

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs

Vol. 16, No. 10

OMAHA, NEBRASKA, JUNE 1, 1952

Published Monthly

WOW Tour to Mexico-Texas

Cisco Kid and Pancho To Visit WOW-Land

Here is good news for the kids: The Cisco Kid and Pancho will visit Omaha, in person, on June 16, 17 and 18.

The famous Robin Hood of the West and his side-kick will make personal appearance tours at the world-famous Boys Town, the Masonic Home for Boys, the Children's Memorial Hospital, movie theaters, noon-day luncheons, an Omaha Cardinal baseball game and be seen and heard on Radio WOW and WOW-TV.

Cisco, the celebrated Lochinvar who rides out of the West to avenge the wronged and fight crime, has long been a favorite with WOW-Land listeners. "The Cisco Kid" program is brought to you with the compliments of the Interstate Baking Corporation (Butter-nut bread).



Cisco Kid and Pancho, long-time favorites, heard over WOW on Wednesday and Friday at 6 p.m., will be seen in person on June 16, 17 and 18.

Scheduled For Sept. 14-30

Radio WOW and WOW-TV are pleased to announce the Fifth Annual WOW Farm Study Tour to Mexico and Texas, under the leadership of WOW's Farm Service Director Mal Hansen.

The trip is scheduled to leave Omaha, Neb. on Sunday, September 14 and return on Tuesday, September 30. Highlights of the projected tour include:

Visit to the famous King Ranch, located just west of Kingsville, Texas. Here interest will center around prize cattle-grazing crops and winter vegetables. The fabulous ranch is known throughout the world for its unusual breeds of cattle.

Sightseeing in the famed citrus valley of Texas, near Brownsville, just across the border from old Mexico.

Visits to Monterrey and the adjacent agricultural region, San Luis Potosi, where chartered buses will tour the surrounding irrigated farms, typical of the rich Mexico valley areas being developed with irrigation. Sightseeing in spectacular Mexico City and trips to Chapingo; Mexico's Government Agricultural School; Puebla, in the high mountain range; Camohmila, rural construction center of Mexico; Taxco, "Lovely Silver City"; Guadalupe Valley, center of hybrid corn, and Ameco Valley the important sugar cane center, to name but a few of the side trips in the offering.

A minimum of 165 persons must participate in order to make the trip possible, but a definite limit of 200 persons has been set and no applications above that number will be accepted. The cost of the trip will be about the same as previous WOW Farm Study Tours.

For a complete itinerary and trip costs, address your inquiries to Mal Hansen, WOW, Inc., Insurance Building, Omaha, Neb.

—wow—

New Four Bell News

Another Four Bell News Round-up bows its way into WOW's Sunday afternoon programming. Heard at 5:30 p.m., these long-established, award-winning news presentations make the WOW-Land listeners among the best informed radio listeners in the great mid-west.

Hear 'What's My Line?'

The long-time television favorite, "What's My Line," the gay, comedy-quiz panel show on which contestants are questioned by experts in an attempt to determine their occupations, is now heard on Tuesday evenings at 9 p.m. over Radio WOW.

Panelists question three or four contestants, who range from bald wigmakers and corpulent directors of reducing salons to refined ladies whose life work is selling dynamite, and one mystery celebrity on each Tuesday night show.

Panelists on "What's My Line" sponsored by Philip Morris, are columnist Dorothy Kilgallen, writer Hal "Dimples" Block, TV actress Arlene Francis and publisher-humorist Bennett Cerf. John Daly is the moderator.

—wow—

New Political Series

An important new political series called "Hats in the Ring," heard on Sundays at 1:30 p.m., is currently running on Radio WOW.

The program informs listeners of the points of view of political parties, presidential candidates or their spokesmen. "Hats in the Ring" is another Radio WOW service to keep voters fully informed on all facets of significant issues in this presidential election year. Keep tuned to WOW for complete coverage of the political situation.

Awards Won

For the third consecutive year, United States Steel's full-hour dramatic program, "The Theatre Guild on the Air," heard over WOW on Sundays at 7:30 p.m., has won the Academy of Radio and Television Arts and Sciences famed "Michael" award for meritorious achievement in radio. Other "Michael" winners include:

"The Big Show" (program of the year), "The Telephone Hour" (musical), NBC Symphony (classical music), and the Liggett & Myers Tobacco Company sponsored "Dragnet" (mystery).

—wow—

Nation-Wide Poll

The General Federation of Women's Clubs have announced their annual radio awards, the results of polls of the members which represent a country-wide opinion.

"Father Knows Best," the amusing family comedy series heard over WOW on Thursdays at 7 p.m., was cited. "The Voice of Firestone," heard every Monday evening at 7:30, sponsored by Firestone Tire & Rubber Company, won the award for adult listening.

—wow—

Six Good Years

The early morning favorite, "Farm Service Reporter," with Mal Hansen, sponsored by Walnut Grove Products and Pioneer Hybrid Seed Corn, will celebrate its 6th anniversary on June 19.

RADIO WOW'S JUNE DAYTIME SCHEDULE

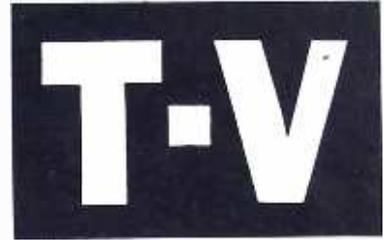
(FOR NIGHTTIME WOW SCHEDULES TURN TO PAGE 7)

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.—Hometowners—Music, weather for Williamson-Dickie. Welcome to the West.	Mon., Wed., Fri. Tues., Thur.
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 Corn and Walnut Grove Mineral Products.	Daily ex. Sun.
7:00 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 Dreter for Skelly Oil.	Mon. thru Sat.
7:30 A. M.—Breakfast Bandstand—Armour Reports to Agriculture— with Mal Hansen and Everett Mitchell.	Mon. thru Fri.
7:45 A. M.—Armour Reports to Agriculture.	Sat.
8:00 A. M.—WOW News—Merrill Workhoven.	Sun.
8:15 A. M.—The 590 Hour with Case and Casey.	Mon. thru Sat.
8:30 A. M.—The 590 Hour with Case and Casey.	Mon. thru Fri.
8:30 A. M.—Smilin' Ed McConnell—Brown Shoes.	Sat.
8:30 A. M.—Chapel Service—Dr. R. R. Brown.	Sun.
9:00 A. M.—Welcome Travelers—Tommy Bartlett with a great show.	Mon. thru Fri.
9:30 A. M.—Adventures of Archie Andrews.	Sat.
9:30 A. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup.	Mon. thru Fri.
9:30 A. M.—Mary Lee Taylor for Pet Milk.	Sat.
10:00 A. M.—Joe Martin Show.	Sun.
10:00 A. M.—Strike it Rich—Warren Hull for Colgate.	Mon. thru Fri.
10:00 A. M.—My Secret Story.	Sat.
10:00 A. M.—WOW News Tower—All the latest news.	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.	Mon. thru Fri.
10:45 A. M.—U. N. Is My Best.	Sat.
10:45 A. M.—Dial Dave Garroway.	Sun.
10:45 A. M.—To be announced.	Mon. thru Fri.
11:00 A. M.—Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker.	Sun.
11:30 A. M.—National Radio Pulpit.	Mon. thru Sat.
11:30 A. M.—Perry Mason-Detective—Proctor & Gamble.	Sun.
11:30 A. M.—Elaine Jabenis Scrapbook.	Mon. thru Fri.
11:45 A. M.—Eternal Light.	Sat.
11:45 A. M.—Your Melody Time—Late morning melodies Charles Antell.	Mon., Wed., Fri. Tues., Thu.
12:00 Noon—Four Bell News Tower—The Midwest's most complete news coverage with all of the latest national, international, farm and market and local news.	Daily ex. Sun.
12:15 P. M.—WOW News Tower—A complete 15-minute news coverage.	Sun.
12:15 P. M.—Musically Yours.	Sun.
12:30 P. M.—WOW Calling—A happy half hour for Nutrena.	Mon. thru Fri.
12:30 P. M.—Murphy's Noontime jamboree.	Sat.
12:45 P. M.—Your University Speaks—University of Nebraska.	Sun.
12:45 P. M.—Voice of America.	Sun.
1:00 P. M.—Ma Perkins—Oxydol's long-time favorite.	Mon. thru Fri.
1:00 P. M.—National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers.	Sat.
1:15 P. M.—Sunday in the Country—Mal Hansen.	Sun.
1:15 P. M.—Young Doctor Malone.	Sat.
1:30 P. M.—Guiding Light—Sponsored by Duz.	Mon. thru Fri.
1:30 P. M.—Town and Country Time.	Mon. thru Fri.
1:45 P. M.—Hats in the Ring.	Sat.
1:45 P. M.—Judy and Jane—Folger's Coffee.	Sun.
2:00 P. M.—Town and Country Time.	Mon. thru Fri.
2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.	Sat.
2:00 P. M.—Town and Country Time.	Mon. thru Fri.
2:15 P. M.—Treasury Salute.	Sat.
2:15 P. M.—Road of Life—Interesting to follow—Oxydol.	Sun.
2:30 P. M.—America's Music.	Mon. thru Fri.
2:30 P. M.—Pepper Young's Family—You'll like them—P. & G. Town and Country.	Sat.
2:30 P. M.—Bob Considine.	Sun.
2:45 P. M.—Right to Happiness—Everyone's right—P. & G. John Cameron Swayze—News—Belmont Radio.	Mon. thru Fri.
3:00 P. M.—Backstage Wife—Dreft.	Sun.
3:00 P. M.—Down Homers.	Mon. thru Fri.
3:00 P. M.—The Falcon.	Sat.
3:15 P. M.—Stella Dallas—A moving story—Sterling Products.	Sun.
3:30 P. M.—Young Widder Brown—Sterling Products.	Mon. thru Fri.
3:30 P. M.—U. S. Army Band.	Mon. thru Fri.
3:45 P. M.—Martin Kane, Private Eye—American Tobacco Co.	Sat.
3:45 P. M.—The Woman in My House—Manhattan Soap.	Sun.
4:00 P. M.—Just Plain Bill—Anacin.	Mon. thru Fri.
4:00 P. M.—Mind Your Manners.	Mon. thru Fri.
4:00 P. M.—Hollywood Star Playhouse.	Sat.
4:15 P. M.—Front Page Farrell.	Sun.
4:30 P. M.—Lorenzo Jones—Presented by Dreft.	Mon. thru Fri.
4:30 P. M.—Public Affairs.	Sat.
4:30 P. M.—Whitehall 1212.	Sun.
4:45 P. M.—The Doctor's Wife.	Mon. thru Fri.
4:45 P. M.—Best in Bands.	Sat.
5:00 P. M.—Brighter Day—Proctor & Gamble.	Mon. thru Fri.
5:00 P. M.—Lean Back 'n' Listen.	Sat.
5:00 P. M.—Tales of the Texas Rangers.	Sun.
5:15 P. M.—H. V. Kaltenborn.	Mon. thru Sat.

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



See Conventions on WOW-TV

Berle's Cancer Telethon Set for Saturday, June 7

Another of Milton Berle's famous "telethons" for the Damon Runyon Cancer Fund is slated for Saturday, June 7.

WOW-TV will pick up the telethon Saturday afternoon and it will be integrated into nighttime shows. WOW-TV will stay on the air till after midnight with the special telecast.

Last year Berle raised nearly \$2,000,000 for the Cancer fund.

—WOW-TV—

'Trail Time' Rewards Safety-Minded Kids

Some safety-conscious youngsters who watch "Uncle Tom" Chase's Trail Time TV program are proud owners of handsome "Certificates of Appreciation" awarded them by "Uncle Tom" and the Omaha Safety Council.

Each week a Trail Time viewer is awarded a certificate for sending in the best safety slogan received during the week.

The certificates are signed by "Uncle Tom" and the President of the Omaha Safety Council—Mr. Glenn Cavannaugh. They are embossed with handsome brown ranch fence posts surrounded by famous ranch brands.

Trail Time is a Monday through Friday feature at 4 p.m. over Channel 6.

—WOW-TV—

13,000 'Victory' Books Sold

More than 13,000 attractive VICTORY flood booklets have been sold throughout WOW-Land, the nation and overseas.

VICTORY is WOW and WOW-TV's picture-filled story of the recent successful fight against the Missouri River at Omaha and Council Bluffs.

Radio WOW, Inc., will turn over net proceeds from VICTORY'S sale to Flood Relief.

—WOW-TV—

Admiral Five Times Weekly

Admiral now presents Ray Clark and the News five times weekly over WOW-TV.

The program, seen at 9:45 p.m. every week night, features "Mr. News" Ray Clark in a quarter-hour of the day's big news stories.

Covers Conventions ...



John Cameron Swayzee . . . he'll lead corps of 100 newsmen covering Political Conventions for NBC-TV and WOW-TV.

THREE CHIMES MEAN GOOD TIMES ON NBC

Top Producer ...



Here's the man who's responsible for top-notch television drama. He's the well-known actor Robert Montgomery, producer of Robert Montgomery Presents—seen every Monday at 7:30 p.m. over WOW-TV. The series is sponsored by Lucky Strike and Johnson's Wax.

Philco to Present Both Meetings

(Picture at Left)

WOW-TV is your political conventions station!

WOW-TV will give you complete, accurate, up-to-the-minute coverage of both the Republican (July 7) and Democratic (July 21) conventions. Both conventions will be brought to you by the Philco Corporation.

Yes, on Channel 6 you'll see all the excitement, all the thrills, all the suspense that only national political conventions can offer.

And who will be on hand to report the conventions for you? A total of 100 nationally-known commentators, analysts, reporters and writers will bring to WOW-TV viewers the most comprehensive and exciting coverage of the two conventions which modern science has made possible.

200 Technicians

A caravan of more than 200 NBC engineers and technical staff members will move to Chicago for the two conventions.

Thirty top commentators with more than a thousand years of combined news credit from previous party conclaves will handle the on-the-air reporting job.

These famous commentators are just a few of those who will be "on top" of the conventions for you: Morgan Beatty, John Cameron Swayze, H. V. Kaltenborn, Dave Garroway, Richard Harkness, Bob Considine, George Hicks, Ray Henle, Bill Henry—and many others.

'Plus' Features

Besides coverage of speeches balloting, actives on platform and floor of conventions, Channel 6 viewers will get these "plus" convention features: special program-balloting, activities on platform and ming of party meetings and caucuses; interviews with delegates and other personalities; sessions of major committees; human interest stories; discussion and forum-type programs; nationwide news and opinion roundups; and programs of special appeal to women.

So be tuned to WOW-TV, starting July 7 for the Republican Convention, and July 21st for the Democratic meeting for complete coverage of the two biggest most exciting political shows this nation has to offer.

SUNDAYS

(ALL DAY)

- 11:15 A. M.—Nature of Things (NBC)
- 11:30 A. M.—Frontiers of Faith (NBC)
- 12:00 Noon—Hats in the Ring
- 12:30 P. M.—To be announced
- 1:00 P. M.—MIDWESTERN HAYRIDE (NBC)
- 2:00 P. M.—Fearless Dick Fosdick (NBC)
- 2:30 P. M.—
HALLMARK HALL OF FAME
with Sarah Churchill
Hall Brothers (NBC)



"Introduces
Top
Drama!"

Sarah Churchill

- 3:00 P. M.—ZOO PARADE
Ken-L-Ration (NBC)
- 3:30 P. M.—SKY KING
Derby Foods
alternates with
TV RECITAL HALL
(NBC)
- 4:00 P. M.—
COWBOY CLASSICS
Continental Baking
- 5:00 P. M.—Wild Bill Hickok
Kellogg's
- 5:30 P. M.—MEET THE PRESS
Revere Ware (NBC)
- 6:00 P. M.—Colgate Comedy Hour
- 6:00 P. M.—Eff. 6/22
THE BIG PAYOFF
Colgate (NBC)
- 7:00 P. M.—Philco Television Playhouse alternates with Goodyear Theater (NBC)
- 8:00 P. M.—
RED SKELTON SHOW
Procter & Gamble (NBC)
- 8:30 P. M.—Bishop Fulton Sheen's Life is Worth Living (DuMont)
- 9:00 P. M.—
SKELLY NEWS
with RAY CLARK
- 9:15 P. M.—Strange Adventure
Max I. Walker Cleaners
- 9:30 P. M.—U. S. Royal Showcase
U. S. Rubber (NBC)
- 10:00 P. M.—MOVIE TIME

MONDAYS

- 5:00 P. M.—Kukla, Fran and Ollie
RCA (NBC)
- 5:15 P. M.—The GOLDBERGS
Vitamin Corp. of America (NBC)
- 5:30 P. M.—THOSE TWO
Procter & Gamble (NBC)
- 5:45 P. M.—Camel News Caravan,
John Cameron Swayze (NBC)
- 6:00 P. M.—Winchell and Mahoney
Speidel, Crosley (NBC)
- 6:30 P. M.—
VOICE OF FIRESTONE
(NBC)
- 7:00 P. M.—LIGHTS OUT
Pearson Pharmacal
- 7:30 P. M.—
ROBERT MONTGOMERY PRESENTS
for Lucky Strike and Johnson Wax (NBC)
- 8:30 P. M.—
GRUEN PLAYHOUSE
(NBC) alternates with
WHO SAID THAT?
(NBC)
- 9:00 P. M.—Town and Farm Quiz
Staley Milling
- 9:15 P. M.—In Your Own Backyard
- 9:30 P. M.—Omar Weatherman
- 9:40 P. M.—
SPORTS by JACK PAYNE



"Today's
Sports News
Today!"

Jack Payne

- 9:45 P. M.—News with Ray Clark
Admiral Dealers
- 10:00 P. M.—Plainclothesman
Edgeworth Tobacco and Holiday Cigarettes
- 10:30 P. M.—MOVIE TIME

TUESDAYS

- 5:00 P. M.—Kukla, Fran and Ollie
National Biscuit (NBC)
- 5:15 P. M.—Endearing Young Charms
- 5:30 P. M.—Dinah Shore (NBC)
Chevrolet
- 5:45 P. M.—Camel News Caravan,
John Cameron Swayze (NBC)
- 6:00 P. M.—Milton Berle, Texaco
Star Theater (NBC)
- 6:00 P. M.—Eff. 6/17
YOUTH WANTS TO KNOW
(NBC)
- 6:30 P. M.—Eff. 6/17
JUVENILE JURY
(NBC)
- 7:00 P. M.—Battle of the Ages
Serutan (DuMont)
- 7:30 P. M.—Twenty Questions
Mennen Products
- 8:00 P. M.—Old Gold Amateur
Hour with Ted Mack (NBC)
- 8:45 P. M.—
ON THE LINE
with BOB CONSIDINE
Mutual of Omaha



"Drama
Behind
News Headlines"

Bob Considine

- 9:00 P. M.—Armstrong Circle
Theatre (NBC)
- 9:30 P. M.—Omar Weatherman
- 9:40 P. M.—Sports by Jack Payne
- 9:45 P. M.—News with Ray Clark
- 10:00 P. M.—Fireside Theatre
Procter & Gamble
- 10:30 P. M.—MOVIE TIME

WEDNESDAYS

- 5:00 P. M.—Kukla, Fran and Ollie
RCA (NBC)
- 5:15 P. M.—The GOLDBERGS
Eck
- 5:30 P. M.—
THOSE TWO
Procter & Gamble



Stewart and Lee

- 5:45 P. M.—Ca
Job
(NI)
- 6:00 P. M.—
Kate Smith
Reynold's Met
Anson,
- 7:00 P. M.—
KI
- TELEVISION
(I)
- 8:00 P. M.—(al)
CELANES
Celane
- PULITZER**
Frigida
- 9:00 P. M.—Phi
Dig
Phil
- 9:30 P. M.—Orr
- 9:40 P. M.—Spo
- 9:45 P. M.—Ne
Adn
- 10:00 P. M.—TV
- 10:30 P. M.—MO

Mondays Through Friday

- 7:00 A. M.—TODAY, with Dave Garroway (NBC)
- 8:00 A. M.—Prologue to the Future (NBC)
- 8:30 A. M.—BREAKFAST PARTY (NBC)
- 9:00 A. M.—MRS. U. S. A. (NBC)
- 9:30 A. M.—IT'S A PROBLEM
- 10:00 A. M.—RUTH LYONS SHOW (NBC)
- 10:30 A. M.—MORNING MOVIE
- 11:00 A. M.—BIG PAYOFF
- 11:55 A. M.—DAILY ME
- 12:00 Noon—Cup and Sa
- 12:15 P. M.—MID-DAY
- 12:30 P. M.—TV FARM
- HANSEN fo
- Dealers and



Red Skelton



Robert Montgomery



Mal Hansen



Tom Chase

Keep This Schedule Near Your Set! Watch WO

*Many Programs Are Being Seen One Hour

SDAYS	THURSDAYS	FRIDAYS	SATURDAYS
Fran and Ollie (NBC) GOLDBERGS Products Co. (NBC) TWO (NBC) Martha Stewart Joins Pinky Lee" News Caravan, Cameron Swayze Evening Hour B. T. Babbitt, (NBC) FT THEATER (ate weeks) THEATER (NBC) AYHOUSE (NBC) s Teleports Petroleum Weatherman by Jack Payne with Ray Clark Dealers eature E TIME	5:00 P. M.—Kukla, Fran and Ollie National Biscuit (NBC) 5:15 P. M.—Endearing Young Charms (NBC) 5:30 P. M.—Dinah Shore Chevrolet (NBC) 5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 6:00 P. M.—GROUCHO MARX for DeSoto (NBC) 6:30 P. M.—CISCO KID Butter-nut Bread 7:00 P. M.—(alternate weeks) GANGBUSTERS and DRAGNET Liggett & Myers 7:30 P. M.—FORD FESTIVAL Ford Motors 8:00 P. M.—Martin Kane, Private Eye U. S. Tobacco  Lee Tracy "The New Martin Kane" 8:30 P. M.—Wayne King Show Standard Oil (NBC) 9:00 P. M.—Washington Spotlight Zephyr Ventilated Awnings 9:15 P. M.—Industry Parade 9:30 P. M.—Omar Weatherman 9:40 P. M.—Sports by Jack Payne 9:45 P. M.—News with Ray Clark 10:00 P. M.—Charlie Wild, Private Detective Wine Corp. of America 10:30 P. M.—MOVIE TIME	5:00 P. M.—Kukla, Fran and Ollie 5:15 P. M.— THE GOLDBERGS Necchi Sewing Machine Sales Corp. (NBC)  Molly "Family Fun" 5:30 P. M.—THOSE TWO Procter & Gamble (NBC) 5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 6:00 P. M.—(alternate weeks) EZIO PINZA REVUE and DENNIS DAY SHOW RCA (NBC) 6:00 P. M.—Eff. 6/20—Curtain Call RCA (NBC) 6:30 P. M.—TV Feature 7:00 P. M.—THE BIG STORY American Cigaret & Cigar Co. (NBC) 7:30 P. M.—FILMS Campbell Soup (NBC) 8:00 P. M.—Cavalcade of Sports Gillette Fights (NBC) 8:45 P. M.—Greatest Fights Vaseline Hair Tonic 9:00 P. M.—TV Feature 9:30 P. M.—Omar Weatherman 9:40 P. M.—Sports by Jack Payne 9:45 P. M.—News with Ray Clark Admiral Dealers 10:00 P. M.—ROCKY KING American Chiclé 10:30 P. M.—MOVIE TIME	3:00 P. M.—Youth Wants to Know (NBC) 3:00 P. M.—Eff. 6/17 TELEVISION FEATURE 3:25 P. M.— MORGAN BEATTY (NBC) 3:30 P. M.—Rootie Kazootie 4:00 P. M.—RED RYDER 5:00 P. M.—ROY ROGERS General Foods (NBC) 5:30 P. M.—One Man's Family Sweetheart Soap (NBC) Miles Laboratory 6:00 P. M.— ALL-STAR REVUE Kellogg, Pet Milk, Snow Crop (NBC)  Durante "Top Comedy Favorite" 7:00 P. M.— BLIND DATE Block (NBC) 7:30 P. M.— DANCE BAND PARADE (NBC) 8:30 P. M.— THE HIT PARADE Lucky Strike (NBC) 9:00 P. M.—Sports Showcase Auto-Brite (DuMont) 9:15 P. M.— WRESTLING from Chicago (DuMont) Wildroot and Metropolitan Utilities District 10:15 P. M.—BOXING (DuMont)

... Daytime Schedule

Colgate (NBC)	12:45 P. M.—Movie Quick Quiz (Tues., Thu., BuTay)
STATION	1:30 P. M.—MARTHA'S KITCHEN
Club with Bill McBride	2:00 P. M.—THE KATE SMITH SHOW (NBC)
NEWS REEL with K. Case	3:00 P. M.—HAWKIN'S FALLS (NBC)
REPORTER with MAL	3:15 P. M.—GABBY HAYES (NBC)
a group of Allis-Chalmers	3:30 P. M.—HOWDY DOODY (NBC)
ederickson Build. Corp.	4:00 P. M.—TRAIL TIME
	4:30 P. M.—REPUBLIC SERIALS



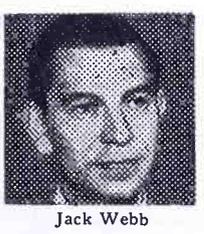
Howdy Doody



Dinah Shore



Martha Bohlsen



Jack Webb

Channel 6 Sport Fans Treated

Heavy Title Fight, Belmont Stakes

Two outstanding sports events in the span of just three days are on tap for Channel 6 viewers.

Thursday, June 6 it's the long-awaited clash for the World's Heavyweight Championship between Champion Jersey Joe Walcott and the challenger and ex-champ Ezzard Charles.

Then at 2:30 p.m., Saturday, June 8, WOW-TV tuners will be whisked to Belmont Park for the 84th running of **The Belmont Stakes**—oldest of turfdom's famed "Triple Crown."

Both these top-flight sports classics will be presented by the Gillette Safety Razor Company.

—WOW-TV—

Check Schedule for New Summer Shows

Some of the hard-working television performers seen on WOW-TV are taking time off in order to rest for another strenuous season in the fall.

Many of your Channel 6 favorites are going off for the summer. In their places are top-notch shows that will furnish you with outstanding TV entertainment all summer long.

Check the television program schedule elsewhere in this section for program listings for the month of June.

—WOW-TV—

Rogers to Headline Rodeo

Roy Rogers, star of the **Roy Rogers Show**, WOW-TV, Saturday, 5 p.m., will headline the 1952 World Championship Rodeo to be held this fall in Madison Square Garden.

Appearing with the "King of the Cowboys" will be his wife Dale Evans and Comedian Pat Brady who regularly appear with Rogers on his TV show.

The **Roy Rogers Show** is presented by the Post Cereals Division of General Foods.

—WOW-TV—

KTT Provides Many Roles

The oldest show on television, the **Kraft Television Theatre**, has given parts to 410 different actors and 795 actresses, plus 60 children and 25 live animals during its five-year history.

KTT is seen every Wednesday at 7 p.m. over Channel 6.

—WOW-TV—

Rogers Tops With Kids

Decatur, Georgia school children have voted the **Roy Rogers Show** the program most watched on television by elementary school pupils.

Seen every Saturday at 5 p.m. over WOW-TV, the **Roy Rogers Show** is presented by the Post Cereals Divisions of General Foods.

High-Flyer ...



This is Kirby Grant who plays the high-flying **SKY KING** in the adventure series seen every other Sunday at 3:30 p.m. over Channel 6. The thrill-packed series is built around a flying rancher who pilots his own plane while tracking down criminals.

—WOW-TV—

WOW-TV Men Boosted

Two men largely responsible for the high caliber of Channel 6 locally-produced programs, have received promotions at WOW-TV.

They're Soren Munkhof, named Television Program Director, and John Mazzie, named Television Production Manager.

Munkhof formerly held the post of TV Production Manager, while Mazzie was producer-director.

—WOW-TV—

Mal Hansen ...



On one of the recent **TV Farm Reporter** programs, WOW's Farm Service Director Mal Hansen, showed an almost perfectly round egg to his viewing audience. In the picture the egg is compared to a normal egg. The round egg was sent Mal by Mr. Otto Rieger of Falls City, Neb., who reports that one of his hens has been consistently laying round eggs over a period of many months. **TV Farm Reporter**, seen every weekday at 12:30 p.m. over Channel 6, is presented on Mondays, Wednesdays and Fridays by a group of Allis-Chalmers dealers and on Tuesdays by the Frederickson Building Company, Columbus, Neb.

Nebraska City Man With NBC-TV Feted

A native of Nebraska City and Omaha who is now a member of NBC-TV's Public Affairs Department, has been honored by the University of Omaha Alumni Association.

He is Ad Schneider who received the Association's highest award—the 1952 Achievement Scroll—at the University's Annual Achievement Day Program, May 31.



Ad Schneider

The scroll is presented each year to the Omaha University alumnus who has distinguished himself in the business or professional world.

Frank Fogarty, General Manager of Radio WOW, Inc., introduced Mr. Schneider at the Achievement Day Banquet.

Schneider was born in Nebraska City. He worked and went to school in Omaha and is a veteran of a quarter-century of work in newspaper, radio and television.

At NBC-TV he's been busy producing such well-known WOW-TV programs as **Meet the Press**, **American Forum of the Air**, **Youth Wants to Know**, **The Bob Considine Show** and many others.

Schneider is married to Florence Swift, who worked with him as a reporter on the Omaha World-Herald.

—WOW-TV—

Lee Tracy is Martin Kane

Lee Tracy, the veteran film, stage, radio and television star, has taken over the starring role in **Martin Kane, Private Eye**.

Tracy sky-rocketed to fame with his stage role in "The Front Page."

He began his film career in 1929 and has since played in countless pictures.

Martin Kane, seen every Thursday at 8 p.m. over Channel 6, is sponsored by the United States Tobacco Company.

—WOW-TV—

'Backyard' Valuable Forum

Viewers are getting answers to their toughest garden problems from **In Your Own Backyard**, seen every Monday night at 9:15 on Channel 6.

In addition to questions answered on the show, Arnold Peterson, who appears with WOW's Farm Service Director, Mal Hansen, answers more than 50 letters weekly that contain questions from viewers.

Peterson, a member of WOW's Farm Service Department, has a broad background in horticulture subjects.

WOW NEWS TOWER

5,000 Watts

WOW'S JUNE NIGHT SCHEDULE

590 Kc.

(TURN BACK TO PAGE 2 FOR WOW DAYTIME SCHEDULES)

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 30	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer
6 00	FIRST NIGHTER Long time favorite returns	590 MELODY LANE THE BEST IN MUSICAL SELECTIONS	590 MELODY LANE THE BEST IN MUSICAL SELECTIONS	590 MELODY LANE THE BEST IN MUSICAL SELECTIONS	590 MELODY LANE THE BEST IN MUSICAL SELECTIONS	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE
6 30	STARS IN KAHKI 'N' BLUE Presenting Service talent	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	NBC SYMPHONY
6 45	MEREDITH WILSON'S MUSIC ROOM RCA Victor	BEULAH Laughable-Lovable for Drefl	BEULAH Laughable-Lovable for Drefl	BEULAH Laughable-Lovable for Drefl	BEULAH Laughable-Lovable for Drefl	BEULAH Laughable-Lovable for Drefl	The greatest music of all time with guests soloists
7 00	THEATRE GUILD ON THE AIR U. S. Steel presents the theatre's best plays and nation's best actors for a full hour every Sunday night	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	CAVALCADE OF AMERICA Famous stars in top plays for duPont	HALLS OF IVY Mr. and Mrs. Ronald Colman star as "The Halls"	FATHER KNOWS BEST Robert Young as Father Crosley Products	ROY ROGERS SHOW Western thrills for Post Cereals	RALPH EDWARDS SHOW
7 30	\$64 QUESTION for RCA Victor	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	BARRIE CRAIG Confidential investigator with William Gargan	THE GREAT GILDESRLEVE You'll laugh at "Giddy" and Company—Kraft Foods	NIGHT BEAT Frank Lovejoy stars as Reporter Randy Stone	BOB AND RAY Those silly, silly boys	JUDY CANOVA SHOW Top Comedy as Judy runs riot
8 00	MET THE PRESS Outstanding newsmen quiz public figures	TELEPHONE HOUR Donald Voorhees 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 Fatma Cigarettes	MARIO LANZA The great tenor sings your favorite songs Coca-Cola	GRAND OLE OP'RY Red Foley and Gang with homespun humor for Prince Albert
8 30	AMERICAN FORUM OF THE AIR Current events discussions with Theodore Granik	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	THE CHASE Are you the hunter or the hunted?	SHORT STORY Tops in drama	VAUGHN MONROE SHOW Tops in music and song Camel Cigarettes
9 00	WOW NEWS TOWER All the News	TO BE ANNOUNCED	WHAT'S MY LINE Hilarious quib and quiz Philip Morris	THE SILENT MEN Douglas Fairbanks, Jr.	YOUR HIT PARADE with Guy Lombardo for Lucky Strike	WORDS IN THE NIGHT INTERMEZZO	CHAMBER MUSIC SOCIETY OF LOWER BASIN STREET
9 30	ELMO ROPER	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	WOW NEWS TOWER All the News
10 00	THE CATHOLIC HOUR in its 21st year as a leading religious program	MONDAY Through FRIDAY	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	SPORTS with Jack Payne
10 15	NEWS SUMMARY SPRING SERENADE presents music you'll enjoy	MONDAY Through FRIDAY	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne
10 30	NEWS SUMMARY	MONDAY Through FRIDAY	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	TEX WILLIAMS BAND
10 45	NEWS SUMMARY	MONDAY Through FRIDAY	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WILD LIFE ROUNDUP For the outdoorsman
11 00	NEWS SUMMARY	MONDAY Through FRIDAY	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	NEWS SUMMARY
11 05	NEWS SUMMARY	MONDAY Through FRIDAY	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	NEWS SUMMARY
11 30	NEWS SUMMARY	MONDAY Through FRIDAY	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	NEWS SUMMARY
11 55	NEWS SUMMARY	MONDAY Through FRIDAY	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	NEWS SUMMARY

MUSICAL NIGHT EDITOR
TOP TUNES and CHATTER with
JOLLY JOE MARTIN

9:45 — CITIZEN VIEWS THE NEWS with BOB MONTGOMERY

Kaltenborn Heard Weekly

'Dean of News Reporters'

One of the really great radio newsmen of our day, Han Von Kaltenborn adds his keen insight and brilliant reporting to WOW's weekly news coverage.

"The Dean of American News Reporters" is heard over Radio WOW every Saturday afternoon at



H. V. Kaltenborn, heard over WOW on Saturdays at 5:15 p.m. recently celebrated his 30th year as a leading news commentator.

5:15 p.m., sponsored by the Nebraska Savings and Loan Association.

From 1910 to 1930, Kaltenborn was on the staff of a national newspaper, as drama editor, editorial writer, assistant managing editor and associate editor.

In 1930, Kaltenborn turned to radio. He became news editor of a network until 1940, when his program moved to NBC. During this time he interviewed Hitler, Mussolini, Chiang Kai-shek and other international figures. In 1932, 1936 and 1940 he covered both Republican and Democratic conventions.

H. V. Kaltenborn is another reason for the continued leadership of Radio WOW in news coverage.

—WOW—

Jack Payne Elected

Jack Payne, Radio WOW and WOW-TV's popular Sports Director, was recently elected as president of the Omaha Sportscaster Association for the 1952-53 seasons.

The association is composed of sports directors and sportscasters of Omaha television and radio stations. First on the agenda for the group will be the all-out campaign to promote the sale of tickets for the College World Series, to be held at Omaha's Municipal Stadium on June 12 to 16.

WOW NEWS TOWER

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Meet the Press

Listeners may now "Meet the Press," Sundays at 9 p.m. over Radio WOW. This outstanding, award-winning, unrehearsed press conference, is a meeting ground where the people who make the news meet the people who write and analyze the news, face to face across the question-answer board.

Topmost figures in the Nation's Capital, foreign dignitaries, statesmen and international personalities have faced barrage after barrage of questions and have responded with sincere, honest and occasionally electrifying answers.

With amazing regularity, "Meet the Press" makes the Monday morning front pages as a natural outcome of the answers, information and inferences, presented the previous afternoon.

The charming and gracious Martha Rountree is moderator and co-producer of the program.

—WOW—

New Martin Kane

Lee Tracy, film, stage, radio and television star, is now heard in the Lloyd Nolan spot as star of the United States Tobacco Company's "Martin Kane, Private Eye," heard over WOW on Sundays at 3:30 p.m.

Summer Listening ...



A lively hot weather menu of musical romances, starring the popular Gordon MacRae and lovely soprano Dorothy Warenskjoeld, is on the schedule for summer listeners to "The Railroad Hour," heard Mondays at 7 p.m. over Radio WOW.

C.M.S.O.L.B.S. a Hit ...



Henry "Hot Lips" Levine blows a few hot riffs for a broadcast of "Chamber Music Society of Lower Basin Street," heard Saturday evening at 9:30 p.m. over WOW. Songstress Martha Lou Harp and Professor Orson Bean, program commentator, appreciate the serenade.

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