

# WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 13, No. 9

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Published Monthly

## Huge Video Exhibit For Omaha

### WOW's Vice President New Secretary of Navy

Members of the WOW staff can now state with justifiable pride that the Secretary of the United States Navy is their friend and boss.

The Hon. Francis P. Matthews, who took the oath of office in Washington May 25 is the vice president and a director of Radio Station WOW, Inc., and is known personally by all members of the WOW family.

The appointment by President Truman of Mr. Matthews was made public May 13. His confirmation by the United States Senate followed quickly. He was sworn in in the Pentagon building in Washington on May 25.

The appointment was one of the highest honors ever conferred on a native Nebraskan.

Mr. Matthews is a charter member of Radio Station WOW, Inc., and has been active in its management since that time, October, 1943. He has served as WOW's legal counsel. He has been particularly interested and active in the pioneering and training stages of WOW's television activities.

Additionally Mr. Matthews has for many years been a top leader in civic, business, political, fraternal, and religious activities.

The Secretary returned for the Creighton commencement during which he awarded a WOW television scholarship to student Tom Smith.

-wow-

### SAFETY CAMPAIGN

Ray Clark has opened a new safety campaign on his "Direct Report" program for Standard Oil Company of Indiana. At the close of each broadcast (Monday, Wednesday and Friday at 6:30 p.m.), Ray mentions a specific spot in Omaha where a large number of accidents have occurred. He warns listeners to be careful as they approach this spot. The information about these especially dangerous locations is furnished by the Omaha Traffic division of the Police Department.

### Martha Bohlsen WOW Home Service Director

Miss Martha Bohlsen is the new Home Service Director for WOW and WOW-TV it was announced here today by Program Manager Lyle De-



Martha Bohlsen and Lyle DeMoss

Moss. Miss Bohlsen will start her new duties as a full-time member of the WOW staff July 1.

She is well known to all homemakers in the Omaha radio listening area as she has been originating all Home Service programs for the Omaha Public Power District for 11 years. She has been heard on all Omaha stations originating from 8 to 12 broadcasts each week.

In her new duties at WOW and WOW-TV she will interview outstanding women visitors to Omaha and arrange for them to be televised, as well as present cooking and home-making programs.

Miss Bohlsen's popularity with the women of this territory has grown since her very first program 11 years ago. She is a tireless researcher and is fully conscious of the fine arts in cookery. Her great success is due to her ability to put cookery at the level

(Continued on page 3)

### Demonstration to Start on June 13

Real television will be shown on ten to a dozen different brands of modern television receivers all in the same room at a free Television Preview Show, starting June 13, under sponsorship of the Nebraska-Iowa Electrical Council, in conjunction with WOW-TV.

The Television Preview Show will be conducted in the Greyhound (air conditioned) Bus Depot (second floor) at 18th and Farnam Streets.

Five separate half-hour television shows will be held daily, at 12 noon, 2 p.m., 3:30 p.m., 7:30 p.m. and 8:30 p.m.

Admission will be free with tickets which may be procured from any radio dealer or from Radio Station WOW, Room 280 Insurance Bldg., Omaha (no tickets will be given out by mail).

The Television Preview Show will be opened on Sunday, June 12 with a special show for distributors at 1:30 p.m. Later the same day shows will be held at 3 p.m., 4 p.m. and 5 p.m. for television dealers only.

The Television Preview plan will give prospective set-buyers a chance to see real television programming, on many different types of sets on just one visit to the show.

The programming will be specially produced film material, designed for this particular demonstration. Additionally, filmed programs of sports events, football, relays, etc., will be shown so that the prospective set-buyer will see some of the types of programs he may expect to receive on his set when WOW starts regular television service on September 1.

-wow-

### NAME GILLIN

WOW president, John J. Gillin, Jr., has been made chairman of the National Association of Broadcasters Sales Management Executive Committee it was announced here recently.

As chairman of the SMFC, Gillin automatically became a member of NAB's new Broadcast Advertising Bureau.

## ! RADIO WOW PLANS NEW FARMERS' TRIP!

See Story on Page 3

## THE WOW NEWS TOWER

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## As We See It...

by BILL WISEMAN

### Happy Birthday . . .

Come June 19, WOW's Farm Service Department, under the direction of Mal Hansen will be three years old.

In the entire gamut of WOW's activities no department has given greater public service.

Hansen enters his fourth year with another great farm service project, the WOW Farmers' West Coast Trip, upcoming. Like the highly successful WOW Farmers' Trip to Europe last fall, this will be one of the most interesting activities in WOW's history. It will serve a very worthwhile purpose.

WOW-Land farmers who can take the tour will increase their knowledge of their business in a very practical manner, and at the same time get needed relaxation.

Mal has done a wonderful job. In those three years he traveled 90,167 miles on farm broadcast projects and personal appearances.

He has made 3,221 regular "Farm Service Reporter" broadcasts, nearly half of which have been "in the field"—that is, away from the WOW studios!

—WOW—

### See Television! . . .

Elsewhere in this News Tower you'll find details of the Electric Council's big Television Preview, starting June 13, in the Greyhound Bus Depot, 17th and Farnam Streets. This preview offers you a wonderful opportunity to pick out your television set, so you'll have it and be ready come September 1—"TV Day." You'll see at least 30 modern receivers at the preview—all showing fine tele programs. Admission is free.

By all means go to the Tele Preview. You'll find it to be very interesting.

—WOW—

### Best Yet to Come! . . .

Last year's retail sales in WOW counties (just announced by Sales Management, almost reached the staggering total of three BILLION dollars.

Best economists say this year's total will be only slightly lower. What's more, they estimate that three-fifths of this year's retail sales will be made between July 1 and year's end. Thus the best business of the year is YET TO COME!

—WOW—

### Summer Shows! . . .

We're happy to welcome to the air this month a number of fine new summer replacement shows (details throughout this News Tower).

Especially fine will be the NBC Symphony concerts on Sunday nights, right after Henry Morgan, starting June 12. This is the spot where the Theater Guild shows will be heard next fall. United States Steel will provide some mighty high-grade listening with these two new top-quality shows.

## Petries on Summer Tour of European Continent

Dan Petrie, WOW AM and TV staffer, and Mrs. Petrie will sail from Montreal June 3 for six weeks in Europe. Dan is an instructor in radio subjects at the Creighton University. Before leaving the Petries were given a briefing by Mal Hansen and Bill Wiseman, who visited Europe last December on the WOW Farmers' Trip to Europe.

—WOW—

### JOINS CAST

Palmer Thompson has joined the cast of the NBC serial drama "Backstage Wife" in the role of Chief Brody. The program concerns the domestic life of a matinee idol and his wife. Claire Niesen and James Meighan play the leading roles. The program is sponsored by Sterling Products.

—WOW—

## Rev. R. R. Brown...

WOW's Radio Minister

"TODAY" and "now" are important words because they are time quantities. They are too often neglected. Had "today" and "now" exercised more influence over us, many things might have been different in our lives. Character is made up of choices. What I am after "today" and "now" will be determined by moment-by-moment decisions.

CRITICAL students of international history are inclined to believe that some of the confusion we are now reaping is from the seed sown in the conferences held by the big powers. Future generations will also suffer if today our political leaders continue to employ expediencies instead of being guided by principles. It is a great temptation to put a "new patch in an old garment" instead of getting something entirely new. Politically and economically, there is a grave danger of trying to get by our crises by improvised schemes instead of making our decision in the light of our historic traditions which give us the freedom we now have.

SOCIALLY, we will be weakened if the spirit of lawlessness is not checked. We dare not interpret freedom to mean license, nor can we flaunt our defiance in the face of Divine law and expect to escape judgment. When it comes to religion, we give everything precedence over it. We think that probably in our old age we will be able to catch up by paying more attention to our souls and in that way compensate for present day neglect.

BUT THIS is the hour when we need to hear again the words of the inspired writer when he said, "Today if ye will hear his voice, harden not your heart, as in the provocation." "Now is the accepted time." If we are to make our contribution to the security of tomorrow, we must have God in the center of our lives and programs today.

. . .

Remember America's first non-denominational radio church service each Sunday morning, 8:30 to 9:30.

## Aunt Sally...

KNOCK . . . KNOCK!  
MAY I COME IN?

Hi, Neighbors! It's June time, rose-in-bloom time, bridal veils atrailing, wedding bands ashing, and vacation trips are in the dreaming.

BECAUSE it is time for vacations and trips are in the planning, I want to say a word in behalf of your very best friend, your dog. Maybe you haven't thought about proper plans for him. Have you considered his comfort and safety for the time you will be away from home?

IF YOUR good friend poochie is to be cooped up in a wire cage for two weeks, perhaps you won't have as much fun as you anticipate catching all those fish.

IF YOU leave your dog with friends who are not pet owners, they may not be "dog-conscious." Your dog will be watching for you at all the windows and doors. Your friends may leave a door open and out goes your dog and if he is lost or killed, all the vacation fun will vanish when you look for his joyful greeting and it is not there. Be thoughtful of your little friend and pal.

PLAN AHEAD for a safe place for him to stay. Best of all, take him along. The pup would love a vacation, too. He won't care where you go so long as he can be with you.

WE CAN tell you about hotels and motels and inns in which your dog will be welcome. Write to us for more information about "Touring with Towser." Give the route you intend to take and we can tell you where to stop. Why not take your dog along?

Join us on the "Little Dog House" every Saturday morning at 8:15 to learn more about man's best friend—the dog.

Well, 'bye for now!

YOUR AUNT SALLY.

—WOW—

## Guy Lombardo to Take Rexall Summer Spot

The famous orchestra of Guy Lombardo will take over the 6:30 p.m., WOW time spot Sundays on NBC beginning July 3, when Phil Harris and Alice Faye go on vacation. The "Phil Harris-Alice Faye Show" will return to this time period in the fall.

The Lombardo band program will be sponsored by the Rexall Company, sponsors of the "Phil Harris-Alice Faye Show."

—WOW—

### SERIAL RENEWS

The 52-week renewal of the daytime serial program, "Today's Children" (five-a-week, 1:30 p.m., WOW), has been ordered by General Mills, Inc.

The renewal is effective June 1.

—WOW—

### EVERSHARP GIVE-AWAY

Garry Moore is offering an unusual special on his Sunday night "Take It or Leave It" program. The Eversharp-Schick folks offer a Schick razor worth \$1, and 20 blades worth 75c—both for \$1.25.

# Big WOW Trip to West Coast

## Plans Made For Three-Nation Tour

WOW's Farm Service Department is planning another great trip for farmers—this one so that the wives can go along!

Set up like last fall's WOW Farmers' Trip to Europe, this tour will permit inspection and study of farm projects and activities along the west coast of the United States. It will include brief excursions into both Canada and Mexico.

It will be a 16-day tour in a deluxe special train leaving Omaha about September 15.

Mal Hansen, WOW's Farm Service Director, will lead the group. Lawrence Youngman, of Travel and Transport, Inc., and Bill Wiseman, WOW's Promotion Manager, will aid Hansen in planning the type of tour of special interest to farmers and their wives.

Like the European tour, this trip will be crowded with visits to model farms, cattle ranches, orchards, conservation projects, etc. Additionally, the tour will travel the most scenic sections on the west coast to such points as Victoria, British Columbia, "most English city in America," the Royal Gorge, and Tijuana, Mexico.

The tour will be set up on an "all-expense" basis, with meals, lodging and transportation included for as little as approximately \$435 per person for the entire trip.

Anyone, over 16 years of age, directly interested in agriculture is eligible to enroll for the trip.

The number who can go will be limited, and reservations will be accepted on a "first-come first-served" basis. Complete tentative details of the tour may be procured by wire, letter or telephone from Mal Hansen, Farm Service Department, or Bill Wiseman, Radio Station WOW, Insurance Bldg., Omaha 2, Neb.

—WOW—

### 'SOUTH PACIFIC'

Variety reports that A. T. and T. laid out \$7,000 to get Mary Martin and Ezio Pinza for their single recent broadcast on the Telephone Hour. They are the top stars in "South Pacific," current Broadway musical hit.

—WOW—

### MARTHA BOHLSSEN

(Continued from page 1)

of the homemaker. She never guesses. All ideas are tried and proven before she passes them on to her audience.

Television is not exactly new to Miss Bohlsen as she has participated in a number of WOW television demonstrations. Miss Bohlsen and WOW-TV will bring a whole new world of homemaking suggestions into the homes of television set owners in this area.

By becoming a full-time member of the WOW staff her service will be increasingly important to standard radio listeners also.

For Kraft . . .



Dorothy Kirsten and Nelson Eddy

—WOW—

### Bill Lawrence Will Sing as Perry Como Vacations

The youthful singing star, Bill Lawrence, recently voted "most promising newcomer" in "Radio Mirror's" nationwide poll, has been selected to pinch-hit for Perry Como on the Chesterfield "Supper Club" radio show during Perry's summer vacation.

Perry Como will return in the fall to complete Chesterfield's ABC line-up of radio and television entertainment.

—WOW—

### NBC SHOW CITED

Musical Courier Magazine has cited the "RCA Victor Show" (NBC, Sundays, 4 p.m., WOW), for "consistently maintaining a high level of music in radio," in the current issue of the magazine. Robert Merrill, baritone, and Arthur Fiedler, conductor, were singled out for additional praise.

—WOW—

### Machinists and 'T. or C.' Bring Joy to Blind Girl

There is a very happy Omaha blind girl in California this month. She is Miss Norma Sharrett and she is happy because through the cooperation of Ralph Edwards and Omaha Lodge No. 31, International Association of Machinists, she is receiving training with an International Guiding Eye Dog of her very own.

Miss Sharrett was flown to Hollywood by Ralph Edwards for his "Truth or Consequences" program during which she was given the Guide Dog by the Omaha Machinists No. 31.

The young lady, a native of Nebraska City, experienced her first airplane flight and met her favorite movie star, John Wayne. She will stay in California for training for four weeks. She is a student at the Nebraska School for the blind.

## Summer Replacements Show in WOW Schedule

Judging from advanced schedules of hot weather radio programs, WOW listeners are due for some sparkling new entertainment.

The U. S. Steel sponsored "Theatre Guild of the Air" will switch from ABC to NBC in the fall and this summer U. S. Steel will sponsor the "NBC Symphony." The "Symphony" is scheduled on WOW from 7:30 to 8 p.m. on Sunday starting early in June.

Henry Morgan will go off the air for a spell before replacing "Duffy's Tavern" for Bristol Myers on Wednesday at 8 p.m. Another Sunday replacement will be "Guy Lombardo" who takes over the Phil Harris-Alice Faye show, 6:30 p.m.

George O'Hanlon will present a new show in replacing the "Alan Young" program and entitled "Behind the Eight Ball" at 7:30 Thursday evening for sponsor Lewis and Howe.

"Fibber McGee and Molly," 8:30 p.m., Tuesdays, is to be replaced by "King for a Night," featuring the King's Men for Johnson Wax, and another Tuesday favorite, "People Are Funny" under sponsorship of Raleigh Cigarettes will be replaced by a new show "Life in Your Hands."

"Archie Andrews" will move to the Wednesday, 7:30 p.m. spot for Kraft while the "Great Gildersleeve" takes his vacation. The other Kraft show, "Kraft Music Hall," WOW, Thursdays at 8 p.m., will feature Dorothy Kirsten and Nelson Eddy.

When Maxwell House Coffee's "Burns and Allen" take their vacation "Father Knows Best" will be broadcast in their Thursday 7:30 p.m. time.

This is only a partial list of the summer replacements. Others will be announced in the July issue of the WOW News Tower.

—WOW—

### McNeill Makes Bracelet Offer on 'Breakfast Club'

Don McNeill ("Breakfast Club," WOW Monday through Friday at 8 a.m. for General Mills) is offering a stunning charm bracelet to his listeners in recognition of his 16 years on the air.

The bracelet has five distinctive charms—all personal "good luck favorites" of the Breakfast Club cast.

The stunning piece of jewelry can be had for 50 cents and one KIX box-top.

Send with name and address to: Breakfast Club—Don McNeill, Box 350, Minneapolis, Minn.

—WOW—

### CAST ADDITIONS

Three cast additions have been announced for "Front Page Farrell," serial drama of a reporter's adventures (Mondays through Fridays, 4:45 p.m., WOW). The new players are Maurice Tarplin as Guy Morrow, Lamont Johnson as Neil Emmet, and Joshua Shelly as Charlie. "Front Page Farrell" is sponsored by Whitehall Pharmaceutical Company.



One of the many personalities on Ray Clark's "Direct Report" was Francis Cardinal Spellman. Cardinal Spellman was in Omaha recently to dedicate the new development at Boys Town.



Above are Ralph Edwards, Movie Star John Wayne, Norma Sharrett and Joseph W. Jones, Sr., president of International Guiding Eyes, Inc. Miss Sharrett was given Guide dog. (See story, page 3.)



Much of the sports activity for the next month will be centered around Ak-Sar-Ben Track pictured above. Jockeys will compete for the Falstaff Trophy which will be given July 4 to the top rider of the meet. Tip Saggau originates the 5:55 p.m. sports for Falstaff from the track Tuesday through Friday and a special half-hour show by the same sponsor Saturday afternoon at 4.



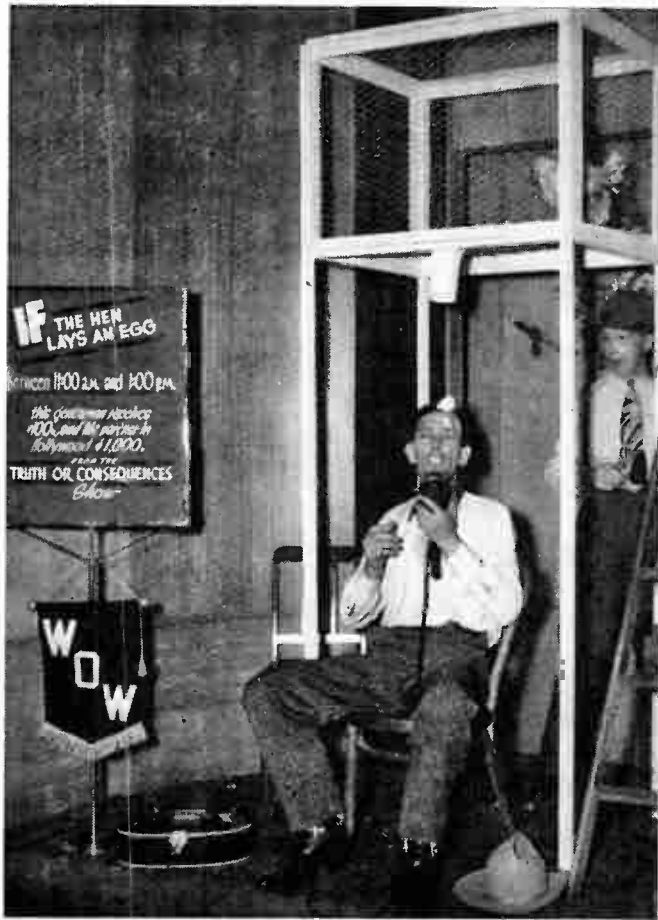
Guy Lombardo will be the summer replacement program for Phil Harris-Alice Faye under sponsorship of Rexall Drug (WOW Sunday, 6:30 p.m.)



Margot Powers, Hollywood NBC singer, demonstrates that fortunate Californians are enjoying the luxuries of the warm-weather season.



Claire Niesen portrays Mary Noble, wife of matinee idol Larry Noble on the Sterling products serial-drama, "Backstage Wife," WOW, 3 p.m., five-a-week.



WOW's Slim Eberhart helped Joe Greb win a thousand dollars and won himself and nine other contestants \$100 each by getting an egg laid on his head within a two hour period. The above picture was snapped just as Slim got the egg from a prize hen furnished by Ray Softly, Omaha chicken rancher. The stunt was pulled off in the window of Nebraska Clothing Company.



The boys help mother prepare a special Father's Day dish for dad. Walter O'Keefe, emcee of Campbell's "Double or Nothing" quiz show. Walter samples the tasty spoonful offered by his wife, Roberta, and signals "all's well." The lads are Anthony, 11, and Michael, 14 (right). "Double or Nothing" is heard on WOW, Monday through Friday at 1 p.m.



Jean Gillespie has joined the cast of the NBC "Aldrich Family." She portrays Kathleen, girl-friend of busy, bumbling Henry himself. The Aldrich Family under General Foods sponsorship is heard on WOW Thursdays at 7 p.m.



Arturo Toscanini is on summer vacation but the NBC Symphony which he has made famous is on the air over WOW for U. S. Steel every Sunday evening at 7:30. Guest conductors will lead the Symphony while Toscanini takes a rest.



Here's a girl who apparently can't make up her mind—in any language. It's Joannell James, feminine vocalist on Falstaff's "Music From the Heart of America," broadcast. The program is heard on WOW every Monday night at 9:30.

# Speeches 'Main Go' For Hansen

## Mal Addresses Nebraska 4-H-ers

Mal Hansen and the Farm Service Department will lead off the June itinerary with a big 4-H Club meeting in Lincoln.

Mal will address 300 boys and girls, the cream of Nebraska 4-H'ers, June 1 on the subject, "Youth in Europe." Among the 300 will be the 16 WOW Soil Conservation winners. The same evening Hansen will speak before the Omaha City Farmers Club.

On June 3 Mal will speak in David City, Neb., and will attend the Farmer-Businessmen's dinner in Mapleton, Ia. on June 6. June 8 he will be a speaker at the Bankers Meeting in Malvern, Ia.

The Midwest Farm Conference is to be held in Des Moines, Ia., June 12 and 13. Secretary of Agriculture Brannan is one of the top guests at the convention. Mal will originate several shows from the series of meetings.

As chairman of the Omaha Junior Chamber of Commerce publicity committee, Mal will be busy with the public relations centering around the June Dairy Month activity in Omaha June 4. He will have special broadcasts built around the event.

Nebraska 4-H boys winning WOW Soil Conservation Awards were feted by the station on May 30. A luncheon for the 16 young men who will attend the State 4-H Club Camp with all expenses paid by WOW, was given in Lincoln and presided over by Mal Hansen, WOW Farm Director.

-WOW-

### JOINS WOW STAFF

John Carson, ex-GI and graduate of the University of Nebraska, has joined the WOW staff as announcer and disc jockey.

Mr. Carson is a man of many talents. He is a magician of great skill and has a ventriloquist as a partner in the form of a dummy called Eddie DeLaney. John is a superb imitator and has a dozen different voices.

He takes up his duties at WOW on June 6 and will be seen and heard on WOW radio and television.

-WOW-

### New Comedy Program for 'Alan Young Show'

A new situation comedy program, the "George O'Hanlon Show," will be presented on NBC beginning Tuesday, July 12 (7:30 p.m., WOW), while the cast of NBC's "Alan Young Show" is on vacation.

O'Hanlon, star of the recent film shorts, "Behind the Eight Ball," will be supported on his radio show by a permanent cast including Lurene Tuttle, Sheldon Leonard and Willard Waterman. The "George O'Hanlon Show," from Hollywood, will be sponsored by the Lewis-Howe Company. The "Alan Young Show" will return to NBC Tuesday, October 4.

### Bill Harrington Replaces Sinatra on 'Hit Parade'

The American Tobacco Company announced recently that a newcomer, Bill Harrington, will replace Frank Sinatra on Lucky Strike Cigarettes' "Your Hit Parade" Saturday, June 4, over NBC (8 p.m., WOW). On that date, the program will move from Hollywood to NBC's New York studios and will feature Harrington, Eileen Wilson, current "Hit Parade" vocalist, Mark Warnow's orchestra and a new mixed-voice singing group, the Hit Paraders.

Harrington has had considerable experience. He sings, composes and plays piano and trombone.

### Replacement . . .



Bill Harrington, 26-year-old baritone from Indianapolis, moves into the spotlight as star of the Lucky Strike "Your Hit Parade" beginning Saturday, June 4.

-WOW-

### COOKER GIVE-AWAY

WOW listeners have an opportunity to receive a Regal five-in-one aluminum cooker for \$1 and a Shina Dish boxtop effective June 1. This new premium includes five separate utensils in one piece. The only similar thing on the market is a stainless steel cooker selling at \$8.75.

A Shina Dish boxtop, your name and address, and \$1 should be sent to Radio WOW, Omaha.

-WOW-

### THEATER QUIZ

A St. Louis woman and her husband are trying to interest the movies in "quiz movies" in which theater patrons would share in huge jackpots like listeners do on radio quizzes.

-WOW-

### FINECY PLAYS FAUST

By popular request WOW Tenor Lee Finecy appeared in the Nebraska Wesleyan University presentation of the opera "Faust" late in May. Lee, cast in the role of the aged philosopher, did an outstanding job in his role.

## Mal Hansen...

WOW Farm Service Reporter

The farmers' political pot is boiling in Washington . . . and we do mean boiling. From what we have seen and heard, it might boil over. We only hope that the farm population doesn't need Ungentine when it's all over.

40

Senators, Representatives, administration leaders, and farm organizations are as far apart as the poles when it comes to farm legislation. In fact, they are so far apart that we don't see any hope of a new farm bill during the current congressional session.

40

If I were operating a farm today, I would go ahead with the idea that there will be 90 per cent of parity support prices for major commodities for another year. But at the same time I would figure that very soon my operations would be subject to allotment controls.

40

The above statements may have to be changed before this goes to press . . . for it's difficult to outguess the politicians. But when the American Farm Bureau Federation wants the Aiken law, the Farmers' Union wants the Brannan proposals and the Grange comes up with its own suggestions . . . you know things are scrambled.

40

With the house of agriculture divided in this manner there is always the danger the farmer will come up with nothing. That's why we suggest that all farmers, whether they be large or small operators keep a finger on the pulse of Washington. The stakes are high.

-WOW-

### NBC Voted High Praise in 'Musical America' Poll

For the third successive year, the National Broadcasting Company has been voted the "network most faithful to the cause of serious music" in the annual poll of "Musical America" magazine. Many other awards by NBC artists and programs were won in this sixth annual national poll of 700 music editors and critics, conducted by Miss Quaintance Eaton, associate editor of the magazine.

Other first place awards went to Arturo Toscanini as symphony conductor, for the sixth successive year; Arthur Fiedler, as program conductor of the RCA Victor Show; the "Telephone Hour," as program with featured soloists; Toscanini's "Aida," as outstanding musical presentation of the year, and the NBC String quartet and First Piano Quartet tied for first place in instrumental ensembles.

NBC has won the network award every year since that category was first added to the poll three years ago.

WOW NEWS TOWER

# Ak Meet June Sports Hi-Light

## Tip Saggau...

WOW Sports Editor

MANY a Mid-Westerner fell flat on his face when the wayward western welterweight, Vince Foster, was knocked bowlegged in two minutes and 26 seconds of the first round in his fight with Charlie Fusari, a New Jersey milkman, in Madison Square Garden last month.

I DON'T profess to be any great shakes when it comes to predicting the outcome as far as Foster's future is concerned. My experience along cauliflower row makes for this busted snoz of mine and, besides, I flunked appreciation of music my fourth year of college. However, I was a whiz at recess, so feel well-qualified to sound off about last month's fight and Foster's future possibilities.

IT WAS as plain as a chambermaid's uniform that Vince Foster did not belong in the same ring with Fusari last May 13. I am not saying that Vince wasn't as hard a puncher, but I definitely agree the boy was rushed along too fast. He lacks the experience and perhaps the conditioning for such a go.

FOSTER should profit no end from the experience in that fight with Fusari. When he was knocked down for the first time and stayed only for the count of two, he made one of the biggest mistakes of his young career. Had he taken a nine count, the lad might have weathered the round and gone on to win. Many a sport writer, including yours truly, thought Foster would win. Perhaps we in the Middle-West were looking through too many pairs of rose-colored glasses. If Foster is ever to become a credit to the boxing game, he'll pick himself up, live a good life and read his Bible at night for his own benefit, not for the benefit of everybody in the fight game.

-wow-

## BICYCLE SAFETY

A total of nearly 1,200 bicycles owned by North Platte school students have been processed with scotch light reflecting tape in the bicycle safety program which is being jointly conducted in North Platte by the Junior Chamber of Commerce and Radio Station KODY. Scotch light tape was applied to front and rear of the bicycles for greater safety in riding at night.

The students were issued memberships in the bicycle safety club, signed by John Alexander, KODY general manager, and Lawrence McEchron, president of the Junior Chamber.

-wow-

## 8 MILLION FOR TV

National Advertisers spent nearly \$8,000,000 in television during the first four months of 1949, the N. C. Rorabaugh Company statisticians reported. NBC's TV networks lead all others with billings of nearly \$2,000,000.

## NBC and Bill Stern Take Bowl Game on AM-TV

The National Broadcasting Company has signed an exclusive three-year contract to broadcast and televise the New Year's Day Cotton Bowl football classic, it was announced today by Bill Stern, director of sports for NBC.

Stern will be in Dallas, Tex., January 1, 1950, to describe the Cotton Bowl game on NBC's radio and television networks. This will mark the first national television coverage of the gridiron feature. Stern, who has been voted outstanding sports reporter on radio and TV by writers and fan magazines throughout the country, will be assisted in the press box by an augmented NBC sports staff.

-wow-

## No Vacation . . .



Edward Pawley

"Big Town," NBC's Tuesday night drama, has been renewed by Lever Brothers Company and will continue at 9 p.m., WOW, during the summer. First aired in 1937, "Big Town" was 12th in the 1948-1949 Hooper ratings.

Edward Pawley continues as Steve Wilson, editor of "The Illustrated Press" and Fran Carlon plays Lorelei Kilbourne, his star reporter.

-wow-

## SHORT VACATION

Alan Young's summer vacation will be brief this year. After only nine days of sun and fun at Coronado, Calif., the NBC comedian will leave, around the middle of June, for a six-week personal appearance tour in the East and Midwest. His first stop will be in Chicago where he will appear at the Palmer House. The "Alan Young Show" is heard over WOW at 7:30 p.m. every Tuesday for Tums.

## Jockeys Hustle For Falstaff Cup

The WOW Sports Calendar for the past 30 days has been a full one. It has also been showing coverage of an outstanding variety of events in the world of sports.

Tip Saggau and his broadcast crew were on hand at the Drake Relays and the Big Seven Track and Field Meet.

They have also been at Ak-Sar-Ben track every day (except Sundays and Mondays) to broadcast the feature race of the day for Falstaff Brewing Corporation (WOW, 5:55 p.m.). Falstaff also originates a half hour from the track every Saturday from 4 to 4:30.

On Thursday, May 26, Tip presented the Bill Stern Athlete of the Year award to Ray Novak of Omaha Tech High School. He acted in behalf of the NBC Sports Director.

## Par Club

The WOW Par Club (WOW Prep Athletic Reporters) have been meeting each Wednesday under Saggau's direction and the youngsters are showing great promise. The club has some fine plans in the mill which will be reported in the News Tower from time to time.

There is no sign of let-up for the sports staff. Racing continues throughout June and many other up-coming sporting events are on the calendar.

-wow-

## WSUI ANNIVERSARY

Station WSUI at the University of Iowa (Iowa City) is celebrating its 30th year on the air this month. It started in 1919 as station 9-YAA, and received its present call letters when a ship was decommissioned and gave up the letters WSUI.

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## 'King for a Night' Subs for 'Fibber and Molly'

The King's Men, featured quartet on NBC's "Fibber McGee and Molly" program for the past 10 years, will take over that show's time spot (Tuesdays, 8:30 p.m., WOW) beginning June 7, while the residents of 79 Wistful Vista are on vacation. "Fibber McGee and Molly" will return to the air September 13.

The group, which will present a new musical program, includes Ken Darby, Bud Linn, Rad Robinson and Jon Dodson. They will have a featured musical guest each week who will be crowned "king for the night." Their first visitor will be screen star Dan Dailey.

The June 7 program will mark the 20th year that the King's Men have been together, and will be the beginning of their first starring spot on a full NBC network program. The program will be sponsored by S. C. Johnson and Son, Inc.

5,000 WATTS

WOW'S JUNE NIGHT SCHEDULE

590 Kc.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5 <sup>30</sup>	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	DEAN MARTIN-JERRY LEWIS SHOW
5 <sup>55</sup>	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	
6 <sup>00</sup>	CHESTERFIELD SUPPER CLUB	CHESTERFIELD SUPPER CLUB	CHESTERFIELD SUPPER CLUB	CHESTERFIELD SUPPER CLUB	CHESTERFIELD SUPPER CLUB	WOW QUARTET	RICHARD DIAMOND
6 <sup>15</sup>	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	ALBUM TIME	
6 <sup>30</sup>	DIRECT REPORT Standard Oil	SKIPPY HOLLYWOOD THEATER Skippy Peanut Butter	DIRECT REPORT Standard Oil	SHOWTIME FROM HOLLYWOOD Hamm's	DIRECT REPORT Standard Oil	PET MILK SHOW	PHIL HARRIS-ALICE FAYE Rexall
6 <sup>45</sup>	FALSTAFF SERENADE		FALSTAFF SERENADE		FALSTAFF SERENADE		
7 <sup>00</sup>	CAVALCADE OF AMERICA—Du Pont	THIS IS YOUR LIFE Philip Morris	BLONDIE Palmolive	ALDRICH FAMILY General Foods	BANDS OF AMERICA Cities Service	HOLLYWOOD PREVIEW American Home Products	FRED ALLEN SHOW Ford Motor Company
7 <sup>30</sup>	VOICE OF FIRESTONE CONCERT	ALAN YOUNG SHOW Tums	ADVENTS OF ARCHIE ANDREWS—Kraft Foods	BURNS and ALLEN General Foods	JIMMY DURANTE R. J. Reynolds	TRUTH OR CONSEQUENCES—Duz	NBC SYMPHONY NBC
8 <sup>00</sup>	TELEPHONE HOUR Bell Telephone	BOB HOPE Swan Soap	DUFFY'S TAVERN Bristol-Myers	KRAFT MUSIC HALL Kraft Foods	EDDIE CANTOR Pabst	HIT PARADE Lucky Strike	NBC THEATER
8 <sup>30</sup>	DR. I. Q. Mars, Inc.	KING'S MEN Johnson's Wax	MR. DIST. ATTORNEY Sal Hepatica, Ipana	SEALTEST VARIETY THEATER	MY GOOD WIFE	JUDY CANOVA SHOW Colgate-Palmolive-Peet Co.	A. ALBUM OF FAMILIAR MUSIC—Bayer Aspirin
9 <sup>00</sup>	CONTENTED HOUR Carnation Milk	BIG TOWN Lifebuoy	BIG STORY Pall Malls	SCREEN GUILD SHOW Camels	DRAGNET	DENNIS DAY Palmolive	TAKE IT OF LEAVE IT Eversharp
9 <sup>30</sup>	MUSIC FROM HEART OF AMERICA—Falstaff	A LIFE IN YOUR HANDS—Raleigh	CURTAIN TIME Mars, Inc.	FRED WARING General Electric	BILL STERN—Colgate	GRAND OLE OPRY Prince Albert	HORACE HEIDT Philip Morris
10 <sup>00</sup>	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER
10 <sup>15</sup>	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SHOWTIME
10 <sup>30</sup>	APPOINTMENT WITH MUSIC	NOCTURNE	HOTEL STATLER ORCHESTRA	NOCTURNE	UNITED NATIONS	NOCTURNE	J. PORTRAITS—Brown DAVE GARROWAY
11 <sup>00</sup>	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS

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

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call..... Daily ex. Sun.	10:00 A. M.—Your Melody Time..... Mon. thru Fri.	1:45 P. M.—Judy and Jane—Folgers Coffee..... Mon. thru Fri.
5:40 A. M.—Slim Eberhart—Carter Products..... Mon., Wed., Fri.	Adventures of Frank Merriwell..... Sat.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap... Mon. thru Fri.
5:55 A. M.—Weather Report..... Daily ex. Sun.	WOW News Tower..... Sun.	Professor Quiz—General Foods..... Sun.
6:00 A. M.—Sunrise News Tower..... Daily ex. Sun.	10:15 A. M.—We Love and Learn—Manhattan Soap... Mon. thru Fri.	2:15 P. M.—Ma Perkins—P. & G. Oxydol..... Mon. thru Fri.
6:15 A. M.—Aunt Sally..... Mon. thru Fri.	Morning Serenade..... Sat.	Art Van Damne..... Sat.
6:30 A. M.—WOW Farm Service Reporter, Markets... Daily ex. Sun.	10:30 A. M.—Jack Berch Show—Prudential Ins. Co... Mon. thru Fri.	2:30 P. M.—Pepper Young's Family—P. & G. Soap... Mon. thru Fri.
Sunday Serenade..... Sun.	Smilin' Ed McConnel—Buster Brown..... Sat.	One Man's Family..... Sun.
6:55 A. M.—Reveille—Fair Store..... Daily ex. Sun.	From the Masters Pen..... Sun.	2:45 P. M.—Right to Happiness—P. & G. Soap... Mon. thru Fri.
7:00 A. M.—Alex Dreier—Skelly News..... Daily ex. Sun.	10:45 A. M.—Lora Lawton—Babo..... Mon. thru Fri.	3:00 P. M.—Backstage Wife—Sterling Products..... Mon. thru Fri.
Revival Hour—Gospel Br'dcast'g Assn., Weather... Sun.	Solitaire Time—Campana..... Sun.	Your Health Today..... Sat.
7:15 A. M.—Breakfast Bandstand..... Daily ex. Sun.	11:00 A. M.—Light of the World—General Mills..... Mon. thru Fri.	Quiz Kids—Miles Laboratories..... Sun.
7:30 A. M.—WOW News Tower..... Daily ex. Sun.	Homemakers Club—Omaha Public Power..... Sat.	3:15 P. M.—Stella Dallas—Sterling Products..... Mon. thru Fri.
7:45 A. M.—Morning Merry-Go-Round..... Mon. thru Fri.	Living—1949..... Sun.	Edward Tomlinson..... Sat.
8:00 A. M.—Breakfast Club—General Mills..... Mon., thru Fri.	11:15 A. M.—Perry Mason—P. & G. Tide..... Mon. thru Fri.	3:30 P. M.—Lorenzo Jones—Sterling Products..... Mon. thru Fri.
Saturday Scrapbook—Crestwood Shop No. 2..... Sat.	11:30 A. M.—Mid-Morning Moods..... Mon. thru Fri.	Contrasts..... Sat.
World News Roundup..... Sun.	Musical in Three-Quarter Time..... Sat.	Jane Picken's Show..... Sun.
8:15 A. M.—Eight-fifteen Call..... Mon. thru Fri.	Treasury Salute..... Sun.	3:45 P. M.—Young Widder Brown—Sterling Prods... Mon. thru Fri.
Little Doghouse..... Sun.	11:45 A. M.—Big Sister—P. & G. Oxydol..... Mon. thru Fri.	4:00 P. M.—When a Girl Marries—General Foods... Mon. thru Fri.
Story to Order..... Sun.	Adventures in Music—Hospe's..... Sat.	Lassie—Morrell & Co..... Sat.
8:30 A. M.—Eight-fifteen Call..... Mon. thru Fri.	Walter Cronkite Reports..... Sun.	Robert Merrill and Boston Pops—RCA..... Sun.
Pot Luck with Holtz..... Sat.	12:00 Noon—Four-Bell News, Markets..... Daily ex. Sun.	4:15 P. M.—Portia Faces Life—General Foods... Mon. thru Fri.
Chapel Service, Dr. R. R. Brown..... Sun.	WOW News Tower..... Sun.	Constant Invader..... Sat.
8:45 A. M.—Rosemary—P. & G. Ivory..... Mon. thru Fri.	12:15 P. M.—Musically Yours..... Sun.	4:30 P. M.—Just Plain Bill—Anacin..... Mon. thru Fri.
9:00 A. M.—Fred Waring—American Meat, Minnesota Canning..... Mon. thru Fri.	12:30 P. M.—WOW Calling—Merch. Biscuits, Dreff... Daily ex. Sun.	Ak-Sar-Ben Races—Falstaff..... Sat.
9:30 A. M.—Road of Life—P. & G. Duz..... Mon. thru Fri.	Your University Speaks—Uni. of Nebraska... Sun.	Harvest of Stars—International Harvester... Sun.
Mary Lee Taylor—Pet Milk..... Sat.	12:45 P. M.—WOW Calling—Nutrena..... Daily ex. Sun.	4:45 P. M.—Front Page Farrell—Whitehall Pharm... Mon. thru Fri.
Circle Arrow Show—Western Auto Supply..... Sun.	The Music Room—Schmoller & Mueller..... Sun.	5:00 P. M.—Guiding Light—P. & G. Duz..... Mon. thru Fri.
9:45 A. M.—The Brighter Day—P. & G. Soap... Mon. thru Fri.	1:00 P. M.—Double or Nothing—Campbell Soup... Mon. thru Fri.	Public Affairs..... Sat.
	National Farm and Home Hour—Allis Chalmers... Sat.	Catholic Hour..... Sun.
	Guy Lombardo Show—Paramount Radio..... Sun.	5:15 P. M.—Phil Brito..... Mon. thru Fri.
	3:30 P. M.—Today's Children—General Mills... Mon. thru Fri.	U. S. Navy Band..... Sat.
	Open House—Byrne's Jewelry..... Sun.	

EXPIRATION DATE NEAR YOUR NAME BELOW "6/49" MEANS THIS IS YOUR LAST ISSUE

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