

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 14, No. 1

OMAHA, NEBRASKA, OCTOBER 1, 1949

Published Monthly

200 Start Big WOW Farm Tour

Dozen New NBC Hits on Radio Station WOW

At least a dozen new NBC headlines, plus the best of last year's favorites, will make WOW's fall-winter schedule, already underway, sparkle with entertainment value.

The newcomers (see schedule page 8) include:

The Theater Guild dramas.

Sam Spade, detective stories.

"Break the Bank."

"The Railroad Hour."

"Father Knows Best."

"Lightup Time."

The Alan Young show.

New Supper Club (half hour).

"Mr. Fix-It."

Corwin's United Nations series.

Old favorites back include: "Fibber McGee and Molly;" Phil Harris and Alice Faye, Pet Milk show (new time); Cities Service Concert (new time); Quiz Kids (new time); Ralph Edwards "This Is Your Life;" Cavalcade dramas (new time); Professor Quiz; "People Are Funny;" the Opitz Football Scoreboard; Screen Guild Players; Bob Hope; Morton Downey; Jimmy Durante, and many others.

WOW's daytime schedule will include "The Johnny Carson Show," 8:15 a.m. to 9 every weekday; Tommy Bartlett's "Welcome Travelers;" Dorothy Dix at Home, and many others.

-WOW-

NEW TELE SHOWS

Each day brings starting dates of new regular weekly big-time television features, to be carried by WOW-TV. Included are:

Crosley's "Who Said That?" October 17.

"The Philco Playhouse," October 16.

"Big Ten Highlights" (Ford), September 23.

Wrestling Matches (Falstaff) September 23.

"Life of Riley" (Pabst), October 4.

Buick's "Fireball Fun" (Olson and Johnson), October 6.

Chesterfield Supper Club, October 9.

Wayne King (Standard Oil), October 13.

"The Clock," Lever Brothers, October 19.

Milton Berle's great "Texaco Star Theater" and several other big shows have been assigned to WOW-TV, but not yet scheduled.

Set for Farm Tour . . .



Garbed in an AC "campaign hat," carrying an Ak-Sar-Ben steak, a Swanson fryer and a sack of Omaha Grain Exchange corn, Mal Hansen, was all set to lead the WOW Farmers' West Coast Farm Study Tour, when this photo was made.

-WOW-

FOOTBALL NEXT

After a dress rehearsal of football telecasting techniques at the big New York Giants-Los Angeles Rams, Omaha exhibition game (September 14, Municipal Stadium), the WOW-TV football crew was ready to take on all Nebraska home games (first, September 24 against South Dakota).

Husker games will be broadcast and televised on WOW and KODY, and WOW-TV, by courtesy of General Electric radio and television dealers. The home games will be TV-ed over a special micro-wave relay system to WOW-TV viewers.

General Electric officials and dealers heard details of the football sponsorship plans at "Kellioca" the Lake Okoboji (Club) fall G. E. sales conference last week.

Said Dick Dummy, of the WOW-TV sales staff, to the G. E. men, assembled:

"These football broadcasts and telecasts are YOUR party. You're the host for thousands of radio and television families, and they'll be grateful to you for giving them this splendid sports service."

16-Car Special Off to West Sept. 15

The WOW Farmers' West Coast Farm Study 16-car special train left Omaha at high noon (September 15) with 200 aboard, and headed north-west on its 6,000-mile journey.

This began 16 days of serious study of "how the other fellow operates" at farms, ranches and other agricultural points of interest, under the leadership of Mal Hansen, WOW Farm Service Director. Also included in the schedule were a round of receptions, exchanges of goodwill, enjoyment of America's glorious scenic areas of "the golden west."

First stop on the tour was Billings, Mont., where Governor Bonner, Mayor T. T. Lowe and a host of other dignitaries welcomed the group, prior to an all-day visit to a cattle ranch, a turkey farm, a model dairy, the Huntley Experimental Station and the huge new 30 million-dollar Carter oil refinery.

The second day reception was headed by Mayor Arthur Meehan and Miss Glenda Bergan, "Miss Spokane," and included the Grand Coulee Dam and Dry Falls areas.

From there the tour was to take in the Yakima, Seattle, British Columbia and Portal Portland areas before heading south for California, Mexico, Salt Lake City, the Royal Gorge and Denver.

Of the 200 aboard, 93 were women. The tour membership represented 140 farms totalling 89,000 acres in Nebraska, Iowa, South Dakota, Kansas, Missouri, Colorado and Michigan. Sixty-three men aboard had farm experience totalling more than 2600 years.

Tour Leader Hansen was prepared to cover the tour for both WOW and WOW-TV listeners. His tour reports were to be carried on the "Farm Service Reporter" program (6:30 a.m. to 7, weekdays) on WOW, and on his "Grass Roots" television program Mondays through Fridays at 12:05 pm. on WOW-TV.

The farm trippers left Omaha laden with many gifts for their hosts in western cities. Many governors and others were to be made honorary members of Ak-Sar-Ben and inducted into the Nebraska Navy.

-WOW-

'WELCOME TO THE WEST'

"Welcome to the West" is a new Monday through Friday "earlybird" feature on WOW. Hear it at 6:15 a.m. Finest recorded western tunes and Slim Eberhardt will be included.

As We See It...

by **BILL WISEMAN**

Television Strikes Home . . .

Television has arrived at our house (I mean the Wiseman menage, and please pardon all personal references).

It arrived on a Friday night when Mother goes out with the girls, Daughter always has a heavy date, and Son—well, he hasn't missed a Friday night out in 10 years. But nobody went out. Mom, Daughter and Son, brought their friends in. Yours truly had tickets to a baseball game, and I stayed home, too.

Just the novelty of it?—well, mebbe so. But, it's been that way for three weeks. We finish supper now at 4 seconds to 6 so we won't miss "Kukla, Fran and Ollie." Then we sit, eyes glued to the set, until the last program is over. Even our ancient dog, Skippy, parks in front of the screen and stares! The supper dishes get done after 9 p.m.

Frankly, we thought we couldn't afford a television set. We were wrong. We've saved enough the first three weeks to pay 10 per cent of what the set cost! We've just put a coin-bank on the set. Whenever the set is turned on we all put in two bits. Picked up \$25 already! It's that simple!

Daughter and Mom are ardent Martha Bohlsen fans. They've made all sorts of new and delightful dishes—and they're swell. They also save us money. One program on meat taught us how to cook at low temperatures. That program alone will save us the cost of our set in a year and give us better-cooked meals! Mom, who is economical, objected mildly at our outlay for a television set. Now she's so happy she wants to decorate and refurbish the whole downstairs to go with the new receiver! Also, she's building up to a flock of new General Electric kitchen things.

Yep, we're sold on television. It's here to stay. We're impatient when the quality isn't perfect, but we can see it's getting better every day.

The Wisemans have bought nearly every new gadget that's come out since Don Ameche perfected the telephone. None of them ever held our little tribe together so well, none has given us as much pleasure as our new TV set.

—WOW—

A Great Public Service . . .

The WOW Farmers' West Coast Farm Study Tour took off (September 15) for 16 busy days observing farm projects in the "golden west." In all, the farmers were to visit more than 100 farming operations of one kind or another. This is a great WOW public service project.

Every member will come home a better farmer. They'll tell their neighbors how to raise more and better farm products.

Newsroom Boss . . .



Alertness, energy and imagination won a promotion for Harold Baker, former Naval officer, recently made chief of WOW's news department. He succeeds Soren Munkhof, who was elevated to chief of news and special events for WOW-TV.

—WOW—

Rev. R. R. Brown...

by the **REV. R. R. BROWN**
WOW's Radio Minister

"Timing" and "Opportunism" were the themes of our last two articles. The word "planning" has been tossed around a great deal for some years. We have heard a lot about "a planned economy," "a planned social life," "a planned religious program," etc. An intelligent arrangement of personal, family and community life is most highly commendable. Haphazard, slovenly living is not only injurious to the character of those who practice it, but it can have a bad effect upon society. It is true that although we hope to escape calamities and catastrophes, yet it is well to be prepared to meet them. But the kind of "planning" that is dangerous is that which effects individual initiative. If our economic life and destiny becomes the responsibility of government, we will eventually become a nation of dependents and faith and courage will be noticeably absent. The extremes of individualism always have to be avoided and the danger of becoming not only dependent, but regimented by planners, should be avoided.

In the field of social planning there are pitfalls that cannot be by-passed. The trained experts have a tendency to assume responsibility for the mortality of the mass. The result is that morals become a relative, rather than an absolute matter. It is the question then of the attitude of the crowd, rather than personal convictions. Right or wrong becomes a matter of personal opinion, rather than based upon moral law.

Even planning in religion can reduce it to a matter of rules, regulations and duties. There is something about the glorious freedom that is granted the individual by his personal faith in God

Aunt Sally...

Aunt Sally's Programs are now heard on
WOW, Sats. at 8:15 a.m., Suns. at 8 a.m.**KNOCK . . . KNOCK!**
MAY I COME IN?

Hi, Neighbors! My letter this month might be chock full of one subject and you know what that is when October rolls around, my favorite month of all the year, but there is something else to talk about now and that is the change in time. Some of you are happy about it and others not at all pleased but the old saying, "You can't please all of the people all of the time," is always true in radio.

For years many listeners have begged for a later hour of my call in their homes. For these good neighbors there is the 8:15 a.m. spot on Saturdays and 8 a.m. on Sundays. The "Sunday With Sally" program is a full half hour. There's lovely music interspersed with my chatter so in order to hear the music one will have to give me an ear too so who can tell the number of new friends to be added to my treasure chest?

I am deeply distressed in losing the many dear friends who have joined me for so many years at the little breakfast table, especially the men and women of the business world who cannot be with me at any other hour. I enjoyed keeping them company as they prepared for the day's living.

The letters have been grand and I thank you for your many expressions of sincere friendship and it's gratifying to know that I will be missed from the old time and welcomed on the new. Some of our shut-ins who never did get my visit are on hand now and this is a joy to my heart.

Our work continues, and let us hope at a great increase, for there are many dear people on the inside who need sunshine and there are those on the outside who need more unselfish service to make them appreciate their blessings. Please stand by in the same wonderful way that you have for so many years and be sure not to be late when I call next Sunday morning at 8.

Well, 'bye for now!

YOUR AUNT SALLY.

—WOW—

The rollicking laugh with which Arlene Francis opens "My Good Wife" show on NBC is never faked, although Arlene could probably do it if she needed to. But co-star John Conte always tells her a quick joke a minute before the broadcast begins and Arlene laughs merrily as the show goes on the air.

as revealed in Jesus Christ. Planners would try to cut a religious pattern to fit everyone, while the real Christian message and ministry gives me all the right of personal choice and expression.

A planned life is a sensible one, but when self-constituted groups assume the right to plan our lives and living from the cradle to the grave, that is going too far.

WOW chapel service of the World Radio Congregation will be heard every Sunday morning 8:30 to 9:30. On October 9 and 16 special guest speakers and musicians will be heard.

Celebs Spark WOW-TV Debut

WOW-TV Hour Schedule Effective September 6th

Here is WOW-TV's hours of operation schedule (effective September 6):

Mondays thru Fridays

11:00 A. M.—Sign-on, Test Pattern
1:00 P. M.—Sign-off
2:00 P. M.—Sign-on, Test Pattern
4:45 P. M.—Sign-off
5:45 P. M.—Sign-on, Test Pattern
9:00 P. M.—Sign-off

Saturdays

Off the air entirely, except for football telecasts or special events.

Sundays

5:15 P. M.—Sign-on, Test Pattern
9:00 P. M.—Sign-off

Keep tuned to the 5:30 News on Radio WOW, which will carry first announcement of any schedule changes or special program features on WOW-TV.

—WOW—

GIVE-AWAY SUIT

The National Broadcasting Company has filed suit in U. S. District Court for the Southern District of New York to enjoin the Federal Communications Commission from putting into effect the rules which the Commission adopted August 18 concerning "give-away programs," it was announced by Gustav B. Margraf, vice president and general attorney for the network.

—WOW—

The National Broadcasting Company and Irving Brecher, originator and owner of "The Life of Riley," have entered into a long term agreement by which NBC acquires complete rights to the use of the program on radio and television. Brecher will continue to produce the program for NBC on an independent basis.

BEHIND THE SCENES . . .



At WOW-TV control board on "grand opening night." left to right, were Lyle DeMoss, acting general manager; Joe Herold, manager WOW-TV; Engineers Glenn Flynn and Bill Dunbar; Soren Munkhof, TV producer, and Bill O'Halloran, continuity chief. Opener followed many hours of blood, sweat and tears.

Stole the Show . . .



Ralph Edwards, the Duz funnyman stole the show at the WOW-TV grand opening with a special "Truth or Consequences" salute. A "contestant" was Justin Miller, president of the National Association of Broadcasters, and leader of the entire radio and television industry.

—WOW—

Roamin' Newshawk Gets WOW \$1 Bank Account

NBC's celebrated George Thomas Folster, the Far East reporter, was at least one dollar richer when he returned to the States recently, after a long period abroad.

In his mail was a \$1 bank account, established for him by Radio Station WOW, April 2, 1948, on WOW's 25th birthday. It was one of 1500 such accounts set up by WOW to give prominent radio personalities a share in "the richest part of God's great green world" WOW-Land!

NAB's Miller, Edwards on Star List

America's top television and radio leaders took part in the official "launching" of WOW-TV (August 29) and offered their best wishes to Omaha's first television station.

Hundreds who couldn't take part in person sent messages to John J. Gillin, Jr., president and general manager of Radio Station WOW, Inc., and Joe Herold, manager of WOW-TV. Mr. Gillin saw the opening programs on a set at St. Joseph's Hospital where he was recuperating from a cardiac condition brought on by overwork in connection with the new enterprise.

Topping the all-star programming for the evening was a special "Truth or Consequences" salute prepared specially by Ralph Edwards, "the Duz man." On this feature, made by NBC in Hollywood, appeared Justin Miller, president of the National Association of Broadcasters and as such titular chief of the radio-television industry.

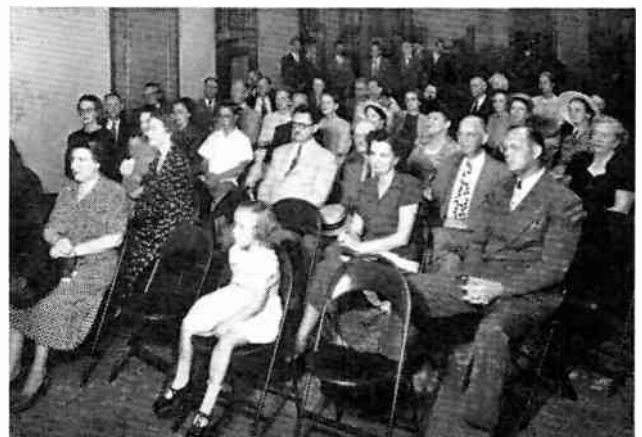
All members of the Nebraska-Iowa congressional delegation and the Hon. Francis P. Matthews, Secretary of the Navy and vice president of WOW, Inc., greeted the station on a special film salute as did the mayors of Omaha, Council Bluffs and a dozen nearby cities.

NBC sent a special salute calling attention to the programs it will present on WOW-TV.

M. M. Meyers, secretary-treasurer of Radio Station WOW, Inc., and Lyle DeMoss, acting general manager, accepted the salutes.

The Woodmen of the World and many Omaha firms offered special salutes, and Production Chief Russ Baker put on a repeat of the powerful drama "A Game of Chess," starring Ray Clark and Eldon Anspach. Most of the first-day shows were filmed and photographed as history-making "firsts."

SAW HISTORY REPEATED . . .



Several who took part when Radio WOW opened 26 years ago attended a Woodmen of the World party opening night of WOW-TV. In the group were the West Sisters, Mrs. Margaret Burns, Hugo Heyn and others who made history and saw a new page on TV written August 29.



HAROLD PEARY
Gildersleeve to you, 7:30 p.m.,
Wednesdays.



JUNE WHITLEY
Mama in Father Knows Best, 7:30
p.m., Thursdays.



SAMMY KAYE
6:45 p.m., Tri-weekly for
Chrysler.



ALICE FAYE
Harris' better-half, Sundays at
6:30 p.m.



TOMMY BARTLETT
Genial Traveler Welcomer, at 9
a.m., weekdays.



ROGER PRYOR
Theater Guild Narrator, Sundays
at 7:30 p.m.



JOEL KUPPERMAN
Quiz Kid (now 13) Sundays
at 2:30 p.m.



MILDRED ANDERSON
Dennis Day's (Saturdays, 8:30
p.m.) girl friend.



JIMMY DURANTE
For Camels, 8:30 p.m., Fridays
(October 7).



PAUL LAVELLE
Conducts, 8:30 p.m., Mondays,
Band of America.



FRANK SINATRA and . . .
Stars of "Lightup Time" at 6 p.m., Mondays through Fridays, for Lucky Strike.



DOROTHY KIRSTEN
Returns September 25, Sundays at 2 p.m.



PROFESSOR QUIZ
Returns September 25, Sundays at 2 p.m.



KAY ARMEN
Pet Milk Songbird, Sundays at 9:30 p.m.



FRED WARING
Glorious Music, Thursdays at 9:30 p.m.



GORDON McRAE
Singing Emcee, Railroad Hour, starts October 3.



MORTON DOWNEY
Resumes for Coca-Cola, 10:30 p.m., October 4.



NANCY EVANS
Wayne King star, on WOW-TV for Standard Oil.



HOWARD DUFF
Does Sam Spade, Sundays at 7 p.m., September 25.



BOB HOPE
Tuesdays at 8 p.m. for Pepsodent!

Pre-Christmas TV Set Rush On

15,000 Sets is Yule Goal For This Area

One month after WOW-TV's "grand opening" (August 29) there were more than 5,000 television sets in the area, and Omaha had become one of the fastest-growing television markets in the nation. There was a scarcity of popular models in most lines.

Set sales averaged better than 500 per week, according to Omaha distributors' reports. Industry leaders guessed there would be 15,000 to 20,000 sets in use by the end of the pre-Christmas rush. Distributors differed as to how many of the sets they have sold for Omaha-Douglas County viewers, but a fair average estimate seemed to be about 75 per cent of the total.

Set sales hit a peak prior to the double Omaha opening, when first WOW-TV and then three days later, KMTV, took to the air with regular service, including programs from all four TV networks.

During the first four weeks the two stations presented nearly 100 different network television shows (mostly by kinescope film), and this number of national headliners was expected to nearly double during October.

Each day brought new national and local advertisers to WOW-TV. First "success stories" as to the all-powerful results from TV selling were being circulated.

Additionally, WOW-TV's coverage of Nebraska Cornhusker home football games (the first September 24) by courtesy of General Electric radio and television dealers, was expected to greatly increase set sales. (The same sponsors will carry all Nebraska games on Radio WOW and KODY, North Platte.)

With programs improving daily, and increasing in numbers, on both sta-

TV on Tour . . .



Mal Hansen, WOW Farm Director, whose "Grass Roots" (12:05 p.m.) is a week-day WOW-TV farm feature, is covering the WOW Farmers' West Coast Trip by TV (September 15 to 30). He is leader of the 6,000-mile farm study expedition, now being enjoyed by 200 farmers.

-wow-

Additions to the cast of NBC's daytime serial, "Backstage Wife" include Humphrey Davis as Henry Decker, James Monks as Ben Douglas and Grace Coppin as Christine Douglas.

tions, the Omaha market became a better TV market within a few months, than many others around much larger cities, where television has been on the air for a year.

Mal Hansen...

WOW Farm Service Reporter

When you get this issue of the News Tower the Ak-Sar-Ben stock show in Omaha will be in full swing, we'll be back from the West Coast Trip, the "frost-on-the-pumpkin" season will be on, and farmers will be worrying about where to put the new corn crop.

40

Storage of corn will be the big headache for farmers this fall. Too much old corn, and plenty of new corn. Government men will have many a sleepless night as the new corn comes in and farmers try to get the government to take the old corn off of their hands.

40

And this isn't the end of our surplus problem. As we go into the fall seeding period the soil is in splendid shape. At least we are on the right foot when it comes to starting the 1950 wheat crop. Every bushel of wheat in storage takes up room that might be used for corn at our terminal storage points.

40

What we are trying to say is that our farm problems are just starting. You can put this person down as having no desire to be the Secretary of Agriculture during the current period of readjustment to a peace-time agriculture.

40

Turning to lighter themes, we are more than ever convinced that television is made especially for the farmer. The clincher comes when you talk with farm people who now have TV sets. Their homes are gathering points for the whole community. Furthermore, they like the educational material we've used on "Grass Roots" over WOW-TV each noon.

FIRST 'SIMULCAST' . . .



"WOW Calling" (12:30 p.m., weekdays) is Omaha's first "simulcast"—on both radio and television. Russ Baker, WOW-TV production chief (shown with Betty Cox, singer), and Ray Olson, conduct this program, with Morton Wells' band.

MARTHA'S KITCHEN . . .



Here's an interesting silhouette of Martha Bohlsen and the first edition of her "Martha's Kitchen" (3:30 p.m., Mondays through Fridays). She welcomes visitors to her gleaming General Electric television studio kitchen, at 3519 Farnam Street.

Economy Right For TV Growth

Tip Saggau...

WOW Sports Editor

Now that the University of Nebraska football is underway, I can't help but comment on the vast improvement in fundamentals the Cornhuskers have shown. That isn't however, the reason for this month's session with you. I would like to write a bit about WOW's televising of the 1949 games.

I'd like to point out one thing to those of you who have viewed the telecasts of the games so far. We of the WOW-TV staff realize that this is new. Not only is it new to you but to us. We are trying in every way possible to bring you television that will look first-class. We also know we will get the job done. However, in any new business, certain bugs are bound to pop up and the only way we can overcome them is by hard work and experience.

Last month when we televised the Little World Series it was our first attempt in actually putting a live athletic contest on the air. I personally believe that our last game was a vast improvement over the first. I feel confident the same will be true in regard to telecasts of Nebraska football.

There are great things in store along the sports line for owners of television sets in the WOW-TV area, sport events that I cannot mention now and ones that I know you will get a big kick out of watching. The only way we can bring athletic telecasts into your home that will be first rate is by experience, and I give you an insurance policy it won't take too long before we iron out the bugs.

I urge you who own television sets to write us or call us concerning any sport telecasts we make. Your constructive criticism will be a great help to us.

Direct network television, via microwave relays and/or coaxial cable will reach Omaha by October of next year, President Russell J. Hopley of the Northwestern Bell Company told a large audience of Omaha business men recently. He said the laying of cable and construction of relay towers across Iowa is proceeding on schedule.

WOW-TV's present NBC program schedule, which will be greatly expanded in the next few weeks, will continue by kinescope film.

-wow-

ALBERT ON NBC

Eddie Albert, star of stage, screen and radio, has signed an exclusive contract with the National Broadcasting Company covering his future radio and television activities. His first appearance will be in a new series of daytime half-hour radio programs, five times a week, beginning early in September.

The talented young performer, currently starred on Broadway in the hit musical, "Miss Liberty," is no stranger to NBC network listeners.

Pigskin Emcees . . .



Tip Saggau for radio—Don Keough for Television. That's the G. E. dealers' Cornhusker football radio-telecast team. Keough, of TV "Coffee Counter" fame, was married (September 10) to Miss Marilyn Mullball of Omaha. The radio and television coverage of all Nebraska home games started September 24.

-wow-

TESTIMONIAL DELUXE!

A telegram:

rec'd 8:35 AM 8/24/49

LYLE DE MOSS
RADIO STATION WOW
OMAHA, NEBR

BUTTERNUT IS TRULY THE SUPREME COFFEE AT THE NORTH 38TH STREET SWANSONS AS WELL AS HERE AT SANDEMAR WHERE THE DELICIOUS AROMA IS ENHANCED WITH THE PINE SCENTED AIR AND VERY OFTEN THE WOOD SMOKE, PARTICULARLY IN CRISP MORNING HOURS. BUT WE HAVE DISCOVERED THE ULTRA ULTRA WHERE BUTTERNUT CLIMBS TO THE HIGHEST PINNACLE OF SUPREMACY. PICTURE YOURSELF ON PINE AND ROCK COVERED ISLAND AND AFTER FISHING DURING MORNING HOURS YOU ARE ABOUT TO PREPARE YOUR SHORE DINNER BEFORE THE OPEN FIRE YOU WATCH THE FISH SIZZLE AND SILENTLY BUT WITH MUCH STRENGTH YOU BEGIN TO REALIZE YOUR DAY IS COMPLETE BECAUSE FROM THE BLACKENED COFFEE POT YOUR BUTTERNUT COFFEE IS BOILING. THIS, LYLE, IS THE SUPREME TEST AND SINCE WE BROUGHT BUTTERNUT TO THIS NORTH IT IS FAST BECOMING THE #1 COFFEE OF THE FISHERMAN, WOODSMAN AND CAMPERS.

OTTO SWANSON
SANDEMAR
ELY, MINNESOTA

This is a copy of the actual Western Union message sent to WOW's Lyle DeMoss by the prominent Omaha clothier, W. Otto Swanson, president of the Nebraska Clothing Company.

Niles Trammell Says 'Scare' is Over

Today's market conditions offer radio and television broadcasters great new opportunities for expansion because radio and television are unmatched in their advantages by any other advertising media, Niles Trammell, president of the National Broadcasting Company, told the network's affiliates at their third annual convention at the Greenbrier Hotel, White Sulphur Springs, W. Va.

Lyle DeMoss, acting manager and M. M. Meyers, secretary-treasurer of Radio Station WOW, Inc. attended the sessions.

The business scare of the early months of the year, false and unnecessary to begin with, is over, Trammell pointed out to the station owners and managers. Business men, he said, are now exhibiting a new spirit of energy and planning as they move ahead to capitalize on the vast new potentials of America's economy.

There never was, Trammell asserted, any real basis for fears of an American business collapse because a look at the plain facts shows that real purchasing power, liquid savings, new customers, employment and personal incomes are at record highs.

"During the past year," Trammell said, "some people were well on the way to convincing themselves that the American economy was about to fall apart at the seams, that a depression was just around the corner, and that black times were ahead for the advertising business.

"However, a look at the plain facts would have demonstrated that there never was any basis for fear that American business was facing collapse.

"1. Real purchasing power is 53 per cent higher than in 1940 and 6 per cent higher than in the first quarter of 1948.

"2. Present liquid savings exceed 200 billion dollars, or three times the 1940 volume.

"3. As a result of population growth, business in the next decade will have 27 million more customers than before the war, with 16 million already added since 1940.

"4. Employment remains at a high level, producing a 215 billion dollar personal income for 1949.

"Today, all indications are that the scare is over and that business men are beginning to seize their opportunities with new energy and planning."

During the period of television's growth, he said, no medium will duplicate in massive coverage, technique and economy the job that radio can do for the advertisers.

-wow-

Bill Stern, NBC's director of sports, now recuperating from an illness, returned to the Colgate "Sports News-reel" microphone Fridays, August 19 (9:30 p.m., WOW).

5,000 WATTS

WOW'S OCTOBER NIGHT SCHEDULE

590 Kc.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5 ³⁰	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	4-BELL NEWS TOWER	HOLLYWOOD CALLING
5 ⁵⁵	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	SPORTS—Falstaff	HOLLYWOOD CALLING
6 ⁰⁰	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	LIGHT UP TIME American Tobacco	ALBUM TIME	HOLLYWOOD CALLING Gruen
6 ¹⁵	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer		
6 ³⁰	DIRECT REPORT Standard Oil	SKIPPY HOLLYWOOD THEATER	DIRECT REPORT Standard Oil	SHOWTIME FROM HOLLYWOOD Hamm's	DIRECT REPORT Standard Oil	DRAGNET	PHIL HARRIS SHOW Rexall
6 ⁴⁵	S. KAYE SHOW ROOM	Skippy Peanut Butter	S. KAYE SHOW ROOM		S. KAYE SHOW ROOM		
7 ⁰⁰	RAILROAD HOUR	CAVALCADE OF AMERICA—Dupont	THIS IS YOUR LIFE Phillip Morris	ALDRICH FAMILY General Foods	MARTIN AND LEWIS SHOW	HOLLYWOOD STAR THEATRE—A. Home Prod.	ADVENTURES OF SAM SPADE—Wildroot
7 ³⁰	VOICE OF FIRESTONE CONCERT	ALAN YOUNG SHOW Lewis and Howe	GREAT GILDERSLEEVE Kraft	FATHER KNOWS BEST General Foods	HENRY MORGAN SHOW	TRUTH OR CONSE- QUENCES—P. & G.	THEATER GUILD U. S. Steel
8 ⁰⁰	TELEPHONE HOUR Bell Telephone	BOB HOPE Swan Soap	BREAK THE BANK Bristol-Myers	SCREEN GUILD PLAYERS—R. J. Reynolds	LIFE OF RILEY Pabst	HIT PARADE Lucky Strike	
8 ³⁰	BAND OF AMERICA Cities Service	FIBBER MCGEE-MOLLY Johnson's Wax	MR. DIST. ATTORNEY Sal Hepatica, Ipana	DUFFY'S TAVERN Blatz	JIMMY DURANTE R. J. Reynolds	DENNIS DAY Colgate	ALBUM OF FAMILIAR MUSIC—Bayer Aspirin
9 ⁰⁰	CONTENTED HOUR Carnation Milk	BIG TOWN Lifebuoy	BIG STORY Pall Malls	MUSICAL VARIETY SHOW—Chesterfield	DR. I. Q. Mars, Inc.	JUDY CANOVA Colgate	TAKE IT OR LEAVE IT Eversharp
9 ³⁰	DAVE GARROWAY SHOW	PEOPLE ARE FUNNY Raleigh	CURTAIN TIME Mars, Inc.	FRED WARING General Electric	BILL STERN—Colgate	GRAND OLE OPRY Prince Albert	VIC DAMONE Pet Milk
9 ⁴⁵					UNITED NATIONS		
10 ⁰⁰	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER
10 ¹⁵	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SAT. SPORTS PARADE	HEADLINES
10 ³⁰	ORCHESTRA	MORTON DOWNEY Coca-Cola	HOTEL STATLER ORCHESTRA	MORTON DOWNEY Coca-Cola	CAVALIER BEACH CLUB ORCHESTRA	MORTON DOWNEY Coca-Cola	AMBASSADOR HOTEL ORCHESTRA
11 ⁰⁰	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS

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

MORNING AND AFTERNOON SCHEDULE

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

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