

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW Radio and Television Programs

Vol. 18, No. 2

OMAHA, NEBRASKA, OCTOBER 1, 1953

Published Monthly

Nebraska Corn Picking Set

Mal Hansen is Leading WOW-Land Farmers Group to Western Europe

On the morning of September 30, 111 WOW-Land farmers took off from Omaha's Municipal Airport aboard two special TWA Constellations for a three weeks' tour of the British Isles and western Europe.

The group, members of Mal Hansen's Sixth Annual Farm Study Tour, are noting farm life and methods in nearly a dozen countries. Together, they represent the largest farm group of air travelers ever to cross the Atlantic. Their ages range from 42 to 75 years; the average being 58 years.

Making the trip, under the leadership of Hansen and Travel and Transport President Lawrence Youngman, are WOW-Land farmers from five mid-western states who, together, own an aggregate of 20,058 acres of land.

After an 11-hour trans-Atlantic flight to Shannon, Ireland, the group boarded busses for a tour of rural Ireland, England, Holland, Belgium, Luxembourg, Germany, Switzerland and France. Some will also go into Scandinavia and others will tour Italy. They are expected back in Omaha on the Afternoon of October 21.



ARNOLD PETERSON, Associate Farm Service Director, will represent Radio WOW and WOW-TV during Nebraska's Second Annual Corn Picking Contest, October 15, at York, Nebraska.

Dinah's Back . . .



LOVELY DINAH SHORE is heard Tuesday and Friday at 7:15 p.m. in a delightful new musical series over Radio WOW for Chevrolet Dealers.

Dinah Shore Sings for Chevrolet Motors

The popular and talented vocal star, Dinah Shore is now the central attraction of her own show, "The Dinah Shore Show," which begins over Radio WOW on October 5, and will be heard every Tuesday and Friday at 7:15 p.m. thereafter. The program is sponsored by The Chevrolet Motor Division of General Motors Corporation.

Dinah's choice of music will be offered in the thrilling style that has made all of America her enthusiastic fans. Often she will interview guests on her show. Don't miss this bright musical presentation. —wow—

6 Pickers to Vie in Nebraska Corn Test

Sponsored jointly by Radio and Television WOW; the York Chamber of Commerce; the York County Farm and Home Safety Committee and the University of Nebraska Extension Service, six implement dealers have entered machines in Nebraska's Corn Picking Contest.

"Calling" Gang to Do Show

The Hilmer Smith farm, on the northeast edge of York, Nebraska, will be the site of the Second Annual Nebraska Corn Picking Contest, on October 15.

Those who attend the contest should bear in mind that primarily the Second Annual Nebraska Corn Picking Contest is an event dedicated to farm safety. Each year thousands of farmers are involved in accidents when operating corn pickers and other farm equipment. The contest is being staged in an effort to reduce such costly accidents, by stressing safety when performing farm duties.

The winning contestant, on the basis of safety and efficiency, will be awarded an all-expense paid trip, by Radio WOW and WOW-TV, to the National Mechanical Corn Picking Contest near Bloomington, Illinois, on October 24.

The farm news portion of Radio WOW's 12 noon News will be delivered from the contest site by Arnold Peterson, Associate Farm Service Director of Radio WOW and WOW-TV.

A big attraction, during the contest day, will be the broadcast of the popular "WOW Calling" show. Be on hand at the York Fairgrounds, at 12:30 p.m., on October 15, and meet in person Radio and Television WOW's brightest stars, when WOW-Land's favorite live-talent program, "WOW Calling" goes on the air!

Here's an event that is sure to be the farm event of the year in your community. Be sure to attend.



YORK COUNTY Farmer Elmer Klute, shown above on his mechanical corn picker, was the first to report as an entry in the upcoming Second Annual Nebraska Corn Picking Contest.

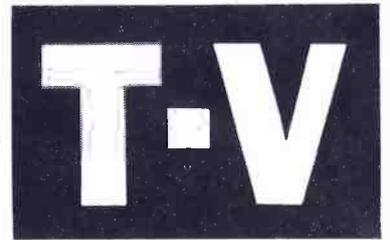
RADIO WOW'S OCTOBER DAYTIME SCHEDULE

(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 A. M.—Today's Farm Story—J. C. Robinson Seed Co.....	Mon. thru Fri.
6:20 A. M.—Reynolds Farm Facts—Reynolds Metals.....	Mon., Wed., Fri.
6:30 A. M.—Farm Service Reporter—Farm and Market News for Garst & Thomas and Ralston Purina.....	Daily ex. Sun.
7:00 A. M.—WOW News Tower.....	Daily ex. Sun.
7:05 A. M.—Jack Arthur.....	Sun.
7:30 A. M.—Breakfast Bandstand—Music, Time—Mennen Co. Revival Hour—Gospel Broadcasting Association.....	Mon. thru 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.
8:30 A. M.—Chapel Service—Dr. R. R. Brown.....	Sat.
8:45 A. M.—Saturday Scrapbook.....	Sun.
9:00 A. M.—Welcome Travelers—Tommy Bartlett for P. & G. Woman in Love.....	Mon. thru Fri.
9:30 A. M.—Bob Hope—General Foods.....	Mon. thru Fri.
9:45 A. M.—Crosby Classics.....	Sat.
10:00 A. M.—Strike it Rich—Warren Hull for Colgate. Doin' the Town with Jolly Joe Martin.....	Sun.
10:15 A. M.—Outdoor Nebraska.....	Sun.
10:30 A. M.—The Phrase That Pays.....	Sun.
10:45 A. M.—Star Showcase.....	Sun.
11:00 A. M.—Ma Perkins—Oxydol's long-time favorite.....	Sun.
11:15 A. M.—Connie's Cupboard.....	Sun.
11:30 A. M.—Perry Mason, Detective—Procter & Gamble. Western All Star Hit Parade.....	Sun.
11:45 A. M.—Cudahy Quizzes the Mrs.—Cudahy Packing Co.....	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.....	Sun.
12:15 P. M.—The Stars Sing.....	Sun.
12:30 P. M.—WOW Calling—Mon., Wed., Fri. for Nutrena. Noontime Jamboree.....	Mon. thru Fri.
12:45 P. M.—WOW Calling—Tues., Thurs. for Safeway Magic Suds. To be Announced.....	Mon. thru Fri.
1:00 P. M.—WOW Calling—Mon., Wed., Fri. for Nob Hill Coffee. National Farm and Home Hour—The nation's top agricultural program by Allis-Chalmers.....	Mon. thru Fri.
1:15 P. M.—Young Doctor Malone—Procter & Gamble.....	Sun.
1:30 P. M.—Guiding Light—Sponsored by Duz and Ivory Flakes. Football Warmup.....	Mon. thru Fri.
1:45 P. M.—Dick Haymes.....	Sat.
2:00 P. M.—Life Can Be Beautiful—P. & G. Soap. Nebraska Football Games—Pontiac.....	Mon. thru Fri.
2:15 P. M.—Road of Life—Interesting to follow—Crisco and Ivory Soap.....	Sun.
2:30 P. M.—Pepper Young's Family—You'll like them—P. & G. Golden Voices.....	Mon. thru Fri.
2:45 P. M.—Right to Happiness.....	Sat.
3:00 P. M.—Backstage Wife—Dreft.....	Sun.
3:15 P. M.—Stella Dallas—A moving story—Sterling Products.....	Mon. thru Fri.
3:30 P. M.—Young Widder Brown—Sterling Products.....	Sat.
3:45 P. M.—The Woman in My House—Manhattan Soap.....	Sun.
4:00 P. M.—Just Plain Bill—Whitehall Pharnical and Carter Prods. Nebraska Football Games—Pontiac.....	Mon. thru Fri.
4:15 P. M.—Front Page Farrell—Whitehall Pharnical.....	Sat.
4:30 P. M.—Lorenzo Jones—Presented by Colgate. Best in Bands.....	Sun.
4:45 P. M.—Break the Bank.....	Sun.
5:00 P. M.—Brighter Day—Procter & Gamble. Football Scoreboard—Lycan & Rankin.....	Mon. thru Fri.
5:15 P. M.—Lean Back 'n' Listen.....	Sat.
Ask Hollywood.....	Sun.

WOW NEWS TOWER

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Issued to Increase Enjoyment of WOW-TV Television Programs

Pro Football Starts October 11



WOW-TV personality Ken Jones (left) will emcee **Football Preview** to be seen before and after the **Professional Football Game of the Week**. Shown with Ken is E. E. (Blue) Howell, who will be a guest on several programs.

Football Preview Before, After Each Game

Channel 6 viewers, having been treated to College football every Saturday afternoon since mid-September, soon will enjoy Professional football every Sunday.

The Dumont Network's **Professional Game of the Week** gets underway Sunday, October 11 under sponsorship of the Westinghouse Electric Corporation.

All National Football League teams will be seen in action before the ten-game schedule draws to a close.

Before and after each game, the Goetz Brewing Company, makers of Country Club Beer, will present **Football Preview**. Featuring Ken Jones as emcee and well-known guests, **Preview** will spotlight information about the game of the day and next week's game, scores, information about Professional teams and stars, the College scene and interviews with visiting athletic personalities.

Ken's guest for the first few telecasts will be E. E. (Blue) Howell, former Nebraska University stand-out.

The **Game of the Week** telecasts start at 1 o'clock with **Football Preview** scheduled 15 minutes prior to the game and immediately following the game. The schedule:

- October 11—49'ers at Detroit
- October 18—Rams at Detroit
- October 25—Cleveland at New York
- November 1—New York at Cards
- November 8—Green Bay at Bears
- November 15—49'ers at Cleveland
- November 22—Cleveland at Pittsburgh
- November 29—Rams at Bears
- December 6—Bears at Detroit
- December 13—Cleveland at Philadelphia

—WOW-TV—

'Foreign Intrigue' is Sunday Night Feature

An exciting new Sunday night mystery-adventure series featuring Jerome Thor as American Newspaper correspondent Robert Cannon is thrilling Channel 6 viewers at 10 o'clock.

The series, **Foreign Intrigue**, presented by the State Furniture Company, follows Cannon's adventures in the capitals of Europe.

'Pepsi-Cola Playhouse'

It's "Curtain-Time" every Friday at 10:30 p.m. for the new dramatic series, **Pepsi-Cola Playhouse**. The series features a wide variety of dramatic entertainment.



Rugged movie star Rod Cameron is seen in the new Saturday night series, **City Detective**. Cameron plays Lt. Bart Grant of the Metropolitan Police. A distinguished cast of movie personalities are in supporting roles. The Falstaff Brewing Corporation sponsors the 9:30 p.m. series.

Jabenis to Premiere 'Take a Hint' Show

Elaine Jabenis, well known to Radio WOW and WOW-TV audiences, will be featured on the new **Take a Hint** program, bowing Thursday, October 8 at 11:30 a.m.

Presented by Monte White Kaiser-Willis Motors, the new series will feature demonstrations of household hints, interviews and a big contest in which viewers are asked to identify an object from clues given on film and by Elaine.

—WOW-TV—

Big 7 Game Wednesday

The top **Big 7 Game of the Week**, bursting with action and thrills, is shown to this area's many football fans every Wednesday at 9:30 p.m. under sponsorship of the Phillips Petroleum Company.

—WOW-TV—

New Ford Show

The Ford Dealers of this area unveil a new top-flight dramatic series, Friday, October 30, in the **Ford Dealer Show**. Curtain time is 7:30 p.m. for this top-star, top-story production.

—WOW-TV—

Dione Lucas On Fridays

The new **Dione Lucas Show** is seen Fridays at 11 a.m.

SUNDAYS

- 10:30 A. M.—CHRISTOPHERS
- 10:45 A. M.—What's Your Trouble
- 11:00 A. M.—THIS IS THE LIFE
- 11:30 A. M.—Frontiers of Faith (NBC)
- 12:00 Noon—ANIMAL FAIR
- 12:30 P. M.—Industry On Parade
- 12:45 P. M.—Football Preview
Country Club Beer
- 1:00 P. M.—
PRO FOOTBALL
Westinghouse (Dumont)
- 3:15 P. M.—FOOTBALL RECAP
- 3:30 P. M.—
ZOO PARADE
Quaker Oats (NBC)
- 4:00 P. M.—
HALL OF FAME
Hall Bros. (NBC)
- 5:00 P. M.—
RANGE RIDER
P. F. Petersen
- 5:30 P. M.—
WILD BILL HICKOK
Kellogg's
- 6:00 P. M.—
PAUL WINCHELL SHOW
Procter & Gamble (NBC)
- 6:30 P. M.—
MR. PEEPERS
Reynolds Metals (NBC)
- 7:00 P. M.—
COMEDY HOUR
Colgate (NBC)



Martin and Lewis

"The
Insanity
Twins"

- 8:00 P. M.—
Television Playhouse
Philco alt. Goodyear (NBC)
- 9:00 P. M.—
LETTER TO LORETTA
Procter & Gamble (NBC)
- 9:30 P. M.—
MAN AGAINST CRIME
R. J. Reynolds (NBC)
- 10:00 P. M.—
FOREIGN INTRIGUE
State Furniture Co.
- 10:30 P. M.—
DOLLAR A SECOND
Mogen David Wine
- 11:00 P. M.—CINEMA SIX

MONDAYS

- 6:30 P. M.—Arthur Murray Dance Party (NBC)
Cons. Royal Chemical
 - 6:45 P. M.—Camel News Caravan,
John Cameron Swayze (NBC)
 - 7:00 P. M.—Name That Tune
Block and Speidel (NBC)
 - 7:30 P. M.—Voice of Firestone (NBC)
 - 8:00 P. M.—
RCA VICTOR SHOW
(NBC)
-
- Dennis Day
- "Singing
Comedian"
- 8:30 P. M.—
Robert Montgomery Presents
for Lucky Strike and
Johnson Wax (NBC)
 - 9:30 P. M.—The Unexpected
Omaha Public Power
 - 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.—Dangerous Assignment
Cinch Cake Mix
 - 11:00 P. M.—CINEMA SIX



Kate Smith



John Cameron Swayze



Joan Davis



Ted Mack

TUESDAYS

- 6:30 P. M.—Dinah Shore Show
Chevrolet (NBC)
 - 6:45 P. M.—Camel News Caravan,
John Cameron Swayze (NBC)
 - 7:00 P. M.—
BUICK-BERLE SHOW
10/20 Bob Hope Show (NBC)
-
- Milton Berle
- "60 Minutes
of Laughs"
- 8:00 P. M.—Fireside Theatre
Procter & Gamble (NBC)
 - 8:30 P. M.—CIRCLE THEATRE
Armstrong (NBC)
 - 9:00 P. M.—Judge for Yourself
P. Lorillard (NBC)
 - 9:30 P. M.—ON THE LINE with
BOB CONSIDINE
Mutual of Omaha (NBC)
 - 9:45 P. M.—Wildlife in Action
 - 10:00 P. M.—OMAR Weatherman
 - 10:07 P. M.—Sports by Jack Payne
 - 10:15 P. M.—News with Ray Clark
Burton Dixie
 - 10:30 P. M.—Main Event Wrestling
Tafon
 - 11:30 P. M.—TV FEATURE

WEDNESDAYS

- 6:30 P. M.—C
 - 6:45 P. M.—C
 - 7:00 P. M.—I
 - 7:30 P. M.—M
 - 8:00 P. M.—K
 - TELEVISION
 - 9:00 P. M.—T
 - 9:30 P. M.—B
 - 10:00 P. M.—O
 - 10:07 P. M.—S
 - 10:15 P. M.—N
 - 10:30 P. M.—
 - PIGSKIN
-
- Jack Payne
- 11:00 P. M.—R
 - 11:30 P. M.—C

Mondays Through Friday

- 7:00 A. M.—TODAY with Dave Garroway (NBC)
- 9:00 A. M.—DING DONG SCHOOL (NBC)
- 9:30 A. M.—GLAMOUR GIRL (NBC)
- 10:00 A. M.—HAWKINS FALLS (NBC)
- 10:15 A. M.—THE BENNETTS (NBC)
- 10:30 A. M.—THREE STEPS TO HEAVEN (NBC)
- 10:45 A. M.—FOLLOW YOUR HEART (NBC)
- 11:00 A. M.—TO YOUR HEALTH (T-Th)
- 11:00 A. M.—WINDOW
- DIONE
- 11:30 A. M.—TV FEAT
- TAKE A
- 11:45 A. M.—MIDDAY
- 12:00 Noon—SNICKE
- 12:30 P. M.—TV FAR
- 12:45 P. M.—MATINE

Keep This Schedule Near Your Set! Watch WO

SDAYS	THURSDAYS	FRIDAYS	SATURDAYS
<p>COKE TIME Coca-Cola (NBC)</p> <p>News Caravan, Cameron Swayze</p> <p>MARRIED JOAN Electric (NBC)</p> <p>Little Margie General Co. (NBC)</p> <p>THEATRE</p> <p>News Your Life General Shop (NBC)</p> <p>Evening Game of Week Petroleum</p> <p>OMAR Weatherman by Jack Payne</p> <p>News with McBride Standard Oil</p> <p>REVIEW</p> <p>"Football Fun"</p> <p>ROY KING Standard Oil</p> <p>CINEMA SIX</p>	<p>6:30 P. M.—Dinah Shore Show Chevrolet (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.—You Bet Your Life DeSoto (NBC)</p> <p>7:30 P. M.—CISCO KID Butter-nut Bread</p> <p>8:00 P. M.—DRAGNET Liggett-Myers (NBC)</p> <p>8:30 P. M.—FORD THEATRE (NBC)</p> <p>9:00 P. M.—MARTIN KANE U. S. Tobacco (NBC)</p> <p>9:30 P. M.—Pride of the Family Bristol-Myers alt. Armour</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 Burton-Dixie</p> <p>10:30 P. M.— YOUR HIT PARADE Crosley alt. Lucky Strike</p> <div data-bbox="214 1008 405 1204" data-label="Image"> </div> <p>Dorothy Collins</p> <p>"Song and Dance Extravaganza"</p> <p>11:00 P. M.—BOXING</p> <p>11:30 P. M.—Big 10 Game of Week</p>	<p>6:30 P. M.—COKE TIME Coca-Cola (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.—Plainclothesman Edgeworth Tobacco Holiday Cigarettes</p> <p>7:30 P. M.—FAVORITE STORY Neighborhood Ford Dealers</p> <p>8:00 P. M.—BIG STORY Amer. Cigar & Cigarette Co. Simoniz (NBC)</p> <p>8:30 P. M.—SOUNDSTAGE Campbell (NBC)</p> <p>9:00 P. M.— CAVALCADE OF SPORTS Gillette (NBC)</p> <div data-bbox="633 768 828 963" data-label="Image"> </div> <p>Jimmy Powers</p> <p>"Ringside Account"</p> <p>9:45 P. M.—Greatest Fights Vaseline Hair Tonic</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.—Pepsi-Cola Playhouse</p> <p>11:00 P. M.—Yesterday's Newsreel Flexlet</p> <p>11:15 P. M.—CHARLIE CHAN</p>	<p>12:45 P. M.—Press Box Review Oldsmobile (NBC)</p> <p>1:00 P. M.— NCAA GAME OF THE WEEK General Motors (NBC)</p> <p>4:45 P. M.— PONTIAC SCOREBOARD (NBC)</p> <p>5:00 P. M.— ROY ROGERS General Foods</p> <p>5:30 P. M.— HOPALONG CASSIDY Roberts Dairy</p> <p>6:00 P. M.— THE RUGGLES</p> <p>6:30 P. M.— ETHEL and ALBERT Sunbeam (NBC)</p> <p>7:00 P. M.— BONINO Philip Morris alt. Lady Esther (NBC)</p> <div data-bbox="1251 1102 1446 1293" data-label="Image"> </div> <p>Ezio Pinza</p> <p>"Heartwarming Family Drama"</p> <p>7:30 P. M.— ORIGINAL AMATEUR HOUR Pet Milk (NBC)</p> <p>8:00 P. M.— YOUR SHOW OF SHOWS Every 4th Week ALL STAR REVIEW (NBC)</p> <p>9:30 P. M.— CITY DETECTIVE Falstaff (NBC)</p> <p>10:00 P. M.—Sports Showcase Boyle-Midway</p> <p>10:30 P. M.— WRESTLING from CHICAGO Metropolitan Utilities District</p> <p>11:30 P. M.—CINEMA SIX</p>

News . . . Daytime Schedule

ON LEARNING (W)	2:00 P. M.— KATE SMITH SHOW (NBC)
AS SHOW (F)	3:00 P. M.— WELCOME TRAVELERS (NBC)
RE	3:30 P. M.— ON YOUR ACCOUNT (NBC)
ANT (Th)	4:00 P. M.— CONNIE'S KITCHEN
NEWS	4:30 P. M.— HOWDY DOODY
LICKERS	5:00 P. M.— TRAIL TIME
REPORTER	6:00 P. M.— STAND BY FOR ACTION
MOVIE	6:20 P. M.— NEWS - WEATHER with Ray Clark



Dinah Shore



Bill McBride



Storm and Farrell



Eddie Fisher

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

Former Omahan in 'Bonino'

Lenka Peterson Gets Choice Part

Former Omahan Lenka Peterson has won a choice part in the Saturday night NBC-TV family comedy, **Bonino**, starring Ezio Pinza.

Miss Peterson is seen as Pinza's eldest daughter, Doris.

The daughter of Dr. and Mrs. Sven Isacson of Omaha, Lenka got her first start in the theatre with the Omaha Community Playhouse at the age of 12.

Since then she has rolled up an impressive string of Broadway, movie and TV credits. Her movie roles include "Take Care of My Little Girl," "Panic in the Streets" and "Answer for Ann." Her television credits include practically every dramatic show now on the air. She also has been heard in a number of radio dramatic series.

Offstage she's Mrs. Daniel Patrick O'Connor and is the mother of two sons—a four-year-old and a seven-month-old.

Bonino's seen every Saturday at 7 p.m. on WOW-TV.

—WOW-TV—

Yesteryear Spotlighted

Yesterday's headlines live again on the exciting out-of-the-past 11 p.m. Friday night series, **Yesterday's Newsreel**. Presented by Flexlet, the series spotlights yesterday's big news stories.

—WOW-TV—

'The Unexpected' Returns

Channel 6 viewers who were thrilled and entertained by **The Unexpected** can take heart. The outstanding series has returned to its familiar WOW-TV Monday night 9:30 time slot under sponsorship of the Omaha Public Power District.



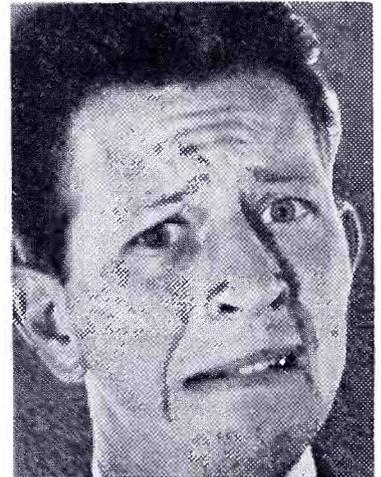
The Hilmer Smith farm, on the northeast edge of York, Nebraska, will be the sight of the Second Annual Nebraska Mechanical Corn Picking Contest and Farm Safety Day. Details on the contest may be found on page 1 of this issue of the News Tower.

'Colgate Comedy Hour' Features Big Stars

(Picture at Right)

The million-dollar comedy series, with a top star or stars each Sunday, is back. The **Colgate Comedy Hour**, seen at 7 p.m., features the biggest names in show business including:

- Dean Martin and Jerry Lewis
- Jimmy Durante
- Eddie Cantor
- Donald O'Connor
- Bud Abbott and Lou Costello



Donald O'Connor: he's one of many **Colgate Comedy Hour** top stars.

—WOW-TV—

'Pride of the Family' New Thurs. Feature

Internationally famous musical comedy star Paul Hartman has a new moniker in the new Thursday night comedy series, **Pride of the Family** viewed at 9:30 p.m. Veteran performers, Fay Wray, Natalie Wood, and Bobby Hyatt complete the family foursome, which centers around the hilarious antics of a beloved, though bungling All-American Dad. The series is sponsored alternately by Bristol-Myers and Armour.

—WOW-TV—

Clark on New 6:20 News

One of this area's top newscasters Ray Clark, brings you the latest news in **News-Weather** every week night at 6:20 p.m. The new program started Monday, September 28.



Jack Mahoney (left) and Dick Jones are back as the **Range Rider** and his saddle-partner Dick West in the Peter-Pan Bread-sponsored series Sunday nights at 5.

5,000 Watts WOW'S OCTOBER 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	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	STAR PLAYHOUSE Top stars with of stage and screen	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 55	NEWS	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabarin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabarin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabarin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabarin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabarin	NBC SYMPHONY The greatest music of all time with guest soloists
7:00 15	HOLLYWOOD STORY Life stories of Hollywood's famous stars	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	EDDIE FISHER SHOW Coca-Cola DINAH SHORE—Chev.	WALK A MILE Popular comedy-quiz with Bill Cullen for R. J. Reynolds Tobacco Co.	ROY ROGERS King of the Cowboys KENNETH BANGHART Log Cabin News	EDDIE FISHER SHOW Coca-Cola DINAH SHORE—Chev.	KNOW YOUR NBC'S New idea in quiz programming
7:30	SIX SHOOTER Thrilling western series stars Jimmy Stewart	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	BARRIE CRAIG Confidential Investigator	THE GREAT GILDERLEIVE You'll laugh at "Giddy", and Company—Kraft Foods	FATHER KNOWS BEST with Robert Young General Foods	BOB HOPE A Hope-filled evening of comedy American Dairy Assn.	WOW JAMBOREE Bristol-Myers
8:00	STROKE OF FATE Dramatizing possible reversals of historic events	TELEPHONE HOUR Donald Voorhees with Bell Symphonic Orchestra and guest singers	DRAGNET Popular anti-crime series Laggett & Meyers	YOU BET YOUR LIFE It's fun for all when Groucho takes over DeSoto-Plymouth	TRUTH OR CONSEQUENCES Ralph Edwards for F&M Milk	PHIL HARRIS- ALICE FAYE Family comedy for RCA Victor	GRAND OLE OPRY Minnie Pearl and hornspun humor for Prince Albert
8:30	THEATRE ROYAL With Sir Laurence Olivier direct from London	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Green and White Quartette	TO BE ANNOUNCED	BIG STORY Adventure series for American Cigarette	EDDIE CANTOR	TO BE ANNOUNCED	BARON AND THE BEE Old fashioned spelling bees
9:00 15	LAST MAN OUT Underscoring terrors of Communism	FIBBER MCGEE and MOLLY CAN YOU TOP THIS?	FIBBER MCGEE and MOLLY CAN YOU TOP THIS?	FIBBER MCGEE and MOLLY CAN YOU TOP THIS?	FIBBER MCGEE and MOLLY CAN YOU TOP THIS?	FIBBER MCGEE and MOLLY CAN YOU TOP THIS?	PEE WEE KING Jazz unlimited
9:30	MEET THE PRESS	CLUB 100 A recorded musical salute	CLUB 100 A recorded musical salute	CLUB 100 A recorded musical salute	CLUB 100 A recorded musical salute	CLUB 100 A recorded musical salute	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
10:30 45	AND FOR TOMORROW	MON. thru FRI. 10:30 — DIAL DAVE GARROWAY — 10:45 Armour and Co.	MON. thru FRI. 10:45 — MORGAN BEATY NEWS — 11:00 MON. thru FRI.	MON. thru FRI. 10:30 — DIAL DAVE GARROWAY — 10:45 Armour and Co.	MON. thru FRI. 10:30 — DIAL DAVE GARROWAY — 10:45 Armour and Co.	MON. thru FRI. 10:30 — DIAL DAVE GARROWAY — 10:45 Armour and Co.	SKETS MAHONEY ORCHESTRA
11:00 05	NEWS SUMMARY SERENAIDE	NEWS SUMMARY BOB and RAY	NEWS SUMMARY BOB and RAY	NEWS SUMMARY BOB and RAY	NEWS SUMMARY BOB and RAY	NEWS SUMMARY BOB and RAY	NEWS SUMMARY SERENAIDE
11:55	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY

Football Listening and Scores

Pontiac, Lycan-Rankin Heard Every Sat.

Here is an All-Conference line-up of Saturday afternoon listening for WOW-Land football fans: "Nebraska University Football" and "Football Scoreboard."

Radio WOW's Sports Director, Jack Payne, brings you the thrilling play-by-play broadcasts of all University of Nebraska football games (home and away) for Pontiac Dealers.

Jack's partner, Merrill Workhoven, is on hand every week with background color of each gridiron contest and the latest word on Pontiac automobiles.

For an afternoon of action-packed football thrills and stirring University of Nebraska Marching Band music, enjoy all the Pontiac Dealers Nebraska football games.

The second platoon in your football listening team is "Football Scoreboard," every Saturday at 5 p.m., for Lycan and Rankin Furnace Company.

This late afternoon program brings you the final results of all college football scores, gives a review of the key plays, and presents stirring college marching band music.

Be sure to listen to these top two football shows every Saturday afternoon over Radio WOW!

Introducing . . .



KEN JAMES, the personable and quick-thinking host of "Cudahy Quizzes the Mrs.," heard Monday through Fridays, at 11:45 a.m., over Radio WOW. A veteran in all phases of broadcasting, Ken began announcing in 1939. His background includes emcee work for live talent shows, newscasts and sports. He joined Meredith WOW in 1951 and now serves as producer, announcer, interviewer for special events, and as a leading WOW-TV performer.

—WOW—

Now 'Break the Bank' for Miles Laboratories

"Break the Bank," veteran audience participation quiz program, is now heard over Radio WOW, Monday through Friday, at 4:45 p.m., for Miles Laboratories, Inc.

In seven years on radio and television, the program has entertained millions, and showered small fortunes upon thousands of lucky contestants. Cash prizes won on the show total more than \$2,000,000.

Bud Collyer, the emcee, is quiz-master with Janice Gilbert as hostess and "paying teller."

—WOW—

Century of Progress

If you have heard about Omaha's great year-long Centennial Celebration, you won't want to miss Jolly Joe Martin's popular show, "Club 100."

The show, heard Monday through Fridays at 9:30 p.m., is called "Club 100" in honor of the centennial year. Built around a recorded popular music theme, Martin handles the show in his usual relaxed manner, tracing the history of the City of Omaha from its founding through the year 100.

WOW NEWS TOWER

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'Six Shooter' on for Coleman

Jimmy Stewart, Academy Award-winning movie star, is currently heard Sundays, at 8:30 p.m., over Radio WOW, as the star of a new "off-beat" Western thriller, "Six Shooter."

In this exciting dramatic series, Stewart portrays Britt Ponset, a peaceful man by nature, who has been forced by circumstance into the knowledge that survival depends on the "peace-maker" in his own holster, the six-shooter.

Don't miss this saga of the old west, "Six Shooter," sponsored by the Coleman Company, Inc., every Sunday over Radio WOW.

—WOW—

Bob Hope a Favorite for 15 Long Years

Last month The American Dairy Association, Inc., began sponsoring Bob Hope in the first of a new series of comedy-variety programs, heard over Radio WOW, Fridays, at 7:30 p.m.

This new nighttime program is in addition to Hope's current five-a-week daytime radio show, sponsored by General Foods, which is heard at 9:30 a.m., throughout WOW-Land.

Hope, who recently completed 15 big years on NBC-Radio, is supported on his new show with vocalist Margaret Whiting, orchestra leader Les Brown and announcer Bill Goodwin. Guest stars are also featured on each broadcast.

Bob Hope has long reigned as one of the great comedy personalities and is a solid favorite with WOW-Land listeners.



BOB HOPE brings a new series of comedy-variety programs to radio WOW listeners, Fridays, at 7:30 p.m. WOW-Land's favorite comic is backed by vocalist Margaret Whiting, Les Brown's orchestra and announcer Bill Goodwin.

SATURDAY



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