

WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 16, No. 6

OMAHA, NEBRASKA, FEBRUARY 1, 1952

Published Monthly

Martha Adds New Phone Quiz

Many Prizes Every Day

"Martha's Cupboard" becomes "Martha's Cupboard Quiz" starting February 18, and the very popular Miss Bohlsen will take on the role of a year-round Santa Claus.

Prizes totaling in value as much as \$300 a week will be given to listeners daily on this WOW feature at 11 a.m. every weekday.

Emcee Bill McBride and Martha will ask four housewives daily by telephone to answer tricky questions. Winners will receive from six to twenty fine merchandise prizes. Losers will receive handsome merchandise awards.

Built around Martha Bohlsen, WOW's Home Service Director, "Martha's Cupboard Quiz" is a friendly, informal presentation of cooking ideas, household hints, news "from the woman's angle," and music interspersed with sales messages about the Feature Foods advertised products.

—wow—

New Gimmick...



Popular Martha Bohlsen starts "Tello-Test" phone quiz on "Martha's Cupboard" show heard Monday through Saturday at 11 a.m.

Skelly Award to Outstanding Man

Mr. Fred Rehmeier of Weeping Water, Neb., has been presented with the W. G. Skelly Award for Superior Achievement in Agriculture. The award was made on the January 26 "This Farming Business" program by Lloyd Burlingham, chairman of the Committee of Awards.

Only farmers who have made outstanding contributions both in farming and community service are considered for this honor. The award is made through the courtesy of the Skelly Oil Company, sponsors of the Alex Drier newscasts heard Monday through Saturday mornings on WOW at 7:15.

—wow—

What's Happening?

According to Gordon MacRae, singing star of NBC's "Railroad Hour," today's American GI has switched his attention from jazz music and pin-up girls to softer, more sentimental music and family pictures for his barracks. He reached this conclusion following a recent tour of servicemen's hospitals.

—wow—

New Show on WOW...



Robert Montgomery reviews the news at 9:30 to 9:35 p.m., Monday through Friday on his new Life sponsored show, "A Citizen Views the News."

Lincoln 4-H Trip Winners Named

For the fourth consecutive year, WOW will send 4-H Club members who have performed outstanding work in soil conservation to the 4-H Club Week activities in Lincoln this spring. This year's winners, selected by the Nebraska 4-H Club office are:

Eldon Beavers and Richard Wagner, Lancaster County; Roy Gramlich, Douglas County; Murray Mellor, Holt County; LeRoy Becwar, Fillmore County; Charles Trumble, Sarpy County; Dorrene Frost, Howard County; Duane Tenopir, Saline County; Dean Harris, Sheridan County, and Teddy Wolford, Garfield County. Alternate: Donald K. Banahan, Jefferson County.

The all-expense paid trip will be under the direction of Mal Hansen, WOW Farm Service Director.

—wow—

Several staff changes have been made at Radio WOW as a result of the separation of radio and television operation at WOW and WOW-TV. William O. "Bill" Wiseman, formerly Promotion Manager of Radio WOW and WOW-TV, has been promoted to Sales Manager of the radio station. He takes over the Radio Sales duties of Robert Dooley, who resigned to accept a position with the Blair TV offices in New York. Ken Quaife will be Radio Promotion Manager under Mr. Wiseman.

Ray Olsen has been named Program Director for Radio WOW. Merrill Workhoven will be Production Manager and Chief Announcer for Radio WOW, under Mr. Olsen.

Magnetic Monroe

Now it's official. Vaughn Monroe, in the event you didn't know, is one of America's "most magnetic men." The singing bandleader, now heard over WOW Saturdays at 9 p.m., was so named in a nationwide poll of the 496 members of the American Association of Fashion Models. Monroe was chosen "because the strength in his voice thrills us far more than the feeble bleatings of hitherto popular singers."

RADIO WOW'S FEBRUARY DAYTIME SCHEDULE

(FOR NIGHTTIME WOW SCHEDULES TURN TO PAGE 7)

30 A. M.—Five-Thirty Call—Early morning music to help you start the day right.	Daily ex. Sun.
55 A. M.—Weather Report—Ralston Purina.	Daily ex. Sun.
00 A. M.—Sunrise News Tower—All the latest happenings in detail.	Daily ex. Sun.
15 A. M.—Welcome to the West—Slim Everhart.	Daily ex. Sun.
25 A. M.—Today's Farm Story.	Tues., Thu., Sat.
30 A. M.—WOW Farm Service Reporter—Mal Hansen brings latest farm and market news, interviews, agricultural reports and regional news for Pioneer Hybrid Seed Corn and Walnut Grove Mineral Products.	Daily ex. Sun.
00 A. M.—Sunday Serenade—Mood music.	Sun.
00 A. M.—WOW News Tower—Merrill Workhoven.	Daily-ex. Sun.
05 A. M.—NBC News.	Sun.
05 A. M.—George Crook, organ music.	Sun.
15 A. M.—Network News—Alex Dreier for Skelly Oil.	Mon. thru Sat.
30 A. M.—Breakfast Bandstand.	Mon. thru Fri.
Armour Reports to Agriculture—	
with Mal Hansen and Everett Mitchell.	Sat.
Revival Hour—Gospel Broadcasting Association.	Sun.
45 A. M.—Armour Reports to Agriculture.	Sat.
00 A. M.—WOW News—Merrill Workhoven.	Mon. thru Sat.
15 A. M.—The 590 Hour with Case and Casey.	Mon. thru Fri.
Potluck.	Sat.
30 A. M.—The 590 Hour with Case and Casey.	Sat.
Smilin' Ed McConnell—Brown Shoes.	Mon. thru Fri.
Chapel Service—Dr. R. R. Brown.	Sat.
00 A. M.—Welcome Travelers—Tommy Bartlett with a great show.	Mon. thru Fri.
Adventures of Archie Andrews.	Sat.
00 A. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup.	Mon. thru Fri.
Mary Lee Taylor for Pet Milk.	Sat.
Sunday in the Country—Mal Hansen.	Sun.
00 A. M.—Strike it Rich—Warren Hull for Colgate.	Mon. thru Fri.
Somerset Maugham Theatre—Tintair.	Sat.
WOW News Tower—All the latest news.	Sun.
15 A. M.—U. S. Navy Show—Stirring music.	Sun.
00 A. M.—King's Row—Colgate-Palmolive Peet Co.	Mon. thru Fri.
Hollywood Love Story.	Sat.
U. N. Is My Beat.	Sun.
15 A. M.—Dial Dave Garroway.	Mon. thru Fri.
Green Cross Song Festival.	Sun.
00 A. M.—Martha's Cupboard—Hear Martha Bohlson, the Midwest's leading homemaker.	Mon. thru Sat.
National Radio Pulpit.	Sun.
00 A. M.—Perry Mason—Detective—Proctor & Gamble.	Mon. thru Fri.
Polka Parade.	Mon. thru Fri.
Eternal Light.	Sat.
5 A. M.—Your Melody Time—Late morning melodies.	Sun.
Eddie Arnold Show—Ralston Purina.	Mon. Wed. Fri.
Elaine Jabenis Scrapbook.	Tues., Thu. Sat.
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.—Musically Yours.	Sun.
12:30 P. M.—WOW Calling—A happy half hour for Nutrena.	Mon. thru Fri.
Murphy's Noontime Jamboree.	Sat.
Your University Speaks—University of Nebraska.	Sun.
12:45 P. M.—The Music Room—Schmoller & Mueller.	Sun.
1:00 P. M.—Brighter Day—Procter & Gamble.	Mon. thru Fri.
National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers.	Sat.
Musicanna.	Sun.
1:15 P. M.—The Hometowners.	Sun.
1:30 P. M.—Ma Perkins—Oxydol's long-time favorite.	Mon. thru Fri.
Creighton University.	Mon. thru Fri.
American Forum of the Air.	Sat.
1:45 P. M.—Judy and Jane—Folger's Coffee.	Sun.
Town and Country Time.	Mon. thru Fri.
2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.	Sat.
Town and Country Time.	Mon. thru Fri.
America's Music.	Sat.
2:15 P. M.—Road of Life—Interesting to follow—Oxydol.	Sun.
2:30 P. M.—Pepper Young's Family—You'll like them—P. & G. Town and Country.	Mon. thru Fri.
Lynn Murray Presents.	Sat.
2:45 P. M.—Right to Happiness—Everyone's right—P. & G. John Cameron Swayze—News—Belmont Radio.	Mon. thru Fri.
3:00 P. M.—Backstage Wife—Dreft.	Sun.
Slim Bryant and His Wildcats.	Mon. thru Fri.
The Falcon.	Sat.
3:15 P. M.—Stella Dallas—A moving story—Sterling Products.	Sun.
3:30 P. M.—Young Widder Brown—Sterling Products.	Mon. thru Fri.
Mind Your Manners.	Mon. thru Fri.
WOW News Tower—E. T. Smith Olds-Cadillac.	Sat.
3:45 P. M.—The Woman in My House—Manhattan Soap.	Sun.
Riders of the Purple Sage—Boyer Lumber.	Mon. thru Fri.
4:00 P. M.—Just Plain Bill—Anacin.	Sat.
Big City Serenade.	Mon. thru Fri.
Whitehall 1212.	Sat.
4:15 P. M.—Front Page Farrell—Whitehall Pharmaceutical.	Sun.
4:30 P. M.—Lorenzo Jones—Presented by Dreft.	Mon. thru Fri.
Best in Bands.	Mon. thru Fri.
The Silent Men—With Douglas Fairbanks.	Sat.
4:45 P. M.—Young Dr. Malone.	Sun.
Bob Considine.	Mon. thru Fri.
5:00 P. M.—Guiding Light—Sponsored by Duz.	Sat.
Martin Kane, Private Eye—American Tobacco Co.	Mon. thru Fri.
5:15 P. M.—Lean Back 'n' Listen.	Sun.
	Mon. thru Sat.

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



Play "Movie Quick Quiz"

Week Days at 11:30 A.M.

Three New Local Noon Shows

Three new shows, "Cup and Saucer Club", "Mid-Day News Reel", and "TV Farm Reporter", bowed in during January to make your noon-time viewing more entertaining and interesting.

The three outstanding, locally-produced noon-hour shows were introduced by WOW-TV so that local viewers could see a balanced package of television shows with a local interest angle every Monday through Friday.

"Cup and Saucer Club" at 12 noon features the popular Bill McBride as he interviews interesting local folks as well as visiting personalities in a relaxing cafe atmosphere.

"Mid-Day News Reel" at 12:15 p.m. utilizes WOW-TV's new United Press, Fox Movietone News service to bring you the latest filmed news events and Ken Case brings you up to date on the news of the local scene.

"TV Farm Reporter" at 12:30 p.m. features Mal Hansen with an informative program of agricultural news, features and interviews that will be of interest to all midwesterners. Allis-Chalmers sponsors "TV Farm Reporter" each Monday, Wednesday and Friday.

—WOW-TV—

WOW-TV Names New Department Heads

Independent operation of the sales and promotion departments of WOW and WOW-TV was announced recently by Radio WOW, Inc.

Fred Ebener becomes sales manager, local and regional, for WOW-TV. He was formerly local sales manager under the combined operation.

Charles Frandsen has been named promotion manager for WOW-TV. He was formerly promotion manager for KOIL, Omaha.

Betty Bauer and Glenna Rathman become secretaries for WOW-TV Sales.

Assistant General Manager Lyle DeMoss will take over full time duties as director of television programming and production in order to implement the separate operation of the stations.

'Claudia' and David ...



Fiction's delightful Claudia and David are now seen each Saturday at 5:30 p.m. on WOW-TV for General Foods in "Claudia—The Story of a Marriage." Joan McCracken and Hugh Reilly play the lead roles.

—WOW-TV—

'Pantomime' Stars ...



Mike Stokay and Sandra Spence are emcee and scorekeeper, respectively, in "Pantomime Quiz" now seen on Channel Six at 10:30 p.m., Wednesdays for Camel Cigarettes. "Pantomime Quiz" originates in Hollywood and matches two teams of film personalities against each other. Stokay emcees the show and Sandra takes care of the scoring.

The newest and most entertaining television quiz program in the history of TV is now seen each Monday through Friday at 11:30 a.m. on WOW-TV.

This great new entertainment feature is called "Movie Quick Quiz" and the title pretty much describes the show.

Briefly the show works this way. Emcee Ken James first shows a one minute film that contains clues for the question to be asked. Then he places a call to someone in this area. It is not necessary to be watching "Movie Quick Quiz" in order to be able to answer the question, but the clues given in the film are a definite help. If the person answers the question correctly he or she receives a prize of a \$25 Defense Bond. If the questions aren't answered the bond builds up to a top of \$125. Three films are shown and calls made during each program.

Keep your set tuned to Channel Six each week-day at 11:30 for "Movie Quick Quiz" and see if you can spot the clues given in the films. Remember it's "Movie Quick Quiz" for fun and prizes.

—WOW-TV—

Your Wrestling Hosts

From now on when you relax and watch the entertaining antics of your favorite wrestlers you'll be the guests of Wildroot Hair Tonic and the Metropolitan Utilities District.

The new sponsors hope that you'll enjoy the excitement and hilarity that comes your way each Saturday night at 10 p.m. on WOW-TV as much as they enjoy bringing it to you.

—WOW-TV—

New Sports Show

What happened "This Week in Sports"? The visual answer to this question is brought to you each Sunday night at 11 p.m. by the manufacturer of Vitalis Hair Tonic.

Action packed films of the week's leading sports events will be coming your way each Sunday night to make you an on-the-spot spectator at these top events.

WOW-TV

FEBRUARY

SUNDAYS

(ALL DAY)

- 11:30 A. M.—FLYING TIGERS
Johnson Candy (Du.)
- 12:00 A. M.—Frontiers of Faith
(NBC)
- 12:30 P. M.—Religious Puppet Show
- 12:45 P. M.—Your Future Home
- 1:30 P. M.—American Forum
(NBC)
- 2:00 P. M.—Fairmeadows, U. S. A.
Johns-Manville (NBC)
- 2:30 P. M.—Hallmark Hall of Fame
with Sarah Churchill
Hall Brothers (NBC)
- 3:00 P. M.—MEET THE PRESS
Revere Ware
- 3:30 P. M.—JUVENILE JURY
Scotch Tape (NBC)
- 4:00 P. M.—ZOO PARADE
Ken-L-Ration (NBC)
- 4:30 P. M.—Gov. Val Peterson
(Political)
- 4:45 P. M.—Inspiration Time
- 5:00 P. M.—
WILD BILL HICKOX
Kellogg Corn Pops
- 5:30 P. M.—
RANGE RIDER
Peter Pan Bread
- 6:00 P. M.—Royal Showcase
U. S. Rubber (NBC)
- 6:30 P. M.—MR. BOBBIN
General Foods (NBC)
- 7:00 P. M.—
**COLGATE COMEDY
HOUR (NBC)**
- 8:00 P. M.—(Alternate weeks)
**PHILCO TELEVISION
PLAYHOUSE (NBC)**
- GOODYEAR THEATER
(NBC)**

9:00 P. M.—
RED SKELTON SHOW
Procter & Gamble (NBC)



Skelton

Comic
of
the Year!

- 9:30 P. M.—Royal Playhouse
Dexter Washers
- 10:00 P. M.—SKELLY NEWS
with Ray Clark
- 10:15 P. M.—Strange Adventure
Max I. Walker Cleaners
- 10:30 P. M.—SURVIVAL
Special Series on Atom Bomb Defense

MONDAYS

- 5:00 P. M.—Trail Time with Tom
Chase
- 5:30 P. M.—Gabby Hayes
Quaker Oats (NBC)
- 5:45 P. M.—Kukla, Fran and Ollie
RCA (NBC)
- 6:00 P. M.—News and Headlines
- 6:15 P. M.—Star Time
- 6:30 P. M.—THOSE TWO
Procter & Gamble (NBC)
- 6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
- 7:00 P. M.—Winchell and Mahoney
Speidel, Crosley (NBC)
- 7:30 P. M.—
VOICE OF FIRESTONE
(NBC)
- 8:00 P. M.—LIGHTS OUT
Admiral (NBC)
- 8:30 P. M.—(Alternate weeks)
**Robert Montgomery
D R A M A**
for Lucky Strike and
Johnson Wax (NBC)



Montgomery

- 9:30 P. M.—Town & Country Quiz
Staley Foods
- 9:45 P. M.—Creighton, Omaha U.
- 10:00 P. M.—Omar Weatherman
- 10:10 P. M.—Sports by Jack Payne
- 10:15 P. M.—News with Ray Clark
- 10:30 P. M.—Plainclothesman
Edgeworth Tobacco and
Holiday Cigarettes



Garroway



Bohlsen

TUESDAYS

- 5:00 P. M.—Trail Time with Tom
Chase
- 5:30 P. M.—Kukla, Fran and Ollie
National Biscuit (NBC)
- 6:00 P. M.—News and Headlines
- 6:10 P. M.—Roman Hruska
—POLITICAL—
- 6:15 P. M.—Star Time
- 6:30 P. M.—Dinah Shore (NBC)
Chevrolet
- 6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
- 7:00 P. M.—
**MILTON BERLE
TEXACO STAR THEATER**
(NBC)



Berle

- 8:00 P. M.—Battle of the Ages
Serutan (Du.)
- 8:30 P. M.—Twenty Questions
Mennen Products
- 9:00 P. M.—
**OLD GOLD
AMATEUR HOUR**
with TED MACK and CO. (NBC)
- 9:45 P. M.—ON THE LINE with
Bob Considine
Mutual of Omaha
- 10:00 P. M.—Omar Weatherman
- 10:10 P. M.—Sports by Jack Payne
- 10:15 P. M.—News with Ray Clark
- 10:30 P. M.—To be announced
- 11 P. M.—12:30 A. M.—Feature Movie

MONDAYS THROUGH FRIDAYS

7 A. M. to 9 A. M. See "TODAY"

- 9:00 A. M.—MEL MARTIN SHOW (NBC)
- 9:30 A. M.—IT'S IN THE BAG (NBC)
- 10:00 A. M.—ERNIE KOVAC (NBC)
- 10:30 A. M.—"DAVE AND CHARLIE" (NBC)
- 10:45 A. M.—Richard HARKNESS NEWS (NBC)
- 11:00 A. M.—RUTH LYONS SHOW (NBC)

- 11:30 A. M.—MOVIE
- 11:45 A. M.—The Bunch
- 12:00 Noon—Cup and
- 12:15 P. M.—MID-DA
- 12:30 P. M.—TV FAR
HANSEN
Deep Roc
- 12:45 P. M.—FEATUR
- 2:00 P. M.—BIG PAY






Bob Considine



Martin and Lewis

SCHEDULE

CHANNEL 6

SUNDAYS	THURSDAYS	FRIDAYS	SATURDAYS
<p>Time with Tom</p> <p>Fran and Ollie (NBC)</p> <p>and Headlines</p> <p>ngton Spotlight (NBC)</p> <p>E TWO (NBC)</p> <p>News Caravan, John Cameron Swayze</p> <p>VARIETY</p> <p>See her at 3 p.m. each afternoon too!</p> <p>THEATER</p> <p>ate weeks)</p> <p>AYHOUSE (NBC)</p> <p>HEATER (NBC)</p> <p>Weatherman by Jack Payne with Ray Clark</p> <p>Time Quiz (NBC)</p> <p>Feature Movie</p>	<p>5:00 P. M.—Trail Time with Tom Chase</p> <p>5:30 P. M.—Gabby Hayes Peter Paul (NBC)</p> <p>5:45 P. M.—Kukla, Fran and Ollie National Biscuit (NBC)</p> <p>6:00 P. M.—News and Headlines</p> <p>6:10 P. M.—Senator Hugh Butler —POLITICAL—</p> <p>6:15 P. M.—Star Time</p> <p>6:30 P. M.—Dinah Shore (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.—GROUCHO MARX for DeSOTO (NBC)</p> <p>7:30 P. M.—CISCO KID Butter-nut Bread</p> <p>8:00 P. M.—(Alternate weeks) GANGBUSTERS and DRAGNET Fatima Cigarettes</p> <p>Sgt. Romero in Dragnet</p>  <p>Jack Webb</p> <p>9:00 P. M.—MARTIN KANE PRIVATE EYE U. S. Tobacco (NBC)</p> <p>9:30 P. M.—WAYNE KING SHOW Standard Oil (NBC)</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Sports by Jack Payne</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Fireside Theater Procter & Gamble (NBC)</p> <p>11 P.M.—12:30 A.M.—Feature Movie</p>	<p>5:00 P. M.—Trail Time with Tom Chase</p> <p>5:30 P. M.—Gabby Hayes Quaker Oats (NBC)</p> <p>5:45 P. M.—Kukla, Fran and Ollie</p> <p>6:00 P. M.—News and Headlines</p> <p>6:10 P. M.—Robert Crosby —POLITICAL—</p> <p>6:15 P. M.—Star Time</p> <p>6:30 P. M.—THOSE TWO Procter & Gamble (NBC)</p> <p>6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)</p> <p>7:00 P. M.—EZIO PINZA REVUE RCA (NBC)</p> <p>7:30 P. M.—Not for Publication Dumont Television</p> <p>8:00 P. M.—THE BIG STORY Amer. Cigaret & Cigar Co. (NBC)</p> <p>8:30 P. M.—The Aldrich Family General Foods</p> <p>9:00 P. M.—CAVALCADE OF SPORTS Gillette Fights (NBC)</p> <p>Gillette's Boxing Expert</p>  <p>Jimmie Powers</p> <p>9:45 P. M.—Greatest Fights Vaseline Hair Tonic</p> <p>10:00 P. M.—Omar Weatherman</p> <p>10:10 P. M.—Sports by Jack Payne</p> <p>10:15 P. M.—News with Ray Clark</p> <p>10:30 P. M.—Circle Theatre Armstrong Rugs</p> <p>11 P.M.—12:30 A.M.—Feature Movie</p>	<p>(ALL DAY)</p> <p>9:00 A. M.—Rootie Kozootie (NBC)</p> <p>9:30 A. M.—CACTUS JIM (NBC)</p> <p>10:30 A. M.—Midwest Hayride (NBC)</p> <p>11:30 A. M.—Film Features</p> <p>12:30 P. M.—FEATURE MOVIE</p> <p>2:30 P. M.—WESTERN THEATER</p> <p>3:30 P. M.—SKY KING (NBC) Derby Foods (Alt. wks.)</p> <p>4:00 P. M.—Youth Wants to Know (NBC)</p> <p>4:30 P. M.—The Nature of Things (NBC)</p> <p>4:45 P. M.—MORGAN BEATTY AND THE NEWS</p> <p>5:00 P. M.—ROY ROGERS General Foods (NBC)</p> <p>5:30 P. M.—CLAUDIA General Foods</p> <p>6:00 P. M.—GRUEN THEATER Gruen Watches (Alt. wks.)</p> <p>FAMOUS JURY TRIALS</p> <p>6:30 P. M.—One Man's Family Sweetheart Soap (NBC) Miles Laboratory</p> <p>7:00 P. M.—ALL-STAR REVUE Kellogg, Pet Milk, Snow Crop (NBC)</p> <p>8:00 P. M.—SHOW OF SHOWS Camels, Libby S.O.S., Benrus, Lehn & Fink Eversharp (NBC)</p> <p>and Imogene Coca!</p>  <p>Caesar</p> <p>9:30 P. M.—THE HIT PARADE Lucky Strike (NBC)</p> <p>10:00 P. M.—WRESTLING from Chicago (Du.) Wildroot and Metropolitan Utilities District</p> <p>11:00 P. M.—This Week in Sports Vitalis</p> <p>11:15 P. M.—OLD AMERICAN BARN DANCE Imdrin - Marlene Shampoo</p>

DAYTIME SCHEDULE

Monday Through Friday

<p>TRIVIA QUIZ Betty Chapel (NBC)</p> <p>CLUB with Bill McBride</p> <p>NEWS REEL with K. Case</p> <p>REPORTER with MAL Ellis-Chalmers (M. W. F) (Thurs.)</p> <p>MOVIE MATINEE Colgate (NBC)</p>	<p>2:30 P. M.—RALPH EDWARDS VARIETY M., W., F. (NBC)</p> <p>2:30 P. M.—BILL GOODWIN G. E. SHOW—T., Th. (NBC)</p> <p>3:00 P. M.—THE KATE SMITH SHOW (NBC)</p> <p>4:00 P. M.—"MARTHA'S KITCHEN" with Martha Bohlsen</p> <p>4:30 P. M.—"HOWDY DOODY" (NBC)</p>
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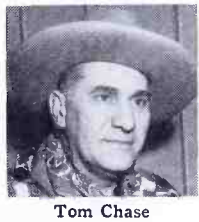
Dinah Shore



Ezio Pinza



Ralph Edwards



Tom Chase

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

cash equivalents and all
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ALLY 20 POUND WEIGHT

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Now Play 'Twenty Questions' Tuesday Show by Mennen

Just how much information can be obtained by asking "Twenty Questions"? Perhaps the ordinary person couldn't learn too much (especially under the same circumstances) but the experienced panel on the exciting television game "Twenty Questions" usually is able to name the person or subject described by a single clue.

The makers of Mennen Products for Men bring you "Twenty Questions" each Tuesday evening at 8:30 on WOW-TV, and once you've seen it you'll find that you'll look forward to it each week. Many folks like to play the game right along with the panel, but no matter how you choose to enjoy it "Twenty Questions" is 30 minutes of top television entertainment.

—WOW-TV—

'Barn Dance' on Saturday

Saturday night is traditionally the time for dances of all types, but particularly the old-fashioned barn dance.

That's why "Old-American Barn Dance" has been scheduled for 11:15 p.m. on Saturday nights on WOW-TV. All the trimmings of the barn dances that made up the only social events of our pioneers are contained in this new television series that is sponsored by the makers of Imdrin, and Marlene Shampoo.

You'll see top names in western music and fun every Saturday night on Channel Six when you relax to the gay and wholesome fun of "Old American Barn Dance."

—WOW-TV—

Easy Way to Shop

A fine way to shop for a home in any kind of weather "Your Future Home" (WOW-TV, 12:45 p.m., Sundays) is proving an outstanding attention getter during the winter months.

Rather than drive mile after mile on icy streets folks merely watch "Your Future Home," then pick out the one or two houses that most interest them. Thus unnecessary driving is saved.

Even if you're not in the market for a house it's fun to watch and learn more about current real estate prices.—Try it next Sunday.

—WOW-TV—

Mystery and Action on 'The Plainclothesman'

If you enjoy mystery flavored with action, suspense and surprises "The Plainclothesman" is a viewing must for you.

Edgeworth Tobacco and Holiday Cigarettes bring you this absorbing mystery drama each Monday night at 10:30 on WOW-TV. "The Plain-

'Payoff' Hostess ...



Lovely Bess Myerson, a former Miss America is hostess on "The Big Pay-off" week-days at 2 on WOW-TV.

—WOW-TV—

Top Discussions

Each Wednesday evening at 6:15 you'll find outstanding personalities in national or international affairs centered in the "Washington Spotlight" on Channel Six.

Sponsored by Zephyr Awnings "Washington Spotlight" features the national known columnist Marquis Childs as moderator.

Mr. Childs directs the debates between prominent Washingtonians on current controversial issues during each week's edition of "Washington Spotlight."

—WOW-TV—

'Claudia' on Saturdays

Now "Claudia" is on television! The same unpredictable but captivating "Claudia" (Mrs. David Naughton that became known to thousands of Americans through the best selling novels and movies is coming your way each Saturday afternoon at 5:30 on WOW-TV.

"Claudia—The Story of a Marriage" is sponsored by the General Foods Company and will bring to WOW-TV-Land the same bright dramatic episodes that made this delightful series so popular in other media.

Joan McCracken and Hugh Reilly
www.americanradiohistory.com

"Survival" Gives Defense Tips

What would happen if an enemy launched an atomic attack against your city? What should you do to best protect yourself against the bomb? Against fire? What are the dangers from radiation?

You'll see and hear the answers to these questions in an outstanding television series entitled "Survival" which is being shown on WOW-TV at 10:30 p.m., Sunday nights through March 3.

Filmed especially for television by the Federal Civil Defense Agency "Survival" is being shown as a public service feature by WOW-TV with the cooperation of the local civil defense agency.

The programs are interesting and entertaining as well as instructive and should be a "must" for every family in WOW-TV-Land.

—WOW-TV—

Morgan Beatty on TV

Now you can get up to the minute television news each Sunday afternoon at 4:45 on WOW-TV. Furthermore, Morgan Beatty, one of the nation's outstanding newsmen, will present the news. Beatty has an extensive background for news reporting from all parts of the world and is probably best known for his "News of the World" broadcasts each Monday through Friday at 6:30 p.m. over WOW and NBC radio. Make it a point to see "Morgan Beatty and the News" next Sunday afternoon at 4:45.

—WOW-TV—

TV Farm Reporter ...



This is the photo of Mal Hansen that the Allis-Chalmers Co. and your local Allis-Chalmers dealer are using in folders and ads calling attention to Mal Hansen's "TV Farm Reporter" telecast which Allis-Chalmers brings you each Monday, Wednesday and Friday at 12:30 p.m. on WOW-TV. If you didn't receive one in the mail drop in on your local Allis-Chalmers dealer and ask for a copy of the interesting folder about Mal and "TV Farm

(TURN BACK TO PAGE 2 FOR WOW DAYTIME SCHEDULES)

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 30	THE BIG SHOW Radio's most talked about program. Tallulah Bankhead introduces Radio's Top personalities	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News
5 55	SPORTS NEWS Goetz Beer	SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford	SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford	SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford
6 00	THE CISCO KID Butter-nut Bread brings you western adventures	THE CISCO KID Butter-nut Bread brings you western adventures	MELODY LANE	THE CISCO KID Butter-nut Bread brings you western adventures	MELODY LANE	THE CISCO KID Butter-nut Bread brings you western adventures	TREASURY SALUTE
6 15	MUSIC DIRECTED BY Meredith Willson	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?	MUSIC BY MARTIN Need we say more?
6 30	Sponsored by Reynolds Aluminum Chesterfields and American Home Products	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	SYMPHONY NBC The greatest music of all time with guests soloists
6 45	PHIL HARRIS- ALICE FAYE SHOW Comedy and Music for RCA Victor	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	
7 00	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	CAVALCADE OF AMERICA Famous stars in top plays for duPont	THE GREAT GILDERLEIVE You'll laugh at "Giddy" and Company—Kraft Foods	FATHER KNOWS BEST Top comedy with Robert Young as Father Crosley Products	FATHER KNOWS BEST Top comedy with Robert Young as Father Crosley Products	ROY ROGERS SHOW Western thrills for Post Cereals	
7 30	THEATRE GUILD ON THE AIR U. S. Steel presents the theatre's best plays and nation's best actors for a full hour every Sunday night	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	TUMS HOLLYWOOD THEATRE with your favorite film stars	MR. KEEN Tracer of lost persons Chesterfield and American Home Products	MR. KEEN Tracer of lost persons Chesterfield and American Home Products	DEAN MARTIN and JERRY LEWIS 30 hilarious minutes for Chesterfields, A. Home Prod.	BOB and RAY Top comedy and satire from this pair
8 00	\$64 QUESTION for RCA Victor	TELEPHONE HOUR Donald Voorhees with Bell Symphonic Orchestra and guest singers	BOB HOPE SHOW A comedy riot for Chesterfield	YOU BET YOUR LIFE It's fun for all when Groucho takes over DeSoto-Plymouth	YOU BET YOUR LIFE It's fun for all when Groucho takes over DeSoto-Plymouth	MARIO LANZA The great tenor sings your favorite songs Coca-Cola	JUDY CANOVA SHOW Top Comedy as Judy runs riot
8 30	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartette	FIBBER MCGEE and MOLLY Fun at 79 Wistful Vista for Pet Milk	THE BIG STORY Tales of exciting stories by the newsmen who covered them—Pall Malls	DRAGNET Stories based on cases from L. A. police files Fatima Cigarettes	DRAGNET Stories based on cases from L. A. police files Fatima Cigarettes	SHORT STORY Tops in drama	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
9 00	TIN PAN ALLEY Tops in tunes	EDDIE CANTOR SHOW LANE Philip Morris	BARRIE CRAIG Confidential Investigator with William Gargan	YOUR HIT PARADE with Guy Lombardo for Lucky Strike	YOUR HIT PARADE with Guy Lombardo for Lucky Strike	NIGHT BEAT Frank Lovejoy stars as reporter Randy Stone	VAUGHN MONROE Tops in music and song CAMEL Cigarettes
9 30	MEDAL OF HONOR Stories of our nation's heroes	ALBUM TIME					
9 45	LET'S GO HOLLYWOOD Modart Shampoo						
10 00	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News
10 15	EARL GODWIN News Commentary	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne
10 30	THE CATHOLIC HOUR in its 21st year as a leading religious program	BEULAH Laughable-Lovable for Dret	BEULAH Laughable-Lovable for Dret	BEULAH Laughable-Lovable for Dret	BEULAH Laughable-Lovable for Dret	BEULAH Laughable-Lovable for Dret	TEX WILLIAMS BAND
10 45		NOCTURNE	JAZZ NOCTURNE	JAZZ NOCTURNE	JAZZ NOCTURNE	JAZZ NOCTURNE	WILD LIFE ROUNDUP For the outdoorsman
11 00	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY
11 05	WINTER SERENADE	WINTER SERENADE	WINTER SERENADE	WINTER SERENADE	WINTER SERENADE	WINTER SERENADE	WINTER SERENADE
11 30	presents music you'll enjoy	presents music you'll enjoy	presents music you'll enjoy	presents music you'll enjoy	presents music you'll enjoy	presents music you'll enjoy	presents music you'll enjoy
11 55	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY

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NBC Shows Win Awards

'Big Show' is Rated Best

NBC radio programs and stars on WOW were awarded 11 first places by radio editors and critics of American newspapers and magazines participating in the 16th annual Motion Picture Daily-Fame radio poll. The NBC awards totaled more than those for the next two networks combined.



Tallulah

"The Big Show," the network's 90-minute extravaganza, Sundays, 5:30 p.m. on WOW, with Tallulah Bankhead as mistress of ceremonies, topped the list of best programs of the year, winning the coveted "Champion of Champions" category, the poll's

highest award. Last year this title was held by Jack Benny.

Bob Elliott and Ray Goulding, stars of their own programs Saturdays, 7:30 p.m., were named "Most Promising Stars of Tomorrow."

Other NBC radio shows and personalities on WOW winning first places are:

Dean Martin and Jerry Lewis, for Chesterfield and Whitehall Anacin, Fridays at 7:30 p.m. as "Best Comedy Team."

Groucho Marx, "You Bet Your Life," sponsored by DeSoto-Plymouth, Wednesdays, 8 p.m., as "Best Quiz Show" and "Best Audience Participation Show."

Ronald Colman, star of Schlitz Beer's "The Halls of Ivy," Wednesdays, 7 p.m., as "Film Personality Most Effective in Radio."

The NBC Symphony Orchestra, Saturdays, 6:30 p.m., as "Best Symphonic Orchestra."

Guy Lombardo, "Your Lucky Strike Hit Parade," Thursdays, 9 p.m., as "Best Dance Band."

U. S. Steel's "Theatre Guild on the Air," Sundays, 7:30 p.m., as "Best Dramatic Program."

Fatima's "Dragnet," Thursdays, 8 p.m., as "Best Mystery Show."

"The Bell Telephone Hour," Mondays, 8 p.m., as "Best Musical Show."

Ten second-place and five third-place awards were also won by NBC.

Rzio Pinza, NBC-TV star, who has appeared on the radio "Big Show," was voted "Best Classical Male Vocalist." Marion Anderson, who has appeared on NBC's "Telephone Hour," "Best Classical Female Vocalist."

Radio Stronger Than Ever Now

Results of a six-year continuing study of radio listenership in seven key cities, conducted by Pulse and recently reported in Billboard magazine, prove that radio is stronger than ever as an advertising medium.

Some of the facts borne out by the survey were: that radio listening in Los Angeles in the summer of 1951 was higher in all time segments than in the summer of 1949; radio listening in Washington was exactly the same in the summer of 1951 as in the summer of 1949—during which time TV set ownership in this area increased seven times!; morning radio listenership in New York was greater in 1951 than in any previous year.

The study was conducted in New York, Chicago, Philadelphia, Boston, Cincinnati, Los Angeles and Washington.

—WOW—

Lanza Show Moves

"The Mario Lanza Show," popular Coca-Cola sponsored musical variety program, has moved to Friday nights on WOW. The show will be heard at 8 p.m. in the spot formerly held by "Duffy's Tavern."

"The Eddie Cantor Show," sponsored by Philip Morris, is now heard at 9 p.m. on Tuesday nights on WOW with "The \$64 Question" moved to the 8:30 p.m., Sunday time vacated by the Cantor show move.

—WOW—

New Dexol Offer

Tidy House Products is currently running a special premium offer on their WOW advertising of Dexol. For one Dexol boxtop and 25 cents, listeners can get five plastic food saver bags. Dexol promotion is being carried on both Radio WOW and WOW-TV.

—WOW—

A Family Frame-Up...



Robert Young, star of "Father Knows Best," heard on WOW Thursday nights at 7 o'clock for Crosley prod.

Programs Change on WOW

"The Adventures of Archie Andrews," previously heard at 6:30 p.m., Saturdays, has moved to 9 a.m., Saturdays to make room for the NBC Symphony series. "Mind Your Manners," former occupant of the morning spot can now be heard Saturdays at 3:30 p.m. on WOW.

Another Saturday program addition is Slim Bryant and his Wildcats in a half-hour of Western melodies at 3 p.m.

Two new musical programs have been added to the WOW Sunday schedule. "The Green Cross Song Festival" replaces "Carnival of Books" in the 10:45 a.m. slot and "Musicanna," a half-hour of easy-listening is heard at the 1 p.m. time.

—WOW—

Dial Connie Russell...



Terrific Connie Russell sings on "Dial Dave Garraway" show each weekday morning at 10:45 on WOW for Dial Soap.

—WOW—

For Men Only

Men do listen to daytime radio dramas! Not only that, but they may even outnumber female listeners. So says Charlotte Manson, a gal who has the evidence to prove it. Charlotte is the star of the Colgate-Palmolive Peet Company's "Kings Row" series, heard Monday through Friday mornings at 10:30 over WOW. According to lovely Miss Manson, the majority of her fan mail—and she gets a considerable quantity weekly—comes from male listeners. She reasons that, while more women than men are at home during the day, hundreds of thousands of salesmen on the road must tune in their car radios to follow "Kings Row." When asked what the gentlemen write, Charlotte replies gently: "Can't you guess?"

—WOW—

Rod Brasfield, monologist on Prince Albert's "Grand Ole Opry," Saturday nights at 8:30 on WOW, says many of us are living in the metallic age—gold in our teeth.

Sec. 562, P. L. & R.
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WOW NEWS TOWER

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WOW NEWS TOWER

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

Issued to Increase Enjoyment of Radio and Television Programs

Vol. 16, No. 8

OMAHA, NEBRASKA, APRIL 1, 1952

Published Monthly

Sunday in Country Changes

The Nebraska is Sponsor

1952 Farm Tour to Mexico

Here's an item of interest to all farmers in WOW-Land. Lawrence Youngman, the travel expert who has planned previous WOW farm tours, is now in the Texas cattle country and in the Mexico area, attending to the details of the projected WOW Farm Study Tour in September. Full particulars of the proposed fifth annual farm tour will be included in the next News Tower.

—WOW—

Another Sponsor

Effective April 9, the Iowa Master Breeders, became a co-sponsor on the Sunrise News Tower, heard every Monday, Wednesday and Friday at 6 p.m. over Radio WOW.

—WOW—

Sweet Music

"The All Sweet Music Box" is now heard weekday afternoons at 5:25 p.m. over Radio WOW. The new show, sponsored by Swift & Company for their All-Sweet Margarine, is built around the romantic melodies which featured the sweet, old-fashioned music boxes at the turn of the century.

—WOW—

Peterson Visits ...



WOW's Assistant Farm Service Director Arnold Peterson, shown with Paul McElroy of Percival, Ia., during a recent tour. Peterson is heard weekday mornings on "Today's Farm Story" at 6:25 a.m., sponsored by Robinson Seed Company, on WOW.

Meredith-WOW Day

The advertising fraternity in Omaha was treated to the remarks of Claude V. McBroom, Director of Manufacturing for the Meredith Publications, which include "Better Homes and Gardens" and "Successful Farming," on Tuesday, March 25, in the Black Mirror Room of the Fontenelle Hotel.

Ad-Club members voiced their approval of Mr. McBroom's address and enjoyed the social hour, sponsored by Radio WOW and WOW-TV, preceding the meeting.

—WOW—

Baseball Scores

With baseball just around the corner, "Sports Time," heard at 5:55 p.m. on WOW, sponsored by Goetz Beer, Monday-Wednesday-Friday afternoons, takes on added importance to sporting fans, since the first scores of the day are reported on this program.

—WOW—

Grand Ole Story

The March issue of American magazine carried a delightful article about Prince Albert's "Grand Ole Opry" heard every Saturday evening at 8:30 p.m. over WOW.

The story, interestingly illustrated and entitled "Hillbilly Heaven," made a big hit with "Grand Ole Opry" fans the nation over.

—WOW—

Sports Award Given

Director of Sports for WOW, Jack Payne, recently selected an All-Omaha-Council Bluffs Basketball Team for the 1951-52 season, with the help of coaches in the area.

Recognition to these outstanding athletes was given the boys with an Athletic Award Certificate on one of Jack's Sports Parade programs, heard weekday evenings at 10:15 p.m. over WOW.

—WOW—

Duncan Hines Heard

Bill McBride, emcee of the popular "Melody Miller" program, heard every Monday, Wednesday and Friday at 11:45 a.m. over WOW, interviewed the renowned food expert, Duncan Hines, on a recent show, sponsored by the Nebraska Consolidated Mills.

The most popular farm announcer in the six-state WOW-Land moved his popular "Sunday in the Country" to a new time, starting Sunday, March 23.

Mal Hansen, Director of WOW's Farm Service Department, is now heard on "Sunday in the Country" under the sponsorship of The Nebraska Clothing Company, at 1 p.m., Sundays, at 590 on your dial.

Mal, an expert farmer himself, presents an enjoyable and interesting program in which he chats about the farm, interviews the rural homemaker of the week and provides pleasant Sunday afternoon music.

Hansen, one of the most active and thorough farm reporters in the nation, lists many accomplishments to his farm services, among which are the Farm Study Tours, attending state and county fairs and holding positions in national farm associations.

The Nebraska Clothing Company and Mal Hansen combine to bring WOW-Land a pleasant Sunday in the country.

Mal's Sunday Show ...



Mal Hansen (above), WOW's popular Farm Service Director, is now heard on his "Sunday in the Country," sponsored by The Nebraska, at 1 p.m. every Sunday. Mal chats, reviews the news, interviews the rural homemaker of the week and spins pleasant music.

RADIO WOW'S APRIL DAYTIME SCHEDULE

(FOR NIGHTTIME WOW SCHEDULES TURN TO PAGE 7)

12:30 A. M.—Five-Thirty Call—Early morning music to help you start the day right.....	Daily ex. Sun.
1:00 A. M.—Weather Report—Ralston Purina.....	Daily ex. Sun.
1:15 A. M.—Sunrise News Tower—All the latest happenings in detail.....	Daily ex. Sun.
1:30 A. M.—Welcome to the West—Slim Everhart.....	Daily ex. Sun.
1:45 A. M.—Today's Farm Story.....	Tues., Thu., Sat.
2:00 A. M.—WOW Farm Service Reporter—Mal Hansen brings latest farm and market news, interviews, agricultural reports and regional news for Pioneer Hybrid Seed Corn and Walnut Grove Mineral Products.....	Daily ex. Sun.
2:15 A. M.—Sunday Serenade—Mood music.....	Daily-ex. Sun.
2:30 A. M.—WOW News Tower—Merrill Workhoven.....	Daily ex. Sun.
2:45 A. M.—NBC News.....	Sun.
3:00 A. M.—George Crook, organ music.....	Sun.
3:15 A. M.—Network News—Alex Dreter for Skelly Oil.....	Mon. thru Sat.
3:30 A. M.—Breakfast Bandstand.....	Mon. thru Fri.
3:45 A. M.—Armour Reports to Agriculture— with Mal Hansen and Everett Mitchell.....	Sat.
4:00 A. M.—Revival Hour—Gospel Broadcasting Association.....	Sun.
4:15 A. M.—Armour Reports to Agriculture.....	Sat.
4:30 A. M.—WOW News—Merrill Workhoven.....	Mon. thru Sat.
4:45 A. M.—The 590 Hour with Case and Casey.....	Mon. thru Fri.
5:00 A. M.—Potluck.....	Sat.
5:15 A. M.—The 590 Hour with Case and Casey.....	Mon. thru Fri.
5:30 A. M.—Smilin' Ed McConnell—Brown Shoes.....	Sat.
5:45 A. M.—Chapel Service—Dr. R. R. Brown.....	Sun.
6:00 A. M.—Welcome Travelers—Tommy Bartlett with a great show.....	Mon. thru Fri.
6:15 A. M.—Adventures of Archie Andrews.....	Sat.
6:30 A. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup.....	Mon. thru Fri.
6:45 A. M.—Mary Lee Taylor for Pet Milk.....	Sat.
7:00 A. M.—Sunday Pleasure Time.....	Sun.
7:15 A. M.—Strike it Rich—Warren Hull for Colgate.....	Mon. thru Fri.
7:30 A. M.—My Secret Story.....	Sat.
7:45 A. M.—WOW News Tower—All the latest news.....	Sun.
8:00 A. M.—U. S. Navy Show—Stirring music.....	Sun.
8:15 A. M.—Bob and Ray—Colgate-Palmolive-Peet Co. Hollywood Love Story.....	Mon. thru Fri.
8:30 A. M.—U. N. Is My Beat.....	Sat.
8:45 A. M.—Dial Dave Garroway.....	Sun.
9:00 A. M.—Green Cross Song Festival.....	Mon. thru Fri.
9:15 A. M.—Martha's Cupboard—Hear Martha Bohlson, the Midwest's leading homemaker.....	Sun.
9:30 A. M.—National Radio Pulpit.....	Mon. thru Sat.
9:45 A. M.—Perry Mason—Detective—Proctor & Gamble.....	Sun.
10:00 A. M.—Elaine Jabenis Scrapbook.....	Mon. thru Fri.
10:15 A. M.—Eternal Light.....	Sat.
10:30 A. M.—Your Melody Time—Late morning melodies.....	Sun.
10:45 A. M.—Eddie Arnold Show—Ralston Purina.....	Mon., Wed. Fri.
11:00 A. M.—Charles Antell.....	Tues., Thu. Sat.
12:00 Noon—Four Bell News Tower—The Midwest's most complete news coverage with all of the latest national, international, farm and market and local news.....	Daily ex. Sun.
12:15 P. M.—WOW News Tower—A complete 15-minute news coverage.....	Sun.
12:30 P. M.—Musically Yours.....	Sun.
12:45 P. M.—WOW Calling—A happy half hour for Nutrena.....	Mon. thru Fri.
1:00 P. M.—Murphy's Noontime Jamboree.....	Sat.
1:15 P. M.—Your University Speaks—University of Nebraska.....	Sun.
1:30 P. M.—The Music Room—Schmoller & Mueller.....	Sun.
1:45 P. M.—Brighter Day—Procter & Gamble.....	Mon. thru Fri.
2:00 P. M.—National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers.....	Sat.
2:15 P. M.—Sunday in the Country—Mal Hansen.....	Sun.
2:30 P. M.—1:15 P. M.—Young Doctor Malone.....	Sun.
2:45 P. M.—1:30 P. M.—Ma Perkins—Oxydol's long-time favorite.....	Mon. thru Fri.
3:00 P. M.—Creighton University.....	Mon. thru Fri.
3:15 P. M.—American Forum of the Air.....	Sat.
3:30 P. M.—1:45 P. M.—Judy and Jane—Folger's Coffee.....	Mon. thru Fri.
3:45 P. M.—Town and Country Time.....	Sat.
4:00 P. M.—Life Can Be Beautiful—P. & G. Soap.....	Mon. thru Fri.
4:15 P. M.—Town and Country Time.....	Sat.
4:30 P. M.—Lynn Murray.....	Sun.
4:45 P. M.—2:15 P. M.—Road of Life—Interesting to follow—Oxydol.....	Mon. thru Fri.
5:00 P. M.—America's Music.....	Sun.
5:15 P. M.—2:30 P. M.—Pepper Young's Family—You'll like them—P. & G. Town and Country.....	Mon. thru Fri.
5:30 P. M.—Bob Considine.....	Sat.
5:45 P. M.—2:45 P. M.—Right to Happiness—Everyone's right—P. & G. John Cameron Swayze—News—Belmont Radio.....	Mon. thru Fri.
6:00 P. M.—3:00 P. M.—Backstage Wife—Dreft.....	Sun.
6:15 P. M.—Slim Bryant and His Wildcats.....	Mon. thru Fri.
6:30 P. M.—The Falcon.....	Sat.
6:45 P. M.—3:15 P. M.—Stella Dallas—A moving story—Sterling Products.....	Sun.
7:00 P. M.—3:30 P. M.—Young Widder Brown—Sterling Products.....	Mon. thru Fri.
7:15 P. M.—Mind Your Manners.....	Mon. thru Fri.
7:30 P. M.—WOW News Tower—E. T. Smith Olds-Cadillac.....	Sat.
7:45 P. M.—3:45 P. M.—The Woman in My House—Manhattan Soap.....	Sun.
8:00 P. M.—Treasury Salute.....	Mon. thru Fri.
8:15 P. M.—4:00 P. M.—Just Plain Bill—Anacin.....	Sun.
8:30 P. M.—Big City Serenade.....	Mon. thru Fri.
8:45 P. M.—Hollywood Star Playhouse.....	Sat.
9:00 P. M.—4:15 P. M.—Front Page Farrell—Whitehall Pharmaceutical.....	Sun.
9:15 P. M.—4:30 P. M.—Lorenzo Jones—Presented by Dreft.....	Mon. thru Fri.
9:30 P. M.—Best in Bands.....	Mon. thru Fri.
9:45 P. M.—Whitehall 1212.....	Sat.
10:00 P. M.—4:45 P. M.—The Doctor's Wife.....	Sun.
10:15 P. M.—Best in Bands.....	Mon. thru Fri.
10:30 P. M.—5:00 P. M.—Guiding Light—Sponsored by Duz.....	Sat.
10:45 P. M.—Public Affairs.....	Mon. thru Fri.
11:00 P. M.—5:15 P. M.—Martin Kane, Private Eye—American Tobacco Co. Lean Back 'n' Listen.....	Sun.
11:15 P. M.—	Mon. thru Sat.

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WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



'Cowboy Classics' Premieres

Daylight Savings Shifts TV Shows

Beginning midnight, Sunday, April 27, Daylight Savings Time goes into effect in many Eastern areas.

This means that WOW-TV viewers will be seeing many of their favorite Channel 6 programs one hour earlier effective with programs of Monday, April 28.

For example, The Gillette Boxing Bouts, usually seen at 9 p.m. on Fridays, will be seen at 8 p.m. with the coming of Daylight Savings Time.

—WOW-TV—

"Hi-Time" Features Omaha Youngsters

Here's a chance to meet hundreds of vibrantly alive high school youngsters on an exciting television series.

Every other Sunday at 1 p.m., WOW-TV in cooperation with the Omaha Public Schools, presents HI-TIME, a series which features youngsters and scenes from Omaha High Schools.

Each program a different Omaha High School is saluted. Talented youngsters from the school are featured in musical numbers.

HI-TIME viewers also see filmed shots of various features of the Omaha School System.

—WOW-TV—

"Rocky King" Back

Channel 6 tuners are once again enjoying the action-packed ROCKY KING, DETECTIVE series. The good-humored detective, played by veteran actor Roscoe Karns, is seen every Thursday night at 11.

American Chiclé Company sponsors the fast-paced series.

—WOW-TV—

Colgate Offer

The Colgate-Palmolive-Peet Company, sponsors of several top-notch WOW-TV shows, are conducting a money-saving coupon offer on their Fab and Vel products in this area.

The company mailed out thousands of coupons to housewives in this area. The coupons are redeemable at chain and independent grocers on purchases of Fab and Vel.

Colgate-Palmolive-Peet sponsors the COLGATE COMEDY HOUR, HOWDY DOODY and THE BIG PAYOFF, all seen over WOW-TV.

Comedy Plus ...



Providing 30 minutes of hilarity Sunday nights on WOW-TV is the tough job undertaken by Red Skelton. But Red does his job well. His TV show—sponsored by Procter & Gamble for Tide—is ranked No. 1 in the nation and receives the same honor in this area.

—WOW-TV—

Easter Chapeau ...



Maureen Cannon, the pert songstress who dresses up the commercials on the GOODYEAR TELEVISION PLAYHOUSE seen every other Sunday at 8 p.m. over WOW-TV, gets all dressed up in her new Easter hat. Incidentally, talented Maureen designed and made the hat herself.

Features Top Westerns

There's an exciting new Western Adventure TV series thundering its way into your living room!

It's called COWBOY CLASSICS and it'll begin Sunday, April 13 at 4:30 p.m.

The series will feature Hollywood's outstanding Western stars in their greatest films. Viewers will see the popular John Wayne, Jimmy Wakely, Buster Crabbe, Johnny Mack Brown and countless other stars.

COWBOY CLASSICS, presented by the Continental Baking Company, will be seen every Sunday at 4:30 p.m. over WOW-TV.

—WOW-TV—

Easter Parade On Channel 6

The spectacular Easter Parade, New York's traditional display of glamorous fashion, will be televised in all its brilliance over WOW-TV from 11 a.m. to 12 noon on Easter Sunday, April 13.

Dave Garroway and Marguerite Piazza, seen regularly over Channel 6, will be two of the NBC personalities on hand to help describe the spectacle.

Lever Brothers will sponsor the first half hour of the EASTER PARADE, while the General Tire and Rubber Company will present the last half hour.

—WOW-TV—

"Ralph Edwards" Daily

Now Channel 6 viewers can enjoy the fun-filled RALPH EDWARDS SHOW five times weekly.

The entertaining daytime series is seen every weekday at 2:30 p.m. over WOW-TV.

—WOW-TV—

Morning Shows Shift

WOW-TV's morning programming lineup underwent a face-lifting effective Monday, March 31.

Check the TV schedule elsewhere in this section for correct listings.

—WOW-TV—

Worthwhile Series

A worthwhile TV series is seen over WOW-TV every Saturday at 1:30 p.m. Called LIFE IS WORTH LIVING, the series features inspirational talks by the famed churchman Bishop Fulton J. Sheen.

WOW-TV

APRIL* SO

SUNDAYS

(ALL DAY)

- 12:00 A. M.—Frontiers of Faith
(NBC)
- 12:30 P. M.—Parade of Homes
Western Securities, Byron
Reed, Dillon Realty, and
Farnam Realty
- 1:00 P. M.—HI-TIME alternates
with RED RYDER
- 2:00 P. M.—Fairmeadows, U. S. A.
Johns-Manville (NBC)
- 2:30 P. M.—TV RECITAL HALL
- 3:00 P. M.—MEET THE PRESS
Revere Ware
- 3:30 P. M.—HALLMARK HALL
OF FAME with Sarah
Churchill
Hall Brothers (NBC)
- 4:00 P. M.—ZOO PARADE
Ken-L-Ration (NBC)
- 4:30 P. M.—
COWBOY CLASSICS
Continental Baking
- 5:30 P. M.—TV Feature
- 6:00 P. M.—Royal Showcase
U. S. Rubber (NBC)
- 6:30 P. M.—MR. BOBBIN
General Foods (NBC)
- 7:00 P. M.—
**COLGATE COMEDY
HOUR (NBC)**



Martin and Lewis

TV's
Funniest
Pair!

- 8:00 P. M.—Philco Television Play-
house alternates with
Goodyear Theater
(NBC)
- 9:00 P. M.—
RED SKELTON SHOW
Procter & Gamble (NBC)
- 9:30 P. M.—TV Feature
- 10:00 P. M.—
SKELLY NEWS
with RAY CLARK
- 10:15 P. M.—Strange Adventure
Max I. Walker Cleaners
- 10:30 P. M.—SILHOUETTE

MONDAYS

- 5:00 P. M.—Trail Time, Tom Chase
- 5:30 P. M.—Gabby Hayes
Quaker Oats (NBC)
- 5:45 P. M.—Kukla, Fran and Ollie
RCA (NBC)
- 6:00 P. M.—STAR TIME
- 6:15 P. M.—The GOLDBERGS
Vitamin Corp. of America
(NBC)
- 6:30 P. M.—THOSE TWO
Procter & Gamble (NBC)
- 6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
- 7:00 P. M.—Winchell and Mahoney
Speidel, Crosley (NBC)
- 7:30 P. M.—
VOICE OF FIRESTONE
(NBC)
- 8:00 P. M.—
LIGHTS OUT
Admiral (NBC)



Frank Gallop

He Turns
Out
the Lights!

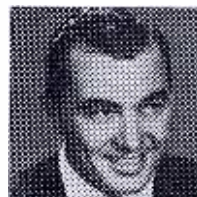
- 8:30 P. M.—
**ROBERT MONTGOMERY
PRESENTS**
for Lucky Strike and
Johnson Wax (NBC)
- 9:30 P. M.—
GRUEN PLAYHOUSE
(NBC) Alternates with
Johns Hopkins Science Review
(DuMont)
- 10:00 P. M.—Omar Weatherman
- 10:10 P. M.—Sports by Jack Payne
- 10:15 P. M.—News with Ray Clark
- 10:30 P. M.—Plainclothesman
Edgeworth Tobacco and
Holiday Cigarettes



James Melton



Dinah Shore



Tony Martin



Swayze

TUESDAYS

- 5:00 P. M.—Trail Time, Tom Chase
- 5:30 P. M.—GHOST TOWN
- 5:45 P. M.—Kukla, Fran and Ollie
National Biscuit (NBC)
- 6:00 P. M.—STAR TIME
- 6:15 P. M.—Creighton, Omaha U.
- 6:30 P. M.—Dinah Shore (NBC)
Chevrolet
- 6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
- 7:00 P. M.—Milton Berle, Texaco
Star Theater (NBC)
- 8:00 P. M.—Battle of the Ages
Serutan (Du.)
- 8:30 P. M.—
TWENTY QUESTIONS
Mennen Products
- 9:00 P. M.—Old Gold Amateur
Hour with Ted Mack
(NBC)
- 9:45 P. M.—
ON THE LINE
with **BOB CONSIDINE**
Mutual of Omaha



Bob Considine

Puts It
On the
Line!

- 10:00 P. M.—Omar Weatherman
- 10:10 P. M.—Sports by Jack Payne
- 10:15 P. M.—News with Ray Clark
- 10:30 P. M.—TV Feature
- 11 P. M.—12:30 A. M.—Feature Movie

WEDNESDAYS

- 5:00 P. M.—
- 5:30 P. M.—
- 5:45 P. M.—
- 6:00 P. M.—
- 6:15 P. M.—
**THE
EKCO F**
- 6:30 P. M.—
- 6:45 P. M.—
- 7:00 P. M.—
- 8:00 P. M.—
- TELEVIS**
- 9:00 P. M.—
PULITZE
Fri
CELAN
Ce
- 10:00 P. M.—
- 10:10 P. M.—
- 10:15 P. M.—
- 10:30 P. M.—
- 11 P. M.—12:30



Molly Goldb

Mondays Through Friday


- 7:00 A. M.—TODAY, with Dave Garroway (NBC)
- 9:00 A. M.—BREAKFAST PARTY (NBC)
- 9:30 A. M.—WINNER TAKE ALL (NBC)
- 10:00 A. M.—TV FEATURE
- 10:30 A. M.—IT'S A PROBLEM
- 11:00 A. M.—RUTH LYONS SHOW (NBC)
- 11:30 A. M.—MOVIE QUICK QUIZ
- 11:45 A. M.—STAR TI
- 12:00 Noon—Cup and S
- 12:15 P. M.—MID-DAY
- 12:30 P. M.—TV FAR
- HANSEN**
Deep Roc
- 12:45 P. M.—FEATUR

DAYS

Gold TV
with Bob Atcher
on Star Time
Fran and Ollie
(NBC)
TIME
BERGS
p. (NBC)
On Mondays
and Fridays,
Too!
E TWO
Gamble (NBC)
News Caravan,
Cameron Swayze
SMITH
NG HOUR
Metals, B. T.
nson, Inc. (NBC)
T
HEATER
nte weeks)
AYHOUSE
(NBC)
HEATER
(NBC)
Weatherman
by Jack Payne
with Ray Clark
ime Quiz
olds (NBC)
Feature Movie

THURSDAYS

5:00 P. M.—Trail Time, Tom Chase
5:30 P. M.—Gabby Hayes
5:45 P. M.—Kukla, Fran and Ollie
National Biscuit (NBC)
6:00 P. M.—STAR TIME
6:15 P. M.—Washington Spotlight
Zephyr Ventilated Awnings
6:30 P. M.—Dinah Shore (NBC)
Chevrolet
6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
7:00 P. M.—
GROUCHO MARX
for DE SOTO (NBC)




Groucho Marx
Champ
Ad-libber!

7:30 P. M.—CISCO KID
Butter-nut Bread
8:00 P. M.—(Alternate weeks)
GANGBUSTERS and **DRAGNET**
Liggett & Myers
8:30 P. M.—FORD FESTIVAL
Ford Motors
U. S. Tobacco (NBC)
9:00 P. M.—Martin Kane, Private
Eye (NBC)
U. S. Tobacco
9:30 P. M.—Wayne King Show
Standard Oil (NBC)
10:00 P. M.—Omar Weatherman
10:10 P. M.—Sports by Jack Payne
10:15 P. M.—News with Ray Clark
10:30 P. M.—Fireside Theater
Procter & Gamble (NBC)
11:00 P. M.—Charlie Wild, Private
Detective
Wine Corp. of America
11:30 P. M.—Feature Movie

FRIDAYS

5:00 P. M.—Trail Time, Tom Chase
5:30 P. M.—Gabby Hayes
Quaker Oats (NBC)
5:45 P. M.—Kukla, Fran and Ollie
6:00 P. M.—STAR TIME
6:15 P. M.—The **GOLDBERGS**
Necchi Sewing Machine
Sales Corp. (NBC)
6:30 P. M.—
THOSE TWO
Procter & Gamble (NBC)




Vivian Blaine
Pinky Lee
Mondays
and
Wednesdays,
Too!

6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
7:00 P. M.—(Alternate weeks)
Ezio Pinza Revue and Dennis Day
Show — RCA (NBC)
7:30 P. M.—
TOWN AND FARM QUIZ
Staley Milling
7:45 P. M.—In Your Own Backyard
8:00 P. M.—THE BIG STORY
Amer. Cigaret & Cigar Co. (NBC)
8:30 P. M.—The Aldrich Family
Campbell Soup
9:00 P. M.—Cavalcade of Sports
Gillette Fights (NBC)
9:45 P. M.—Greatest Fights
Vaseline Hair Tonic
10:00 P. M.—Omar Weatherman
10:10 P. M.—Sports by Jack Payne
10:15 P. M.—News with Ray Clark
10:30 P. M.—Circle Theatre
Armstrong Rugs
11:00 P. M.—**ROCKY KING**
American Chiclé
11:30 P. M.—Movie Time

SATURDAYS

(ALL DAY)
9:00 A. M.—
TEST PATTERN
12:30 P. M.—
FEATURE MOVIE
2:30 P. M.—
WESTERN THEATER
3:30 P. M.—
TV FEATURE
5:00 P. M.—
ROY ROGERS
General Foods (NBC)
5:30 P. M.—**CLAUDIA**
General Foods
6:00 P. M.—**TV FEATURE**
6:30 P. M.—One Man's Family
Sweetheart Soap (NBC)
Miles Laboratory
7:00 P. M.—
ALL-STAR REVUE
Kellogg, Pet Milk, Snow Crop
(NBC)



Jimmy
Durante,
in Person!

8:00 P. M.—
SHOW OF SHOWS
Camels, Libby
S.O.S., Benrus, Lehn & Fink
Kaizer-Frazier (NBC)
9:30 P. M.—
THE HIT PARADE
Lucky Strike (NBC)
10:00 P. M.—Jack Brickhouse
Boyle-Midway
10:15 P. M.—
WRESTLING
from Chicago
(Du.)
Wildroot and
Metropolitan Utilities District
11:00 P. M.—This Week in Sports
Vitalis
11:15 P. M.—
**OLD AMERICAN
BARN DANCE**
Marlene Shampoo - Mynex

Daytime Schedule

2:00 P. M.—**BIG PAYOFF**—Colgate (NBC)
Club with Bill McBride
2:30 P. M.—**RALPH EDWARDS VARIETY**
(NBC)
WS REEL with K. Case
3:00 P. M.—**THE KATE SMITH SHOW** (NBC)
REPORTER with MAL
4:00 P. M.—**MARTHA'S KITCHEN** with Martha
Chalmers (M. W. F)
Bohlsen
(Thurs.)
4:30 P. M.—**HOWDY DOODY** (NBC)
VIE MATINEE



Sarah Churchill



Kukla



Bohlsen



Kate Smith

W News Tower or Your Local Newspaper For Changes and Corrections New Shows!
at Savings Time Begins in the East at Midnight, April 27.

"Meadow Gold TV Ranch"

Bob Atcher is Foreman

You're all invited to visit a delightfully different type of ranch every Wednesday at 5 p.m. over WOW-TV.

It's the MEADOW GOLD TV RANCH, headed by personable Bob Atcher and peopled by Bob's charming little friends.

Bob is foreman of the ranch. His helpers include "Toman" "Sammy Squirrel", Cook "Billy Bull" and Handyman "Sylvester Skunk."

MEADOW GOLD RANCH is a nice place to spend a delightful half-hour full of song and fun. The series is presented by makers of Meadow Gold Ice Cream.

—WOW-TV—

Viewers Get Primary Returns

Television viewers got an up-to-the-minute reporting job on the recent primary election over WOW-TV.

Calling WOW's outstanding election coverage machine into action, the telecast gave viewers the latest returns, plus special election features.

The public-service telecast was sponsored by Admiral, Bendix and Coleman dealers.

—WOW-TV—

U. S. Has 17 Million TV Sets

There were an estimated 17,000,000 television sets in the United States on April 1.

WOW-TV-Land had an estimated 125,000 TV receivers on that same date.

More than 57 per cent of the families in WOW-TV's primary coverage area have TV sets. On a national basis, about 38 per cent of all U. S. families have television receivers.

—WOW-TV—

"Movie Quick Quiz" Viewer Wins \$150

Everything happened at once for Mrs. Paul Pankers of 5029 South 18th Street in Omaha on Thursday, March 20. First, it was the first day of Spring. Second, it was her daughter's birthday. Third, Mrs. Pankers won \$150 in War Bonds on MOVIE QUICK QUIZ, WOW-TV's Monday through Friday (11:30 a.m.) favorite where viewers can have lots of fun—and win valuable prizes, too.

—WOW-TV—

Martin and Lewis Set Mark

Dean Martin and Jerry Lewis broke all past records by a sensational margin when they grossed over \$1,148,419 for a projected Cardiac Hospital.

The popular masters of madcap, viewed regularly on the COLGATE COMEDY HOUR, Sundays at 7 p.m. on WOW-TV, staged a continuous 16½ hour "telethon" in an effort to raise funds for the proposed New York charitable insti-

"Gangbusters" Thrilling

Fast winning friends for itself is WOW-TV's new every other Thursday night police-action series, GANGBUSTERS.

Alternating in the Thursday 8 p.m. slot with DRAGNET, GANGBUSTERS presents real cases taken from the files of law enforcement agencies throughout the nation.

A long-time hit on radio, GANGBUSTERS is winning fabulous popularity as a TV series.

Both GANGBUSTERS and DRAGNET are sponsored by Liggett & Myers Tobacco Company.

—WOW-TV—

"Charlie Wild" on April 10

Starting April 10, the thrilling and absorbing mystery drama, CHARLIE WILD, PRIVATE DETECTIVE, will be seen every Thursday night at 11 p.m. over WOW-TV.

Starring the versatile actor John McQuade, the action-packed series presents realistic fast-moving stories of one man's intelligent, persistent fight against the underworld.

CHARLIE WILD, PRIVATE DETECTIVE is presented by the Wine Corporation of America, makers of Mogen David Wine.

—WOW-TV—

"Dinah Shore" Delightful

Channel 6 viewers get an earfull, plus an eyefull, every Tuesday and Thursday nights when the DINAH SHORE SHOW, starring delightful Dinah Shore, goes before the cameras at 6:30 p.m.

Featuring the delicate song stylings of one of the nation's top female vocalists, the twice-weekly series consistently presents the best in TV entertainment.

The delightful quarter-hours are presented by the Chevrolet Motor Division of General Motors Corporation and by Chevrolet Dealers.

—WOW-TV—

Molly ...



Here she is—the head of the Goldberg clan—Molly Goldberg. Gertrude Berg plays Molly and also writes the delightful...

Contest Challenge for Youngsters

The Kellogg Company is conducting a contest with a challenging new twist that should appeal to the youngsters.

It's the "Junior Admakers Guild" contest, open to children 14 years and under.

The youngsters are asked to "draw a picture and write some words to advertise Kellogg's Corn Flakes"—sending each entry along with a Kellogg's Corn Flakes box top to Kellogg's—Battle Creek, Mich.

Savings bonds are sent winners. And all who submit entries receive a Junior Admakers' Guild membership pin.

For full contest details, watch WILD BILL HICKOK, Sundays; THE ALL-STAR REVUE, Saturdays, and HOWDY DOODY, Monday through Friday—all Kellogg's shows—over WOW-TV.

—WOW-TV—

Ray Clark on "Skelly News"

A well-ordered recap of the days important news events is presented Channel 6 viewers every Sunday night at 10 on SKELLY NEWS HEADLINES.

Featuring WOW-TV's well-known and accomplished newscaster Ray Clark, NEWS HEADLINES brings viewers a clear, concise picture of the days happenings on the International, National and Local news scenes.

The series is presented by the Skelly Oil Company.

—WOW-TV—

"Trail Time" Most Popular Omaha Show

TRAIL TIME, seen every Monday, Tuesday, Thursday and Friday at 5 p.m. over WOW-TV, boasts quite an honor.

In a recent Hooper TV survey, it was named the most popular daytime TV show in WOW-TV-Land.

According to the survey, TRAIL TIME, featuring "Uncle Tom" Chase, corralled nearly 77 per cent of the total audience.

—WOW-TV—

Brickhouse in Own Show

Jack Brickhouse, whom WRESTLING fans have come to know for his workmanlike commentary, will have his own television series starting Saturday, April 12 at 10:05 p.m.

He'll be featured in a quarter-hour program—THE JACK BRICKHOUSE SHOW—just preceding WRESTLING Saturday nights on WOW-TV.

The new series will be sponsored by...

(TURN BACK TO PAGE 2 FOR WOW DAYTIME SCHEDULES)

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 30	THE BIG SHOW Radio's most talked about program. Tallulah Bankhead introduces Radio's Top personalities	4-BELL NEWS TOWER All the News Goetz Beer	4-BELL NEWS TOWER All the News Sample-Hart Ford	4-BELL NEWS TOWER All the News Goetz Beer	4-BELL NEWS TOWER All the News Sample-Hart Ford	4-BELL NEWS TOWER All the News Goetz Beer	4-BELL NEWS TOWER All the News Sports News Sample-Hart Ford
5 55	Radio's Top personalities	SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford	SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford	SPORTS NEWS Goetz Beer	SPORTS NEWS Sample-Hart Ford
6 00	Music directed by Meredith Willson	590 MELODY LANE	590 MELODY LANE	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE
6 15		THE BEST IN MUSICAL SELECTIONS	THE BEST IN MUSICAL SELECTIONS	THE BEST IN MUSICAL SELECTIONS	THE BEST IN MUSICAL SELECTIONS	THE BEST IN MUSICAL SELECTIONS	THE BEST IN MUSICAL SELECTIONS
6 30	Sponsored by Reynolds Aluminum Chestertields and American Home Products	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer
6 45		ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin
7 00	PHIL HARRIS- ALICE FAYE SHOW Comedy and Music for RCA Victor	THE RAILROAD HOUR With Gordon McCrae and Norman Luboff's Orchestra	CAVALCADE OF AMERICA Famous stars in top plays for duPont	HALLS OF IVY Mr. and Mrs. Ronald Colman star as "The Halls", Schlitz Beer	FATHER KNOWS BEST Top comedy with Robert Young as Father Crosley Products	ROY ROGERS SHOW Western thrills for Post Cereals	ROY ROGERS SHOW Western thrills for Post Cereals
7 30	THEATRE GUILD ON THE AIR U. S. Steel presents the nation's best plays and for a full hour every Sunday night	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	BARRIE CRAIG Confidential investigator with William Gargan	THE GREAT GILDERLEIVE You'll laugh at "Giddy", and Company—Kraft Foods	MR. KEEN Tracer of lost persons Chesterfield and American Home Products	DEAN MARTIN and JERRY LEWIS 30 hilarious minutes for Chesterfields, A. Home Prod.	BOB and RAY Top comedy with guests soloists from this pair
8 00		TELEPHONE HOUR Donald Voorhees with Ball Symphonic Orchestra and guest singers	BOB HOPE SHOW A comedy riot for Chesterfield	YOU BET YOUR LIFE It's fun for all when Groucho takes over DeSoto-Plymouth	DRAGNET Stories based on cases from L. A. police files Fatima Cigarettes	MARIO LANZA The great tenor sings your favorite songs Coca-Cola	JUDY CANOVA SHOW Top Comedy as Judy runs riot
8 30	\$64 QUESTION for RCA Victor	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartette	FIBBER MCGEE and MOLLY Fun at 79 Wistful Vista for Pet Milk	THE BIG STORY Tales of exciting stories by the newsmen who covered them—Pall Malls	TALES OF THE TEXAS RANGERS with Joel McCrea	SHORT STORY Tops in drama	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
9 00	STARS IN KHAKI 'N BLUE presenting Service talent	AL GOODMAN'S ALBUM TIME Philip Morris	EDDIE CANTOR SHOW LANE Philip Morris	THE SILENT MEN with Douglas Fairbanks, Jr.	YOUR HIT PARADE with Guy Lombardo for Lucky Strike	NIGHT BEAT Frank Lovejoy stars as reporter Randy Stone	VAUGHN MONROE SHOW Tops in music and song Camel Cigarettes
9 30	TIN PAN ALLEY	MONDAY Through FRIDAY	MONDAY Through FRIDAY	MONDAY Through FRIDAY	MONDAY Through FRIDAY	MONDAY Through FRIDAY	SATURDAY NIGHT REVIEW
9 45	Tops in tunes	9:35—DANGEROUS ASSIGNMENT	9:35—MAN CALLED X	9:35—MEREDITH WILLSON	9:35—HOLLYWOOD MUSIC BOX	9:35—BILL STERN PRO and CON	MUSIC MUSIC MUSIC
10 00	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News
10 15	ELMO ROPER	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne	SPORTS with Jack Payne
10 30	THE CATHOLIC HOUR in its 21st year as a leading religious program	BEULAH Laughable-Lovable for Drefl	BEULAH Laughable-Lovable for Drefl	BEULAH Laughable-Lovable for Drefl	BEULAH Laughable-Lovable for Drefl	BEULAH Laughable-Lovable for Drefl	TEX WILLIAMS BAND WILD LIFE ROUNDUP For the outdoorsman
10 45		NOCTURNE	NOCTURNE	NOCTURNE	NOCTURNE	NOCTURNE	NOCTURNE
11 00	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY
11 05	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy
11 30	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY
11 55	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY