

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW Radio and Television Programs

Vol. 18, No. 1

OMAHA, NEBRASKA, SEPTEMBER 1, 1953

Published Monthly

New Time For Jamboree

Cahill to 'NEW TALENT' Finals

Circle Saturday, 6:30 p.m., September 12 on your listening calendar!

That's when Omaha's Bob Cahill, a former Radio WOW staff member, will compete with 12 other finalists in New York on NBC's exciting "New Talent, USA" show. The series, which has originated from four different cities across the nation each week in an effort to discover talented new performers for network radio and television, will choose the grand winner from the 13 weekly winners on the September 12 broadcast.

Bob Cahill, a young romantic tenor who was selected as the nation's weekly winner on the July 11 program from Omaha, scored a solid hit as a guest on the network television show, "Ladies Choice," on August 5.

He will compete against some of the nation's top "undiscovered" talent during the finals of "New Talent, USA," at 6:30 p.m., Saturday, September 12, over Radio WOW. We are sure our listeners join us in wishing Bob good luck!

8 P. M. Saturdays For Sal Hepatica

The popular "WOW Jamboree" recently moved into a new time period. The half-hour show, formerly heard Saturday afternoons, is now presented for Bristol-Myers, makers of Sal Hepatica, every Saturday evening from 8 to 8:30 p.m.

"WOW Jamboree," featuring a cast of Radio WOW's favorite personalities, offers a variety of entertainment, with every type of music, from Hit Parade selections to waltzes, folk tunes, instrumental and vocal novelties, to appeal to all listening tastes in Radio WOW's huge coverage area. Fast-moving dialog introduces the musical acts, and ties the show together.

Briefly, "WOW Jamboree" is a big, gay musical presentation, which showcases some of the area's top talent.

Here is the cast, who offer you a half-hour of the best in radio and the latest news of the fine Sal Hepatica product, every Saturday evening over Radio WOW:

Slim Everhart—Slim, a Radio WOW headliner for years, emcees the show to the delight of WOW-Land listeners. His years of experience in handling character parts and presenting shows with folk and western formats, as well as appearing with his own western group at personal appearances, make him a natural to keep "WOW Jamboree" moving at a fast pace. **Tom Searls**—Tom is a well-known WOW-Land announcer and emcee. He brings you the latest Sal Hepatica messages. **The Hayden's**—These radio and television favorites bring an outstanding reputation to the "WOW Jamboree." A Select label recording group, they harmonize on vocals, ranging from novelties to folk tunes and romantic ballads. **Al Lamm**—Al's incomparable piano styling dates back to performances with both local and name bands. He has recorded under the Damon, Select and Capitol labels, and is well-known with WOW-Landers on other top-rated shows. **Don Larson**—From jump to hymns, Don's organ playing is a solid hit. In addition to his Radio WOW duties, he is a regular performer at a well-known Omaha club.

For a fun-filled half-hour of sparkling entertainment, don't miss the Bristol-Myers "WOW Jamboree," every Saturday night at 8 p.m. on Radio WOW.

Welcome Back . . .



THE PHIL HARRIS-ALICE FAYE SHOW will be heard Sundays, at 7 p.m., for the RCA Victor Division of Radio Corporation of America. This popular show is one of many network programs returning to Radio WOW this month. Something is missing from the picture of Alice Faye (above)! Why, it's Phil Harris, of course!

Big Shows Are Back on WOW... New Program Times Listed Inside

The big NBC shows are back on Radio WOW!

This month marks the fall return for many of WOW-Land's favorite network programs. Roll out the welcome mat, after a summer's vacation, for these following presentations:

Dragnet will be heard Tuesdays, at 8 p.m., for Liggett & Myers Tobacco Company, makers of Chesterfield Cigarettes. A crime detection series based on actual cases from the files of the Los Angeles Police Department, this exciting show stars Jack Webb as Detective Sgt. Joe Friday and Ben Alexander as Officer Frank Smith.

The Phil Harris-Alice Faye Show will be heard Sundays, at 7 p.m., for the RCA Victor Division of Radio Corporation of America. A delightful family comedy, with musical solos by Phil and Alice, the show features Phil's friend, played by Elliot Lewis and Julius Abruzio, played by Walter Tetley.

The Big Story will come to you Wednesdays, at 8:30 p.m., for American Cigarette & Cigar Company, makers of Pall Mall Cigarettes. The program presents dramatizations of actual experiences of newspaper reporters who performed a public service, such as righting a wrong, capturing a killer, or exposing a racket or corruption. The narrator is Bob Sloane, with a different cast of actors each week.

Truth or Consequences will be heard Thursdays, at 8 p.m., for the Pet Milk Sales Corporation. This popular quiz show features audience participation with consequences in the form of stunts and gags. The show stars one of radio's favorite quizmaster's, Ralph Edwards.

The Bob Hope Show will be heard Fridays at 7:30 p.m. for the American Dairy Association. Hope, who recently completed 15 smash years on NBC, will headline a comedy-variety show featuring vocalist Margaret Whiting, Les Brown and his orchestra and announcer Bill Goodwin.

RADIO WOW'S SEPTEMBER 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.
6:00 A. M.—Sunrise News Tower—Local, Regional, National News.....	Daily ex. Sun.
6:15 - 6:20 A. M.—Today's Farm Story—J. C. Robinson Seed Co.....	Mon., Wed, Fri.
6:15 - 6:30 A. M.—Hometowners—Williamson-Dickie.....	Tues., Thurs., Sat.
6:20 - 6:30 A. M.—Reynolds Farm Facts—Reynolds Metals.....	Mon., Wed., Fri.
6:30 - 7:00 A. M.—Farm Service Reporter—Farm and Market News for Garst & Thomas and Ralston Purina.....	Daily ex. Sun.
Sunday Serenade.....	Sun.
7:00 A. M.—WOW News Tower.....	Daily ex. Sun.
NBC News.....	Sun.
7:15 A. M.—Garden Guild.....	Sun.
7:30 A. M.—Breakfast Bandstand—Music, Time—Mennen Co.....	Mon. thru Fri.
Garden Guild.....	Sat.
Revival Hour—Gospel Broadcasting Association.....	Sun.
7:45 A. M.—Breakfast Bandstand—Mennen Co.....	Sat.
8:00 A. M.—WOW News Tower.....	Daily ex. Sun.
8:15 A. M.—The 590 Hour—Jolly Joe Martin with Al Lamm at piano.....	Mon. thru Fri.
Saturday Scrapbook.....	Sat.
8:30 A. M.—Joe Martin Show.....	Sat.
Chapel Service—Dr. R. R. Brown.....	Sun.
9:00 A. M.—Welcome Travelers—Tommy Bartlett for P. & G.....	Mon. thru Fri.
Adventures of Archie Andrews.....	Sat.
9:30 A. M.—Bob Hope—General Foods.....	Mon. thru Fri.
Mary Lee Taylor for Pet Milk.....	Sat.
Musically Yours.....	Sun.
9:45 A. M.—Crosby Classics.....	Mon. thru Fri.
10:00 A. M.—Strike it Rich—Warren Hull for Colgate.....	Mon. thru Fri.
My Secret Story.....	Sat.
WOW News Tower—All the latest news.....	Sun.
10:15 A. M.—Garden Guild.....	Sun.
10:30 A. M.—The Phrase That Pays.....	Mon. thru Fri.
Modern Romances.....	Sat.
U. N. Is My Beat.....	Sun.
10:45 A. M.—Star Showcase.....	Mon. thru Fri.
Treasury Salute.....	Sun.
11:00 A. M.—Ma Perkins—Oxydol's long-time favorite.....	Mon. thru Fri.
Juvenile Jury.....	Sat.
National Radio Pulpit.....	Sun.
11:15 A. M.—Connie's Cupboard.....	Mon. thru Fri.
11:30 A. M.—Perry Mason, Detective—Procter & Gamble.....	Mon. thru Fri.
Western All Star Hit Parade.....	Sat.
Eternal Light.....	Sun.
11:45 A. M.—Cudahy Quizzes the Mrs.—Cudahy Packing Co.....	Mon. thru Fri.
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.
WOW News Tower—A complete 15-minute news coverage.....	Sun.
12:15 P. M.—The Stars Sing.....	Sun.
12:25 P. M.—White Sox Baseball, September 6, 13, 20, 27.....	Sun.
12:30 P. M.—WOW Calling—Mon., Wed., Fri. for Nutrena.....	Mon. thru Fri.
Noontime Jamboree.....	Sat.
12:45 P. M.—WOW Calling—Tues., Thurs. for Safeway Magic Suds.....	Mon. thru Fri.
1:00 P. M.—WOW Calling—Mon., Wed, Fri. for Nob Hill Coffee.....	Mon. thru Fri.
National Farm and Home Hour—The nation's top agricultural program by Allis-Chalmers.....	Sat.
White Sox Baseball, September 6, 13, 20, 27.....	Sun.
1:15 P. M.—Young Doctor Malone—Procter & Gamble.....	Mon. thru Fri.
1:30 P. M.—Guiding Light—Sponsored by Duz and Ivory Flakes.....	Mon. thru Fri.
White Sox Baseball, September 6, 13, 20, 27.....	Sun.
Garden Guild.....	Sat.
1:45 P. M.—Dick Haymes.....	Mon. thru Fri.
Outdoor Nebraska.....	Sat.
White Sox Baseball, September 6, 13, 20, 27.....	Sun.
2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.....	Mon. thru Sat.
What's the Score.....	Sat.
White Sox Baseball, September 6, 13, 20, 27.....	Sun.
2:15 P. M.—Road of Life—Interesting to follow—Crisco and Ivory Soap.....	Mon. thru Fri.
White Sox Baseball, September 6, 13, 20, 27.....	Sun.
2:30 P. M.—Pepper Young's Family—You'll like them—P. & G. Best in Bands.....	Mon. thru Fri.
White Sox Baseball, September 6, 13, 20, 27.....	Sat.
2:45 P. M.—Right to Happiness.....	Sun.
3:00 P. M.—Backstage Wife—Dreft.....	Mon. thru Fri.
Doin' the Town—with Jolly Joe Martin.....	Sat.
Proudly We Hail.....	Sun.
3:15 P. M.—Stella Dallas—A moving story—Sterling Products.....	Mon. thru Fri.
Doin' the Town—with Jolly Joe Martin.....	Sat.
3:30 P. M.—Young Widder Brown—Sterling Products.....	Mon. thru Fri.
Jason and the Golden Fleece.....	Sun.
3:45 P. M.—The Woman in My House—Manhattan Soap.....	Mon. thru Fri.
4:00 P. M.—Just Plain Bill—Whitehall Pharmaceutical and Carter Prods.....	Mon. thru Fri.
Doin' the Town—with Jolly Joe Martin.....	Sat.
NBC Symphony.....	Sun.
4:15 P. M.—Front Page Farrell—Whitehall Pharmaceutical.....	Mon. thru Fri.
4:30 P. M.—Lorenzo Jones—Presented by Colgate.....	Mon. thru Fri.
Doin' the Town—with Jolly Joe Martin.....	Sat.
NBC Symphony.....	Sun.
4:45 P. M.—Garden Guild.....	Mon. thru Fri.
NBC Symphony.....	Sun.
5:00 P. M.—Brighter Day—Procter & Gamble.....	Mon. thru Fri.
Reserved for You.....	Sat.
Hawthorne—TBA.....	Sun.
5:15 P. M.—Lean Back 'n' Listen.....	Mon. thru Fri.
H. V. Kaltenborn.....	Sat.

WOW NEWS TOWER

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Issued to Increase Enjoyment of WOW-TV Television Programs



Big Shows, Big Stars Return SPORTS, DRAMA AND COMEDY ON LIST

NCAA Football Heads Sports

This area's "TV Sports Station" has another outstanding lineup of entertainment ready for the sports fan this fall.

The big-time **Gillette Fights** return Friday, September 4 at 8 p.m., and the **NCAA Football Game of the Week** begins Saturday, September 19, with the Intersectional contest between the Universities of Nebraska and Oregon at Lincoln. (The complete NCAA schedule is included later in this story.)

The Sunday Professional Football series kicks off Sunday, October 11. The schedule of those games will be carried in the October **News Tower**.

Currently, WOW-TV carries two Wrestling shows—at 9 p.m. on Tuesdays and at 9:15 on Saturdays.

NCAA Saturday Football Schedule

DATE	GAME
Sept. 19.....	Nebraska vs. Oregon
Sept. 26.....	Dartmouth vs. Holy Cross
Oct. 3.....	California vs. Ohio State
Oct. 10.....	Texas vs. Oklahoma
Oct. 17.....	Alabama vs. Tennessee
Oct. 24 (Panoramic)	Princeton vs. Cornell; Mississippi vs. Arkansas; Illinois vs. Syracuse; Iowa vs. Indiana
Oct. 31.....	Minnesota vs. Pittsburgh
Nov. 7 (Panoramic)	Florida vs. Georgia; South Carolina vs. North Carolina; Northwestern vs. Wisconsin; Kansas vs. Kansas State
Nov. 14.....	Michigan vs. Michigan State
Nov. 21.....	Southern California vs. UCLA
Nov. 26.....	Utah vs. Brigham Young (Thanksgiving Day)
Nov. 28.....	Army vs. Navy
Dec. 5.....	Notre Dame vs. So. Methodist

—WOW-TV—

WOW-TV Midget Team Picnics in Blair, Neb.

The WOW-TV Midget Baseball Team, third place finishers in the Omaha City Tourney, frolicked in Blair, Nebraska, recently at a picnic-outing.

Each team member received a new baseball from WOW-TV. The youngsters presented a golf bag to Glenn Flynn, WOW-TV Assistant Chief Engineer, who managed the team, and a sports shirt to Coach Bill Davis.



Screen favorite Mark Stevens is the new **Martin Kane, Detective**. Stevens plays the starring role in the Thursday night series. For news on other Channel 6 stars and shows, see story at right.

—WOW-TV—

McBride Returns

WOW-TV's Bill McBride has returned to his three times weekly newscasts for Standard Oil and his program director's duties at WOW-TV after training at Camp McCoy, Wisconsin. Bill is an officer in the Nebraska National Guard.

—WOW-TV—



Lovable **Mr. Peepers** in the person of Wally Cox returns to entertain his many Channel 6 followers Sunday, September 13 at 5:30 p.m. More news on returning shows, old and new, can be found in story at right.

Fall Talent Parade Starts in Earnest

The biggest parade of talent in television history is heading toward WOW-TV (some of it has already arrived). Yes, the fall parade of shows has started and old favorites and new stars alike will make it a memorable television season for Channel 6 viewers.

Some shows have already returned.

Fred Allen premiered his **Judge for Yourself** program Tuesday, August 18. **Big Story** came back Friday, August 28; **Ethel and Albert**, Saturday, August 29. The regular **Robert Montgomery Presents** series came back Monday, August 31.

And there's a new **Martin Kane**. Mark Stevens took over the starring role of the Thursday night series effective with the program of August 27.

During September the star parade starts in earnest as the following table illustrates:

Date Returning	SHOW	Time (All P.M.)
Sept. 1	Armstrong Circle Theatre..	7:30
Sept. 1	Fireside Theatre	8:00
Sept. 2	My Little Margie (alt. wk.)	6:30
Sept. 4	Gillette Fights	8:00
Sept. 9	Football Game of the Week	8:30
Sept. 12	Your Show of Shows.....	7:00
Sept. 12	Your Hit Parade.....	8:30
Sept. 13	Mr. Peepers	5:30
Sept. 17	You Bet Your Life.....	6:00
Sept. 20	A Letter to Loretta.....	8:00
Sept. 21	Kate Smith	2:00
Sept. 27	Colgate Comedy Hour.....	6:00
Sept. 29	Milton Berle	6:00
Sept. 30	This Is Your Life.....	8:00

—WOW-TV—

WOW-TV-Landers

Leave on Baseball Tour

As the News Tower goes to press, midwesterners are signing up in droves for the Fourth Annual Radio WOW and WOW-TV Major League Baseball Tour.

The tour, under the personal supervision of Meredith WOW Sports Director Jack Payne, was scheduled to leave Omaha Friday, August 29 for Chicago and return to Omaha Monday, August 31.

Tour members were to see the Chicago White Sox play three major league games, a single game with Boston, Saturday, August 29 and a double-header with the New York Yankees on Sunday, August 30.

SUNDAYS

- 11:30 A. M.—Frontiers of Faith (NBC)
- 12:00 Noon—What's Your Trouble
- 12:30 P. M.—THIS IS THE LIFE
- 1:00 P. M.—ANIMAL FAIR
- 1:30 P. M.—EXCURSION (NBC)
- 2:00 P. M.—
KUKLA, FRAN and OLLIE (NBC)
- 2:30 P. M.—
ZOO PARADE
Quaker Oats (NBC)
- 3:00 P. M.—
WESTERN ADVENTURE
- 4:00 P. M.—RUGGLES FAMILY
Tafon
- 4:30 P. M.—
WILD BILL HICKOK
Kellogg's
- 5:00 P. M.—
PAUL WINCHELL SHOW
Procter & Gamble (NBC)
- 5:30 P. M.—
MR. PEEPERS
Reynolds Metals (NBC)
-  "Mouselike Man with Courage of a Lion"
- 6:00 P. M.—
THE BIG PAYOFF
Colgate (NBC)
- 7:00 P. M.—
Television Playhouse
Philco alt. Goodyear (NBC)
- 8:00 P. M.—
Nothing But the Best
Procter & Gamble (NBC)
- 8:30 P. M.—
Mystery and Adventure Theatre
- 10:00 P. M.—
Skelly News Headlines
with Ray Clark
- 10:30 P. M.—CINEMA 6

MONDAYS

- 5:30 P. M.—BOB and RAY
- 5:45 P. M.—Camel News Caravan,
John Cameron Swayze (NBC)
- 6:00 P. M.—Name That Tune
Block and Speidel (NBC)
- 6:30 P. M.—Voice of Firestone (NBC)
- 7:00 P. M.—
JUVENILE JURY
Geritol
-  "Unsophisticated Intelligence"
- 7:30 P. M.—
Robert Montgomery Presents
for Lucky Strike and Johnson Wax (NBC)
- 8:30 P. M.—OPEN HOUSE
- 9:00 P. M.—FAVORITE STORY
Neighborhood Ford Dealers
- 9:30 P. M.—Plainclothesman
Edgeworth Tobacco, Holiday Cigarettes
- 10:00 P. M.—OMAR Weatherman
- 10:07 P. M.—Sports by Jack Payne
- 10:15 P. M.—News with McBride
Standard Oil
- 10:30 P. M.—CINEMA 6

TUESDAYS

- 5:30 P. M.—Eddie Arnold Show (NBC)
- 5:45 P. M.—Camel News Caravan,
John Cameron Swayze (NBC)
- 6:00 P. M.—TV FEATURE
- 7:00 P. M.—Fireside Theatre
Procter & Gamble (NBC)
- 7:30 P. M.—CIRCLE THEATRE
Armstrong (NBC)
- 8:00 P. M.—
JUDGE FOR YOURSELF
P. Lorillard (NBC)
-  "Wizard of Wit"
- 8:30 P. M.—ON THE LINE with
BOB CONSIDINE
Mutual of Omaha
- 9:00 P. M.—
MAIN EVENT WRESTLING
Tafon
- 10:00 P. M.—OMAR Weatherman
- 10:07 P. M.—Sports by Jack Payne
- 10:15 P. M.—News with Ray Clark
- 10:30 P. M.—YOU AUTO BUY
Rosen-Novak
- 10:45 P. M.—CINEMA 6

WEDNESDAYS

- 5:30 P. M.—C
- 5:45 P. M.—C
- 6:00 P. M.—I
- 6:30 P. M.—
MY LIT
Scott P
-  Storm - Farrell
- 7:00 P. M.—
K
TELEVISION
- 8:00 P. M.—T
H
- 8:30 P. M.—J
Eff. 9/16 GAM
P
- 9:00 P. M.—
Eastern P
- 10:00 P. M.—C
- 10:07 P. M.—S
- 10:15 P. M.—N
S
- 10:30 P. M.—C

Mondays Through Fridays

- 7:00 A. M.—TODAY, with Dave Garroway (NBC)
- 8:00 A. M.—DING DONG SCHOOL (NBC)
- 8:30 A. M.—GLAMOUR GIRL (NBC)
- 9:00 A. M.—HAWKINS FALLS (NBC)
- 9:15 A. M.—THE BENNETT'S (NBC)
- 9:30 A. M.—MRS. U. S. A. (NBC)
- 10:00 A. M.—COFFEE TIME PLAYHOUSE
- 11:10 A. M.—DAILY
- 11:15 A. M.—LADIES
- 11:30 A. M.—THIS IS
- 12:00 Noon—SNICKE
- 12:30 P. M.—TV FAR
MAL HA
- 12:45 P. M.—MID-DA
- 1:00 P. M.—BREAK



Kukla



Ray Clark



Ethel and Albert



Robert Montgomery

*Effective Sunday, September 27, many Channel 6 programs are seen

Keep This Schedule Near Your Set! Watch W

SCHEDULE*

CHANNEL 6

SDAYS	THURSDAYS	FRIDAYS	SATURDAYS
<p>COKE TIME Coca-Cola (NBC)</p> <p>News Caravan, Cameron Swayze</p> <p>MARRIED JOAN</p> <p>MARGIE Coca-Cola (NBC)</p> <p>"Accent on Laughter!"</p> <p>THEATRE</p> <p>Your Life Phillips (NBC)</p> <p>Spotlight OF THE WEEK</p> <p>Way Boxing</p> <p>Weatherman by Jack Payne</p> <p>with McBride Standard Oil</p> <p>CINEMA 6</p>	<p>5:30 P. M.—Eddie Arnold Show (NBC)</p> <p>5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>6:00 P. M.—The Best of Groucho DE SOTO (NBC)</p> <p>6:30 P. M.—CISCO KID Butter-nut Bread</p> <p>7:00 P. M.—DRAGNET</p> <p>7:30 P. M.—FORD THEATRE Ford Motors (NBC)</p> <p>8:00 P. M.— MARTIN KANE U. S. Tobacco (NBC)</p>  <p>Mark Stevens</p> <p>"Adventure . . . Suspense . . . Mystery"</p> <p>8:30 P. M.—Douglas Fairbanks, Jr. Presents Phillips Petroleum Eff. 9/17 Junior Spotlight</p> <p>9:00 P. M.— DEATH VALLEY DAYS Pacific Coast Borax alternates with PLAY OF THE WEEK</p> <p>9:30 P. M.—ROCKY KING</p> <p>10:00 P. M.—OMAR Weatherman</p> <p>10:07 P. M.—Sports by Jack Payne</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Dance Time Under the Stars Hamm's Beer, Glasers Provisions Co., Monte White</p> <p>11:00 P. M.—CINEMA 6</p>	<p>5:30 P. M.—COKE TIME Cocoa-Cola (NBC)</p> <p>5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>6:00 P. M.—THE GOLDBERGS RCA (NBC)</p> <p>6:30 P. M.— In Your Own Backyard</p> <p>7:00 P. M.— BIG STORY American Cigar & Cigarette Co., Simoniz (NBC)</p>  <p>Bob Sloane</p> <p>"Narrates Real Life Dramas"</p> <p>7:30 P. M.—TV SOUNDSTAGE Campbell Soup (NBC)</p> <p>8:00 P. M.— CAVALCADE OF SPORTS Gillette (NBC)</p> <p>8:45 P. M.—Greatest Fights Vaseline Hair Tonic</p> <p>9:00 P. M.—CHINA SMITH</p> <p>9:30 P. M.—Dangerous Assignment</p> <p>10:00 P. M.—OMAR Weatherman</p> <p>10:07 P. M.—Sports by Jack Payne</p> <p>10:15 P. M.—News with McBride Standard Oil</p> <p>10:30 P. M.—CINEMA 6</p>	<p>12:45 P. M.— COFFEE TIME PLAYHOUSE</p> <p>2:00 P. M.—MR. WIZARD</p> <p>2:30 P. M.—TV FEATURE</p> <p>3:00 P. M.— WESTERN THEATRE</p> <p>4:00 P. M.—ROY ROGERS General Foods (NBC)</p> <p>4:30 P. M.— HOPALONG CASSIDY Roberts Dairy</p> <p>5:30 P. M.— ETHEL and ALBERT Sunbeam (NBC)</p> <p>6:00 P. M.— SAMMY KAYE Phillip Morris (NBC) Eff. 9/12 I, Bonino</p> <p>6:30 P. M.— Original AMATEUR HOUR Pet Milk (NBC)</p> <p>7:00 P. M.— YOUR SHOW OF SHOWS S.O.S, Griffn, Johnson & Johnson Schwayder, Cats Paw (NBC)</p>  <p>Imogene Coca</p> <p>"Back on Channel 6"</p> <p>8:30 P. M.— HIT PARADE American Tobacco (NBC)</p> <p>9:00 P. M.—Sports Showcase Auto-Brite (DuMont)</p> <p>9:15 P. M.— WRESTLING from CHICAGO Metropolitan Utilities District (DuMont)</p> <p>10:15 P. M.—CINEMA 6</p>

Daytime Schedule

WELCOMES	1:30 P. M.—WELCOME TRAVELERS (NBC)
WARE	2:00 P. M.—ON YOUR ACCOUNT (NBC)
TOWN	2:30 P. M.—LADIES CHOICE (NBC)
LICKERS	3:00 P. M.—CONNIE'S KITCHEN
REPORTER with	3:30 P. M.—HOWDY DOODY (NBC)
EN	4:00 P. M.—TRAIL TIME
NEWS REEL	5:00 P. M.—STAND BY FOR ACTION
THE BANK (NBC)	



Jack Webb



Bert Parks



Ezio Pinza



Jack Payne

hour later because of the ending of Daylight Savings Time in the East.

W News Tower or Your Local **Newspaper** For **Changes and Corrections** **New Shows!**

WOW-TV Land Town Series

'This is Our Town' is New Feature

A new television series with WOW-TV-1, and towns as the stars premiered on Channel 6 Monday, August 31. The series title: **This Is Our Town.**

First town to be featured was Denison, Iowa.

The series consists of half-hour film programs shot in the town itself by the Carson Agency of Mason City, Iowa. Some of the towns have two half-hour films.

Program time is 11:30 to 12 noon.

The business, industrial and civic life of each community is given in some detail. Often points of historical interest are included in the films.

The remainder of the schedule follows:

DATE	DAY	TOWN
Sept. 1	Tuesday	Fremont, Neb.
Sept. 2	Wednesday	Atlantic, Ia.
Sept. 3	Thursday	Harlan, Ia.
Sept. 4	Friday	Nebraska City, Neb.
Sept. 7	Monday	West Point, Neb.
Sept. 8	Tuesday	Fremont, Neb.
Sept. 9	Wednesday	Plattsmouth, Neb.
Sept. 10	Thursday	Syracuse, Neb.
Sept. 11	Friday	Beatrice, Neb.
Sept. 14	Monday	Columbus, Neb.
Sept. 15	Tuesday	Blair, Neb.
Sept. 16	Wednesday	Carroll, Ia.
Sept. 17	Thursday	Wahoo, Neb.
Sept. 18	Friday	Beatrice, Neb.
Sept. 21	Monday	Onawa, Ia.
Sept. 22	Tuesday	Blair, Neb.
Sept. 23	Wednesday	Wahoo, Neb.
Sept. 24	Thursday	Council Bluffs, Ia.
Sept. 25	Friday	Council Bluffs, Ia.
Sept. 28	Monday	Omaha, Neb.
Sept. 29	Tuesday	Omaha, Neb. (Union Stock Yards)
Sept. 30	Wednesday	Omaha, Neb. (C. A. Swanson)

—WOW-TV—

Lewis Named Art Director

Ken Lewis has been named Art Director of WOW-TV.

Ken received his formal art training at the Kansas City Art Institute in Kansas City, Mo. He formerly worked in WOW-TV's Staging and Scenery Department.



The "Cisco Kid" (Duncan Renaldo) (left) and WOW-TV's Sailor Dan look over the "Sea Chest" full of mail that the latter took to Renaldo's Encino, Calif. home. The mail, sent in by viewers of WOW-TV's live studio shows, was delivered in person to Renaldo who's convalescing from a neck injury suffered during the filming of the **Cisco Kid** series. Renaldo is recovering rapidly and has already resumed his personal appearance schedule. His **Cisco Kid** series, presented by Butter-nut Bread, is seen every Thursday at 6:30 p.m. on Channel 6.

Farm Tour Members Hold Prelim Meeting

One hundred and nine members of the Sixth Annual Radio WOW and WOW-TV Farm Study Tour met at the American Legion Club in Omaha, Saturday, August 15 for a briefing on their upcoming trip to the British Isles and eight European countries.

Tour members were given information by Meredith WOW Farm Service Director Mal Hansen; Lawrence Youngman, Travel & Transport, Omaha, tour director; and Mr. Stafford Barth, of the British Information Service. Also on the program were representatives of United and TWA airlines.

The tour leaves Omaha Wednesday, September 30 and returns Thursday, October 22.

—WOW-TV—

'Your Personality Plus' Station . . . WOW-TV

WOW-TV is running ads in several newspapers throughout its area referring to it as "Your Personality Plus" station.

The ads point up the fact that WOW-TV has more local personalities than any other station in its area and has programming for every member of the family.

The ads have run and are running in:

The Omaha World-Herald
The Lincoln Star
The Sioux City Journal
The Nebraska City News-Press
The Fremont Guide & Tribune
The Council Bluffs Nonpareil
The Omaha Shopping Guide

—WOW-TV—

WOW-TV Enters 5th Year

WOW-TV has entered its fifth year of service to the viewers in its service area.

The station began regular daily telecasting, August 29, 1949.



Bob Cahill (left) former Radio WOW and WOW-TV singing star, talks with Johnny Dugan, host of the NBC-TV network program, **Ladies Choice**, before Bob's appearance on the show. Bob gained the network appearance by winning the regional **New Talent, USA** contest conducted by NBC. His next stop: a September appearance on the **New Talent** finals in New York City.

—WOW-TV—

Berle Returns Sept. 29 With Buick as Sponsor

The Milton Berle television show will be sponsored for the 1953-54 season by Buick Motor Division of General Motors.

Berle will make 26 appearances for Buick during the 39-week season, Tuesdays, 6 p.m., beginning September 29. Goodman Ace will continue to write the Berle show, and the cast will be substantially the same as this season, with the basic Berle troupe augmented by various outstanding guest stars.

The new series will mark the start of Berle's sixth successive season on NBC-TV. It was on June 8, 1948, that Berle first appeared on the nation's video screens. Originally scheduled for only four appearances, his immediate success with the viewing audience resulted in his being made permanent master of ceremonies and star of the show on September 21, 1948. The series has been among the top-rated television shows ever since.

—WOW-TV—

Nearing 200,000 Set Figure

There'll soon be 200,000 TV sets in the WOW-TV area.

As the **News Tower** goes to press, the total has passed the 197,000 mark.

The set growth is all the more remarkable, because TV in this area is barely four years old.

WOW NEWS TOWER

Published Monthly by
MEREDITH WOW, INC.

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WOW NEWS TOWER

5,000 Watts **WOW'S** SEPTEMBER NIGHT SCHEDULE **590 Kc.**

(TURN BACK TO PAGE 2 FOR WOW DAYTIME SCHEDULES)

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:30 55	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 15	SUNDAY IN THE COUNTRY Nebraska Clothing Co. with MAL HANSEN	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 45	AMERICAN FORUM OF THE AIR	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	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin
7:00 15	TONY MARTIN TIME RCA Victor	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	EDDIE FISHER SHOW Coca-Cola	ROY ROGERS King of the Cowboys KENNETH BANGHART Log Cabin News	FATHER KNOWS BEST with Robert Young General Foods	EDDIE FISHER SHOW Coca-Cola	NEW TALENT, USA Discovery of exciting new faces
7:30	BEST PLAYS	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	ROSEMARY CLOONEY BARRIE CRAIG Confidential Investigator	THE GREAT GILDERSLEEVE You'll laugh at "Gildy" and Company—Kraft Foods	NAME THAT TUNE	ROSEMARY CLOONEY Coca-Cola	WOW JAMBOREE Bristol-Myers
8:00	PLAYS	TELEPHONE HOUR Bell Voortees with Bell Symphonic Orchestra and guest singers	DRAGNET Popular anti-crime series Liggett & Meyers	THE BEST OF GROUCHO—Laugh with radio's funniest quip master for DeSoto-Plymouth Dealers	EDDIE CANTOR	STAR HIT PARADE OF BANDS	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
8:30	CONFESSION Exciting anti-crime series	CITIES SERVICE BAND OF AMERICA Directed by Paul Laible with the Green and White Quartette	COUSIN WILLIE	TRUTH OR CONSEQUENCES Ralph Edwards for Pet Milk	JUDY CANOVA SHOW Hilbilly Fun!	ALL-AMERICAN SPORTS SHOW	NEW TALENT, USA
9:00 15	TO BE ANNOUNCED	HOLLYWOOD SEARCHLIGHT	TWO FOR THE MONEY means all for fun	SCARLET PIMPERNEL High adventure	CLUB 100 A recorded musical salute	PLEASURE TIME	PEE WEE KING jazz unlimited
9:30 45	MEET THE PRESS	PLEASURE TIME	CLUB 100 A recorded musical salute	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
10:00 15	WOW NEWS TOWER All the News	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
10:15	BOB CONSIDINE Mutual Benefit of Omaha						
10:30 45	THE CATHOLIC HOUR in its 21st year as a leading religious program	MON. thru FRI. 10:30 — 10:45	MON. thru FRI. 10:30 — 10:45	MON. thru FRI. 10:30 — 10:45	MON. thru FRI. 10:30 — 10:45	MON. thru FRI. 10:30 — 10:45	HOLLYWOOD PALLADIUM Dance music from the film capital
11:00 05 30 55	NEWS SUMMARY Your University Speaks SERENADE NEWS SUMMARY	NEWS SUMMARY BOB and RAY NEWS SUMMARY	NEWS SUMMARY BOB and RAY NEWS SUMMARY	NEWS SUMMARY BOB and RAY NEWS SUMMARY	NEWS SUMMARY BOB and RAY NEWS SUMMARY	NEWS SUMMARY BOB and RAY NEWS SUMMARY	NEWS SUMMARY SERENADE SERENADE NEWS SUMMARY

4th Baseball Tour Complete Sellout

Over 275 WOW-Land sports fans accompanied Jack Payne's Fourth Annual Radio WOW and WOW-TV Major League Baseball Tour to Chicago, over the week end of August 28.

Included among the highlights of the trip were box seats to exciting American League baseball at Comiskey Park, involving the Chicago White Sox, the New York Yankees and the Boston Red Sox; a delightful pleasure cruise on Lake Michigan aboard the sightseeing yacht, "Wendella"; comfortable accommodations at the Congress Hotel; delicious meals; inter-city transportation and optional entertainment offerings, such as wrestling at Marigold Garden, sightseeing along Chicago's North Shore Drive and the fabulous Gold Coast.

—WOW—

Cudahy Quizzes at Grand Opening

Country Village, Omaha's new, complete shopping center at 87th and Pacific Streets, was the scene of a "Cudahy Quizzes the Mrs." recording, recently, over Radio WOW.

An enthusiastic turn-out of housewives greeted Cudahy's paymaster-of-ceremonies, Ken James, announcer Ben Larson and the rest of the popular quiz gang. The show was held at the modernistic Broadmoor Food Center in the Village.

The recording, heard on the air the following morning, was part of a big, four-day open house at the Village.

"Cudahy Quizzes the Mrs." is recorded at a different food center every afternoon at 4 p.m. and broadcast the next morning at 11:45 a.m., weekdays, over Radio WOW. Housewives are asked their opinions on interesting questions and given Cudahy product prizes for their answers.

—WOW—

Been a Long Time

Fourteen years and still going strong. That's the record of Prince Albert smoking tobacco on that institution of American radio, NBC's "Grand Ole Opry," heard Saturday evenings, at 8:30 p.m., following "WOW Jamboree," over Radio WOW.

—WOW—

Welcome, Gold Medal

We are pleased to announce that General Mills is broadcasting 500 spot-announcements for Gold Medal, the nation's largest selling flour, over Radio WOW.

The Gold Medal Flour story is being told on recordings by these favorite WOW-Land personalities: Ray Clark, Mal Hansen, Merrill Workhoven, Jolly Joe Martin and Howard Hall. This means the biggest names in WOW-Land radio are bringing you the news about one of the biggest names in WOW-Land flour—Gold Medal!

Introducing . . .



JOLLY JOE MARTIN, a Radio WOW headliner, is a star of the popular "590 Hour," heard Monday through Fridays at 8:15 a.m. This bright morning show presents the piano and organ stylings of Al Lomm, top recorded music and program words by emcee Martin.

In answer to many requests by listeners for a look at favorite Radio WOW personalities, THE WOW NEWS TOWER will present a pictorial series of the entire on-the-air staff of the station. The first, "Introducing . . .," offers listeners a peek at Jolly Joe Martin.

New Reynolds Show

We are pleased to welcome the Reynolds Metal Company to Radio WOW with a new farm show every Monday, Wednesday and Friday mornings!

The program, "Reynolds Farm Facts," features Farm service Director Mal Hansen with discussions on typical farm problems. Make it a morning habit to listen, as Mal talks over an interesting and timely farm problem with you on "Reynolds Farm Facts," Monday, Wednesday and Friday mornings, from 6:20 to 6:30 a.m., over Radio WOW.

Typical American Farm Family . . .



THE HAROLD HINZ FAMILY, Denison, Iowa, will appear on the special 25th anniversary program of the "National Farm and Home Hour" from Chicago. Here (from left to right), Gordon, 18, Mrs. Hinz, Mr. Hinz and Janice, 17, look at a picture of an older son, Dean, who will listen to the show from his army base.

Pontiac Kicks-off Nebraska Football

The University of Nebraska football season gets underway at 1:45 p.m. on Saturday, September 19, at 590 on your radio dial!

That's when Radio WOW's Sports Director Jack Payne brings to your 50-yard line box-seat the exciting, play-by-play broadcast of Nebraska University's opening game, direct from Lincoln. Jack and his partner, Merrill Workhoven, will be on hand every week (home and away) to supply the color of each thrilling gridiron contest and re-cap the highlights and key plays, and bring you Pontiac automobile messages.

Don't miss a single Saturday afternoon of action-packed football and stirring University of Nebraska Marching Band music, brought to you by Pontiac Dealers!

—WOW—

Allis-Chalmers Picks Typical Farm Folks

The Harold Hinz family, Denison, Iowa, a typical American Corn Belt farm family, will tell what the National Farm and Home Hour has meant to them through the years on the program's special hour-long 25th anniversary celebration, Saturday, September 12 at 1 p.m., over Radio WOW.

Mal Hansen selected the family and will interview them in Chicago for Allis-Chalmers.

Harold Hinz, his wife; son Gordon, 18, and daughter Janice, 17, will appear on the special show in Chicago. An older son, Dean, will listen to the program from his base at Ft. Riley, Kansas.

This will be the first Chicago trip for the Hinz youngsters, who live on a 190-acre farm located on Route No. 1, near Denison. They are most excited at the prospect of meeting NBC farm commentator Everett Mitchell, their radio friend of many years.

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