

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW Radio and Television Programs

Vol. 17, No. 9

OMAHA, NEBRASKA, MAY 1, 1953

Published Monthly

Big League Baseball on WOW

Farm Tour 'Sold Out'...Inquiries Still Invited

Space reservations for Radio-Television WOW's Sixth Annual Farm Study Tour to Europe and the British Isles all have been taken, according to a recent statement by Farm Service Director Mal Hansen.

In what is believed to be the largest single mass air movement from the mid-west to Europe ever undertaken, WOW-Land farmers and their wives will fly, in a little over three weeks, to the eight countries of Ireland, England, Holland, Belgium, Luxembourg, Germany, Switzerland and France to study firsthand agricultural conditions abroad.

Applications are still being taken and placed on a waiting list for the trip: Inquiries on highlights of the tour, complete itinerary and costs should be addressed to Mal Hansen, Radio Station WOW, Insurance Building, Omaha 2, Nebraska.

New 'Calling' Star...



NELL SHELTON is the lovely new "WOW Calling" vocalist, heard Monday through Fridays at 12:30 p.m. over Radio WOW.

Many Channel 6 television shows are now seen one hour earlier, because of Daylight Savings Time. Check schedules inside the NEWS TOWER!

Peterson Promoted to Associate F. S. D.

Arnold W. Peterson, formerly Assistant Farm Service Director of Radio WOW and WOW-TV, was named Associate Farm Service Director of the combined stations, in an announcement made last month by Frank P. Fogarty, General Manager of Meredith WOW, Inc.

A graduate of the University of Nebraska School of Agriculture, Arnold Peterson was formerly associated with the Nebraska State Extension Service as a County Farm Agent.

He wrote a garden column for a local newspaper and was in charge of the weekly extension radio broadcast over a local station before joining the staff of Meredith WOW, Inc., on March 1, 1952.

Peterson, who handles "Today's Farm Story," heard Monday, Wednesday, Friday at 6:15 a.m. for the Robinson Seed Company, also assists Farm Service Director Mal Hansen on farm programs.

Radio WOW and WOW-TV's Associate Farm Service Director, born in 1914, is married and the father of three daughters.

White Sox Heard Every Sunday

Last month, Radio WOW began the first of 24 exciting major league baseball broadcasts, featuring the Chicago White Sox, direct from Comiskey Park. Veteran sportscaster Bob Elson reports the play-by-play action and Bob Wells supplies background color.

Hamm's Beer, "from the land of sky blue waters," is the co-sponsor of major league baseball in WOW-Land.

The radio games for these thrilling American League contests, heard every Sunday afternoon on Radio WOW, are listed in the schedule below.

Radio WOW is pleased to offer sports fans the play-by-play action of the White Sox contests, the team experts say is the outfit to beat in the American pennant race. This is the first season all of WOW-Land will enjoy major league baseball direct from the playing field:

With the observance of Radio WOW's 30th Anniversary last month, which recalled many of the station's historic milestones and radio "firsts," we are happy to report that WOW is still "racking 'em up."

May 3	—Philadelphia at Chicago...	2:55
10	—Detroit at Chicago.....	12:25
17	—Chicago at Washington.....	2:55
24	—Chicago at Detroit.....	2:55
31	—St. Louis at Chicago.....	12:25
June 7	—Washington at Chicago.....	12:25
14	—Boston at Chicago.....	12:25
21	—Chicago at Philadelphia.....	1:25
28	—Chicago at Boston.....	12:25
July 5	—Chicago at Cleveland.....	2:55
12	—Cleveland at Chicago.....	12:25
19	—New York at Chicago.....	12:25
26	—Philadelphia at Chicago.....	12:25
Aug. 2	—Chicago at Washington.....	12:25
9	—Chicago at New York.....	12:25
16	—Chicago at Detroit.....	12:25
23	—Detroit at Chicago.....	12:25
30	—New York at Chicago.....	12:25
Sept. 6	—Chicago at Cleveland.....	12:25
13	—Chicago at Boston.....	12:25
20	—St. Louis at Chicago.....	12:25
27	—Chicago at St. Louis.....	1:25

—WOW—

Singing Star Heard for Coca-Cola Show

Eddie Fisher, one of the most outstanding young singing stars in the nation, will begin a regular series of 15-minute musical programs over Radio WOW on May 5 for The Coca-Cola Company.

The programs will be heard every Tuesday and Friday at 7 p.m. with Don Ameche as host.

In addition to these two outstanding personalities, the series will feature the guest appearances of top performers.

Gold's, Lincoln's busy department store, will play host to Ken James and Ben Larson when "Cudahy Quizzes the Mrs." originates from the store on the afternoons of Monday, May 11 and Tuesday, May 12 at 2:30 p.m.

This popular show for The Cudahy Packing Company is heard Monday through Friday at 11:45 a.m. over Radio WOW.

Ken and Ben are looking forward to greeting in person their many Lincoln friends in the auditorium at Gold's on the afternoons of May 11 and 12.

New Time for Mal's Sunday Show

Mal Hansen's popular "Sunday in the Country," for the Nebraska Clothing Company of Omaha, is now heard at a new time.

Formerly broadcast Sunday's at 1 p.m., this WOW-Land favorite is now heard every Sunday evening at 6 p.m.

Mark Sundays at 6 p.m. down on your listening calendar for a half-hour of farm information and top radio entertainment with Farm Service Director Mal Hansen and his "Sunday in the Country."

RADIO WOW'S MAY DAYTIME SCHEDULE

(FOR NIGHTTIME WOW SCHEDULES TURN TO PAGE 7)

5:30 A. M.—Five-Thirty Call—Wake up to the strains of early morning music	Daily ex. Sun.	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.
6:00 A. M.—Sunrise News Tower—Local, Regional, National News....	Daily ex. Sun.	WOW News Tower—A complete 15-minute news coverage.....	Sun.
6:15 - 6:20 A. M.—Today's Farm Story—J. C. Robinson Seed Co.....	Mon., Wed., Fri.	12:15 P. M.—To be announced.....	Sun.
6:15 - 6:30 A. M.—Hometowners—Williamson-Dickie	Tues., Thurs., Sat.	12:25 P. M.—Baseball, May 10, 31.....	Sun.
6:20 - 6:30 A. M.—Welcome to the West.....	Mon., Wed., Fri.	12:30 P. M.—WOW Calling—Now, even bigger and better—Nutrena... Murphy's Noontime Jamboree—Murphy Products.....	Mon. thru Fri. Sat.
6:25 - 6:30 A. M.—Willard Messenger—Willard Tablet Co.....	Mon., Wed., Fri.	Your Mental Health, May 3, 17, 24.....	Sun.
6:30 - 7:00 A. M.—Farm Service Reporter—Farm and Market News for Garst & Thomas and Ralston Purina.....	Daily ex. Sun.	12:45 P. M.—WOW Calling	Mon. thru Fri.
Sunday Serenade	Sun.	1:00 P. M.—WOW Calling—Nob Hill Coffee.....	Mon. thru Fri.
7:00 A. M.—WOW News Tower.....	Daily ex. Sun.	National Farm and Home Hour—The nation's top agricultural program by Allis-Chalmers.....	Sat.
NBC News	Sun.	Sammy Kaye, May 3, 17, 24—Baseball, May 10, 31.....	Sun.
7:15 A. M.—Alex Dreier—First Network News of the day—Skelly Oil..	Daily ex. Sun.	1:15 P. M.—Young Doctor Malone—Procter & Gamble.....	Mon. thru Fri.
7:30 A. M.—Breakfast Bandstand—Music, Time—Mennen Co.....	Daily ex. Sun.	1:30 P. M.—Guiding Light—Sponsored by Duz and Ivory Flakes.....	Mon. thru Fri.
Revival Hour—Gospel Broadcasting Association.....	Sun.	Western Hit Parade.....	Sat.
8:00 A. M.—WOW News Tower.....	Daily ex. Sun.	Proudly We Hail, May 3, 17, 24—Baseball, May 10, 31.....	Sun.
8:15 A. M.—The 590 Hour—Jolly Joe Martin with Al Lamm at piano... Joe Martin Show.....	Mon. thru Fri. Sat.	1:45 P. M.—Dick Haymes	Mon. thru Fri.
8:30 A. M.—Chapel Service—Dr. R. R. Brown.....	Sun.	National Guard	Sun.
9:00 A. M.—Welcome Travelers—Tommy Bartlett for P. & G.....	Mon. thru Fri.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.....	Mon. thru Sat.
Adventures of Archie Andrews.....	Sat.	What's the Score.....	Sat.
9:30 A. M.—Double or Nothing—With genial master-of-ceremonies Bert Parks for Campbell's Soup.....	Mon. thru Fri.	Critic at Large, May 3, 17, 24—Baseball, May 10, 31.....	Sun.
Mary Lee Taylor for Pet Milk.....	Sat.	2:15 P. M.—Road of Life—Interesting to follow—Crisco and Ivory Soap. Youth Brings You Music, May 3, 17, 24—Baseball, May 10, 31.....	Mon. thru Fri. Sun.
Musically Yours	Sun.	2:30 P. M.—Pepper Young's Family—You'll like them—P. & G.....	Mon. thru Fri.
10:00 A. M.—Strike it Rich—Warren Hull for Colgate.....	Mon. thru Fri.	Best in Bands.....	Sat.
My Secret Story.....	Sat.	Robert Armbruster Orch., May 3, 17, 24—Baseball, May 10, 31.....	Sun.
WOW News Tower—All the latest news.....	Sun.	2:45 P. M.—Right to Happiness.....	Mon. thru Fri.
10:15 A. M.—Outdoor Nebraska.....	Sun.	2:55 P. M.—Baseball, May 3, 17, 24.....	Sun.
10:30 A. M.—The Phrase That Pays.....	Mon. thru Fri.	3:00 P. M.—Backstage Wife—Dreft	Mon. thru Fri.
Modern Romances	Sat.	Doin' the Town—with Jolly Joe Martin.....	Sat.
U. N. Is My Beat.....	Sun.	G. I. Joe, May 10, 31.....	Sun.
10:45 A. M.—Bob Hope Show—General Foods.....	Mon. thru Fri.	3:15 P. M.—Stella Dallas—A moving story—Sterling Products.....	Mon. thru Fri.
Treasury Salute	Sun.	Doin' the Town—with Jolly Joe Martin.....	Sat.
11:00 A. M.—Ma Perkins—Oxydol's long-time favorite.....	Mon. thru Fri.	3:30 P. M.—Young Widder Brown—Sterling Products.....	Mon. thru Fri.
Juvenile Jury	Sat.	Jason and the Golden Fleece, May 10, 31—Baseball, May 3, 17, 24.....	Sun.
National Radio Pulpit.....	Sun.	3:45 P. M.—The Woman in My House—Manhattan Soap.....	Mon. thru Fri.
11:15 A. M.—Martha Bohlsen's Show—Mid-west's leading homemaker..	Mon. thru Fri.	4:00 P. M.—Just Plain Bill—Whitehall Pharmaceutical.....	Mon. thru Fri.
11:30 A. M.—Perry Mason, Detective—Procter & Gamble.....	Mon. thru Fri.	Doin' the Town—with Jolly Joe Martin.....	Sat.
The American Trail.....	Sat.	The Chase, May 10, 31—Baseball, May 3, 17, 24.....	Sun.
Eternal Light.....	Sun.	4:15 P. M.—Front Page Farrell—Whitehall Pharmaceutical.....	Mon. thru Fri.
11:45 A. M.—Cudahy Quizzes the Mrs.—Cudahy Packing Co.....	Mon. thru Fri.	4:30 P. M.—Lorenzo Jones—Presented by Colgate.....	Mon. thru Fri.
Elaine Jabenis—Saturday Scrapbook.....	Sat.	Doin' the Town—with Jolly Joe Martin.....	Sat.
		Sammy Kaye, May 10, 31—Baseball, May 3, 17, 24.....	Sun.
		4:45 P. M.—The Doctor's Wife—Ex Lax	Mon. thru Fri.
		Sammy Kaye Serenade.....	Sun.
		5:00 P. M.—Brighter Day—Procter & Gamble.....	Mon. thru Fri.
		Reserved for You.....	Sat.
		Your Witness	Sun.
		5:15 P. M.—Lean Back 'n' Listen.....	Mon. thru Fri.
		H. V. Kaltenborn.....	Sat.

SUNDAYS	MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS	FRIDAYS	SATURDAYS
11:15 A. M.—Industry On Parade 11:30 A. M.—Frontiers of Faith (NBC) 12:00 Noon—What's Your Trouble 12:15 P. M.—Christopher Program 12:30 P. M.— AMERICAN FORUM OF THE AIR (NBC)  "Host to Guest Panelists" Theodore Granik 1:00 P. M.—VICTORY AT SEA (NBC) 1:30 P. M.—THIS IS THE LIFE 2:00 P. M.—Kukla, Fran and Ollie RCA (NBC) 2:30 P. M.—ZOO PARADE (NBC) 3:00 P. M.—Hallmark Theatre Hall Bros. (NBC) 3:30 P. M.—Sightseeing with the Swayzes Fram Corp. (NBC) 3:45 P. M.—Window on Washington with Bill Henry Sunbeam Corp. (NBC) 4:00 P. M.—RUGGLES FAMILY 4:30 P. M.—Wild Bill Hickok Kellogg's 5:00 P. M.—RANGE RIDER P. F. Petersen Baking 5:30 P. M.—MR. PEEPERS Reynolds Metals (NBC) 6:00 P. M.—COMEDY HOUR Colgate (NBC) 7:00 P. M.—Television Playhouse Philco alt. Goodyear (NBC) 8:00 P. M.—THE DOCTOR Procter & Gamble (NBC) 9:00 P. M.—Mystery and Adventure Theatre 10:00 P. M.—Skelly News Headlines with Ray Clark 10:15 P. M.—Invitation Playhouse Max I. Walker 10:30 P. M.—Life Begins at 80 Serutan (DuMont) 11:00 P. M.—CINEMA 6	5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 6:00 P. M.—Winchell and Mahoney Crosley and Speidel (NBC) 6:30 P. M.—Voice of Firestone (NBC) 7:00 P. M.—EYE WITNESS Pearson Pharmacal (NBC) 7:30 P. M.—Robert Montgomery Presents for Lucky Strike and Johnson Wax (NBC)  "Star Studded Drama" Robert Montgomery 8:30 P. M.—The Unexpected Omaha Public Power District 9:00 P. M.—FAVORITE STORY Neighborhood Ford Dealers 9:30 P. M.—Plainclothesman Edgeworth Tobacco and Holiday Cigarettes 10:00 P. M.—OMAR Weatherman 10:10 P. M.—Sports by Jack Payne 10:15 P. M.—News with McBride Standard Oil 10:30 P. M.—LET'S DANCE Camello Dancing Academy 11:00 P. M.—CINEMA 6	5:30 P. M.—DINAH SHORE General Motors Chevrolet (NBC) 5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 6:00 P. M.—TEXACO STAR THEATRE Texas Co. (NBC) BUICK THEATRE Every 4th Week General Motors (NBC)  "Mr. Television" Milton Berle 7:00 P. M.—Fireside Theatre Procter & Gamble 7:30 P. M.—CIRCLE THEATRE Armstrong 8:00 P. M.—Two for the Money P. Lorillard (NBC) 8:30 P. M.—CLUB EMBASSY P. Lorillard (NBC) 8:45 P. M.—ON THE LINE with BOB CONSIDINE Mutual of Omaha 9:00 P. M.—Eastern Parkway BOXING 10:00 P. M.—OMAR Weatherman 10:10 P. M.—Sports by Jack Payne 10:15 P. M.—News with Ray Clark McFaydens, Inc. 10:30 P. M.—CINEMA 6	5:30 P. M.—COKE TIME Coca-Cola (NBC) 5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 6:00 P. M.—I MARRIED JOAN (NBC) 6:30 P. M.—CAVALCADE OF AMERICA DuPont (NBC) alternates with SCOTT MUSIC HALL Scott Paper Co. (NBC) 7:00 P. M.—KRAFT TELEVISION THEATRE (NBC) 8:00 P. M.—This Is Your Life Hazel Bishop (NBC) 8:30 P. M.—RED SKELTON Procter & Gamble 9:00 P. M.—Junior Spotlight 9:30 P. M.—Dangerous Assignment 10:00 P. M.—OMAR Weatherman 10:10 P. M.—Sports by Jack Payne 10:15 P. M.—Newr, with McBride Standard Oil 10:30 P. M.—ADVENTURES IN HOME BUILDING  "Informative Views On Home Planning" Bill McBride 11:00 P. M.—CINEMA 6	5:30 P. M.—DINAH SHORE General Motors Chevrolet (NBC) 5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 6:00 P. M.—You Bet Your Life for DeSOTO (NBC) 6:30 P. M.—CISCO KID Butter-nut Bread 7:00 P. M.—DRAGNET Liggitt & Myers 7:30 P. M.—FORD THEATRE Ford Motors (NBC) 8:00 P. M.—Martin Kane, Private Eye U. S. Tobacco 8:30 P. M.—Douglas Fairbanks, Jr. Presents Phillips Petroleum 9:00 P. M.—DEATH VALLEY DAYS Pacific Coast Borax alternates with PLAY OF THE WEEK 9:30 P. M.—ROCKY KING 10:00 P. M.—OMAR Weatherman  "Up-To-The Minute Weather Reports" Chuck Thomas 10:10 P. M.—Sports by Jack Payne 10:15 P. M.—News with Ray Clark McFaydens, Inc. 10:30 P. M.—Field and Fireside 11:00 P. M.—CINEMA 6	5:30 P. M.—COKE TIME Coca-Cola (NBC)  "Young Singing Sensation" Eddie Fisher 5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 6:00 P. M.—DENNIS DAY RCA (NBC) 6:30 P. M.—YOUR WITNESS American Cigar & Cigarette Co., Simoniz (NBC) 7:00 P. M.—BIG STORY 7:30 P. M.—The Aldrich Family Campbell Soup (NBC) 8:00 P. M.—Cavalcade of Sports Gillette (NBC) 8:45 P. M.—Greatest Fights Vaseline Hair Tonic 9:00 P. M.—CHINA SMITH 9:30 P. M.—In Your Own Backyard 10:00 P. M.—OMAR Weatherman 10:10 P. M.—Sports by Jack Payne 10:15 P. M.—News with McBride Standard Oil 10:30 P. M.—CINEMA 6	11:45 A. M.—COFFEE TIME PLAYHOUSE 1:00 P. M.—MR. WIZARD 1:30 P. M.—Kids and Company 2:00 P. M.—Golden Horseshoe Sweepstakes Gillette (NBC) 2:30 P. M.—TV FEATURE 3:00 P. M.—WESTERN THEATRE 4:00 P. M.—ROY ROGERS General Foods (NBC) 4:30 P. M.—Hopalong Cassidy Roberts Dairy 5:00 P. M.—Terry and the Pirates Canada Dry alternates with Renfrew of the Mounted 5:30 P. M.—Ethel and Albert (NBC) 6:00 P. M.—MY HERO Phillip Morris (NBC) 6:30 P. M.—Original AMATEUR HOUR Pet Milk (NBC)  "Welcome Back" Ted Mack 7:00 P. M.—SHOW OF SHOWS R. J. Reynolds, SOS, Benrus Griffin Mfg., Lehn & Fink Prudential (NBC) 8:00 P. M.—YOUR HIT PARADE Lucky Strike (NBC) 9:00 P. M.—Sports Showcase Auto-Brite (DuMont) 9:15 P. M.—WRESTLING from CHICAGO Metropolitan Utilities District (DuMont) 10:15 P. M.—CINEMA 6

Monday Through Fridays . . . Daytime Schedule

7:00 A. M.—TODAY, with Dave Garroway (NBC)	11:30 A. M.—STAR TIME (T-Th)	1:30 P. M.—WELCOME TRAVELERS (NBC)
8:00 A. M.—DING DONG SCHOOL (NBC)	11:40 A. M.—DAILY MEDITATION	2:00 P. M.—KATE SMITH (NBC)
8:30 A. M.—PROLOGUE TO FUTURE (NBC)	11:45 A. M.—CUP AND SAUCER CLUB	3:00 P. M.—MARTHA'S KITCHEN
9:00 A. M.—ASK WASHINGTON (NBC)	12:00 Noon—SNICKER FLICKERS	3:30 P. M.—HOWDY DOODY (NBC)
9:30 A. M.—MRS. U. S. A. (NBC)	12:30 P. M.—TV FARM REPORTER with MAL VANSSEN	4:00 P. M.—SAILOR DAN
10:00 A. M.—COFFEE TIME PLAYHOUSE	12:45 P. M.—MID-DAY NEWS REEL	4:15 P. M.—TRAIL TIME
11:00 A. M.—TO YOUR HEALTH (T-Th)	1:00 P. M.—BREAK THE BANK (NBC)	5:00 P. M.—STAND BY FOR ACTION
11:15 A. M.—LADIES BEWARE (M-W-F)		



Dave Garroway



Joan Davis



Tom Chase



Kate Smith



Tommy Bartlett



Mindy Carson



Winchell-Mahoney



Wild Bill Hickok

Keep This Schedule Near Your Set! Watch WOW News Tower or Your Local Newspaper For Changes and Corrections New Shows!

*MANY CHANNEL 6 PROGRAMS ARE SEEN ONE HOUR EARLIER BECAUSE OF DAYLIGHT SAVINGS TIME IN THE EAST

Coronation Coverage is Set

Paul Mantz to Fly Film

The National Broadcasting Company is taking elaborate pains to insure its stations' viewers the best possible coverage of Queen Elizabeth's Coronation, Tuesday, June 2.

Some of NBC's best production men have been planning the network's coronation coverage for a long time.

In order to speed coronation film to this country, NBC has secured the services of Paul Mantz, one of the great speed fliers in aviation history. Mantz will fly film footage made in London back to this country, thereby enabling American television viewers to see the historic crowning of Queen Elizabeth II within hours after the event.

As the News Tower goes to press, the following Coronation programs are scheduled for June 2 over WOW-TV:

4 to 5 p.m.—Actual crowning of The Queen.

8:30 to 10 p.m.—Second, fuller report.

—WOW-TV—

Get Vacation Tips From Swayze

If you're fretting about where to spend your vacation, how to get there, and what to do—relax, and let John Cameron Swayze and his family take you on delightful sample trips of America's best-known vacation areas.

NBC-TV's ace newscaster and his family are featured in a new weekly program, *Vacationland America*, on Channel 6 Sundays at 3:30 p.m. The series is presented by the Fram Corporation, oil filter manufacturers.



WOW-TV Farm Service Director Mal Hansen (with mike) interviews Mr. Thomas Staley, president of the Staley Milling Company, at a recent Staley dealer meeting held in Omaha as WOW-TV Cameraman Bob Mockler records the sound-on-film interview.

Mal talked to Mr. Staley, who had just returned from a Washington trip, about farm conditions. The interview later was used on Hansen's *TV Farm Reporter* show, which is sponsored by Staley's.

Report on 'Maximum Power'

Since WOW-TV became Omaha's FIRST and the nation's SIXTH TV station to operate on MAXIMUM POWER, a survey of television dealers throughout the area on the effect of the increased power has been completed. Four hundred and eighteen replies were received with the following results:

351 said reception had improved

46 said reception had not improved

21 did not answer.

—WOW-TV—

Camellos Featured on 'Let's Dance'

Channel 6 tuners receive free lessons in every dance step from the fox-trot to the rumba on the Monday night program, *Let's Dance*.

Featuring two well-known Omaha dancing instructors, Larry Camello and his wife, "Smitty," *Let's Dance* illustrates how easy it is to master the various steps.

The program's viewed at 10:30 p.m.

—WOW-TV—

Renick is Real Racing Expert

A man who rode 'em, trained 'em and owned 'em is commentator for the Saturday afternoon series that spotlights the nation's leading stake races—*Gillette Golden Horseshoe Sweepstakes*.

Sam Renick, who handles the color commentary on the series, has been a jockey, trainer and owner, and there is no one broadcasting races today who can boast of a similar background.

The *Gillette Sweepstakes* are viewed Saturdays at 2 p.m.



Hollywood's Adolphe Menjou is the host and star of a new and magnificent series of television dramas seen on Channel 6 at 9 p.m., Mondays. That is the time for *Favorite Story* whose settings take viewers to the far corners of the world. *Favorite Story* is presented by Neighborhood Ford Dealers.

—WOW-TV—

'Kraft' Observes 6th Birthday

On Wednesday, May 6, the Kraft Television Theatre will present its 311th performance and celebrate its sixth anniversary for the longest run in television. Viewers can help Kraft celebrate its sixth birthday by tuning Channel 6 at 7 p.m.

—WOW-TV—

Golf Tourney on Channel 6

WOW-TV will carry the colorful Palm Beach Round Robin Golf Tournament from the Meadowbrook Club in Locust Valley, Long Island, New York, on Sunday, May 17.

The nation's top link stars will be featured.

Program time is 3 p.m.

—WOW-TV—

New Shows...

(Continued from page 3)

produced stories that originate in every corner of the globe.

Eastern Parkway Boxing (Tues., 9:00 p.m.)—Action-packed bouts from the Eastern Parkway Arena.

Coke Time (Wed.-Fri., 5:30 p.m.)—Just discharged from the service, singer Eddie Fisher begins a new musical series with Don Ameche.

Junior Spotlight (Wed., 9:00 p.m.)—WOW-TV's Lyle DeMoss guides young talent as they perform for the TV audience.

Play of the Week (Alt. Thurs. 9:00 p.m.)—Well known Hollywood stars in outstanding half-hour productions.

Field and Fireside (Thurs., 10:30 p.m.)—WOW-TV's Jack Payne and Paul Gilbert of the Nebraska State Game Commission in a program designed for the outdoor sportsman.

In Your Own Backyard (Fri., 9:30 p.m.)—Mal Hansen and Arnold Peterson team to answer the questions of the part-time gardener and/or farmer.

Ethel and Albert (Sat., 5:30 p.m.)—A new hilarious husband and wife series.

Ted Mack's Original Amateur Hour (Sat., 6:30 p.m.)—The show that's started hundreds on the road to show business success.

WOW NEWS TOWER

... LATEST WOW-TV SCHEDULES ON PAGES 4 and 5 ...

WOW NEWS TOWER T.V.

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

Issued to Increase Enjoyment of WOW-TV Television Programs

Many New Programs in May

New Shows Have Varied Appeal

During the last week of April and the first week of May many new programs will have made their bows on Channel 6. Because the long list includes comedy, drama, action, sports and adventure, there is something that'll appeal to every member of the family.

The new programs include offerings from the NBC and DuMont Television networks, "live" WOW-TV productions and outstanding film features.

Many of your favorite programs are being seen one hour earlier because of Daylight Savings Time. Others have switched days. So be sure to check the complete program listings elsewhere in this section.

Here are some of the new programs entertaining Channel 6 viewers:

The Ruggles Family (Sun., 4:00 p.m.)—Family-comedy drama starring Hollywood favorite Charlie Ruggles.

Mystery-Adventure Theatre (Sun., 8:30 p.m.)—As the name implies, top-notch feature-length suspense dramas.

Cinema 6 (Every night 10:30 or 11:00 p.m.)—Outstanding full-length films.

Coffee Time Playhouse (Mon.-Fri., 10:00 a.m.) (Sat., 11:45 a.m.)—A morning movie feature.

Ladies, Beware! (Mon.-Wed.-Fri., 11:15 a.m.)—Ralph Carey hosts this informal, easy-going program.

Stand By for Action (Mon. thru Fri., 5:00 p.m.)—An exciting serial with six episodes to each story.

Favorite Story (Mon., 9:00 p.m.)—Well known Hollywood star Adolphe Menjou is host and occasional star of well-

(Continued on page 6)

—WOW-TV—

'This Is Your Life' Gains Quick Popularity

New awards and praise shower down almost daily on the new TV series that's captured America overnight—*This Is Your Life*.

The brain-child of veteran showman, Ralph Edwards, *This Is Your Life* has climbed rapidly in audience popularity.

Each week, the series seen Wednesdays at 8 p.m., recreates the life of an individual whose story has human interest. Those whose lives are portrayed may be in or out of the public eye.

The list of individuals whose lives have been dramatized includes cowboy star Roy Rogers and his wife, Dale; singer Lillian Roth; singing star Dinah Shore; and a refugee woman separated for almost a decade from her son.

'Terry and the Pirates' Sponsor \$30,000 Contest

Does Junior like Terry better than the Dragon Lady? Does his father like them better the other way around? Does Mom favor Hot-shot Charlie, and does Sis feel per-versely fond of Chopstick Joe? Maybe everybody likes Burma best?

Viewers of Terry and the Pirates on television can vote for their favorite character on the show, and win more money than most pirates ever saw, in the \$30,000 cash contest which the show's sponsor has launched. It's a popularity contest, and along with your vote all you need send in is a cap from a Canada Dry bottle, and write the fourth line of an easy jingle.

There are eight big prizes, with \$10,000 as first prize, \$5,000 second, \$2,500 third, and five \$500 prizes, along with ten thousand other cash prizes for the best line completing the jingle.

Viewers have until June 7 to send in their ballots and contest entries.

For details see Terry and the Pirates alternate Saturdays at 5 p.m. over Channel 6.

—WOW-TV—

'ALL' Schedule Begins

Viewers in this area will get the news on All, the detergent for use in automatic washers, beginning the week of May 3 on WOW-TV.



Marciano says he's ready now—his nose injury has completely healed. So Jersey Joe Walcott (left) and Rocky Marciano are once again scheduled to meet for the World's Heavyweight Boxing Championship. Date is Friday, May 15. The bout will be carried at 8 p.m. on Channel 6 as a feature of the *Gillette Cavalcade of Sports*.



The Rev. R. R. Brown observed the 30th Anniversary of his Sunday morning radio program, The World Radio Congregation of WOW, in a special simulcast over WOW and WOW-TV, Sunday, April 12. His program is the world's oldest continuous radio program.

IMPORTANT!

Daylight Savings Time is now in effect in the East, moving many Channel 6 programs to an hour earlier time segment. Check the Television Program Schedule on pages 4 and 5 of this issue of the News Tower for complete program listings.

5,000 Watts

WOW'S MAY NIGHT SCHEDULE

590 Kc.

(TURN BACK TO PAGE 2 FOR WOW DAYTIME SCHEDULES)

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
5:30-5:55	4-BELL NEWS TOWER All the News SPORTS NEWS	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	
6:00-6:15	SUNDAY IN THE COUNTRY Nebraska Clothing Co. with MAL HANSEN	590 MELODY LANE THE BEST IN MUSICAL SELECTIONS	RIDERS OF THE PURPLE STAGE Archer-Daniels-Midland	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE THE BEST IN MUSICAL SELECTIONS	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE	
6:30-6:45	MY SON JEEP	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NBC SYMPHONY The greatest music of all time with guests soloists	
7:00-7:15	PHIL HARRIS and ALICE FAYE RCA Victor	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	EDDIE FISHER SHOW Coca-Cola ROSEMARY CLOONEY	WALK A MILE Bill Cullen R. J. Reynolds Tobacco	ROY ROGERS King of the Cowboys KENNETH BANGHART Log Cabin News	EDDIE FISHER SHOW Coca-Cola ROSEMARY CLOONEY	MEDICINE, U.S.A.	
7:30-8:00	THEATRE GUILD ON THE AIR Dramatic entertainment for U. S. Steel	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	RED SKELTON "The mean widdle kid"	THE GREAT GILDERSLEEVE You'll laugh at "Gildy" and Company—Kraft Foods	FATHER KNOWS BEST with Robert Young General Foods	BEST PLAYS	PEE WEE KING Jazz unlimited	
8:00-8:30	DRAGNET Stories based on cases from L.A. police files Liggett & Myers Tobacco Co.	TELEPHONE HOUR Donald Voorhees with Bell Symphonic Orchestra and guest singers	MARTIN and LEWIS No. 1 on the wit parade	THE GROUCHO MARK SHOW—It's fun for all when Groucho takes over DeSoto-Plymouth	TRUTH OR CONSEQUENCES Ralph Edwards for Pet Milk	NAME THAT TUNE with Red Benson	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert	
8:30-9:00	BARRIE CRAIG Confidential investigator	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Green and White Quartette	FIBBER MCGEE and MOLLY Reynolds Metals	BIG STORY Adventure series for American Cigarette	FIRST NIGHTER	DINAH SHORE Chevrolet	BOB and RAY	
9:00-9:15	WORDS IN THE NIGHT	DINAH SHORE Chevrolet	TWO FOR THE MONEY means all for fun	THE BOB HOPE SHOW A Hope-filled evening of comedy General Foods	JUDY CANOVA SHOW Hillbilly Fun!	WORDS IN THE NIGHT		
9:30-9:45	MEET THE PRESS	PLEASURE TIME	PLEASURE TIME	PLEASURE TIME	PLEASURE TIME	PLEASURE TIME	MEREDITH WILLSON'S MUSIC ROOM	
		MON. thru FRI. 9:45 — DIAL DAVE GARROWAY — 9:45 Armour and Co.						
10:00-10:15	WOW NEWS TOWER All the News BOB CONSIDINE Mutual Benefit of Omaha	WOW NEWS TOWER All the News SPORTS with Jack Payne	WOW NEWS TOWER All the News SPORTS with Jack Payne	WOW NEWS TOWER All the News SPORTS with Jack Payne	WOW NEWS TOWER All the News SPORTS with Jack Payne	WOW NEWS TOWER All the News SPORTS with Jack Payne	WOW NEWS TOWER All the News SPORTS with Jack Payne	
10:30-10:35	THE CATHOLIC HOUR in its 21st year as a leading religious program	MON. thru FRI. 10:30 — MUSICAL NIGHT EDITOR — 10:35 TOP TUNES and CHATTER with JOLLY JOE MARTIN					MON. thru FRI.	MUSIC WITH THE POPULAR MORT. WELLS
11:00-11:05	NEWS SUMMARY Your University Speaks	MON. thru FRI. 11:00 — MORGAN BEATTY NEWS — 11:05					MON. thru FRI.	NEWS SUMMARY
11:20-11:30	SERENADE presents music you'll enjoy	SERENADE presents music you'll enjoy	SERENADE presents music you'll enjoy	SERENADE presents music you'll enjoy	SERENADE presents music you'll enjoy	SERENADE presents music you'll enjoy	NATL. HEALTH AIDS SERENADE presents music you'll enjoy	
11:55	NEWS SUMMARY	NEWS SUMMARY	MORT WELLS ORCH. NEWS SUMMARY	NEWS SUMMARY	MORT WELLS ORCH. NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	

Free European Trip For Farm Winner

Farm Groups Invited to Write

Some rural Radio WOW and WOW-TV farm group is going to help a WOW-Land County Agricultural Agent or County Extension Director win a free trip to the British Isles and Europe!

In an exciting campaign, recently announced by Farm Service Director Mal Hansen, rural organizations are invited to write about the fine work done in their area by a County Extension Director or County Agricultural Agent. A group of judges will choose the outstanding Agent or Director on the basis of the presentations by the farm group. Groups such as 4-H Clubs, Home Extensions Councils, Rural Youth Groups are invited to submit letters.

The Agent or Director who is selected will accompany Mal on Radio and Television WOW's Sixth Annual Farm Study Tour to the British Isles and Europe, ABSOLUTELY FREE!

Here is your opportunity to help reward the good work of your County Agricultural Agent or County Extension Director. And it's easy. Suggest to your farm organization to write a presentation, "Why Our County Agent Should Accompany Mal Hansen to Europe." Address your letters to Mal Hansen, Radio Station WOW, Insurance Building, Omaha 2, Nebraska.

The winner will be announced on "Farm Service Reporter," heard Monday through Saturday at 6:30 a.m., over Radio WOW and "TV Farm Reporter," viewed Monday through Friday at 12:30 p.m. over Television WOW-TV.

—WOW—

Radio WOW Favorites

In a nation-wide radio poll conducted by Radio-TV Mirror magazine, the following programs and personalities were chosen as America's favorites for the 1952-53 season:

Dinah Shore, heard Mondays and Fridays at 9 p.m. for Chevrolet is "favorite radio female singer."

Bob Hope, heard Wednesdays at 9 p.m. for General Foods, is "favorite radio comedian."

Jack Webb, heard Sundays at 8:30 p.m. on "Dragnet" for Chesterfields, is "favorite radio dramatic actor."

Groucho Marx, heard Wednesdays at 8 p.m. on "You Bet Your Life" for DeSoto-Plymouth, is "favorite radio quizmaster."

Strike it Rich, heard Monday through Friday at 10 a.m. for Colgate-Palmolive Peet, is "best radio show."

WOW NEWS TOWER

Published Monthly by
MEREDITH WOW, INC.

Publication and Editorial Offices: Room 280, Insurance Building, Omaha, Neb. Subscription price is fifty cents a year, payable in advance.



Bright New Show Stars Red Benson

A bright, new quarter-hour of fun, "The Phrase That Pays," with emcee Red Benson, for Colgate-Palmolive-Peet, is now heard Mondays through Fridays at 10:30 a.m. on Radio WOW.

This top quiz show calls upon housewives in the studio audience to guess from clues, the famous phrase or slogan sent in by other housewives across the nation.

Pay yourselves a listening treat every morning when "The Phrase That Pays" comes your way!

—WOW—

'Mutual' Newsmen ...



HEAR "ON THE LINE WITH BOB CONSIDINE" every Sunday evening at a new time, 10:15 p.m. This informative news analysis is sponsored by Mutual Benefit Health and Accident Association of Omaha.

Talented 'Hometowners' ...



WILLIAMSON-DICKIE "HOMETOWNERS" brighten up listening every Tuesday, Thursday, Saturday mornings at 6:15 a.m. over Radio WOW.

Associate Director ...



ARNOLD PETERSON, formerly Radio WOW and WOW-TV Assistant Farm Service Director, was recently named Associate Farm Service Director. Arnold brings you "Today's Farm Story," Monday, Wednesday, Friday at 6:15 a.m. for the J. C. Robinson Seed Company.

—WOW—

Hansen Re-elected

Radio and Television WOW's Farm Service Director Mal Hansen, who is national president of Radio-Television Farm Directors, was recently re-elected as director of the Nebraska Grain Improvement Association for the coming year.

—WOW—

WOW-TV Is Your Television SPORTS Station!

EXPIRATION DATE NEAR YOUR NAME BELOW "5/53" MEANS THIS IS YOUR LAST ISSUE

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