

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

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Published Monthly

34,000 Omahans Saw Ball!

TV Gets Good Feature Programs Added Daily!

Six new NBC shows, hockey, football and probably collegiate basketball are new or upcoming on WOW-TV (since last News Tower).

As each week goes by, good features are added, and new exclusive special events are presented, such as the recent sensationally successful first telecast of the Ak-Sar-Ben Ball (courtesy Kilpatrick's).

New NBC shows on WOW-TV, include:

Sundays:

- 7 p.m.—Chesterfield Supper Club with Perry Como.
- 8 p.m.—Philco Playhouse.

Tuesdays:

- 7 p.m.—Milton Berle and Texaco Star Theater.
- 8 p.m.—The Life of Riley (Pabst) (starting November 8).

Wednesdays:

- 7:30 p.m.—The Clock (mystery) by Lever Brothers.
- 8 p.m.—“Who Said That?”—news-quiz, Crosley.

Thursdays:

- 9:30 p.m.—Wayne King Show for Standard Oil.

Two other great NBC television shows were in the news, “Kukla, Fran and Ollie” has a new sponsor “Seal-test” two days a week; and, Hopalong Cassidy (5:05 p.m., Sundays, will soon be sponsored by the makers of Butter-Nut Bread.

On the local front the big news is that Ak-Sar-Ben Knights home hockey games will be televised starting November 8 (courtesy Falstaff), and each Saturday night thereafter.

Several new locally-produced shows have made fine programming, “Rosella” (Thursdays at 7) for John Byrne and Company, jewelers; a new Talent Auditions series, 9 p.m., Thursdays, and several others.

Martha Bohlsen's program (3:30 p.m., weekdays except Saturdays), picked up three new sponsors, Butter-nut Coffee, Peter Pan Bread, and the Omaha Public Power District.

Negotiations underway are expected to lead toward a series of intercollegiate basketball game broadcasts, after the football season ends.

—WOW—

A shoe shine for one-half cent is the theme of a new jingle-announcement campaign on WOW for Jet-Oil polish.

Mamma's Best . . .



Meet mamma's helper—Johnny Carson, emcee on his record show (8:15 a.m. to 9, Mondays through Fridays). He did three hours housework and two hours baby-sitting at the home of Mrs. R. E. Voik, a listener, who wrote a nice letter telling why she admired Vaughn Monroe.

—WOW—

GOOD SPORTS

Sportcasters from four (competing!) AM stations helped Tip Saggau, WOW sports editor, launch a new television series on WOW-TV. The guests, appearing on a roundtable which discussed all sports, included Lyle Bremser of KFAB, Bob Steelman of KOIL, Jack Sandler of KOWH and Ed Morgan of KBON. Saggau's new series called “Mostly About Sports,” is a weekly TV quarter hour. His second program featured filmed photos of Omaha's new Ak-Sar-Ben Knights Hockey Club.

—WOW—

DEADLINE

November 11 is the deadline for the Procter and Gamble offer of a stainless steel meat cleaver, for a Spic and Span box top and 60 cents. Details are aired each weekday on “Welcome Travelers” and “The Right to Happiness.”

Six is Average For Home TV Sets

An estimated 34,722 persons in Omaha homes witnessed the Ak-Sar-Ben Ball on WOW-TV (October 21).

The next day, an estimated 23,148 persons in Omaha homes saw the Nebraska-Oklahoma football game on WOW-TV.

These audience figures were indicated by the first WOW-TV viewing check which showed an average audience in private Omaha homes of 5.9 persons per set for the Coronation, and 4 persons per set for the football game.

Additionally, capacity crowds viewed both events in public places (bars, dealer show-rooms, etc.) Per-set average for the Coronation in 21 public places was 71; the per-set average on the football game was 84 in 32 public places.

Ninety per cent of available home sets were tuned to WOW-TV for the Ball and 89 per cent for the game. All public places sets checked were in use for both events and all were tuned to WOW-TV.

The figures above were based on a check of 340 Omaha television homes and 31 Omaha public places, using 5,787 as the Omaha available sets base (estimated 75 per cent of total sets in the WOW-TV area).

It is estimated that the total home set audience for the Ball was slightly more than 42,000; 28,000 for the football game. Additionally, thousands more saw both events in an unknown number of public places.

—WOW—

BRILLIANT GAL

Adorned with \$40,000 worth of diamond jewelry, “Rosella,” gal TV personality being developed by WOW-TV, Omaha, made her debut on the Omaha station (October 20) while an armed guard stood just out of the camera range. The 19-year old vocalist, Rosella Hoden, was a living commercial for her sponsor, the John Byrne, Inc., jewelers, Omaha. She'll air a 10-minute piece weekly and model jewelry as she performs, at 7 p.m., Thursdays, on WOW-TV.

—WOW—

GOOD MANNERS

A new NBC program, “Dorothy Dix at Home,” was presented for the first time on WOW Monday, October 3, from 9:45 to 10 a.m.

The show, which is presented Mondays through Fridays, dramatizes domestic and romantic problems from the famous Dorothy Dix newspaper column. Barbara Winthrop portrays Dorothy Dix on the show.

WOW NEWS TOWER

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As We See It...

by BILL WISEMAN

Variety is the Spice of Radio!

We've just checked over WOW's evening schedule—the 35 hours, five hours per evening, between 6 p.m. and 11 p.m.—just to see what types of entertainment and enlightenment go to make up WOW's 1949-50 Fall-Winter schedule.

Here's the way the 35 hours was divided up:

Music	12 hours
Drama	9½ hours
Comedy	5 hours
Quiz	2½ hours
News, sports and commentary	6 hours

Total

35 hours

We'll leave it to you if that isn't fair balance.

But let's examine the breakdown a little more closely.

In the music category slightly more than 25 per cent (3½ hours) is semi-classical to serious music.

In the drama classification (for the week analyzed, which is typical) 4½ hours, more than half could be classified as "serious drama" (that is, other than crime stories or whodunnits.) There's room for a bit of personal opinion here, because some of the comedy-dramas and crime stories and whodunnits are mighty fine dramatic presentations.

It's hard to classify "comedy shows." Many are actually variety shows, but in most cases the comedy element predominates.

Same is true of quiz shows, most of which are more than just give-away shows ("Truth or Consequences," for instance).

At least the breakdown proves one thing: no one type of programming predominates on WOW's schedule. It offers great variety.

—WOW—

An Orchid for the Farmers! . . .

Wish I could think of something awfully nice to say about the 200 farm men and women who were members of the WOW Farmers' West Coast Farm Study Tour (see photos pages 6 and 7). They were a wonderful bunch of people. They were eager to learn, appreciative of hospitality, and very grateful for the work and effort put in by Mal Hansen, Yours Truly and Lawrence Youngman to make the 6,000-mile jaunt a success. Mal calls these farmers the "salt of the earth." I certainly agree.

—WOW—

Here and There . . .

Johnny Gillin's back, but only an hour or so a day. . . .

Lyle DeMoss's desk pile includes a new gunsight and many invites for hunting trips. . . .

'Baby Snooks' is Back on NBC Network and WOW



FANNY BRICE, famous for her radio characterization of "Baby Snooks," has been signed for a new series of radio programs to be aired over the NBC network and WOW beginning Tuesday, November 8 (7:30 p.m.) Tums will sponsor the series.

—WOW—

Rev. R. R. Brown...

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

One day while eating lunch with a Swedish friend, he told me this amusing incident. Some time previous he was eating his lunch in a restaurant, and when his meal was served, he quietly bowed his head to give thanks to God for his food. A gentleman seated beside him asked with concern if he were ill. "Oh, no. I ain't sick," said my Swedish friend in his intriguing dialect. "I vus tanking my Heavenly Fodder for my food. Even a sliicken," he said, "when he takes a drink, always lifts his head and says, 'Tank You for the vodder.'" Gratitude is a sign of culture and good breeding. It is unfortunate when we assume the attitude that everything we have we deserve. Some time ago a large convention met in an Eastern city. The hotel proprietors were so impressed by the conduct of the delegates that they insisted that the convention bureau secretary invite them to return each year. He added, "These delegates were thankful for services they had a right to expect."

There is also the danger of losing our sense of appreciation because we are surfeited with good things. Here in America we have so much that we become restless and discontented because we can not have more. Often times we fail to recognize the great gift of freedom. We think it is something unrelated to us but to which we have a right. Freedom is the result of and will be preserved by the united action of a people who want to make the state their servant, rather than

Aunt Sally...

KNOCK . . . KNOCK!
MAY I COME IN?

Hi, Neighbors, I'm so glad that you stopped right here at my corner for I wanted to talk to you, especially.

If you have had breakfast with me lately at the new time you know what I have been going around in circles about, what I have been talking about and that is nothing but the Christmas adoption of the shut-ins.

The time for Aunt Sally is now 8:15 on Saturday morning and 8 o'clock on Sunday morning for a half hour.

Everyone is happy that many more shut-ins are able to visit with me now at these later hours, some who had never heard the sound of my voice.

Every hour in radio means a different audience. There are nice people around the radio at every hour and the new neighbors I am meeting through the mail are proving grand friends and have taken hold of the adoption game in a most admirable manner. In fact by the time you are reading this letter I believe every shut-in will have been adopted and the three wishes granted and all will have a wonderful Christmas.

My sincere thanks to all who have cooperated and assisted with the mail and wrapping of packages at the studio.

Through the kindness of our faithful Sunshine Lady 25 shut-ins had their News Tower subscriptions renewed. An orchid to Melida for her constant, loving service to "the feller who needs a friend."

Be sure to get the December and January issues of the News Tower for special news. Well, 'bye for now.

YOUR AUNT SALLY.

—WOW—

Terry Keane, star of "Marriage for Two" got her first stage role at the tender age of eight—and has never had other than a part of top importance since.

—WOW—

Ralph Edwards is the party-givingest man in radio. The other day he gave one for employees of the building where he offices, when he learned one was observing a birthday.

they being its slave. We are not only thankless, but we fail to stand as watchmen safeguarding our American heritage. When we think of the wealth and the unlimited resources we possess, there is a danger of our cultivating a selfish attitude and having our minds set on more. It is lamentable when children are given the impression that they have a right to everything they want.

Thanksgiving should not be one day in the year, but a continual habit when we offer to the Giver of every good and perfect gift our gratitude for all He is and all He has done. We should say, "Bless the Lord, O my soul, and forget not all His benefits." Let us pray, "Lord, make me thankful."

. . . .

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

WOW Folks Win Radio Prizes

Geneva's Gale Walton Pioneers Radio and TV

The Geneva, Neb., Signal reports Gale Walton of that city as a real pioneer in radio and television.

In 1919 Walton brought the first radio to Geneva and skeptics thought he was a bit balmy and that the thing would never work. He couldn't get any help in erecting an antenna. Finally his uncle Marion Walton helped erect it, and in a few days everyone agreed that reception was wonderful.

Very recently the same Gale Walton, 33 years later, installed Geneva's first television receiver. There were no doubting Thomases this time, the newspaper reports, and reception of WOW-TV was fine in Fillmore County.

The Winnahs! . . .



Mrs. Brinley (left) won a living room chair on "Welcome Travelers" and Miss Tapper (right) won a silver service and Gruen watch on "Hollywood Calling" (see story at right).

Local Listener Wins \$425

Almost every week some WOW listener wins a sizeable prize on a radio quiz program. Sometimes there are three or four winners in a single week.

On a recent check made it was learned that two WOW listeners were called and won nice prizes on "Hollywood Calling," NBC (Gruen) Sunday night (5:30 to 6:30 p.m.); another WOW listener won \$400 on "Dr. I. Q." (Mars, Inc., 9 p.m., Friday); another won a living room chair on "Welcome Travelers" (9 a.m., Mondays through Fridays, Procter and Gamble) and still another lady carried off a \$60 jackpot on "WOW Calling" (12:30 p.m. to 1 p.m., Mondays through Fridays on WOW and WOW-TV, and Saturdays on WOW. There were probably many other winners on WOW shows, which were not reported.



Mrs. Grace Carson

All of which does prove that folks right here in WOW-Land do often knock off substantial awards, even though it may seem that most of the winners are from far away places.

The two Hollywood Calling winners reported were Miss Ruth Tapper of Weeping Water, Neb., and Mrs. Grace Carson of Dunlap, Ia. Each won a Towle silver service for eight and a Gruen wrist watch.

It was Mrs. D. C. Murdoch, 1316 South 33rd Street, Omaha, who collected \$425 in cash for the correct answer on a Dr. I. Q. biographical sketch.

The occasional chair winner on the Welcome Travelers show was Mrs. Marjorie Brinley, 2204 Webster Street, Omaha. She gave "Old Faithful" as the correct answer to a riddle-rhyme question posed by Tommy Bartlett.

Every week a number of fine cash or merchandise awards are made on the simulcast of WOW Calling. A recent \$60 winner who identified Tom Chase and Slim Eberhard as two country boys described in a riddle, was Mrs. Mary Wosmeski, 906 South 38th Street, Omaha.

—wow—

WOW-TV viewers are also in line for prizes and some have already been awarded.

Mrs. J. A. Slobb, 550 North Platte Street, Fremont, was awarded a General Electric toaster for submitting the prize-winning name for Martha Bohlson's crockery mule—a gadget on which she blames all things that go wrong on her program. Mrs. Slobb named it "Eightball."

—wow—

Butternut's annual Christmas toy offer will get underway on WOW November 7. For each listener who sends in a Butternut coffee key strip or jar label the sponsor will put up a cash amount to be used for buying Christmas toys for needy children.

Give a WOW News Tower Magazine Subscription for CHRISTMAS

One One-Year Subscription 50 Cents

Two One Year Subscriptions \$1.00

Five One-Year Subscriptions \$2.00

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

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

Name -----
(Please PRINT plainly)

Street and Number or Rural Route -----

City and State -----

Name -----
(Please PRINT plainly)

Street and Number or Rural Route -----

City and State -----

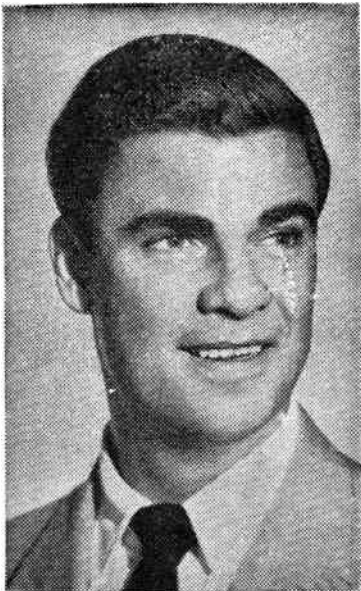
Name -----
(Please PRINT plainly)

Street and Number or Rural Route -----

City and State -----

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

CLIP THIS AND MAIL TO WOW TODAY!



RADIO BANKER—Bert Parks is the emcee of the fast-moving Bristol-Myers quiz show, "Break the Bank," a Wednesday night at 8 feature on NBC and WOW. Jackpots on this feature often run as high as \$5,000.



LAUGH CLOWN—Milton Berle's "Texaco Star Theater," top-rated TV show on the air is a great Tuesday night at 7 feature on WOW-TV. It offers top-notch guest stars, variety and comedy.



IN LOVE—AGAIN! Yep the queen of the hillbilly comedienne, Judy Canova, is in love again—in the script, of course) of her Saturday at 9 very funny Colgate show. It precedes Grand Ole Opry.

Latest News and Gossip About Your Favorite Radio and Television Stars

Bob Hope and Frank Sinatra each wrote a chapter in a new book by Charles Reed Jones, entitled: "How to Have a Career in Motion Pictures, Television or Radio."

—WOW—

Watch out for a new Christmas record by Doris Day called "Here Comes Santa Claus." Press agents call it another "White Christmas." (Oh yeah?)

The first scheduled radio program came from the garage of the Pittsburgh home of Dr. Frank Conrad in September, 1920.

—WOW—

Tom Daily, now a very famous sports announcer and disc-jockey at KWK in St. Louis, visited with his old friends at WOW the other day. He

said a piece on Don Keogh's "Coffee Counter" on WOW-TV, ending: "It wasn't that you won or lost but how you played the game."

—WOW—

Jimmy Durante's favorite pastime as a kid was harmonizing on New York street corners with amateur quartets for the nickels and pennies that passers-by threw their way.



STILL ON TOP—Fifteen years at the same stand for Johnson's waxes, the beloved Fibber McGee and Molly are still on top in American radio. The same spot, of course, is Tuesday nights at 8 on WOW.



19TH SEASON—Margaret Daum and Evelyn McGregor, above, and Jean Dickenson and Donald Dame, below, are Bayer Album of American Music vocalists, now in its 19th season on Sunday nights at 8 on WOW.



TRICKSTERS—Art Linkletter and his trick-performing collie, King, in a moment of relaxation. Art emcees the popular Raleigh show "People Are Funny" at NBC and WOW Tuesday nights at 9.



HALF-HOUR NOW — The ever-lovin' Perry Como with Mitchell Ayers' orchestra and the Fontane Sisters now do a half-hour Chesterfield Supper Club show on Thursdays at 9 on NBC and WOW.



THE GIRL FRIEND — Virginia Gregg in the role of Helen Asher is the gal Dick Powell as Detective Richard Diamond gets goofy about when this popular whodunnit is aired Saturday nights at 6:30.



CLARK GABLE, Walter Pidgeon, Van Johnson, and others will be in "Command Decision" soon with the Camel Screen Guild Players in a top drama spot on WOW Thursday nights at 8.

Ed 'ARCHIE' Gardner Makes Some Startling Changes in the Dictionary

Ed Gardner, "Archie" of "Duffy's Tavern," has been persuaded to list (for the benefit of students of pure grammar) a number of words, their definitions and usage. Here are some samples from the Gardner dictionary:

Ambidextrous—Two-hand dextrous—(righty or lefty).

Benedict—A husband who is a traitor to his country.

Colic—One's associate in business or profession.

Dowager—A rich dame's fat father.

Europa—An expression of amazement, like "Europa—I have found it!"

Graftitude—Gratitude in a political sense.

Honorary—A western expression, as "You honorary critter."

Intellectual—A guy what waits for the right spots to quote what bright guys say.

Jodhoppers—Riding pants.

Knack-knicks—Small whatnots.

Monastery—Pertaining to money, as: "monastery considerations."

Mallard—A high-class English duck that one addresses as "Yes, mallard."

Ontree—A French word meaning "come in."

Punkritude—A woman's female beauty.

Quoits—Round horseshoes.

Regretta—A boat race.

Squall—An Indian wife.

Gardner suggests you fill in your own words for U, V, W, X, Y and Z because he has to quit now for a rehearsal.



HOME AGAIN from European triumphs is Soprano Eleanor Steber for more regular appearances on the Voice of Firestone concert Monday nights at 7:30 on WOW. Her co-star, Tenor Christopher Lynch.



"DUFFY AIN'T HERE" — but "Archie" is in the person of Ed Gardner. The very funny "Duffy's Tavern," with Blatz Beer as sponsor, is now heard on WOW Thursday nights at 8:30.



LEADING LADY for many of the popular Mars, Inc., "Curtain Time" dramatic shows is NBC's versatile actress Nanette Sargent. You'll hear her often on Wednesdays at 9:30 p.m., following "The Big Story."

An "Ag College on Wheels" That Was WOW Farm Tour

The recent WOW Farmers' West Coast Farm Study Tour was described as "an agricultural college on Wheels" by Bruce Russell, chairman of the Omaha Chamber of Commerce's Agricultural Committee, in a report to his committee (October 28).

Russell who is an executive of the Farmers' National Company, represented the Chamber on the tour which ended its 6,000 mile jaunt October 1, when its 17-car all-Pullman special train returned to Omaha.

"The tour was one of the greatest farm projects ever staged" Russell declared. "Every person on it learned how the other fellow operates, and much of the information gained will be used to make our own people better farmers. The tour was an agricultural college on wheels."

Russell paid high tribute to WOW for originating and sponsoring the tour, and to Mal Hansen, WOW Farm Director, Bill Wiseman and Percy Zeigler of the WOW staff, and Lawrence Youngman, president of Travel and Transport, Inc., for their planning and direction of the trip.

Meanwhile many of the tour members were making report speeches throughout the middle-west before farm and civic organizations of all kinds. Several trippers prepared detailed articles for their home town and favorite farm publications.

A total of 204 persons participated in the tour, 146 from Nebraska, 43 from Iowa and others from South Dakota, Missouri and Kansas. The tour visited farms, ranches, and farm projects of all types in Montana, Washington, British Columbia, Oregon, California, old Mexico, Utah and Colorado.

Hansen covered the tour for both WOW and WOW-TV, and many of his radiocasts were turned over to the U. S. State Department for use overseas, behind the Iron Curtain, on the Voice of America stations.

Farmer's Thanksgiving

(Broadcast recently on Mal Hansen's Farm Service Reporter program, 6:30 a.m. to 7, weekdays, on WOW.)

I thank Thee, O Lord, for these, Thy gifts which I have received from Thy bounty;

For the fertile fields and the rain and the seed that goes a thousandfold;

For the thought and the power to till from so little of the world's land the greatest supply of the world's food;

For milk, enough to give each American three glasses every day in the year;

For butter, enough to be spread for each of us four slices every day;

For winter strawberries, artichokes, melons and avocados, once the delicacies of kings, now food of free men;

For meat, enough to give two pounds to every one each week;

For plentiful potatoes, to each three times a day every day of the year;

For eggs, enough for every American's breakfast table six times a week;

For turkeys, enough for every American family's Sunday dinner;

For the two-thirds of the farmers who own their own farms.

Give me the strength of unselfishness, O Lord, that I may see these bountiful foods on every table; that I may give to the poor as well as the rich; that I may bring the world again to thoughts of human consideration.

Hasten the day, I beseech Thee, when the men of the world will prostrate themselves at Thy feet and think thoughts of peace.

Hasten the day, O Lord, when all will proclaim Thy doctrine of foods of the earth for all men.

—AUTHOR UNKNOWN.

—WOW—

One of NBC's oldest and most popular serial dramas, "Just Plain Bill," this month is celebrating the start of its 18th year on the air (Mondays through Fridays, 4:30 p.m., WOW).

Mal Hansen...

WOW Farm Service Reporter

Farm folks have a lot to be thankful for again this year. Most prices are far better than expected, on the basis of their thinking right after the war. The weather man has been kind. Crops were good. While the profits aren't exorbitant because of increased costs of operation, most bank accounts didn't suffer too much.

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Here in what we choose to call WOW-Land, the new, and somewhat unknown factor we will worry more about next year is the corn borer, an insect that has moved in from the east, and only this year really made its presence known in great numbers west of the Missouri river. Next spring all farmers in the area will have to make a decision to either fight the pest or live with it. And there are certainly two schools of thought about the problem.

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Here in WOW's farm department we have something to be thankful for. Namely, the wonderful people in the radio audience.

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The clincher came on the Farmers West Coast Trip. We gathered together 200 midwesterners from Michigan to Colorado. Most of them were farmers or from rural areas. But they had many different religions and varying backgrounds. However, they lived and traveled together for two weeks without a bit of difficulty. And they parted strong friends, hoping that someday they all might meet again.

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That's why we say the folks WOW serves are truly, "the salt of the earth." And while there are many reasons for the success of Radio WOW . . . we are convinced that these splendid listeners have really made the station what it is today.

WOW Farmers on Coast Study Tour



Members of the WOW Farmers' West Coast Farm Study Tour posed by its 17-car special train in Stockton, Calif. . .

75 Million Radios in U. S. A.

Tip Saggau...

WOW Sports Editor

Football, basketball, and hockey knocked down top billing in the sports world this month. The football season with the exception of the bowl games closes the end of November. The Hoopsters start hitting the nets the last of the month and hockey season is but a few weeks old.

On this session I would like to talk with you for a bit about the Omaha Knights hockey team for 1949 and 1950. This year Omaha will have, in my opinion, the fastest group of skaters seen on the Omaha Coliseum ice. For the most part the lads who make their living lacing on ice skates are a group of young boys with plenty of fire but not too much experience. I have been told that two fellows in particular, namely defenseman Marcel Pronovost and Francis O'Grady, left wing, are ready right now to play in the big time.

If you remember, last year toward the end of the season, Jack Adams, of the Detroit Red Wing organization, told the people of Omaha, that he is going to do everything in his power to give Omaha a top club for this, the '49-'50 season. If I know Jack Adams, and I think I do, he isn't the type of fellow who goes around giving lip service to anyone. Furthermore, I think we are going to see Omaha with the best hockey club in a long, long time. I talked to Harry Fowler, manager of the Omaha Coliseum Corporation, and Mud Bruneteau, coach of the Knights, and they both are of the opinion that this '49-'50 season is the big one for Omaha hockey fans.

-WOW-

"WOW Calling," 12:30 to 1 week-days on WOW and WOW-TV (except Saturdays) is a great show in the opinion of L. E. Cottrell, 2866 Farnam Street. He writes:

"The noonday program represents Omaha with its face washed and its shoes shined."

Oil Exec Here . . .



Standard Oil's Board Chairman Dr. Robert E. Wilson (left) was on "Direct Report" (6:30 p.m., Mondays, Wednesdays, Fridays) with Ray Clark during his recent visit to Omaha. Right, is John Hay, manager of Standard's Omaha area branch.

-WOW-

Try It, Gals

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

CHEESE BALL

- 1/2 lb. Robert's aged Cheddar cheese
- 1/4 cup mayonnaise
- 5 tbsps light cream
- 1/2 tsp garlic powder
- 1/2 tsp smokey salt
- 1 tsp Worcestershire sauce
- 4 to 5 drops tabasco sauce
- 1 tbsps tarragon vinegar
- 1/2 tsp salad mustard
- 1/2 cup chopped pecans
- 1/4 cup finely chopped parsley

Shred cheese finely. Place in small bowl of G. E. electric mixer and beat on high speed, adding all remaining ingredients. Beat until mixture is of the consistency of a cream cheese. Chill in G. E. refrigerator until firm. Then mold into round ball and roll in finely chopped pecans and chopped parsley. Place in center of large tray or any flat plate and surround with cocktail crackers.

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

One-Tenth Are in WOW Area

American broadcasting observed its 29th birthday (October 30) and this year for the first time included television in its annual observation of "National Radio and Television Week."

Industry statisticians announced that as of November 1 there are 75 million radio sets in use in the country, and that there are already 2,500,000 television sets in use.

The 75 million radio sets keep in tune with 2,000 stations and 88 stations are on the air with television programs, the report said.

Newest local figures indicate that there are 755,000 radio homes in the WOW area, and that something over 6,000 television sets are in use within the WOW-TV service area.

Growth of radio broadcasting has continued year after year since it began.

The experts claim that within 10 years television will be one of the 10 largest industries in the nation.

-WOW-

BEST TEACHER

This year's Quiz Kids' "Best Teacher" contest opens November 6. Again any elementary or high school student may nominate any teacher by writing a letter (any length) on the subject "The Teacher Who Has Helped Me Most," and mailing it to Quiz Kids, Box Y, Chicago 77, Ill'

Details are available on the Quiz Kids' program at 2:30 p.m., Sundays, on WOW.

Two winning teachers will be selected. The "Best Teacher of the Year" will receive \$2,000 in cash. The "Most Promising Teacher" will be awarded \$2,000 to be used for graduate study.

Five hundred and fifty-two prizes will be given to students writing the best letters. The writers of the two best letters each will receive a \$1,000 U. S. Security Bond. The next 50 best letters win \$10 in cash each, the next 500 letters, an attractive Quiz Kids' Pin and Honor Certificate.

Posed by Train at Stockton, California



Left to right, kneeling, Russell, Hansen, Youngman, Mrs. Don Miller, Wiseman, and Percy Zeigler, engineer.

5,000 WATTS

WOW'S NOVEMBER 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	Gruen
6:15	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	NEWS—Alka-Seltzer	RICHARD DIAMOND PRIVATE DETECTIVE	PHIL HARRIS SHOW Rexall
6:30	DIRECT REPORT Standard Oil	SKIPPY HOLLYWOOD THEATER Skippy Peanut Butter	DIRECT REPORT Standard Oil	TREASURY SALUTE	DIRECT REPORT Standard Oil	HOLLYWOOD STAR THEATRE—A. Home Prod.	ADVENTURES OF SAM SPADE—Wildroot
6:45	S. KAYE SHOW ROOM	CAVALCADE OF AMERICA—Dupont	S. KAYE SHOW ROOM	SUNSET SERENADE	S. KAYE SHOW ROOM	TRUTH OR CONSEQUENCES—P. & G.	THEATER GUILD U. S. Steel
7:00	RAILROAD HOUR	FANNY BRICE, BABY SNOOKS—Tums	THIS IS YOUR LIFE Philip Morris	ALDRICH FAMILY General Foods	HENRY MORGAN SHOW	HIT PARADE Lucky Strike	ALBUM OF FAMILIAR MUSIC—Bayer Aspirin
7:30	VOICE OF FIRESTONE CONCERT	BOB HOPE Swan Soap	GREAT GILDERSLEEVE Kraft	FATHER KNOWS BEST General Foods	DEAN MARTIN-JERRY LEWIS SHOW	DENNIS DAY Colgate	TAKE IT OR LEAVE IT Eversharp
8:00	TELEPHONE HOUR Bell Telephone	FIBBER MCGEE-MOLLY Johnson's Wax	BREAK THE BANK Bristol-Myers	SCREEN GUILD THEATRE—R. J. Reynolds	LIFE OF RILEY Pabst	JUDY CANOVA Colgate	KAY ARMEN Pet Milk
8:30	BAND OF AMERICA Cities Service	BIG TOWN Lifebuoy	MR. DIST. ATTORNEY Sal Hepatica, Ipana	DUFFY'S TAVERN Blatz	JIMMY DURANTE R. J. Reynolds	GRAND OLE OPRY Prince Albert	WOW NEWS TOWER
9:00	SCREEN DIRECTORS PLAYHOUSE	PEOPLE ARE FUNNY Raleigh	BIG STORY Pall Malls	CHESTERFIELD SUPER CLUB	DR. I.Q.	UNITED NATIONS WOW NEWS TOWER	WOW NEWS TOWER
9:30	ETHEL MERRMAN SHOW	CURTAIN TIME Mars, Inc.	DRAGNET Liggett and Myers	BILL STERN—Colgate	WOW NEWS TOWER	SAT. SPORTS PARADE MORTON DOWNEY Coca-Cola	HEADLINES AUTUMN SERENADE
10:00	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	WOW NEWS TOWER	NEWS
10:15	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	SPORTS—Nebr. Clothing	NEWS
10:30	DAVE GARROWAY SHOW	MORTON DOWNEY Coca-Cola	ESPECIALLY FOR YOU	MORTON DOWNEY Coca-Cola	HOTEL ROOSEVELT ORCHESTRA	HOTEL ROOSEVELT ORCHESTRA	NEWS
11:00	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call..... Daily ex. Sun.
 5:40 A. M.—Slim F. Bart—Custer Products..... Mon., Wed., Fri.
 5:55 A. M.—Weather Report..... Daily ex. Sun.
 6:00 A. M.—Sunrise News Tower..... Daily ex. Sun.
 6:15 A. M.—Welcome to the West..... Mon. thru Fri.
 6:30 A. M.—WOW Farm Service Reporter, Markets..... Daily ex. Sun.
 Sunday Serenade..... Sun.
 6:55 A. M.—Reveille—Fair Store..... Daily ex. Sun.
 7:00 A. M.—Alex Dreier—Skelly..... Mon. thru Fri.
 L. Burlingham, This Farming Business—Skelly..... Sat.
 Revival Hour—Gospel Broadcast'g Assn., Weather..... Sun.
 7:15 A. M.—Breakfast Bandstand..... Daily ex. Sun.
 7:30 A. M.—WOW News Tower..... Daily ex. Sun.
 7:45 A. M.—Morning Merry-Go-Round..... Mon. thru Fri.
 8:00 A. M.—Breakfast Club—General Mills..... Mon. thru Fri.
 Saturday Scrapbook—Crestwood Shop No. 2..... Sat.
 Sunday with Sally..... Sun.
 8:15 A. M.—John Carson Show..... Mon. thru Fri.
 Aunt Sally..... Sat.
 8:30 A. M.—John Carson Show..... Mon. thru Fri.
 Pot Luck with Holtz..... Sat.
 Chapel Service, Dr. R. R. Brown..... Sun.
 9:00 A. M.—Welcome, Travelers—P. & G..... Mon. thru Fri.
 Fred Waring—Minnesota Canning..... Sat.
 9:30 A. M.—Marriage for Two..... Mon. thru Fri.
 Mary Lee Taylor—Pet Milk..... Sat.
 Family Time..... Sun.
 9:45 A. M.—Dorothy Dix at Home—Sealtest..... Mon. thru Fri.
 10:00 A. M.—We Love and Learn Manhattan Soap..... Mon. thru Fri.
 Lassie—Morrell..... Sat.
 WOW News Tower..... Sun.

10:15 A. M.—Your Melody Time..... Mon. thru Fri.
 NBC Stamp Club..... Sat.
 Morning Serenade..... Sun.
 10:30 A. M.—Jack Berch Show—Prudential Ins. Co..... Mon. thru Fri.
 Smilin' Ed McConnel—Buster Brown..... Sat.
 From the Masters Pen..... Sun.
 10:45 A. M.—Lora Lawton—Babo..... Mon. thru Fri.
 Solitaire Time—Campana..... Sun.
 11:00 A. M.—Light of the World—General Mills..... Mon. thru Fri.
 Homemakers Club—Omaha Public Power..... Sat.
 Mr. Fix-It—Greystone Press..... Sun.
 11:15 A. M.—Perry Mason—P. & G. Tide..... Mon. thru Fri.
 On the Village Green..... Sun.
 11:30 A. M.—Mid-Morning Moods..... Mon. thru Fri.
 Music in Three-Quarter Time..... Sat.
 National Guard..... Sun.
 11:45 A. M.—Ma Perkins—P. & G. Oxydol..... Mon. thru Fri.
 Adventures in Music—Hospes's..... Sat.
 Walter Cronkite Reports..... Sun.
 12:00 Noon—Four-Bell News, Markets..... Daily ex. Sun.
 WOW News Tower..... Sun.
 12:15 P. M.—Great Corn Stories—Robinson Seed..... Sun.
 12:30 P. M.—WOW Calling—Merch. Biscuits, Drefl..... Daily ex. Sun.
 Your University Speaks—Uni. of Nebraska..... Sun.
 12:45 P. M.—WOW Calling—Nutrena..... Daily ex. Sun.
 The Music Room—Schmoller & Mueller..... Sun.
 1:00 P. M.—Double or Nothing—Campbell Soup..... Mon. thru Fri.
 National Farm and Home Hour—Allis Chalmers..... Sat.
 Guy Lombardo Show—Paramount Radio..... Sun.
 1:30 P. M.—Today's Children—General Mills..... Mon. thru Fri.
 Pigskin Parade..... Sat.
 Music of Manhattan..... Sun.

1:45 P. M.—Judy and Jane—Folgers Coffee..... Mon. thru Fri.
 2:00 P. M.—Life Can Be Beautiful—P. & G. Soap..... Mon. thru Fri.
 Musicana..... Sat.
 Professor Quiz—General Foods..... Sun.
 2:15 P. M.—Road of Life—P. & G. Oxydol..... Mon. thru Fri.
 2:30 P. M.—Pepper Young's Family—P. & G. Soap..... Mon. thru Fri.
 Quiz Kids—Miles Lab..... Sun.
 2:45 P. M.—Right to Happiness—P. & G. Soap..... Mon. thru Fri.
 3:00 P. M.—Backstage Wife—Sterling Products..... Mon. thru Fri.
 Your Health Today..... Sat.
 John Byrnes Open House..... Sun.
 3:15 P. M.—Stella Dallas—Sterling Products..... Mon. thru Fri.
 Report on America..... Sat.
 3:30 P. M.—Lorenzo Jones—Sterling Products..... Mon. thru Fri.
 Contrasts..... Sat.
 Wayne King—Davidson Furniture..... Sun.
 3:45 P. M.—Young Widder Brown—Sterling Prods..... Mon. thru Fri.
 4:00 P. M.—When a Girl Marries—General Foods..... Mon. thru Fri.
 Mind Your Manners..... Sat.
 One Man's Family..... Sun.
 4:15 P. M.—Portia Faces Life—General Foods..... Mon. thru Fri.
 4:30 P. M.—Just Plain Bill—Anacin..... Mon. thru Fri.
 Music for Today..... Sat.
 Harvest of Stars—International Harvester Co..... Sun.
 4:45 P. M.—Front Page Farrell—Whitehall Pharm..... Mon. thru Fri.
 5:00 P. M.—Rosemary—P. & G. Ivory..... Mon. thru Fri.
 Public Affairs..... Sat.
 Catholic Hour..... Sun.
 5:15 P. M.—Guiding Light—P. & G. Duz..... Mon. thru Fri.
 Scoreboard—Opitz..... Sat.

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