

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW Radio and Television Programs

Vol. 18, No. 3

OMAHA, NEBRASKA, NOVEMBER 1, 1953

Published Monthly

WOW Farm Trippers Return

Introducing ...



BEN LARSON, whose voice and face are familiar to many WOW-Land listeners. He began his radio career in the midwest in 1950 and joined Meredith, WOW in September, 1952. Ben can now be heard on weekend newscasts and "Football Scoreboard" Saturdays at 5 p.m. on Radio WOW and "TV Farm Reporter" Monday through Fridays at 12:30 p.m. on WOW-TV.

—WOW—

Butter-nut Bread Wins Good Housekeeping Seal

Butter-nut Bread, a product of Interstate Bakeries, has been awarded the Good Housekeeping seal of approval. Butter-nut Bread is sponsor of the "Cisco Kid" show heard Wednesdays and Fridays at 6 p.m. on Radio WOW. In addition to telling listeners about Butter-nut's newest honor on these programs, Interstate is using a large saturation campaign of spot announcements on Radio WOW. Butter-nut is the first bread to be awarded this highly coveted seal of approval.

—WOW—

Connie's Christmas Cookie Contest

Meredith WOW's Home Service Director, Connie Cook, is conducting a \$4,000 in prizes "Christmas Cookie Contest" on her "Connie's Kitchen" program over WOW-TV. For further details, read page 3 of this News Tower.

Two New 'Golden' Shows on WOW

"Golden Treasury," heard Sundays at 2:30 p.m. on WOW, is a new NBC show of famous poems and readings by outstanding personalities in the entertainment world. Artists such as Jimmy Stewart, Clark Gable, Burgess Meredith, Raymond Massey and Joan Crawford will appear in the series. David Ross is host and emcee of the new show.

"Golden Voices," aired from 2 to 2:30 p.m., Sundays on WOW, features outstanding recordings of concert and opera stars. Lawrence Tibbett, as host, will select great recordings of voices of the past and offer personal reminiscences about the artists and their performances.

—WOW—

Socony-Vacuum is New NBC Symphony Sponsor

The NBC Symphony Orchestra, conducted by Maestro Arturo Toscanini, has a new time and a new sponsor. Socony-Vacuum Oil Company, Inc., one of America's industrial leaders, is sponsoring the new fall series, heard now on Sundays, from 6 to 7 p.m. on WOW.

The season will be particularly outstanding since Toscanini again will present a full-length opera in two parts, this time Verdi's "The Masked Ball."

Farming Methods Observed in Europe

One hundred and eleven members of the Sixth Annual Farm Study Tour, conducted by WOW and WOW-TV, are back home. The group, under the leadership of Farm Service Director Mal Hansen and Travel and Transport President Lawrence Youngman, observed farming methods first-hand in Ireland, England, Holland, Belgium, Luxembourg, Germany and Switzerland.

One group of 24 tour members arrived home last October 21 after completing the basic three-week section of the tour. An extension tour to the Scandinavian countries, led by Mal Hansen, then visited Denmark, Sweden, and Norway. This group arrived back in New York on Sunday, November 1.

Also arriving around November 1 was another section of the tour, led by Mr. Youngman, who took an extension tour to Italy and the French Riviera. This group enjoyed the sights of Southern France, Rome, Naples, Florence and other major Italian cities, and Switzerland.

Pottawattamie County Extension Director Cliff Johnson, one of the two extension directors to be awarded a free trip by Meredith

(Continued on page 8)



Here is "the largest group of farm air travelers ever to cross the Atlantic" . . . the 111 members of WOW's Sixth Annual Farm Study Tour, shown as they prepared to board a TWA Constellation for the three-week tour of Europe and the British Isles.

RADIO WOW'S

(FOR NIGHTTIME WOW SCHEDULES TURN TO PAGE 7)

DAYTIME SCHEDULE

5:30 A. M.—Five-Thirty Call—Wake up to the strains of early morning music	12:15 P. M.—The Stars Sing	Sun.
6:00 A. M.—Sunrise News Tower—Local, Regional, National News	12:30 P. M.—WOW Calling—Mon., Wed., Fri. for Nutrena Noontime Jamboree	Mon. thru Fri.
6:15 A. M.—Today's Farm Story—J. C. Robinson Seed Co.	Mantovani's Music	Sat.
6:20 A. M.—Reynolds Farm Facts—Reynolds Metals	12:45 P. M.—WOW Calling—Tues., Thurs. for Safeway Magic Suds	Sun.
6:30 A. M.—Farm Service Reporter—Farm and Market News for Garst & Thomas and Ralston Purina	Mantovani's Music	Mon. thru Fri.
7:00 A. M.—WOW News Tower	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	Sun.
7:05 A. M.—Toy Town Tunes	Sunday in the Country	Sun.
7:30 A. M.—Breakfast Bandstand—Music, Time—Mennen Co.	1:15 P. M.—Young Doctor Malone—Procer & Gamble	Mon. thru Fri.
8:00 A. M.—WOW News Tower	1:30 P. M.—Guiding Light—Sponsored by Duz and Ivory Flakes	Mon. thru Fri.
8:15 A. M.—The 590 Hour—Jolly Joe Martin with Al Lamm at piano	Football Warmup	Sat.
8:30 A. M.—Bob Hope—General Foods	American Forum of the Air	Sun.
8:45 A. M.—Saturday Scrapbook	1:45 P. M.—Dick Haymes	Mon. thru Fri.
9:00 A. M.—Welcome Travelers—Tommy Bartlett for P. & G.	Nebraska Football Games—Pontiac	Sat.
9:30 A. M.—Mary Lee Taylor for Pet Milk	American Forum of the Air	Sun.
9:45 A. M.—Musically Yours	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap	Mon. thru Fri.
10:00 A. M.—Strike it Rich—Warren Hull for Colgate	Nebraska Football Games—Pontiac	Sat.
10:15 A. M.—Doin' the Town with Jolly Joe Martin	Golden Voices	Sun.
10:30 A. M.—WOW News Tower—All the latest news	2:15 P. M.—Road of Life—Interesting to follow—Crisco and Ivory Soap	Mon. thru Fri.
10:45 A. M.—Treasury Salute	2:30 P. M.—Pepper Young's Family—You'll like them—P. & G.	Mon. thru Fri.
11:00 A. M.—Doin' the Town—Oxydol's long-time favorite	Nebraska Football Games—Pontiac	Sat.
11:15 A. M.—National Radio Pulpit	Golden Treasury	Sun.
11:30 A. M.—Western All Star Hit Parade	2:45 P. M.—Right to Happiness	Mon. thru Fri.
11:45 A. M.—External Light	3:00 P. M.—Backstage Wife—Drett	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	Nebraska Football Games—Pontiac	Sat.
WOW News Tower—A complete 15-minute news coverage	Weekend	Sun.
	3:15 P. M.—Stella Dallas—A moving story—Sterling Products	Mon. thru Fri.
	3:30 P. M.—Young Widder Brown—Sterling Products	Mon. thru Fri.
	Nebraska Football Games—Pontiac	Sat.
	Weekend	Sun.
	3:45 P. M.—The Woman in My House—Manhattan Soap	Mon. thru Fri.
	4:00 P. M.—Just Plain Bill—Whitehall Pharrnical and Carter Prods.	Mon. thru Fri.
	Nebraska Football Games—Pontiac	Sat.
	Weekend	Sun.
	4:15 P. M.—Front Page Farrell—Whitehall Pharrnical	Mon. thru Fri.
	4:30 P. M.—Lorenzo Jones—Presented by Colgate	Mon. thru Fri.
	Best in Bands	Sat.
	Weekend	Sun.
	4:45 P. M.—Recorded Music	Mon. thru Fri.
	5:00 P. M.—Brighter Day—Procter & Gamble	Mon. thru Fri.
	Football Scoreboard—Lycan & Rankin	Sat.
	Bob Considine—Mutual of Omaha	Sun.
	5:15 P. M.—Lean Back 'n' Listen	Mon. thru Fri.
	H. V. Kaltenborn	Sat.
	Ask Hollywood	Sun.

WOW NEWS TOWER

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Issued to Increase Enjoyment of WOW-TV Television Programs



Connie's Contest Underway

New Ford Show Viewed Fridays

The Channel 6 tele-curtain parted Friday, October 30 on a sparkling, new dramatic series that promises viewers lots of entertainment.

It's called, From Hollywood . . . the Ford Dealer Show and features Hollywood stars in top-flight, expertly-staged half-hour programs.

Personalities slated to appear in the new series include, Lynn Bari, Ian MacDonald, Lynne Roberts and John Sutton.

The Ford Dealer Show is viewed Fridays at 7:30 p.m. on Channel 6.

—WOW-TV—

New WOW-TV Staffers

New WOW-TV staff members include, Fred Naglestad, announcing; Jack Brown and Darrell Runnings, film and photo; and Louis DeBoer, engineering.



WOW-TV Home Service Director Connie Cook: she's offering 52 wonderful prizes in her big "Connie's Christmas Cookie Contest."

\$4,000 in Prizes for Christmas Cookie Recipe

Mrs. Homemaker, your favorite Christmas Cookie recipe may win you any one of nearly \$4,000 in beautiful appliance prizes in the contest WOW-TV Home Service Director Connie Cook is conducting on her Channel 6 Connie's Kitchen program.

The contest is called "Connie's Christmas Cookie Contest." And it's very simple to enter as the contest rules printed below indicate.

So send in your entry today. You might win the grand prize of a Murray Modern Kitchen, or any one of the remaining 51 truly worthwhile prizes. But hurry! Entries must be postmarked by midnight Wednesday, November 25, to be eligible.

RULES

CONNIE'S CHRISTMAS COOKIE CONTEST

- To enter, send your favorite CHRISTMAS COOKIE RECIPE (DO NOT SEND SAMPLE COOKIES) on a single sheet of paper to:
**CONNIE'S CHRISTMAS COOKIE CONTEST
WOW-TV
OMAHA, NEBRASKA**
No entry blank, coupon or premium is required.
- Entries will be judged on their:
 - Neatness and Legibility.
 - Accuracy which includes, Standard Measurements and Concise Directions.
 - Economy and Availability of material.
 - Merit which includes, Flavor, Appearance, Texture and other characteristics.
- Contest is open to all homemakers and their families except employees of Meredith WOW, Inc., and their families.
- Preliminary recipe judging will be done by a panel of Omaha professional home economists.
- Final judging and recipe testing will be done in the BETTER HOMES & GARDENS Test Kitchens.
- The decision of the judges is final. In case of ties, duplicate prizes will be awarded.
- Winners will be notified by mail within approximately one month after the close of the contest. A list of winners may be obtained by sending a stamped, self-addressed envelope to the contest address one month after the close of the contest.
- All entries become the property of Meredith WOW, Inc., and will not be returned.
- To be eligible, entries must be postmarked not later than midnight Wednesday, November 25, 1953.

Remember, EVERY Cookie Is a Christmas Cookie

PRIZES

- | | | |
|---|---|---|
| 1. Murray Modern Kitchen (plus free installation) | 9. Westinghouse Electric Clothes Dryer | 19. Sunbeam Waffle Baker |
| 2. Admiral 11-Cubic Foot Upright Home Freezer | 10. Chrysler Air Temp Dehumidifier | 20. Sunbeam Shavemaster |
| 3. Hotpoint Automatic Dishwasher | 11. Hoover Waxer-Palisher | 21. Sunbeam Electric Toaster |
| 4. Whirlpool Automatic Washer | 12. Sunbeam Dual-Control Electric Blanket | 22. Sunbeam Steam Iron |
| 5. Bendix Gas Clothes Dryer | 13. Sunbeam Mixmaster | 23. Sunbeam Junior Mixer |
| 6. RCA 21-inch Table Model Television Set | 14. Sunbeam Single-Control Electric Blanket | 24. Sunbeam Regular Weight Iron |
| 7. Frigidaire 7-Cubic Foot Refrigerator | 15. Sunbeam Coffeemaster | 25. Sunbeam Light Weight Iron |
| 8. Universal Gas Range | 16. Sunbeam Cooker-Fryer | 26. Sunbeam Automatic Bottle Warmer |
| | 17. Philca Clock Radio | 27. Sunbeam Automatic Egg Cooker |
| | 18. Westinghouse Cook-N-Fryer | 28-52. Better Homes & Gardens Cook Book |

Send In Your Entry Today!

SUNDAYS

- 10:15 A. M.—Industry On Parade
 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—Air Force Theater
 12:15 P. M.—ANIMAL FAIR
 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)
 8:00 P. M.—
 Television Playhouse
 Philco alt. Goodyear (NBC)
 9:00 P. M.—
LETTER TO LORETTA
 Procter & Gamble (NBC)



"Television's
 Newest
 Dramatic Hit"

Loretta Young

- 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.—Hollywood Off Beat
 C. B. Brown
 11:30 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)



Red Benson

"Test
 Your
 Musical I.Q."

- 7:30 P. M.—Voice of Firestone (NBC)
 8:00 P. M.—RCA Victor Show (NBC)
 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.—Dave Garroway Show
 Pontiac
 11:30 P. M.—CINEMA SIX

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
 11/17 BOB HOPE SHOW
 (NBC)



Bob Hope

"Mile a
 Minute
 Merriment"

- 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 COSIDINE
 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
 Tefon
 11:30 P. M.—TV FEATURE

WEDNESDAYS

- 6:30 P. M.—
 6:45 P. M.—
 7:00 P. M.—
 7:30 P. M.—
 8:00 P. M.—
TELEVISION
 9:00 P. M.—
THIS IS
 Hazel

 Ralph Edwards
 9:30 P. M.—
 10:00 P. M.—
 10:07 P. M.—
 10:15 P. M.—
 10:30 P. M.—
 11:00 P. M.—
 11:30 P. M.—

Mondays Through Friday

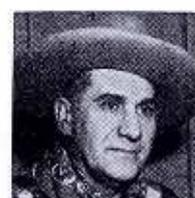
- 7:00 A. M.—TODAY with Dave Garroway (NBC)
 9:00 A. M.—DING DONG SCHOOL (NBC)
 9:30 A. M.—GLAMOUR GIRL (NBC)
 10:00 A. M.—HAWKINS FALLS (NBC)
 10:15 A. M.—THE BENNETTS (NBC)
 10:30 A. M.—THREE STEPS TO HEAVEN (NBC)
 10:45 A. M.—FOLLOW YOUR HEART (NBC)
 11:00 A. M.—YOUR HEALTH (T-Th)
 11:00 A. M.—WINDY CITY
 DIONE
 11:30 A. M.—TV FEATURE
 TAKE
 11:45 A. M.—MIDDY
 12:00 Noon—SNICKER
 12:30 P. M.—TV FEATURE
 12:45 P. M.—MATINEE



Ray Clark



Mark Stevens



Tom Chase



Imogene Coca

Keep This Schedule Near Your Set! Watch W

WEDNESDAYS

COKE TIME
Coca-Cola (NBC)

11 News Caravan,
Cameron Swayze

MARRIED JOAN
Electric (NBC)

Little Margie
Paper Co. (NBC)

SPORTS THEATRE
(NBC)

OUR LIFE
Petroleum (NBC)

"Unfolds
the Pages
of the Past"

Seven Game of
Week
Petroleum

OMAR Weatherman
by Jack Payne
with McBride
and Oil

in Preview

KEY KING
Crisle and
Kreiser

CINEMA SIX

THURSDAYS

6:30 P. M.—
DINAH SHORE SHOW
Chevrolet (NBC)



"In a
Word . . .
Delightful"

Dinah Shore

6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)

7:00 P. M.—You Bet Your Life
DeSoto (NBC)

7:30 P. M.—**CISCO KID**
Butter-nut Bread

8:00 P. M.—**DRAGNET**
Liggett-Myers (NBC)

8:30 P. M.—**FORD THEATRE**
(NBC)
11/5 March of Medicine

9:00 P. M.—**MARTIN KANE**
U. S. Tobacco (NBC)

9:30 P. M.—Pride of the Family
Bristol-Myers alt. Armour

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.—Your Hit Parade
Crosley alt. Lucky Strike

11:00 P. M.—**BOXING**

11:30 P. M.—Big 10 Game of Week

FRIDAYS

6:30 P. M.—**COKE TIME**
Coca-Cola (NBC)

6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)

7:00 P. M.—Plainclothesman
Edgeworth Tobacco
Holiday Cigarettes and
Carter Products

7:30 P. M.—From Hollywood . . .
the Ford Dealer Show

8:00 P. M.—**BIG STORY**
Amer. Cigar & Cigarette Co.
Simoniz (NBC)

8:30 P. M.—**SOUNDSTAGE**
Campbell (NBC)

9:00 P. M.—
CAVALCADE OF SPORTS
Gillette (NBC)

9:45 P. M.—**Greatest Fights**
Vaseline Hair Tonic

10:00 P. M.—
OMAR Weatherman



"Up to the
Minute
Weather
Reports"

Chuck Thomas

10:07 P. M.—Sports by Jack Payne

10:15 P. M.—News with McBride
Standard Oil

10:30 P. M.—Pepsi-Cola Playhouse

11:00 P. M.—Yesterday's Newsreel
Flex-let

11:15 P. M.—**CHARLIE CHAN**

SATURDAYS

12:45 P. M.—Press Box Review
Oldsmobile (NBC)

1:00 P. M.—
**NCAA GAME
OF THE WEEK**
General Motors
(NBC)

4:45 P. M.—
PONTIAC SCOREBOARD
(NBC)

5:00 P. M.—
ROY ROGERS
General Foods



"King and Queen
of the Cactus
and Cowboy
Country"

Roy and Dale

5:30 P. M.—
HOPALONG CASSIDY
Roberts Dairy

6:00 P. M.—
THE RUGGLES

6:30 P. M.—
ETHEL and ALBERT
Sunbeam (NBC)

7:00 P. M.—
BONINO
Philip Morris alt. Lady Esther
(NBC)

7:30 P. M.—
**ORIGINAL
AMATEUR HOUR**
Pet Milk (NBC)

8:00 P. M.—
YOUR SHOW OF SHOWS
Every 4th Week
ALL STAR REVIEW
(NBC)

9:30 P. M.—
CITY DETECTIVE
Falstaff (NBC)

10:00 P. M.—Sports Showcase
Boyle-Midway

10:15 P. M.—
WRESTLING
from CHICAGO
Metropolitan Utilities District

11:15 P. M.—**CINEMA SIX**

Weekdays . . . Daytime Schedule

ON LEARNING (W) 2:00 P. M.—**KATE SMITH SHOW (NBC)**

CAS SHOW (F) 3:00 P. M.—**WELCOME TRAVELERS (NBC)**

RE 3:30 P. M.—**ON YOUR ACCOUNT (NBC)**

NT (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**



Dave Garroway



Howdy Doody



Ted Mack



Mal Hansen

4,000 See Corn Picking Show

Awards, Speech, and Broadcast are Highlights

(Picture at Right)

The Hilmer Smith farm on the edge of York, Neb., was a busy place one day last month.

People and automobiles from all over the state converged on the Smith farm, the site of the Second Annual Nebraska Mechanical Corn Picking Contest.

A total of more than 4,000 folks witnessed the contest and the afternoon program at the York Fairgrounds.

When the judges had finished their big job, Ervin Rafert of Gresham and Carl Paulson of Beaver Crossing were named first and second place winners, respectively.

The two winners received cash prizes from the York Chamber of Commerce, trophies from Radio WOW and WOW-TV, and were sent to the National Contest at Bloomington, Ill., by Radio WOW and WOW-TV.

Other high finishers at York also received cash awards and trophies.

DeMoss Presents Trophies

The trophies were presented by Lyle DeMoss, Assistant General Manager of Radio WOW and WOW-TV.

Other highlights of the afternoon program included, an address by Nebraska Senator Hugh Butler, a "live" broadcast of the Radio "WOW Calling" show and a tractor safety demonstration by the University of Nebraska.

The York event was sponsored by the York Chamber of Commerce, the York Farm and Home Safety Committee, the University of Nebraska Extension Service and Radio WOW and WOW-TV.

Arnold Peterson, Radio WOW and WOW-TV Associate Farm Service Director, represented the two stations in over-all planning of the event.

—WOW-TV—



Lyle DeMoss, (right), Assistant General Manager of Meredith WOW, presents first place trophy in Nebraska Mechanical Corn Picking Contest to Ervin Rafert of Gresham, Neb. Standing between the two men is Arnold Peterson, Associate Farm Service Director of Meredith WOW.

—WOW-TV—



Melvyn Douglas Stars in 'Hollywood Offbeat'

Melvyn Douglas as Steve Randall, disbarred lawyer fighting his way back, entertains in the new 11 p.m., Sunday night mystery-dramatic series, *Hollywood Offbeat*, presented by the C. B. Brown Company.

Randall takes any number of otherwise disagreeable jobs in order to clear his name with the bar association. And those jobs lead to plenty of excitement for Steve and for viewers of the show.

—WOW-TV—



Ray Clark, WOW-TV's Director of News and Special Events, is featured on the 6:20 p.m. *Early Evening News and Weather*, Monday through Friday. The program is presented on Monday, Wednesday and Friday by Nutrena Mills.



Kids love the call: "It's 'Howdy Doody' Time." For that's when they see Howdy and "Buffalo Bob" (above) and the rest of the fascinating characters who inhabit "Doodyville, USA." Channel 6 carries *Howdy Doody* every weekday afternoon at 4:30.

Here's the versatile guy who makes Mondays at 8 p.m. an enjoyable time for Channel 6 viewers. He's Dennis Day, singer, comedian, impersonator. Dennis stars in the RCA Victor Show. If the show needs an added attraction, there is a \$5,000 cash prize that Dennis gives away.

—WOW-TV—

Nation Has 25 Million Television Receivers

More than 55 per cent of all homes in the United States now have television, according to an estimate released today by Hugh M. Beville, Jr., NBC director of research and planning.

This figure is based on an estimate compiled by the NBC Research and Planning Department which indicates that the total number of TV sets in the country reached 25,233,000 as of September 1.

As the *News Tower* goes to press, there are more than 212,000 TV sets in the WOW-TV Service Area.

5,000 Watts WOW'S NOVEMBER NIGHT SCHEDULE 590 Ke.

(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	NBC SYMPHONY The greatest music of all time with guest soloists	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 THE BEST IN MUSICAL SELECTIONS	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE
6:30	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabclin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabclin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabclin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabclin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabclin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabclin	STARS FROM PARIS
7:00 15	HOLLYWOOD STORY Life stories of Hollywood's famous stars	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	DINAH SHORE Chevrolet MUSIC	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	DINAH SHORE Chevrolet MUSIC	COLLEGE QUILZ BOWL
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 GILDERSLEEVE 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.	KNOW YOUR NBC's New idea in quiz programming
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 Liggett & Meyers	YOU BET YOUR LIFE It's fun for all when Groucho takes over DeSoto-Plymouth	TRUTH OR CONSEQUENCES Ralph Edwards for Pet Milk	PHIL HARRIS- ALICE FAYE Family comedy for RCA Victor	WOW JAMBOREE Bristol-Myers
8:30 35	THEATRE ROYAL With Sir Laurence Olivier direct from London	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Green and White Quartette	SWAYZE NEWS ROCKY FORTUNE	BIG STORY Adventure series American Cigarette	SWAYZE NEWS HOUSE OF GLASS with Gertrude Berg	SWAYZE NEWS HOUSE OF GLASS with Gertrude Berg	GRAND OLE OPRY Minnie Pearl and homespun humor for Prince Albert
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?	BARON AND THE BEE Old fashioned spelling bees
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	PEE WEE KING Jazz unlimited
10:00 15	WOW NEWS TOWER All the News SPORTS YOUR UNI. SPEAKS	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	THE CATHOLIC HOUR in its 21st year as a leading religious program	MON. thru FRI. 10:30 — E V E N I N G M E L O D I E S — 10:45 MON. thru FRI.	MON. thru FRI. 10:30 — E V E N I N G M E L O D I E S — 10:45 MON. thru FRI.	MON. thru FRI. 10:30 — E V E N I N G M E L O D I E S — 10:45 MON. thru FRI.	MON. thru FRI. 10:30 — E V E N I N G M E L O D I E S — 10:45 MON. thru FRI.	MON. thru FRI. 10:30 — E V E N I N G M E L O D I E S — 10:45 MON. thru FRI.	SKEETS MAHONEY ORCHESTRA
11:00 05	NEWS SUMMARY SERENADE	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 SERENADE
11:55	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY

Something New on Sundays

"Weekend" Tops List of New NBC Programming

A new concept of the continuing ability of radio to bring to listeners new fields of information and entertainment is "Weekend," NBC's big two-hour package heard Sundays from 3 to 5 p.m. on WOW.

The new program is divided into a series of 15 minute segments corresponding to the "pages" of a Sunday newspaper. Included are news broadcasts by Merrill Mueller, Earl Godwin, commentaries by Earl Wilson and Igor Cassini, Fannie Hurst, Elmo Roper, Leon Pearson, Mel Allen, Jinx Falkenburg McCrary, Tex McCrary and Duncan Emerick.

Special features include remote pick-ups with NBC correspondents from all over the world, recorded hit tunes and predicted hits, and dramatic sketches by such leading stars as Charles Laughton and Mary Martin.

Over-all "editor" of "Weekend" is Ed Herlihy, top NBC announcer and emcee.

—WOW—



Ed Herlihy, noted NBC announcer, is emcee of "Weekend," NBC Radio's celebrated "newspaper of the air."

—WOW—

New 'Calling' Vocalist

Annie Mahoney, vocalist with Paul Moorhead's Orchestra, is the new featured vocalist on "WOW Calling," heard Mondays through Fridays, from 12:30 to 1:15 p.m. on WOW.

Now on Nightly...



Everyone's favorites, "Fibber McGee and Molly" are now featured nightly, Monday through Fridays, at 9 p.m. on WOW. The impractical Fibber, and sensible Molly bring you the same homespun type of humor on the 15-minute series that won them millions of loyal fans over the past 19 years.

—WOW—

'Last Man Out' Hard-Hitting Documentary

The case histories of leading Communists who have broken away from the party and returned to the American way of life are heard every Sunday at 9 p.m. on "Last Man Out." The exciting, true-to-fact series underscores the terrors of Communism and relives the dangers and fears of party members who would like to "escape," but live in dread of the consequences.

At the close of each broadcast, Richard English, the producer and narrator, introduces in person the former Communist whose life has been dramatized. In all cases the subjects are ex-Communists who were once in the hierarchy of the party.

In addition to the powerful suspense and drama, listeners are treated to stirring background musical scores by composer and conductor Dimitri Tiomkin, recent winner of the Academy Award for his scoring of the movie, "High Noon."

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Farm Trippers Return

(Continued from page 1)

WOW, Inc., said the entire group was greatly impressed by "the intense farming methods of Europeans to get maximum production from their limited land."

Mal Hansen, President of the National Association of Radio and Television Farm Directors, stopped off in New York to attend a Farm Radio-TV Sales Clinic, presented by this group, on November 2.

—WOW—

Stroke of Fate

If Hitler had been killed in a Munich beer hall . . . if Columbus had not discovered America . . . if Lee had accepted Lincoln's offer to command the Union Army . . .

Such "ifs," all based on historic possibility, are dramatized on "Stroke of Fate," heard Sundays from 8 to 8:25 p.m. on Radio WOW. To assure authenticity in the projections of "what might have happened," a group of noted historians is consulted on the writing of every script.

—WOW—



"Rocky Fortune"—Frank Sinatra stars in the new NBC radio series, "Rocky Fortune," the adventure story of a footloose fellow who is jack of all trades and master of all trouble. Heard Tuesdays, 8:35 to 9 p.m. on WOW.

WOW NEWS TOWER

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