

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 16, No. 8

OMAHA, NEBRASKA, APRIL 1, 1952

Published Monthly

Sunday in Country Changes

The Nebraska is Sponsor

1952 Farm Tour to Mexico

Here's an item of interest to all farmers in WOW-Land. Lawrence Youngman, the travel expert who has planned previous WOW farm tours, is now in the Texas cattle country and in the Mexico area, attending to the details of the projected WOW Farm Study Tour in September. Full particulars of the proposed fifth annual farm tour will be included in the next News Tower.

—WOW—

Another Sponsor

Effective April 9, the Iowa Master Breeders, became a co-sponsor on the Sunrise News Tower, heard every Monday, Wednesday and Friday at 6 p.m. over Radio WOW.

—WOW—

Sweet Music

"The All Sweet Music Box" is now heard weekday afternoons at 5:25 p.m. over Radio WOW. The new show, sponsored by Swift & Company for their All-Sweet Margarine, is built around the romantic melodies which featured the sweet, old-fashioned music boxes at the turn of the century.

—WOW—

Peterson Visits ...



WOW's Assistant Farm Service Director Arnold Peterson, shown with Paul McElroy of Percival, Ia., during a recent tour. Peterson is heard weekday mornings on "Today's Farm Story" at 6:25 a.m., sponsored by Robinson Seed Company, on WOW.

Meredith-WOW Day

The advertising fraternity in Omaha was treated to the remarks of Claude V. McBroom, Director of Manufacturing for the Meredith Publications, which include "Better Homes and Gardens" and "Successful Farming," on Tuesday, March 25, in the Black Mirror Room of the Fontenelle Hotel.

Ad-Club members voiced their approval of Mr. McBroom's address and enjoyed the social hour, sponsored by Radio WOW and WOW-TV, preceding the meeting.

—WOW—

Baseball Scores

With baseball just around the corner, "Sports Time," heard at 5:55 p.m. on WOW, sponsored by Goetz Beer, Monday-Wednesday-Friday afternoons, takes on added importance to sporting fans, since the first scores of the day are reported on this program.

—WOW—

Grand Ole Story

The March issue of American magazine carried a delightful article about Prince Albert's "Grand Ole Opry" heard every Saturday evening at 8:30 p.m. over WOW.

The story, interestingly illustrated and entitled "Hillbilly Heaven," made a big hit with "Grand Ole Opry" fans the nation over.

—WOW—

Sports Award Given

Director of Sports for WOW, Jack Payne, recently selected an All-Omaha-Council Bluffs Basketball Team for the 1951-52 season, with the help of coaches in the area.

Recognition to these outstanding athletes was given the boys with an Athletic Award Certificate on one of Jack's Sports Parade programs, heard weekday evenings at 10:15 p.m. over WOW.

—WOW—

Duncan Hines Heard

Bill McBride, emcee of the popular "Melody Miller" program, heard every Monday, Wednesday and Friday at 11:45 a.m. over WOW, interviewed the renowned food expert, Duncan Hines, on a recent show, sponsored by the Nebraska Consolidated Mills.

The most popular farm announcer in the six-state WOW-Land moved his popular "Sunday in the Country" to a new time, starting Sunday, March 23.

Mal Hansen, Director of WOW's Farm Service Department, is now heard on "Sunday in the Country" under the sponsorship of The Nebraska Clothing Company, at 1 p.m., Sundays, at 590 on your dial.

Mal, an expert farmer himself, presents an enjoyable and interesting program in which he chats about the farm, interviews the rural homemaker of the week and provides pleasant Sunday afternoon music.

Hansen, one of the most active and thorough farm reporters in the nation, lists many accomplishments to his farm services, among which are the Farm Study Tours, attending state and county fairs and holding positions in national farm associations.

The Nebraska Clothing Company and Mal Hansen combine to bring WOW-Land a pleasant Sunday in the country.

Mal's Sunday Show ...



Mal Hansen (above), WOW's popular Farm Service Director, is now heard on his "Sunday in the Country," sponsored by The Nebraska, at 1 p.m. every Sunday. Mal chats, reviews the news, interviews the rural homemaker of the week and spins pleasant music.

RADIO WOW'S APRIL DAYTIME SCHEDULE

(FOR NIGHTTIME WOW SCHEDULES TURN TO PAGE 7)

5:30 A. M.	Five-Thirty Call—Early morning music to help you start the day right.	Daily ex. Sun.
5:55 A. M.	Weather Report—Ralston Purina.	Daily ex. Sun.
6:00 A. M.	Sunrise News Tower—All the latest happenings in detail.	Daily ex. Sun.
6:15 A. M.	Welcome to the West—Slim Everhart.	Daily ex. Sun.
6:25 A. M.	Today's Farm Story.	Tues., Thu., Sat.
6:30 A. M.	WOW Farm Service Reporter—Mal Hansen brings latest farm and market news, interviews, agricultural reports and regional news for Pioneer Hybrid Seed Corn and Walnut Grove Mineral Products.	Daily ex. Sun.
7:00 A. M.	Sunday Serenade—Mood music.	Daily-ex. Sun.
7:05 A. M.	WOW News Tower—Merrill Workhoven.	Daily-ex. Sun.
7:05 A. M.	George Crook, organ music.	Sun.
7:15 A. M.	Network News—Alex Dreier for Skelly Oil.	Mon. thru Sat.
7:30 A. M.	Breakfast Bandstand Armour Reports to Agriculture— with Mal Hansen and Everett Mitchell. Revival Hour—Gospel Broadcasting Association.	Mon. thru Fri. Sat. Sun.
7:45 A. M.	Armour Reports to Agriculture.	Sat.
8:00 A. M.	WOW News—Merrill Workhoven.	Mon. thru Sat.
8:15 A. M.	The 590 Hour with Case and Casey. Potluck	Mon. thru Fri. Sat.
8:30 A. M.	The 590 Hour with Case and Casey. Smilin' Ed McConnell—Brown Shoes. Chapel Service—Dr. R. R. Brown.	Mon. thru Fri. Sat. Sun.
9:00 A. M.	Welcome Travelers—Tommy Bartlett with a great show. Adventures of Archie Andrews.	Mon. thru Fri. Sat.
9:30 A. M.	Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup. Mary Lee Taylor for Pet Milk. Sunday Pleasure Time.	Mon. thru Fri. Sat. Sun.
10:00 A. M.	Strike it Rich—Warren Hull for Colgate. My Secret Story. WOW News Tower—All the latest news.	Mon. thru Fri. Sat. Sun.
10:15 A. M.	U. S. Navy Show—Stirring music.	Sun.
10:30 A. M.	Bob and Ray—Colgate-Palmolive-Peet Co. Hollywood Love Story. U. N. Is My Beat.	Mon. thru Fri. Sat. Sun.
10:45 A. M.	Dial Dave Garroway. Green Cross Song Festival.	Mon. thru Fri. Sun.
11:00 A. M.	Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker. National Radio Pulpit.	Mon. thru Fri. Sun.
11:30 A. M.	Perry Mason—Detective—Proctor & Gamble. Elaine Jabens Scrapbook. Eternal Light.	Mon. thru Fri. Sat. Sun.
11:45 A. M.	Your Melody Time—Late morning melodies. Eddie Arnold Show—Ralston Purina. Charles Antell.	Mon. Wed. Fri. Tues., Thu. Sat.
12:00 Noon	Four Bell News Tower—The Midwest's most complete news coverage with all of the latest national, international, farm and market and local news. WOW News Tower—A complete 15-minute news coverage.	Daily ex. Sun. Sun.
12:15 P. M.	Musically Yours.	Sun.
12:30 P. M.	WOW Calling—A happy half hour for Nutrena. Murphy's Nootime jamboree. Your University Speaks—University of Nebraska.	Mon. thru Fri. Sat. Sun.
12:45 P. M.	The Music Room—Schmoller & Mueller.	Sun.
1:00 P. M.	Brighter Day—Procter & Gamble. National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers. Sunday in the Country—Mal Hansen.	Mon. thru Fri. Sat. Sun.
1:15 P. M.	Young Doctor Malone.	Sun.
1:30 P. M.	Ma Perkins—Oxydol's long-time favorite. Creighton University. American Forum of the Air.	Mon. thru Fri. Sat. Sun.
1:45 P. M.	Judy and Jane—Folger's Coffee. Town and Country Time.	Mon. thru Fri. Sat.
2:00 P. M.	Life Can Be Beautiful—P. & G. Soap. Town and Country Time. Lynn Murray.	Mon. thru Fri. Sat. Sun.
2:15 P. M.	Road of Life—Interesting to follow—Oxydol. America's Music.	Mon. thru Fri. Sun.
2:30 P. M.	Pepper Young's Family—You'll like them—P. & G. Town and Country. Bob Considine.	Mon. thru Fri. Sat. Sun.
2:45 P. M.	Right to Happiness—Everyone's right—P. & G. John Cameron Swayze—News—Belmont Radio.	Mon. thru Fri. Sun.
3:00 P. M.	Backstage Wife—Dreft. Slim Bryant and His Wildcats. The Falcon.	Mon. thru Fri. Sat. Sun.
3:15 P. M.	Stella Dallas—A moving story—Sterling Products.	Mon. thru Fri.
3:30 P. M.	Young Widder Brown—Sterling Products. Mind Your Manners.	Mon. thru Fri. Sat.
3:45 P. M.	WOW News Tower—E. T. Smith Olds-Cadillac. The Woman in My House—Manhattan Soap. Treasury Salute.	Sun. Mon. thru Fri. Sun.
4:00 P. M.	Just Plain Bill—Anacin. Big City Serenade. Hollywood Star Playhouse.	Mon. thru Fri. Sat. Sun.
4:15 P. M.	Front Page Farrell—Whitehall Pharmaceutical.	Mon. thru Fri.
4:30 P. M.	Lorenzo Jones—Presented by Dreft. Best in Bands. Whitehall 1212.	Mon. thru Fri. Sat. Sun.
4:45 P. M.	The Doctor's Wife. Best in Bands.	Mon. thru Fri. Sat.
5:00 P. M.	Guiding Light—Sponsored by Duz. Public Affairs. Martin Kane, Private Eye—American Tobacco Co.	Mon. thru Fri. Sat. Sun.
5:15 P. M.	Lean Back 'n' Listen.	Mon. thru Sat.

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



'Cowboy Classics' Premieres

Features Top Westerns

There's an exciting new Western Adventure TV series thundering its way into your living room!

It's called COWBOY CLASSICS and it'll begin Sunday, April 13 at 4:30 p.m.

The series will feature Hollywood's outstanding Western stars in their greatest films. Viewers will see the popular John Wayne, Jimmy Wakely, Buster Crabbe, Johnny Mack Brown and countless other stars.

COWBOY CLASSICS, presented by the Continental Baking Company, will be seen every Sunday at 4:30 p.m. over WOW-TV.

—WOW-TV—

Easter Parade On Channel 6

The spectacular Easter Parade, New York's traditional display of glamorous fashion, will be televised in all its brilliance over WOW-TV from 11 a.m. to 12 noon on Easter Sunday, April 13.

Dave Garroway and Marguerite Piazza, seen regularly over Channel 6, will be two of the NBC personalities on hand to help describe the spectacle.

Lever Brothers will sponsor the first half hour of the EASTER PARADE, while the General Tire and Rubber Company will present the last half hour.

—WOW-TV—

'Ralph Edwards' Daily

Now Channel 6 viewers can enjoy the fun-filled RALPH EDWARDS SHOW five times weekly.

The entertaining daytime series is seen every weekday at 2:30 p.m. over WOW-TV.

—WOW-TV—

Morning Shows Shift

WOW-TV's morning programming lineup underwent a face-lifting effective Monday, March 31.

Check the TV schedule elsewhere in this section for correct listings.

—WOW-TV—

Worthwhile Series

A worthwhile TV series is seen over WOW-TV every Saturday at 1:30 p.m. Called LIFE IS WORTH LIVING, the series features inspirational talks by the famed churchman Bishop Fulton J. Sheen.

Comedy Plus ...



Providing 30 minutes of hilarity Sunday nights on WOW-TV is the tough job undertaken by Red Skelton. But Red does his job well. His TV show—sponsored by Procter & Gamble for Tide—is ranked No. 1 in the nation and receives the same honor in this area.

—WOW-TV—

Easter Chapeau ...



Maureen Cannon, the pert songstress who dresses up the commercials on the GOODYEAR TELEVISION PLAYHOUSE seen every other Sunday at 8 p.m. over WOW-TV, gets all dressed up in her new Easter hat. Incidentally, talented Maureen designed and made the hat herself.

Daylight Savings Shifts TV Shows

Beginning midnight, Sunday, April 27, Daylight Savings Time goes into effect in many Eastern areas.

This means that WOW-TV viewers will be seeing many of their favorite Channel 6 programs one hour earlier effective with programs of Monday, April 28.

For example, The Gillette Boxing Bouts, usually seen at 9 p.m. on Fridays, will be seen at 8 p.m. with the coming of Daylight Savings Time.

—WOW-TV—

'Hi-Time' Features Omaha Youngsters

Here's a chance to meet hundreds of vibrantly alive high school youngsters on an exciting television series.

Every other Sunday at 1 p.m., WOW-TV in cooperation with the Omaha Public Schools, presents HI-TIME, a series which features youngsters and scenes from Omaha High Schools.

Each program a different Omaha High School is saluted. Talented youngsters from the school are featured in musical numbers.

HI-TIME viewers also see filmed shots of various features of the Omaha School System.

—WOW-TV—

'Rocky King' Back

Channel 6 tuners are once again enjoying the action-packed ROCKY KING, DETECTIVE series. The good-humored detective, played by veteran actor Roscoe Karns, is seen every Thursday night at 11.

American Chicle Company sponsors the fast-paced series.

—WOW-TV—

Colgate Offer

The Colgate-Palmolive-Peet Company, sponsors of several top-notch WOW-TV shows, are conducting a money-saving coupon offer on their Fab and Vel products in this area.

The company mailed out thousands of coupons to housewives in this area. The coupons are redeemable at chain and independent grocers on purchases of Fab and Vel.

Colgate-Palmolive-Peet sponsors the COLGATE COMEDY HOUR, HOWDY DOODY and THE BIG PAYOFF, all seen over WOW-TV.

SUNDAYS

(ALL DAY)

- 12:00 A. M.—Frontiers of Faith (NBC)
- 12:30 P. M.—Parade of Homes
Western Securities, Byron Reed, Dillon Realty, and Farnam Realty
- 1:00 P. M.—HI-TIME alternates with RED RYDER
- 2:00 P. M.—Fairmeadows, U. S. A. Johns-Manville (NBC)
- 2:30 P. M.—TV RECITAL HALL
- 3:00 P. M.—MEET THE PRESS
Revere Ware
- 3:30 P. M.—HALLMARK HALL OF FAME with Sarah Churchill
Hall Brothers (NBC)
- 4:00 P. M.—ZOO PARADE
Ken-L-Ration (NBC)
- 4:30 P. M.—
COWBOY CLASSICS
Continental Baking
- 5:30 P. M.—TV Feature
- 6:00 P. M.—Royal Showcase
U. S. Rubber (NBC)
- 6:30 P. M.—MR. BOBBIN
General Foods (NBC)
- 7:00 P. M.—
COLGATE COMEDY HOUR (NBC)



Martin and Lewis

TV's
Funnies
Pair!

- 8:00 P. M.—Philco Television Playhouse alternates with Goodyear Theater (NBC)
- 9:00 P. M.—
RED SKELTON SHOW
Procter & Gamble (NBC)
- 9:30 P. M.—TV Feature
- 10:00 P. M.—
SKELLY NEWS
with RAY CLARK
- 10:15 P. M.—Strange Adventure
Max I. Walker Cleaners
- 10:30 P. M.—SILHOUETTE

MONDAYS

- 5:00 P. M.—Trail Time, Tom Chase
- 5:30 P. M.—Gabby Hayes
Quaker Oats (NBC)
- 5:45 P. M.—Kukla, Fran and Ollie
RCA (NBC)
- 6:00 P. M.—STAR TIME
- 6:15 P. M.—The GOLDBERGS
Vitamin Corp. of America (NBC)
- 6:30 P. M.—THOSE TWO
Procter & Gamble (NBC)
- 6:45 P. M.—Camel News Caravan,
John Cameron Swayze (NBC)
- 7:00 P. M.—Winchell and Mahoney
Speidel, Crosley (NBC)
- 7:30 P. M.—
VOICE OF FIRESTONE
(NBC)
- 8:00 P. M.—
LIGHTS OUT
Admiral (NBC)



Frank Gallop

He Turns
Out
the Lights!

- 8:30 P. M.—
ROBERT MONTGOMERY PRESENTS
for Lucky Strike and Johnson Wax (NBC)
- 9:30 P. M.—
GRUEN PLAYHOUSE
(NBC) Alternates with
Johns Hopkins Science Review (DuMont)
- 10:00 P. M.—Omar Weatherman
- 10:10 P. M.—Sports by Jack Payne
- 10:15 P. M.—News with Ray Clark
- 10:30 P. M.—Plainclothesman
Edgeworth Tobacco and Holiday Cigarettes



James Melton



Dinah Shore



Tony Martin



Swayze

TUESDAYS

- 5:00 P. M.—Trail Time, Tom Chase
- 5:30 P. M.—GHOST TOWN
- 5:45 P. M.—Kukla, Fran and Ollie
National Biscuit (NBC)
- 6:00 P. M.—STAR TIME
- 6:15 P. M.—Creighton, Omaha U.
- 6:30 P. M.—Dinah Shore (NBC)
Chevrolet
- 6:45 P. M.—Camel News Caravan,
John Cameron Swayze (NBC)
- 7:00 P. M.—Milton Berle, Texaco
Star Theater (NBC)
- 8:00 P. M.—Battle of the Ages
Serutan (Du.)
- 8:30 P. M.—
TWENTY QUESTIONS
Mennen Products
- 9:00 P. M.—Old Gold Amateur
Hour with Ted Mack (NBC)
- 9:45 P. M.—
ON THE LINE
with BOB CONSIDINE
Mutual of Omaha



Bob Considine

Puts It
On the
Line!

- 10:00 P. M.—Omar Weatherman
- 10:10 P. M.—Sports by Jack Payne
- 10:15 P. M.—News with Ray Clark
- 10:30 P. M.—TV Feature
- 11 P. M.-12:30 A. M.—Feature Movie

WEDNESDAYS

- 5:00 P. M.—Mealtime (NBC)
- 5:30 P. M.—Afternoon News (NBC)
- 5:45 P. M.—Kukla, Fran and Ollie
RCA (NBC)
- 6:00 P. M.—STAR TIME
- 6:15 P. M.—
THE GOLDEN HOUR
Ekco Products



Molly Goldberg

- 6:30 P. M.—THE GOLDEN HOUR
Procter & Gamble
- 6:45 P. M.—Camel News Caravan,
John Cameron Swayze (NBC)
- 7:00 P. M.—KAT
EVE
Reynolds
Babbi
- 8:00 P. M.—
KRAVITZ TELEVISION
(NBC)
- 9:00 P. M.—(Alfred)
PULITZER PRIZE
Frigidair
CELANESE
Celanese
- 10:00 P. M.—Omar Weatherman
- 10:10 P. M.—Sports by Jack Payne
- 10:15 P. M.—News with Ray Clark
- 10:30 P. M.—Pant
R. J.
- 11 P. M.-12:30 A. M.—Feature Movie

Monday Through Friday

- 7:00 A. M.—TODAY, with Dave Garroway (NBC)
- 9:00 A. M.—BREAKFAST PARTY (NBC)
- 9:30 A. M.—WINNER TAKE ALL (NBC)
- 10:00 A. M.—TV FEATURE
- 10:30 A. M.—IT'S A PROBLEM
- 11:00 A. M.—RUTH LYONS SHOW (NBC)
- 11:30 A. M.—MOVIE QUICK QUIZ
- 11:45 A. M.—STAR TIME
- 12:00 Noon—Cup and Saucer
- 12:15 P. M.—MID-DAY NEWS
- 12:30 P. M.—TV FARM
HANSEN for
Deep Rock Oil
- 12:45 P. M.—FEATURE I

Keep This Schedule Near Your Set! Watch WC

*Many Programs Will Be Seen One Hour Earlier When Daylight

DAYS

Gold TV
with Bob Atcher
n Star Time
Fran and Ollie
(NBC)
TIME
BERGS
(NBC)
n Mondays
nd Fridays,
Too!
TWO
Gamble (NBC)
ews Caravan,
eron Swayze
SMITH
NG HOUR
Metals, B. T.
son, Inc. (NBC)
HEATER
ce weeks)
YHOUSE
(NBC)
EATER
(C)
eatherman
y Jack Payne
h Ray Clark
ne Quiz
olds (NBC)
eature Movie

THURSDAYS

5:00 P. M.—Trail Time, Tom Chase
5:30 P. M.—Gabby Hayes
5:45 P. M.—Kukla, Fran and Ollie
National Biscuit (NBC)
6:00 P. M.—STAR TIME
6:15 P. M.—Washington Spotlight
Zephyr Ventilated Awnings
6:30 P. M.—Dinah Shore (NBC)
Chevrolet
6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
7:00 P. M.—
GROUCHO MARX
for DESOTO (NBC)



Groucho Marx

Champ
Ad-libber!

7:30 P. M.—CISCO KID
Butter-nut Bread
8:00 P. M.—(Alternate weeks)
GANGBUSTERS and DRAGNET
Liggett & Myers
8:30 P. M.—FORD FESTIVAL
Ford Motors
U. S. Tobacco (NBC)
9:00 P. M.—Martin Kane, Private
Eye (NBC)
U. S. Tobacco
9:30 P. M.—Wayne King Show
Standard Oil (NBC)
10:00 P. M.—Omar Weatherman
10:10 P. M.—Sports by Jack Payne
10:15 P. M.—News with Ray Clark
10:30 P. M.—Fireside Theater
Procter & Gamble (NBC)
11:00 P. M.—Charlie Wild, Private
Detective
Wine Corp. of America
11:30 P. M.—Feature Movie

FRIDAYS

5:00 P. M.—Trail Time, Tom Chase
5:30 P. M.—Gabby Hayes
Quaker Oats (NBC)
5:45 P. M.—Kukla, Fran and Ollie
6:00 P. M.—STAR TIME
6:15 P. M.—The GOLDBERGS
Necchi Sewing Machine
Sales Corp. (NBC)
6:30 P. M.—
THOSE TWO
Procter & Gamble (NBC)



Vivian Blaine
Pinky Lee

Mondays
and
Wednesdays,
Too!

6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
7:00 P. M.—(Alternate weeks)
Ezio Pinza Revue and Dennis Day
Show — RCA (NBC)
7:30 P. M.—
TOWN AND FARM QUIZ
Staley Milling
7:45 P. M.—In Your Own Backyard
8:00 P. M.—THE BIG STORY
Amer. Cigaret & Cigar Co. (NBC)
8:30 P. M.—The Aldrich Family
Campbell Soup
9:00 P. M.—Cavalcade of Sports
Gillette Fights (NBC)
9:45 P. M.—Greatest Fights
Vaseline Hair Tonic
10:00 P. M.—Omar Weatherman
10:10 P. M.—Sports by Jack Payne
10:15 P. M.—News with Ray Clark
10:30 P. M.—Circle Theatre
Armstrong Rugs
11:00 P. M.—ROCKY KING
American Chiclé
11:30 P. M.—Movie Time

SATURDAYS

(ALL DAY)

9:00 A. M.—
TEST PATTERN
12:30 P. M.—
FEATURE MOVIE
2:30 P. M.—
WESTERN THEATER
3:30 P. M.—
TV FEATURE
5:00 P. M.—
ROY ROGERS
General Foods (NBC)
5:30 P. M.—CLAUDIA
General Foods
6:00 P. M.—TV FEATURE
6:30 P. M.—One Man's Family
Sweetheart Soap (NBC)
Miles Laboratory
7:00 P. M.—
ALL-STAR REVUE
Kellogg, Pet Milk, Snow Crop
(NBC)



Jimmy
Durante,
in Person!

Jimmy Durante

8:00 P. M.—
SHOW OF SHOWS
Camels, Libby
S.O.S., Benrus, Lehn & Fink
Kaizer-Frazier (NBC)
9:30 P. M.—
THE HIT PARADE
Lucky Strike (NBC)
10:00 P. M.—Jack Brickhouse
Boyle-Midway
10:15 P. M.—
WRESTLING
from Chicago
(Du.)
Wildroot and
Metropolitan Utilities District
11:00 P. M.—This Week in Sports
Vitalis
11:15 P. M.—
**OLD AMERICAN
BARN DANCE**
Marlene Shampoo - Mynex

s . . Daytime Schedule

2:00 P. M.—BIG PAYOFF—Colgate (NBC)
2:30 P. M.—RALPH EDWARDS VARIETY
(NBC)
3:00 P. M.—THE KATE SMITH SHOW (NBC)
4:00 P. M.—MARTHA'S KITCHEN with Martha
Bohlsen
4:30 P. M.—HOWDY DOODY (NBC)



Sarah Churchill



Kukla



Bohlsen



Kate Smith

W News Tower or Your Local Newspaper For Changes and Corrections New Shows!
at Savings Time Begins in the East at Midnight, April 27.

"Meadow Gold TV Ranch"

Bob Atcher is Foreman

You're all invited to visit a delightfully different type of ranch every Wednesday at 5 p.m. over WOW-TV.

It's the MEADOW GOLD TV RANCH, headed by personable Bob Atcher and peopled by Bob's charming little friends.

Bob is foreman of the ranch. His helpers include "Toman" "Sammy Squirrel", Cook "Billy Bull" and Handyman "Sylvester Skunk."

MEADOW GOLD RANCH is a nice place to spend a delightful half-hour full of song and fun. The series is presented by makers of Meadow Gold Ice Cream.

—WOW-TV—

Viewers Get Primary Returns

Television viewers got an up-to-the-minute reporting job on the recent primary election over WOW-TV.

Calling WOW's outstanding election coverage machine into action, the telecast gave viewers the latest returns, plus special election features.

The public-service telecast was sponsored by Admiral, Bendix and Coleman dealers.

—WOW-TV—

U. S. Has 17 Million TV Sets

There were an estimated 17,000,000 television sets in the United States on April 1.

WOW-TV-Land had an estimated 125,000 TV receivers on that same date.

More than 57 per cent of the families in WOW-TV's primary coverage area have TV sets. On a national basis, about 38 per cent of all U. S. families have television receivers.

—WOW-TV—

"Movie Quick Quiz"

Viewer Wins \$150

Everything happened at once for Mrs. Paul Pankers of 5029 South 18th Street in Omaha on Thursday, March 20. First, it was the first day of Spring. Second, it was her daughter's birthday. Third, Mrs. Pankers won \$150 in War Bonds on MOVIE QUICK QUIZ, WOW-TV's Monday through Friday (11:30 a.m.) favorite where viewers can have lots of fun—and win valuable prizes, too.

—WOW-TV—

Martin and Lewis Set Mark

Dean Martin and Jerry Lewis broke all past records by a sensational margin when they grossed over \$1,148,419 for a projected Cardiac Hospital.

The popular masters of madcap, viewed regularly on the COLGATE COMEDY HOUR, Sundays at 7 p.m. on WOW-TV, staged a continuous 1½ hour "telethon" in an effort to raise funds for the proposed New York charitable institution.

"Gangbusters" Thrilling

Fast winning friends for itself is WOW-TV's new every other Thursday night police-action series, GANGBUSTERS.

Alternating in the Thursday 8 p.m. slot with DRAGNET, GANGBUSTERS presents real cases taken from the files of law enforcement agencies throughout the nation.

A long-time hit on radio, GANGBUSTERS is winning fabulous popularity as a TV series.

Both GANGBUSTERS and DRAGNET are sponsored by Liggett & Myers Tobacco Company.

—WOW-TV—

"Charlie Wild" on April 10

Starting April 10, the thrilling and absorbing mystery drama, CHARLIE WILD, PRIVATE DETECTIVE, will be seen every Thursday night at 11 p.m. over WOW-TV.

Starring the versatile actor John McQuade, the action-packed series presents realistic fast-moving stories of one man's intelligent, persistent fight against the underworld.

CHARLIE WILD, PRIVATE DETECTIVE is presented by the Wine Corporation of America, makers of Mogen David Wine.

—WOW-TV—

"Dinah Shore" Delightful

Channel 6 viewers get an earfull, plus an eyefull, every Tuesday and Thursday nights when the DINAH SHORE SHOW, starring delightful Dinah Shore, goes before the cameras at 6:30 p.m.

Featuring the delicate song stylings of one of the nation's top female vocalists, the twice-weekly series consistently presents the best in TV entertainment.

The delightful quarter-hours are presented by the Chevrolet Motor Division of General Motors Corporation and by Chevrolet Dealers.

—WOW-TV—

Molly ...



Here she is—the head of the Goldberg clan—Molly Goldberg. Gertrude Berg plays Molly and also writes the delightful series seen Monday, Wednesday and Friday at 6:15 p.m. over Channel 6.

Contest Challenge for Youngsters

The Kellogg Company is conducting a contest with a challenging new twist that should appeal to the youngsters.

It's the "Junior Admakers Guild" contest, open to children 14 years and under.

The youngsters are asked to "draw a picture and write some words to advertise Kellogg's Corn Flakes"—sending each entry along with a Kellogg's Corn Flakes box top to Kellogg's—Battle Creek, Mich.

Savings bonds are sent winners. And all who submit entries receive a Junior Admakers' Guild membership pin.

For full contest details, watch WILD BILL HICKOK, Sundays; THE ALL-STAR REVUE, Saturdays, and HOWDY DOODY, Monday through Friday—all Kellogg's shows—over WOW-TV.

—WOW-TV—

Ray Clark on "Skelly News"

A well-ordered recap of the days important news events is presented Channel 6 viewers every Sunday night at 10 on SKELLY NEWS HEADLINES.

Featuring WOW-TV's well-known and accomplished newscaster Ray Clark, NEWS HEADLINES brings viewers a clear, concise picture of the days happenings on the International, National and Local news scenes.

The series is presented by the Skelly Oil Company.

—WOW-TV—

"Trail Time" Most Popular Omaha Show

TRAIL TIME, seen every Monday, Tuesday, Thursday and Friday at 5 p.m. over WOW-TV, boasts quite an honor.

In a recent Hooper TV survey, it was named the most popular daytime TV show in WOW-TV-Land.

According to the survey, TRAIL TIME, featuring "Uncle Tom" Chase, corralled nearly 77 per cent of the total audience.

—WOW-TV—

Brickhouse in Own Show

Jack Brickhouse, whom WRESTLING fans have come to know for his workmanlike commentary, will have his own television series starting Saturday, April 12 at 10:05 p.m.

He'll be featured in a quarter-hour program—THE JACK BRICKHOUSE SHOW—just preceding WRESTLING Saturday nights on WOW-TV.

The new series will be sponsored by Boyle-Midway for Auto Brite Polish.

5,000 Watts

WOW'S APRIL NIGHT SCHEDULE

590 Kc.

(TURN BACK TO PAGE 2 FOR WOW DAYTIME SCHEDULES)

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 30	THE BIG SHOW Radio's most talked about program. Tallulah Bankhead introduces Radio's Top personalities	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News
5 55		SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford	SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford	SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford
6 00	590 MELODY LANE	590 MELODY LANE	590 MELODY LANE	590 MELODY LANE	590 MELODY LANE	590 MELODY LANE	590 MELODY LANE
6 15	THE BEST IN MUSICAL SELECTIONS	THE BEST IN MUSICAL SELECTIONS	THE BEST IN MUSICAL SELECTIONS	THE BEST IN MUSICAL SELECTIONS	THE BEST IN MUSICAL SELECTIONS	THE BEST IN MUSICAL SELECTIONS	THE BEST IN MUSICAL SELECTIONS
6 30	Sponsored by Reynolds Aluminum Chesterfields and American Home Products	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer
6 45		ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin
7 00	PHIL HARRIS- ALICE FAYE SHOW Comedy and Music for RCA Victor	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	CAVALCADE OF AMERICA Famous stars in top plays for duFont	HALLS OF IVY Mr. and Mrs. Ronald Colman star as "The Halls" Schlitz Beer	FATHER KNOWS BEST Top comedy with Robert Young as Father Crosley Products	ROY ROGERS SHOW Western thrills for Post Cereals	ROY ROGERS SHOW Western thrills for Post Cereals
7 30	THEATRE GUILD ON THE AIR U. S. Steel presents the theatre's best plays and nation's top actors for a full hour every Sunday night	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	BARRIE CRAIG Confidential investigator with William Gargan	THE GREAT GILDERSLEEVE You'll laugh at "Giddy" and Company—Kraft Foods	MR. KEEN Tracer of lost persons Chesterfield and American Home Products	DEAN MARTIN and JERRY LEWIS 30 hilarious minutes for Chesterfields, A. Home Prod.	BOB and RAY Top comedy and satire from this pair
8 00		TELEPHONE HOUR Donald V. Corlieux with Bell Symphonic Orchestra and guest singers	BOB HOPE SHOW A comedy riot for Chesterfield	YOU BET YOUR LIFE It's fun for all when Groucho takes over DeSoto-Plymouth	DRAGNET Stories based on cases from L. A. police files Fatima Cigarettes	MARIO LANZA The great tenor sings your favorite songs Coca-Cola	JUDY CANOVA SHOW Top Comedy as Judy runs riot
8 30	\$64 QUESTION for RCA Victor	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartette	FIBBER MCGEE and MOLLY Fun at 79 Wistful Vista for Pet Milk	THE BIG STORY Tales of exciting stories by the newsmen who covered them—Pall Malls	TALES OF THE TEXAS RANGERS with Joel McCrea	SHORT STORY Tops in drama	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
9 00	STARS IN KHAKI 'N' BLUE presenting Service talent	AL GOODMAN'S ALBUM TIME Philip Morris	EDDIE CANTOR SHOW DOWN MEMORY LANE Philip Morris	THE SILENT MEN with Douglas Fairbanks, Jr.	YOUR HIT PARADE with Guy Lombardo for Lucky Strike	NIGHT BEAT Frank Lovejoy stars as reporter Randy Stone	VAUGHN MONROE SHOW Tops in music and song Camel Cigarettes
9 30	TIN PAN ALLEY Tops in tunes	MONDAY Through FRIDAY	MONDAY Through FRIDAY	MONDAY Through FRIDAY	MONDAY Through FRIDAY	MONDAY Through FRIDAY	SATURDAY NIGHT REVIEW
9 45		9:35—DANGEROUS ASSIGNMENT	9:35—MAN CALLED X	9:35—MEREDITH WILLSON	9:35—HOLLYWOOD MUSIC BOX	9:35—BILL STERN PRO and CON	MUSIC MUSIC MUSIC
10 00	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News
10 15	ELMO ROPER	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne
10 30	THE CATHOLIC HOUR in its 21st year as a leading religious program	BEULAH Laughable-Lovable for Dref	BEULAH Laughable-Lovable for Dref	BEULAH Laughable-Lovable for Dref	BEULAH Laughable-Lovable for Dref	BEULAH Laughable-Lovable for Dref	TEX WILLIAMS BAND
10 45		NOCTURNE	NOCTURNE	NOCTURNE	NOCTURNE	NOCTURNE	WILD LIFE ROUNDUP For the outdoorsman
11 00	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY
11 05	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy
11 30	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY
11 55	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY

Mal is Heard Over Nation

"The National Farm and Home Hour" originated a feature coast-to-coast broadcast from Omaha, Neb., on March 15 at 1 p.m. over Radio WOW. The program, which featured the fourth annual National Pasture-Forage-Livestock conference, was held in Omaha on the 13th of March.

Leading mid-western agriculture college authorities on roughage for livestock appeared with some of the outstanding farmers in the Missouri Valley. The show, sponsored by Allis-Chalmers, carried the commentary of WOW's Farm Service Director Mal Hansen.

Hansen was the program chairman of the Pasture-Forage-Livestock conference and Russell Kendall was general chairman.

—WOW—

Martha Thanked

Martha Bohlsen and Bill McBride received a letter recently from Mrs. A. J. Caldwell of Walthill, Neb., thanking them and the sponsors of "Martha's Cupboard Quiz," heard at 11 a.m. every weekday on WOW, for having been selected as the first participant on Martha's new show, which started February 18, 1952. She also indicated a visit to Omaha in the near future at which time she hopes to call on Martha personally.

—WOW—

Complete Coverage

It was recently disclosed that NBC will broadcast more political headlines, more incisive campaign commentary, more human interest stories, more behind-the-scenes feature programs than any other network during 1952. WOW-Land listeners will receive this radio coverage by tuning 590 on their radio dials.

—WOW—

Connie Sings . . .



Lovely Connie Russell sings on "Dial Dave Garroway" show each week-day morning at 10:45 on WOW.

Hollywood Renamed

Omaha Orphan Receives Gift

The popular "Strike it Rich" program, sponsored by Colgate-Palm-Olive-Peet, and heard weekdays at 10 a.m. over WOW, recently gave a tiny Omaha girl a better chance to live. The child is four-year-old Connie Cook, a little Indian orphan who is in the hospital with tuberculosis.

New York author Paul Jensen appeared on the NBC quiz program, struck it rich to the tune of \$300, and decided to use the money to buy a television set for little Connie, in response to a letter telling about the orphan's plight.

The letter was submitted by Mrs. Lester Smith, who is in charge of the care home where Connie was a ward. Mrs. Smith and the doctor believe that the set will speed the child's recovery. When Connie leaves the hospital, the TV set will remain behind for the use of other children.

—WOW—

Best Radio Show

The DuPont "Cavalcade of America" show, heard every Tuesday evening at 7 p.m. over Radio WOW recently won the Freedoms Foundations Award for the third consecutive year as the best radio program of the year.

"Cavalcade," usually cited for its portrayal of the highest principles of the American way of life, covers the panorama of history from the earliest days right up to yesterday, with dramatic episodes from the lives of actual persons.

Many of them have been historical figures, others contemporary unsung heroes. Regardless of the time and circumstances, however, the persons all exemplified the high integrity which characterized our finest citizens through the years.

The many awards which have been bestowed upon the "Cavalcade of America" program are far too numerous to mention here, except to invite WOW-Land listeners to add their own merit citation to this fine show by tuning in every Tuesday at 590 on their radio dial.

—WOW—

Phil Harris Signs

Phil Harris has signed a long-term radio contract with NBC. The contract calls for continuation of the "Phil Harris-Alice Faye Show," sponsored by RCA and heard Sunday evenings at 7 p.m. over Radio WOW.

—WOW—

New Time

The thrilling adventures of "Barrie Craig, Confidential Investigator," starring William Gargan of movie fame, is now heard every Wednesday evening at 9 p.m. over WOW. This exciting mystery is sponsored by Lewis Howe Company for "Tums."

Becomes "Wistful Vista" For Day



COMEDY . . . with the lovable team of "Fibber McGee and Molly" who have entertained a generation of fun-lovers. Enjoy this show every Tuesday at 8:30 p.m. on Radio WOW.

—WOW—

Beloved Team

Hollywood, the illustrious home of many top NBC and film stars, gave up its identity for a full day on March 11. On that day it became "Wistful Vista" in honor of the 20th anniversary of Fibber McGee and Molly as a leading show.

Renamed by proclamation, the city turned out en masse to honor the beloved family team that has made their radio hometown as well-known as many American cities. NBC's Sunset and Vine studios carried a mammoth sign reading "79 Wistful Vista."

—WOW—

NBC Easter Services

- 6:00 A. M.—Easter Sunday Service from the Walter Reed Hospital.
- 6:30 A. M.—Easter Sunrise Service from Radio City Music Hall.
- 7:00 A. M.—Five minute news summary.
- 7:05 A. M.—Easter Sunrise Service from Lake Springfield, Ill.
- 10:30 A. M.—Easter Sunrise Service from Yosemite National Park.

—WOW—

Dinner Guests

Officials of the Robinson Seed Company were guests of Radio WOW at a dinner held in the Omaha Athletic Club on March 24. Robinson Seed sponsors "Today's Farm Story," heard at 6:25 a.m., Mondays, Wednesdays and Fridays over WOW.

WOW NEWS TOWER

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