M.—All Star Western</p> <p>5:15 P. M.—Gabby Hayes</p> <p>5:30 P. M.—Kukla, Fran and Ollie RCA (NBC)</p> <p>6:00 P. M.—News and Variety</p> <p>6:30 P. M.—Roberta Quinlan Mohawk Carpets (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.—Winchell and Mahoney Speidel (NBC)</p> <p>7:30 P. M.— VOICE OF FIRESTONE CONCERT (NBC)</p> <p>8:00 P. M.—LIGHTS OUT Admiral (NBC)</p> <p>8:30 P. M.—(Alternate weeks) MAUGHAM THEATER Tintair (NBC)</p> <p>Robert Montgomery presents LUCKY STRIKE DRAMA (NBC)</p>  <p>Montgomery Maugham</p> <p>9:30 P. M.—Town & Country Quiz Staley Foods</p> <p>9:45 P. M.—Hotel Blackstone</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—STORY THEATER O.P.P.D.</p> <p>11 P. M. to 12—Movie</p>	<p>5:00 P. M.—All Star Western</p> <p>5:30 P. M.—Kukla, Fran and Ollie Procter & Gamble (NBC)</p> <p>6:00 P. M.—News and Variety</p> <p>6:15 P. M.—Wildroot Disc Jockey</p> <p>6:30 P. M.—The Little Show Stokely-Van Camp (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.— MILTON BERLE TEXACO STAR THEATER (NBC)</p>  <p>Berle</p> <p>"Mr. TV"</p> <p>8:00 P. M.— Cosmopolitan Theater</p> <p>9:00 P. M.— Big 7 Game of the Week Phillips 66</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—(Tentative) OLD GOLD AMATEUR HOUR with TED MACK and CO. (NBC)</p> <p>11:30 P. M. to 12:15 A. M.—Movie</p>	<p>5:00 P. M.—All Star Western</p> <p>5:30 P. M.—Kukla, Fran and Ollie National Biscuit (NBC)</p> <p>6:00 P. M.—News and Variety</p> <p>6:30 P. M.—Roberta Quinlan Mohawk Carpets (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.— KATE SMITH VARIETY Norge-Congoleum (NBC) Reynold's Metals, B. T. Bobbitt</p> <p>8:00 P. M.— KRAFT TELEVISION THEATER (NBC)</p> <p>9:00 P. M.— BREAK THE BANK Bristol-Myers (NBC)</p>  <p>Parks</p> <p>See Bert at 1:30 p.m. Mon., Wed. and Fri.</p> <p>9:30 P. M.—Bigelow Theater Bigelow Carpets (CBS)</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Freddie Martin Show Hazel Bishop</p> <p>11:00 P. M.—Neb. Football by film</p>	<p>5:00 P. M.—All Star Western</p> <p>5:15 P. M.—Gabby Hayes</p> <p>5:30 P. M.—Kukla, Fran and Ollie Life & Time (NBC)</p> <p>6:00 P. M.—News and Variety</p> <p>6:15 P. M.—Wildroot Disc Jockey</p> <p>6:30 P. M.—The Little Show Stokely-Van Camp (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.— GROUCHO MARX for DeSOTO (NBC)</p> <p>7:30 P. M.— CISCO KID Butter-nut Bread</p> <p>8:00 P. M.—James Melton's FORD REVUE (NBC)</p> <p>9:00 P. M.—MARTIN KANE PRIVATE EYE U. S. Tobacco (NBC)</p>  <p>Melton "Martin Kane"</p> <p>9:30 P. M.— WAYNE KING SHOW Standard Oil (NBC)</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Fireside Theater Procter & Gamble (NBC)</p> <p>11 P. M. to 12—Movie</p>	<p>5:00 P. M.—All Star Western</p> <p>5:15 P. M.—Gabby Hayes</p> <p>5:30 P. M.—Kukla, Fran and Ollie Procter & Gamble (NBC)</p> <p>6:00 P. M.—News and Variety</p> <p>6:30 P. M.—Roberta Quinlan Mohawk Carpets (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.—The Goldbergs (NBC)</p> <p>7:30 P. M.—You Asked For It Skippy (Du.)</p> <p>8:00 P. M.— THE BIG STORY Amer. Cigaret & Cigar Co. (NBC)</p> <p>8:30 P. M.—The Aldrich Family General Foods</p> <p>9:00 P. M.— CAVALCADE OF SPORTS Gillette Fights (NBC)</p> <p>Gillette's Boxing Expert</p>  <p>Jimmie Powers</p> <p>9:45 P. M.—Greatest Fights Vaseline</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Sports</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Circle Theatre Armstrong Rugs</p> <p>11 P. M. to 12—Movie</p>	<p>(ALL DAY)</p> <p>* Ted Husing Football (NBC) General Tire.</p> <p>1 to 3:30 P. M.—(approximately) NCAA (COLLEGE) FOOTBALL GAMES for Westinghouse (NBC) (See schedule below)</p> <p>* Scoreboard (NBC) Prestone</p> <p>4:45 P. M.—BOB CONSIDINE Mutual of Omaha (NBC)</p> <p>5:00 P. M.— HOPALONG CASSIDY General Foods (NBC)</p> <p>6:00 P. M.—Juvenile Jury (Tentative) (NBC)</p> <p>6:30 P. M.—One Man's Family Sweetheart Soap (NBC) Miles Laboratory</p> <p>7:00 P. M.— ALL-STAR REVUE Kellogg, Pet Milk, Snow Crop (NBC)</p> <p>8:00 P. M.— SHOW OF SHOWS Camels, Libby S.O.S., Benrus, Lehn & Fink Eversharp (NBC)</p>  <p>Caesar Coca</p> <p>9:30 P. M.— THE HIT PARADE Lucky Strike (NBC)</p> <p>10:00 P. M.— Falstaff WRESTLING from Chicago</p> <p>11:00 P. M.—American Barn Dance Imdrin</p> <p>11:30 P. M.—Movie</p>

MONDAYS THROUGH FRIDAYS... DAYTIME SCHEDULE

11:00 A. M.—Ruth Lyon Show (NBC)	2:00 P. M.—"Miss Susan"—Colgate (NBC)	3:00 P. M.—The Kate Smith Show (NBC)
11:30 A. M.—Shoppers' Show	2:30 P. M.—Bert Parks Variety—M., W., F. (NBC); Bill Goodwin G.E. Show—T, Th. (NBC)	4:00 P. M.—"Martha's Kitchen" with Martha Bohlsen
12:00 Noon—News and Variety		4:30 P. M.—"Howdy Doody" (NBC)
12:45 P. M.—Movie Matinee		

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

Sundays:
The PRO GAME FOOTBALL schedule, Chicago Bears vs. (unless other teams are named):

Sept. 30—Eagles vs. Cards	Nov. 11—Detroit
Oct. 7—Cardinals	Nov. 18—Green Bay
Oct. 14—Yankees	Nov. 25—At Cleveland
Oct. 21—S. F. 49ers	Dec. 2—L. A. Rams
Oct. 28—At Detroit	Dec. 9—At Yankees
Nov. 4—At Washington	Dec. 16—Cardinals

Tuesdays:
Phillips' 66's "Big Seven Game of the Week" on film may include a Nebraska Cornhusker game or two.

Saturdays:
The schedule of the NCAA (COLLEGE) FOOTBALL GAMES will include seven games as follows:

Oct. 6—Illinois vs. Wisconsin
Oct. 13—Notre Dame vs. S. M. U.
Oct. 20—Ohio State vs. Indiana
Oct. 27—Notre Dame vs. Wisconsin
Nov. 3—Army vs. Southern California
Nov. 10—Navy vs. Maryland
Nov. 17—NEBRASKA VS. COLORADO

The NCAA games will be sponsored by Westinghouse. WOW-TV will carry the Rose Bowl Game and the Pro Championship Game at the end of the season. Also, Dec. 1 game between Notre Dame and U.S.C. for Westinghouse.

Wednesdays:
11 p.m. starting time. The schedule of the University of Nebraska games is as follows:

Sept. 29—TEXAS CHRISTIAN in Lincoln
Oct. 6—Kansas State at Manhattan
Oct. 13—PENN STATE in Lincoln
Oct. 20—Minnesota at Minneapolis
Oct. 27—Missouri at Columbia
Nov. 3—KANSAS in Lincoln
Nov. 10—Iowa State at Ames
Nov. 17—COLORADO in Lincoln
Nov. 24—OKLAHOMA in Lincoln
Nov. 30—Miami University at Coral Gables

*The Ted Husing Football commentary will precede, and the Network "Football Scoreboard" will follow each of the NCAA games. Ted Husing's comments will be sponsored by the General Tire & Rubber Co., and Scoreboard telecasts by Prestone.

WORLD'S SERIES

(four to seven games)

Starts October 3, 11:45 a.m.

sponsored by

GILLETTE BLADES

DIZZY DEAN PRE-GAME
SHOW AT 11:30

A WOW-TV-NBC Exclusive for 4 Years

—ON RADIO TOO!

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

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

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

VOICE OF FIRESTONE
7:30 p.m., Mondays

Also, remember WOW's morning newscasts are now heard at 6 a.m., 7 a.m. and 8 a.m. with Alex Dreier at 7:15 a.m.

Keep This Schedule Near Your Set! Watch WOW News Tower or Your Local Newspaper For Changes and Corrections New Shows!

"Greatest Show On Earth"

List of Stars is Amazing

(Continued from page 5)

The Red Skelton Show
Skelly News with Ray Clark

EVENINGS

Mondays:

Winchell and Mahoney
Lucky Strike Drama
Story Theater

Tuesdays:

Berle-Texaco Theater
Cosmopolitan Theater
Big 7 Game of Week

Wednesdays:

Kate Smith Variety
Bigelow Theater
Freddie Martin Show
Nebraska U. Football

Thursdays:

Groucho Marx
Martin Kane
Fireside Theater
Wayne King

Fridays:

The Big Story
Gillette Fights
Greatest Fights

Saturdays:

NCAA Football
Bob Considine
The Goldbergs
One Man's Family
All-Star Revue
Show of Shows
Hit Parade
Barn Dance

DAYTIME HEADLINERS

Ruth Lyon Show
Shoppers Show
Movie Matinee
Bert Parks
Bill Goodwin
Kate Smith
Kukla, Fran and Ollie

What's more this list—impressive as it is—by no means tells the entire story.

Take for example, the Colgate Comedy Hour—and its star list. Martin and Lewis, Olson and Johnson, Ezio Pinza, Tony Martin—etc., etc.—ad infinitum!

Or, take the "All-Star Revue"—Jack Carson, Jimmie Durante, Ed Wynn—and a dozen others. Or, the Wednesday night Kate Smith Show, or the Sunday night Hope and Skelton shows . . . or, the new Goodyear Playhouse, Dumont Theater, Jimmie Melton Variety—the list is positively staggering!

Many talent arrangements are still in the making and some starting dates are still uncertain. By the time another News Tower rolls around—everything should be all set.

—WOW-TV—

Special Event

Allis-Chalmers will again bring highlights of the Chicago International Live Stock Exposition to WOW-TV viewers, November 27, in a special events broadcast from 2 p.m. to 3 p.m.

Coca-nut! . . .



Yipe, lookee! It's Imogene Coca, femme-star comic of "Your Show of Shows," snapped in character. Actually, Miss Coca is thoroughly charming, and in private life a genuine glamour gal.

—WOW-TV—

High Rating!

Hooper Research says a special rating on President Truman's San Francisco (Jap Peace Conference) speech shows that 51.6 per cent of all TV sets in Los Angeles, 51.9 per cent in San Francisco, and 44.6 per cent in New York City, were tuned in.

—WOW-TV—

Super Show Coming?

Channel 6 viewers may be able to see two-hour long "spectacular" television programs if present plans of NBC-TV mature.

Progressive NBC executives hope to present the special shows on a once a month basis with sponsors skipping their regular shows for the one time and picking up the check for the all-out two-hour "super shows."

Such shows might include a super all-star Red Cross show or the first broadcast of a major Broadway musical. Watch the November News Tower for developments on this ambitious series.

—WOW-TV—

Jack Benny to Act

"Variety" magazine says that Jack Benny will make his television dramatic debut on Robert Montgomery's "Lucky Strike Theatre" sometime in November as the star of a drama entitled "Gratitude".

Benny was supposed to have appeared earlier on "Lucky Strike Theatre" but a trip to Korea to entertain troops delayed his dramatic debut.

—WOW-TV—

NBC has just purchased a studio in Brooklyn from Warner Brothers for \$500,000 in order to provide ample space for some great TV treats that you'll be seeing on Channel 6.

100,000 Sets by Year's End

Unless serious shortages develop in the next few weeks (due to shortages of critical materials), it is expected there will be 90,000 sets-in-use in the WOW-TV area weeks before Thanksgiving, and more than 100,000 by year's end.

The total as of September 15 passed the 85,000 mark, and indicated a sale of more than 20,000 sets since January 1, 1951, according to the checks made weekly at distributor level by the Nebraska-Iowa Electrical Council.

The great fall TV program schedule, plus a "saturation advertising campaign" by radio was credited with the recent upturn in set sales. The campaign when completed will include over 800 radio announcements (20 daily for 40 days). More than half of the announcements were placed on Radio WOW.

The rate-of-sale and figure reported agree in detail with the predictions of WOW-TV officials last December.

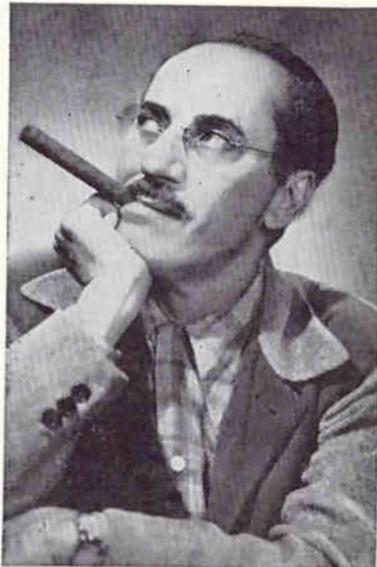
—WOW-TV—

\$1,000 Per Minute!

Here's an item to think about. Montgomery Clift received \$6,000 for a six-minute dramatic spot on the September 26 edition of the "Kate Smith Evening Hour." That's just one example of the wonderful entertainment values on WOW-TV. Incidentally critics hail "The Kate-Smith Evening Hour" as "an all-time treat in variety programs." See it each Wednesday at 7 p.m. on WOW-TV.

—WOW-TV—

Groucho's Back . . .



TV's Number One off-the-cuff comic who kept WOW-TV fans in stitches last winter on the DeSoto-Plymouth Thursday-nighter is due back October 4.

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

WOW NEWS TOWER T.V.

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

Issued to Increase Enjoyment of WOW-TV Television Programs

World's Series to WOW-TV

Biggest Show On Earth

"Time change" (September 30) is the signal for the greatest show on earth to start rolling via your TV set—tuned to WOW-TV.

TV fans may look and listen for 100 hours every week, sleep 49 hours and have almost 3 hours a day left over for such minor activities as working, eating and going to school.

The WOW-TV 1951-52 star list includes almost every top name in the entertainment field. There'll also



Skelton

be four or five football games a week, the World's Series, boxing, wrestling, top-quality drama and whodunnits, news, special events and commentary, quiz's, homemakers and a shoppers show, serials, giddy-appers, service features, and movies.

So get yourself an easy chair, get your set in perfect adjustment, stock up the pantry and ice box with snack stuff, beverages and popcorn. You'll see and hear TV fare which is costing sponsors many millions of dollars a week for talent alone!

NBC is "sold out." Dumont has a fine schedule. Local, and filmed shows are the best ever.

Many viewers have asked for full-length movies—so WOW-TV will provide them TWICE A DAY, starting at 12:45 p.m. and at 11 p.m. Eureka!

Get the WOW News Tower schedule, and your daily newspaper and keep them near your set at all times.

Some noteworthy newcomers or returning shows include:

- Sundays: Professional Football
- Bob Hope Show
- Mr. Bobbin
- Goodyear Theater

(Continued on page 8)

Welcome Back! . . .



Steber

Collins

Firestone's Eleanor Steber and Luckies' charming Dorothy Collins are back with many lovely songs to sing.



Terry and Mr. Bobbin

Jack Kelk as General Foods' "Bobbin" and his sweetie-pie Pat Hosley as "Terry" will furnish many Sunday evening laughs for General Foods.



Clancy

Becker

Newcomers include Actress Georgia Clancy on P. and G.'s "Fireside Theater" and Wayne King's Songbird Barbara Becker for Standard Oil, both on Wednesdays.

Nebr. Games By Film

Yep, the World's Series will be on WOW-TV!

So will Sunday Pro football!
So will Saturday NCAA football!
So will Nebraska U. football!
So will the Big 7 Game of the Week!

So will the Rose Bowl game!
So will the Pro World's Series game!

So will Gillette Boxing, Falstaff Wrestling, Ted Husing's football commentary, NBC Football Scoreboard—and a nightly resume of sports by Jack Payne, W O W - T V sports director.

W O W - T V proudly boasts what is perhaps the greatest sports schedule of any television station in America.

In all there will be a minimum of 42 televised football games. (See schedules pages 6 and 7.) No other TV station anywhere has yet announced such a schedule of football.

You can thank Gillette's "sharpest blades ever honed" for a good deal of your sports entertainment this fall.

Gillette will bring you the World's Series (for the next four years in a row!), and the Rose Bowl game (for three years straight), plus its Friday night Boxing Shows from Madison Square Garden. (And if that service doesn't induce every sports fan to buy Blue Blades—then some fans are pretty ungrateful!)

Thanks, also, Westinghouse dealers for the NCAA games. Phillips 66 for the Big Seven Game of the Week series. And thank Falstaff, for wrestling, too, while you're at it.

The Sunday afternoon Pro Games will feature the Chicago Bears' entire schedule, and will be top notch entertainment. Football's immortal Red Grange will be one of the men at the microphone.

Despite all the whoopla and fu-

(Continued on page 9)

Series, Football on WOW-TV

Morning Star ...



Before lunch every Monday through Friday, WOW-TV ladies will enjoy Cincinnati's Ruth Lyons and her "50 Club." She's been a big hit in the east. See-Hear her at 11 a.m. on WOW-TV.

-WOW-TV-

Wildroot Show

New and Novel

A fast moving, music and laugh filled show—that's what'll be coming your way each Tuesday and Thursday at 6:15 on WOW-TV when Johnny Carson becomes your "Wildroot Disc Jockey."



Johnny Carson

Johnny will combine silent film, recorded music and his own laugh-provoking antics to bring you a show that is really different. You may be watching a ballerina dancing to the music of a lovely waltz only to have the Anvil Chorus suddenly blare forth and the camera switch to Carson and his own version of the ballet. Make the "Wildroot Disc Jockey" show a pleasant Tuesday and Thursday evening habit on Channel 6.

One Husker Game 'Live'

(Continued from page 5)

ror about the effect of TV on gate receipts (and the stand of Nebraska University in voting against live TV) all Nebraska games will be televised (11 p.m., Wednesdays) by film, and perhaps one or two will be televised on the Phillips 66 schedule Tuesday nights (9 p.m.)

The one lone Nebraska game to be television live and direct will be the Nebraska-Colorado game—which is included in the NCAA Westinghouse schedule.

-WOW-TV-

Some Customer!

A customer entered the famed Lindy's restaurant on Broadway the other day and ordered a pail of water. The customer was James Melton, star of "Ford Festival" seen at 8 p.m. every Thursday evening over WOW-TV and also a collector of antique cars. Melton's 1913 Stanley Steamer boiled over while the tenor was driving it through New York City enroute from his home in Connecticut to his TV studio.

-WOW-TV-

New Film Series

"Strange Adventure" is the title of a new series of outstanding filmed adventure stories which can be seen each Sunday afternoon at 4:45 on WOW-TV.

Filmed especially for television they feature such outstanding dramatic personalities as Jack Mitchum, Albert Dekker, Douglas Dumbrille and others. Max I. Walker Cleaners is the sponsor of this new show which has gained high ratings in other television areas where it has been shown. Some of the first films you'll be seeing include: "Out of the River", "Mardi Gras", and "The Spy."

-WOW-TV-

Roy Rogers on TV

Roy Rogers will soon be seen on WOW-TV. "The King of the Cowboys" will star in a filmed series for Post Cereals. His wife, Dale Evans, will be on Channel 6, too; as will his horse, Trigger. You'll have to wait until December 30 to see Roy, but as his fans will agree it's well worth waiting to see "The King of the Cowboys" in action.

-WOW-TV-

Notre Dame vs. U.S.C.

You'll be seeing the Fighting Irish of Notre Dame meet the University of Southern California in a live telecast December 1 on WOW-TV. Sponsored by Westinghouse this game does not come under the NCAA controlled program which ends on November 24. The game will probably be seen at 3:45 p.m.

New Charmer ...



Eileen Barton's recording of "If I'd a Known Your Were Comin' I'd a Baked a Cake" sold over a million records. She'll make a million more friends on the new G.E. Bill Goodwin Tuesday-Thursday 2:30 p.m. show.

-WOW-TV-

Some Song

Jackie Kelk, star of "Young Mr. Bobbin" (Sundays, 6:30 p.m.) on WOW-TV has just penned a song which Jerry Lewis will add to his goofy repertoire: "I Broke a Mirror, Dear; Next Day I Met You."

-WOW-TV-

Popular Pair ...



You'll see Paul Winchell and his "solid" partner, Jerry Mahoney each Monday night at 7 on "The Speidel Show" on WOW-TV. This popular pair combines comedy with questions to bring you one of televisions most popular half-hours. Make a date to see "The Speidel Show."

RADIO WOW'S OCTOBER DAYTIME SCHEDULE

5:30 A. M.—Five-Thirty Call—Early morning music to help you start the day right..... Daily ex. Sun.	12:00 Noon—Four Bell News Tower—The Midwest's most complete news coverage with all of the latest national, international, farm and market and local news..... Daily ex. Sun. WOW News Tower—A complete 15-minute news coverage..... Sun.
5:55 A. M.—Weather Report—Ralston Purina..... Daily ex. Sun.	12:15 P. M.—Musically Yours..... Sun. Your University Speaks—University of Nebraska..... Sun.
6:00 A. M.—Sunrise News Tower—All the latest happenings in detail... Daily ex. Sun.	12:30 P. M.—WOW Calling—A happy half hour for Nutrena..... Mon. thru Fri. Murphy's Noontime Jamboree..... Sat. Hollywood Open House..... Sun.
6:15 A. M.—Welcome to the West—Slim Everhart..... Daily ex. Sun.	12:45 P. M.—The Music Room—Schmoller & Mueller..... Sun.
6:25 A. M.—Today's Farm Story..... Tues., Thu., Sat.	1:00 P. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup..... Mon. thru Fri. National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers..... Sat.
6:30 A. M.—WOW Farm Service Reporter—Mal Hansen brings latest farm and market news, interviews, agricultural reports and regional news for Pioneer Hybred Seed Corn and Walnut Grove Mineral Products..... Daily ex. Sun. Sunday Serenade—Mood music..... Sun.	1:30 P. M.—Ma Perkins—Oxydol's long-time favorite..... Mon. thru Fri. On the Line with Bob Considine—Mutual of Omaha..... Sun. Football Warm-up—Budget Finance Company..... Sat.
7:00 A. M.—WOW News Tower—Merrill Workhoven..... Daily-ex. Sun. NBC News..... Sun.	1:45 P. M.—Judy and Jane—Folger's Coffee..... Mon. thru Fri. The Girl from Paris..... Sun.
7:05 A. M.—George Crook, organ music..... Sun.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap..... Mon. thru Fri. Football—University of Nebraska..... Sat. Music With the Hormel Girls..... Sun.
7:15 A. M.—Network News—Alex Dreier for Skelly Oil..... Mon. thru Fri. This Farming Business—Lloyd Burlingham for Skelly Oil..... Sat.	2:15 P. M.—Road of Life—Interesting to follow—Oxydol..... Mon. thru Fri.
7:30 A. M.—Breakfast Bandstand..... Mon. thru Sat. Revival Hour—Gospel Broadcasting Association..... Sun.	2:30 P. M.—Pepper Young's Family—You'll like them—P. & G..... Mon. thru Fri. Football—University of Nebraska..... Sat. Lynn Murray Presents..... Sun.
7:45 A. M.—Morning Merry-Go-Round—Lively music..... Sat.	2:45 P. M.—Right to Happiness—Everyone's right—P. & G..... Mon. thru Fri. John Cameron Swayze—News—Belmont Radio..... Sun.
8:00 A. M.—WOW News—Merrill Workhoven..... Mon. thru Sat.	3:00 P. M.—Backstage Wife—Dreft..... Mon. thru Fri. Football—University of Nebraska..... Sat. The Saint..... Sun.
8:15 A. M.—John Carson Show—Johnny's early morning show..... Mon. thru Sat.	3:15 P. M.—Stella Dallas—A moving story—Sterling Products..... Mon. thru Fri.
8:30 A. M.—John Carson Show—A half-hour of music and fun..... Mon. thru Sat. Smilin' Ed McConnell—Brown Shoes..... Sat. Chapel Service—Dr. R. R. Brown..... Sun.	3:30 P. M.—Young Widder Brown—Sterling Products..... Mon. thru Fri. Football—University of Nebraska..... Sat. WOW News Tower—E. T. Smith Olds-Cadillac..... Sun.
9:00 A. M.—Welcome Travelers—Tommy Bartlett with a great show... Mon. thru Fri. Mind Your Manners..... Sat.	3:45 P. M.—The Woman in My House—Manhattan Soap..... Mon. thru Fri. Lost Melodies..... Sun.
9:30 A. M.—Live Like a Millionaire—You'll enjoy hearing the contestants in action—General Mills..... Mon. thru Fri. Mary Lee Taylor for Pet Milk..... Sat. Sunday in the Country—Mal Hansen..... Sun.	4:00 P. M.—Just Plain Bill—Anacin..... Mon. thru Fri. Football—University of Nebraska..... Sat. The Whisperer..... Sun.
10:00 A. M.—Case and Casey—Top recorded music..... Mon. thru Fri. Hollywood Love Story..... Sat. WOW News Tower—All the latest news..... Sun.	4:15 P. M.—Front Page Farrell—Whitehall Pharrnical..... Mon. thru Fri.
10:15 A. M.—U. S. Navy Show—Stirring music..... Sun.	4:30 P. M.—Lorenzo Jones—Presented by Dreft..... Mon. thru Fri. Now Hear This—Navy documentary..... Sun.
10:30 A. M.—Brighter Day (begins Oct. 22)—Procter & Gamble..... Mon. thru Fri. My Secret Story..... Sat. U. N. Is My Beat..... Sun.	4:45 P. M.—Young Dr. Malone—begins October 22..... Mon. thru Fri.
10:45 A. M.—Dial Dave Garroway..... Mon. thru Fri. Carnival of Books..... Sun.	5:00 P. M.—Guiding Light—Sponsored by Duz..... Mon. thru Fri. Opitz Football Scoreboard..... Sat. Martin Kane, Private Eye—American Tobacco Co..... Sun.
11:00 A. M.—Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker..... Mon. thru Sat. Living—1951..... Sun.	5:15 P. M.—Lean Back 'n' Listen..... Mon. thru Sat.
11:30 A. M.—Perry Mason—Detective—Procter & Gamble..... Mon. thru Fri. Polka Parade..... Sat. Eternal Light..... Sun.	5:25 P. M.—Windshield Wiper Song—Anderson Co..... Sat.
11:45 A. M.—Your Melody Time—Late morning melodies..... Mon., Wed., Fri. Eddie Arnold Show—Ralston Purina..... Tues., Thu. Elaine Jabenis Scrapbook..... Sat.	

5,000 Watts

WOW'S OCTOBER NIGHT SCHEDULE

590 Kc.

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 30	THE BIG SHOW Radio's most talked about program. Tallulah Bankhead introduces Radio's Top personalities Music directed by Meredith Willson	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News
5 55		SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford	SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford	SPORTS NEWS Goetz Beer	SPORTS NEWS
6 00	Sponsored by Reynolds Aluminum Chesterfields and American Home Products	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE	THE CISCO KID Butter-nut Bread brings you western adventures	TREASURY SALUTE
6 15		MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?
6 30	Sponsored by Reynolds Aluminum Chesterfields and American Home Products	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	MUSICANA Recorded music for week-end listeners
6 45		ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabacin	ONE MAN'S FAMILY Tabacin	ONE MAN'S FAMILY Tabcin
7 00	PHIL HARRIS- ALICE FAYE SHOW Comedy and Music for RCA Victor	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	CAVALCADE OF AMERICA Famous stars in top plays for duPont	HALLS OF IVY Mr. and Mrs. Ronald Coleman star as "The Halls" Schlitz Beer	FATHER KNOWS BEST Top comedy with Robert Young as Father General Foods	ROY ROGERS SHOW Western thrills for Post Cereals	DIMENSION X Superb tales of science and fiction
7 30	THEATRE GUILD ON THE AIR U. S. Steel presents the theatre's best plays and nation's best actors for a full hour every Sunday night	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	TUMS HOLLYWOOD THEATRE with your favorite film stars	THE GREAT GILDERSLEEVE You'll laugh at "Gildy" and Company—Kraft Foods	MR. KEEN Tracer of lost persons Chesterfield and American Home Products	DEAN MARTIN and JERRY LEWIS 30 hilarious minutes for Chesterfields, A. Home Prod.	DUFFY'S TAVERN Top comedy for Blatz Beer
8 00	EDDIE CANTOR SHOW A great comedy treat for Philip Morris	TELEPHONE HOUR Donald Voorhes with Bell Symphonic Orchestra and guest singers	BOB HOPE SHOW A comedy riot for Chesterfield	GROCHO MARK It's fun for all when Groucho takes over DeSoto-Plymouth	DRAGNET Stories based on cases from L. A. police files Fatima Cigarettes	NIGHTBEAT Frank Lovejoy stars as reporter Randy Stone	MUSICAL MERRY-GO- ROUND with Wayne Howell for RCA Victor
8 30		CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartette	FIBBER McGEE and MOLLY Fun at 79 Wistful Vista for Pet Milk	THE BIG STORY Tales of exciting stories by the newsmen who covered them—Pall Malls	MEREDITH WILLSON'S MUSIC ROOM Top music and Guests for RCA Victor	MAN CALLED X Herbert Marshall is the man of mystery A "Tandem" show	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
9 00	THE \$64 DOLLAR QUESTION with Phil Baker for RCA Victor	BOSTON POPS ORCHESTRA Plays short classics, novelties and new works under the direction of Arthur Fiedler	BIG TOWN Stories of a crusading newspaper editor Lifebuoy Soap	BARRIE CRAIN Confidential investigator with William Gargan	YOUR HIT PARADE with Guy Lombardo for Lucky Strike	AL GOODMAN'S MUSICAL ALBUM	An NBC presentation To be Announced
9 30	DATE WITH DORSEY	PLAYHOUSE ON BROADWAY Philip Morris presents great actors in top dramas	ALBUM TIME Popular recorded tunes of yesterday and today	INSPECTOR THORNE of the homicide bureau	ON THE SPOT Interviews with government officials 9:45—BEST IN BANDS		
9 45	LET'S GO HOLLYWOOD Modart Shampoo		WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News
10 00	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	
10 15	DAVID LAWRENCE American Dairy Assn.	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne
10 30	THE CATHOLIC HOUR in its 21st year as a leading religious program	BEULAH Laughable-Lovable for Drefl	BEULAH Laughable-Lovable for Drefl	BEULAH Laughable-Lovable for Drefl	BEULAH Laughable-Lovable for Drefl	BEULAH Laughable-Lovable for Drefl	HOTEL EDISON Orchestra
10 45	JAZZ NOCTURNE	To be Announced	JAZZ NOCTURNE	To be Announced	JAZZ NOCTURNE	To be Announced	WILD LIFE ROUNDUP For the outdoorsman
11 00	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY
11 05	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy	AUTUMN SERENADE presents music you'll enjoy
11 55	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY

Your Great Comedy Line-up

Enjoy Top Comedy Shows on WOW

It's time to laugh! That's the theme behind the big comedy line-up on NBC and WOW this season.

With the return of "Bob Hope", "Groucho Marx", "Fibber McGee and Molly", "The Halls of Ivy",



Bob Hope and his gang are back at 8 p.m. on Tuesdays for Chesterfields.

"Duffy's Tavern", "The Great Gildersleeve", and "Father Knows Best" the laugh season swings into high gear in WOW-Land.

Add to these the new "Eddie Cantor Show" (see page 1) and the forthcoming "Martin and Lewis Show" (Fridays at 7:30 p.m. beginning October 5), plus WOW's own "Pot Luck" with Johnny Carson and the fun-filled "WOW Calling" each noon.



Ed Gardner in "Duffy's Tavern" every Saturday at 7 for RCA Victor and Anacin.

And don't forget to hear "Beulah" at 10:30 each Monday through Friday for your late evening chuckles.

Remember, there's plenty to laugh about—just keep tuned to WOW's big carnival of comedy programs.

Station Stirrings...

Alas, things won't seem the same around the television studios. Tari Rahn has left us. She's the pretty gal who has taken thousands of WOW-Landers through our \$600,000 TV station of tomorrow.

Vacations are naturally very much a topic of conversation at this time. TV production manager Soren Munkhoff had a fine trip to New York where he took a businessman's holiday and visited the TV centers there. He also visited a N.Y. Justice of the Peace at the specific request of a state speed cop. We're happy to report that Soren turned on his not inconsiderable charm and got off fairly easy.

Lee Villnow and her husband picked Denver and parts west as the locale for their annual fling. Lee's a mainstay in the accounting department.

Jean Segelberg went to New York and did NOT visit the radio and TV centers.

Ray Olsen and Lyle DeMoss have both taken part of their vacations and both spent most of the time fishing. Ray picked his native Wisconsin and Lyle favored the fish in Minnesota. They both engaged in arm-stretching exercises when they returned. However, we have yet to see the pictures to prove their stories.

There's gloom in the promotion department. Promotion Manager Bill Wiseman's girl Friday, Evelyn Jansen, has forsaken us to spend full time in pursuit of a career as a singer. Ev will always know where about 120 of her staunchest fans will be—right here at WOW, Inc.

Fran Finney has been promoted to the position of manager of the record library. Fran's old boss Gene Edward is now a time salesman for WOW. We hope her promotion won't break Fran of that habit of making such good coffee for the reduced staff that is on duty on Saturdays.

News Director Jim McGaffin is now known as "The Veep." Jim was recently elected first vice president of Omaha Post No. 1 of the American Legion—the world's largest, no less! Does that make Jim the world's largest American Legion Veep?

Recent additions to the WOW, Inc., family include Harry Hatcher, news; Shirley Miller, traffic; Pat Fleming, accounting; Virginia Bouckhuyt, promotion; Jack Myers, announcing; Martha Fiegenbaum, record library.

WOW NEWS TOWER

Published Monthly by
RADIO STATION WOW, INC.
 Publication and Editorial Offices: Room 280,
 Insurance Bldg., Omaha, Neb. Subscription
 price is fifty cents a year, payable in advance.



Decide Pigeons vs. Courthouse Issue

A slightly prejudiced survey by Johnny Carson on his early morning "Pot Luck" show (8:15, Monday through Saturday) reveals that listeners want the pigeons to stay on the courthouse.

Johnny took up the pigeons side when they were being made un-



Johnny Carson during the broadcast from the Courthouse roof.

welcome on the newly cleaned courthouse. Not only did he interview an imaginary pigeon in the studio, but he actually did a broadcast from the roof of the courthouse to prove that he was really "up in the air about this question."

A one-day contest for the best letter in favor of either side of the pigeons vs. courthouse question was won by Robert Lepinski of Omaha. His prize—a squab dinner for two, under glass, at the Orleans Room of the Blackstone Hotel, courtesy of Mr. Ed Schimmel.

—WOW—

'WOW Calling' is Four Years Old

On Monday, September 10, "WOW Calling" celebrated its fourth birthday by going on the air with its 1,249th fun-filled broadcast.

Paul Harrington who writes the popular noon-day variety show came up with some interesting figures for "WOW Calling" listeners. Chief item of interest was that more than \$6,000 has been given away to persons who correctly answered their jackpot phone calls.

Paul also confused at least one listener. His script had special guest Ray Clark confusing "WOW Calling" with "Martha's Cupboard." When songstress Madeline Walker was introduced as "Martha" and proceeded to do her usual swell job of singing one listener called up to ask "is that really Martha singing?"

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

EXPIRATION DATE NEAR YOUR NAME BELOW "10/51" MEANS THIS IS YOUR LAST ISSUE

STRAIN MRS A C
 1119 NO 45TH ST

OMAHA 3 NEBR

8-52

RETURN POSTAGE GUARANTEED

TO: Radio Station WOW

Omaha 2, Nebr.