

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW Radio and Television Programs

Vol. 17, No. 7

OMAHA, NEBRASKA, MARCH 1, 1953

Published Monthly

Sixth Farm Study Tour Set

Fly to Europe, and British Isles

Meredith WOW, Inc., is pleased to announce that the Sixth Annual WOW Farm Study Tour to the British Isles and Europe is getting underway:

The tour, under the travel direction of Farm Service Director, Mal Hansen, promises to top all past WOW tours, according to Travel and Transport President Lawrence Youngman, who recently returned from a two-month stay in Europe arranging the details and scheduling the advance tour itinerary.

This sixth in the series of famous WOW Farm Study Tours, returns to the scene of the first WOW tour, where 26 WOW-Land farmers journeyed to Europe in 1948. This time, however, wives are cordially invited to accompany their husbands on a trip by air which will cover, in a little over three weeks, the eight countries of Ireland, England, Holland, Belgium, Luxembourg, Germany, Switzerland and France.

Cost of the tour is expected to be about \$1,125.00 from Omaha and back; and all necessary expenses in Europe.

The trip is scheduled to leave Omaha's Municipal Airport on Wednesday, September 30 and return on Thursday, October 22. Highlights of the projected trip include:

A trip through the very heart of quaint Ireland. Here four members will find a strange world of tiny fields, rock walls and one-horse vehicles. A visit to the National Stud, an important breeding center, is included.

A two-day trip through one of the most beautiful portions of rural England will begin at Liverpool. Sightseeing in historical London is scheduled during the stay in England.

Trip members will tour the Netherlands and visit Amsterdam and other interesting areas in Holland, including the dikes and canal regions.

An all-day sightseeing trip in and around Brussels, one of the most attractive shopping centers in Europe is included.

A bus trip through Luxembourg and Germany will arrive at the Wiesbaden-Heidelberg area, where the status of post-war German agriculture will be studied.

(Continued on page 8)

Purina - Garst & Thomas Sponsor Mal Hansen

Folks, two of your best friends in WOW-Land have joined forces! Farm Service Director Mal Hansen and Ralston Purina Feeds now bring you the first half of "Farm Service Reporter," Mondays through Saturdays at 6:30 a.m. on Radio WOW.

Both Purina, at the store with the checkerboard sign, and Mal are known and respected by thousands throughout WOW-Land. Tune in "Farm Service Reporter," and hear the latest farm and market news, interviews, agricultural reports and regional news with your farm reporter, Mal Hansen brought to you by Ralston Purina and Garst & Thomas.

—WOW—

'Hollywood' is Here

Butter-nut Bread, sponsors of "The Cisco Kid," heard on Radio WOW, Wednesday and Friday evenings, at 6 p.m., recently introduced a new loaf of bread into WOW-Land.

Called "Hollywood Bread," this new, dark bread is a delicious answer to folks who are watching their weight.

Tune in the western adventure series, featuring Cisco and Pancho and hear about this exciting new bread.

—WOW—

Fifteen Years for

Jell-O's Hope

Bob Hope's 15th year as an NBC radio entertainer was marked last month, when he was feted by the Friars' Club at a special testimonial dinner.

Included among the 1,300 persons who honored Hope at the banquet were some of the greatest names in show business. George Jessel was toastmaster.

"The Bob Hope Show," Wednesdays at 9 p.m., and the "Bob Hope Daytime Show," Mondays through Fridays at 10:45, for Jell-O are top WOW-Land favorites.

WOW-TV became Omaha's First the nation's Sixth television station to operate on "Maximum Power"—100,000 watts, effective Tuesday, February 24. Complete details in Television Section of News Tower.

Red Cross Star...



SHIRLEY BOOTH, stage and screen star, was featured in the Red Cross drama which ushered in the annual fund drive.

—WOW—

"MARTHA'S GARDEN" an exciting informative program for the week-end gardener is now heard Sundays at 1:30 p.m. for Interstate Nurseries.

Top Western Team...



CISCO KID and Pancho, heard over WOW on Wednesday and Friday at 6 p.m. are bringing folks exciting news about the new "Hollywood" Bread.

RADIO WOW'S MARCH DAYTIME SCHEDULE

(FOR NIGHTTIME WOW SCHEDULES TURN TO PAGE 7)

5:30 A. M.—Five-Thirty Call—Wake up to the strains of early morning music	Daily ex. Sun.
5:55 A. M.—Weather Report—Myzon	Daily ex. Sun.
6:00 A. M.—Sunrise News Tower—Local, Regional, National News	Daily ex. Sun.
6:15 - 6:20 A. M.—Today's Farm Story—J. C. Robinson Seed Co.	Mon., Tues., Wed., Fri., Sat.
6:15 - 6:30 A. M.—Welcome to the West	Thurs.
6:20 - 6:25 A. M.—Howdy Slim—State Finance Co.	Mon., Wed., Fri.
6:20 - 6:30 A. M.—Welcome to the West	Tues., Sat.
6:25 - 6:30 A. M.—Willard Messenger—Willard Tablet Co.	Mon., Wed., Fri.
6:30 - 7:00 A. M.—Farm Service Reporter—Farm and Market News for Garst & Thomas and Ralston Purina	Daily ex. Sun.
7:00 A. M.—WOW News Tower	Daily ex. Sun.
7:15 A. M.—NBC News	Sun.
7:15 A. M.—Alex Dreier—First Network News of the day—Skelly Oil	Daily ex. Sun.
7:30 A. M.—Breakfast Bandstand—Music, Time—Mennen Co.	Daily ex. Sun.
7:30 A. M.—Revival Hour—Gospel Broadcasting Association	Sun.
8:00 A. M.—WOW News Tower	Daily ex. Sun.
8:15 A. M.—The 590 Hour—Jolly Joe Martin with Al Lamm at piano	Mon. thru Fri.
8:30 A. M.—Potluck	Sat.
8:30 A. M.—Chapel Service—Dr. R. R. Brown	Sun.
8:45 A. M.—The American Trail	Sat.
9:00 A. M.—Welcome Travelers—Tommy Bartlett for P. & G.	Mon. thru Fri.
9:00 A. M.—Adventures of Archie Andrews	Sat.
9:30 A. M.—Double or Nothing—With genial master-of-ceremonies Bert Parks for Campbell's Soup	Mon. thru Fri.
9:30 A. M.—Mary Lee Taylor for Pet Milk	Sat.
10:00 A. M.—Joe Martin Show	Mon. thru Fri.
10:00 A. M.—Strike it Rich—Warren Hull for Colgate	Sun.
10:00 A. M.—My Secret Story	Mon. thru Fri.
10:15 A. M.—WOW News Tower—All the latest news	Sat.
10:15 A. M.—Outdoor Nebraska	Sun.
10:30 A. M.—Bob and Ray—Colgate-Palmolive-Peet Co.	Mon. thru Fri.
10:30 A. M.—Modern Romances	Sat.
10:30 A. M.—U. N. Is My Beat	Sun.
10:45 A. M.—Bob Hope Show—General Foods	Mon. thru Fri.
10:45 A. M.—National Guard	Sat.
11:00 A. M.—Ma Perkins—Oxydol's long-time favorite	Mon. thru Fri.
11:00 A. M.—Juvenile Jury	Sun.
11:00 A. M.—National Radio Pulpit	Sat.
11:15 A. M.—Martha Bohlsen's Show—Mid-west's leading homemaker	Mon. thru Fri.
11:15 A. M.—Charles Kasher—National health aids	Mon., Fri.
11:30 A. M.—Perry Mason, Detective—Procter & Gamble	Mon. thru Fri.
11:30 A. M.—Your Melody Time	Sat.
11:30 A. M.—Eternal Light	Sun.
11:45 A. M.—Cudahy Quizzes the Mrs.—Cudahy Packing Co.	Mon. thru Fri.
11:45 A. M.—Elaine Jabenis—Saturday Scrapbook	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.
12:00 Noon—WOW News Tower—A complete 15-minute news coverage	Sun.
12:15 P. M.—Riders of the Purple Sage—Archer-Daniels, Midland	Sun.
12:30 P. M.—WOW Calling—Now, even bigger and better—Nurrena Murphy's Noontime Jamboree—Murphy Products	Mon. thru Fri.
12:30 P. M.—When I Write My Song—Schmoller & Mueller	Sat.
12:45 P. M.—WOW Calling	Mon. thru Fri.
1:00 P. M.—WOW Calling—Nob Hill Coffee	Mon. thru Fri.
1:00 P. M.—National Farm and Home Hour—The nation's top agricultural program by Allis-Chalmers	Mon. thru Fri.
1:00 P. M.—Sunday in the Country—The Nebraska Clothing Co. with Mal Hansen	Sat.
1:15 P. M.—Young Doctor Malone—Procter & Gamble	Sun.
1:30 P. M.—Guiding Light—Sponsored by Duz and Ivory Flakes	Mon. thru Fri.
1:30 P. M.—Symphonic Adventure	Sat.
1:45 P. M.—American Forum of the Air	Sun.
1:45 P. M.—Dick Haymes	Mon. thru Fri.
2:00 P. M.—Life Can Be Beautiful—P. & G. Soap	Mon. thru Sat.
2:00 P. M.—What's the Score	Sat.
2:00 P. M.—Intermezzo	Sun.
2:15 P. M.—Road of Life—Interesting to follow—Crisco and Ivory Soap	Mon. thru Fri.
2:30 P. M.—Pepper Young's Family—You'll like them—P. & G.	Mon. thru Fri.
2:30 P. M.—Best in Bands	Sat.
2:45 P. M.—Bob Considine—Mutual Benefit of Omaha	Sun.
2:45 P. M.—Right to Happiness	Mon. thru Fri.
2:45 P. M.—Youth Brings You Music	Sun.
3:00 P. M.—Backstage Wife—Dreft	Mon. thru Fri.
3:00 P. M.—Do in' the Town—with Jolly Joe Martin	Sat.
3:00 P. M.—G. I. Joe	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.
3:30 P. M.—Do in' the Town—with Jolly Joe Martin	Sat.
3:30 P. M.—Jason and the Golden Fleece	Sun.
3:45 P. M.—The Woman in My House—Manhattan Soap	Mon. thru Fri.
4:00 P. M.—Just Plain Bill—Whitehall Pharmaceutical	Mon. thru Fri.
4:00 P. M.—Do in' the Town—with Jolly Joe Martin	Sat.
4:00 P. M.—The Chase	Sun.
4:15 P. M.—Front Page Farrell—Whitehall Pharmaceutical	Mon. thru Fri.
4:30 P. M.—Lorenzo Jones—Presented by Colgate	Mon. thru Fri.
4:30 P. M.—Do in' the Town—with Jolly Joe Martin	Sat.
4:45 P. M.—Sammy Kaye Serenade	Sun.
4:45 P. M.—The Doctor's Wife—Ex Lax	Mon. thru Fri.
5:00 P. M.—Sammy Kaye Serenade	Sun.
5:00 P. M.—Brighter Day—Procter & Gamble	Mon. thru Fri.
5:00 P. M.—Lean Back 'n' Listen	Sat.
5:00 P. M.—Let's Talk About God	Sun.
5:15 P. M.—Lean Back 'n' Listen	Mon. thru Fri.
5:15 P. M.—H. V. Kaltenborn	Sat.
5:15 P. M.—America's Favorite Hymns—Preferred Risk	Sun.

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

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW-TV Television Programs



*First in Omaha
with
Maximum Power*

100,000 WATTS

Tuesday night, February 24, marked another mighty milestone for television in this area.

For it was on that night that WOW-TV became Omaha's **First** and the nation's **Sixth** television station to operate on "Maximum Power"—100,000 watts.

WOW-TV's increase to 100,000 watts was made for a nation-wide television audience during the **Camel News Caravan** program with John Cameron Swayze. WOW-TV Chief Engineer Bill Kotera and his staff of technicians operated the necessary controls so that the indicators climbed steadily to 100,000 watts.

The brief moment it took for the occasion was the climax of many months of planning and work by WOW-TV's management and staff and outside construction and consulting firms.

It climaxed a \$110,000 Improvement and Expansion program begun at WOW-TV last October in which extensive work was done and much new equipment was added both inside the WOW-TV transmitter building and to WOW-TV's 580-foot tower.

During the week before the boost to "Maximum Power," an RCA field engineer and two assistants traveled to Omaha to aid the WOW-TV technical staff under Chief Engineer Bill Kotera in making the change-over.

WOW-TV General Manager Frank P. Fogarty, commenting on the increase, said that, "WOW-TV is both proud and happy to be among the first TV stations in the nation to serve its viewers with 'Maximum Power.' It means," Mr. Fogarty said, "that now television will reach everyone in this area it's possible to reach under present regulations."

WOW-TV first tested its new 100,000 watts power Friday, February 20, on an experimental basis.

After that test program, the letters and telegrams rolled in, telling how much improvement the additional power had made.

WOW-TV's new "Maximum Power" is expected to extend the Channel 6 signal to areas heretofore beyond the reach of Omaha television stations and also to strengthen the Channel 6 picture in present reception areas.

SUNDAYS

- 12:00 Noon—Industry on Parade
- 12:15 P. M.—What's Your Trouble
- 12:30 P. M.—CATHOLIC HOUR
- 1:00 P. M.—THIS IS THE LIFE
- 1:30 P. M.—American Forum of the Air
- 2:00 P. M.—VICTORY AT SEA
- 2:30 P. M.—JUVENILE JURY
- 3:00 P. M.—
KUKLA, FRAN and OLLIE
- 3:30 P. M.—ZOO PARADE
- 4:00 P. M.—
HALLMARK THEATRE
Hall Bros. (NBC)
- 4:30 P. M.—MEET THE VEEP
- 4:45 P. M.—
Window on Washington
with Bill Henry
Sunbeam Corp. (NBC)



"What's New
on
Capitol Hill?"

Bill Henry

- 5:30 P. M.—
WILD BILL HICKOK
Kellogg's
- 6:00 P. M.—RANGE RIDER
alternates with
GENE AUTRY
P. F. Peterson Baking
- 6:30 P. M.—MR. PEEPERS
Reynolds Metals (NBC)
- 7:00 P. M.—
COMEDY HOUR
Colgate
(NBC)
- 8:00 P. M.—
PHILCO TELEVISION
PLAYHOUSE
alternates with
GOODYEAR THEATER
(NBC)
- 9:00 P. M.—
THE DOCTOR
Procter & Gamble
(NBC)
- 9:30 P. M.—
DENNIS DAY
(RCA)
- 10:00 P. M.—
SKELLY NEWS
with RAY CLARK
- 10:15 P. M.—Meet the Victim
Max I. Walker
- 10:30 P. M.—
LIFE BEGINS AT 80
Serutan (DuMont)
- 11:00 P. M.—MOVIE TIME

MONDAYS

- 6:00 P. M.—Doors of Knowledge
 - 6:15 P. M.—
McBRIDE REPORTING
-
- "Up-to-the-
Minute
News Reports"
- Bill McBride
- 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
Crosley and Speidel (NBC)
 - 7:30 P. M.—Voice of Firestone
(NBC)
 - 8:00 P. M.—Hollywood Opening
Night
Pearson Pharmacal (NBC)
 - 8:30 P. M.—Robert Montgomery
Presents
for Lucky Strike and
Johnson Wax (NBC)
 - 9:30 P. M.—The Unexpected
Omaha Public Power District
 - 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
 - 11:00 P. M.—MOVIE TIME

TUESDAYS

- 6:00 P. M.—Short, Short Drama
Pepsi-Cola
 - 6:15 P. M.—McBRIDE Reporting
 - 6:30 P. M.—DINAH SHORE
General Motors Chevrolet
(NBC)
 - 6:45 P. M.—Camel News Caravan,
John Cameron Swayze
(NBC)
 - 7:00 P. M.—
TEXACO STAR THEATRE
Texas Co. (NBC)
 - BUICK THEATRE
Every 4th Week
General Motors (NBC)
 - 8:00 P. M.—Fireside Theatre
Procter & Gamble
 - 8:30 P. M.—CIRCLE THEATRE
Armstrong
 - 9:00 P. M.—Two for the Money
P. Lorillard (NBC)
 - 9:30 P. M.—
EMBASSY CLUB
P. Lorillard (NBC)
-
- "Captivating
'Candy 'n' Cake'
Girl"
- Mindy Carson
- 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
McFaydens, Inc.
McFaydens, Inc.
 - 10:30 P. M.—ROCKY KING
 - 11:00 P. M.—MOVIE TIME

WEDNESDAYS

- 6:00 P. M.—De
- 6:15 P. M.—Mc
- 6:30 P. M.—
THO
Procter &
- "Mirthful
Melodic
Quarter Hour
of Fun"
- 6:45 P. M.—Ca
Jo
(N
- 7:00 P. M.—I
(N
- 7:30 P. M.—
CAVALCADY
DuPre
alter-
- SCOTT M
Scott Pa
- 8:00 P. M.—
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- 9:00 P. M.—Th
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- 9:30 P. M.—RI
Pre
- 10:00 P. M.—ON
- 10:10 P. M.—Spi
- 10:15 P. M.—Ne
- 10:30 P. M.—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.—PROLOGUE TO FUTURE (NBC)
- 10:30 A. M.—U. N. GENERAL ASSEMBLY
- 11:00 A. M.—TIME OUT LADIES (M-W-F)
TO YOUR HEALTH (T-Th)
- 11:30 A. M.—MORNING STAR TIME
- 11:40 A. M.—CUP AND SAUCER CLUB
- 11:55 A. M.—DAILY MY
- 12:00 Noon—SNICKER
- 12:30 P. M.—TV FARM
MAL HAN
- 12:45 P. M.—MID-DAY
- 1:00 P. M.—ONE FOR
- 1:30 P. M.—MARTHA
- 2:00 P. M.—BIG PAYC



Tom Chase



Kukla



Bob Cummings



Eddie Cantor

Keep This Schedule Near Your Set! Watch WO

WEDNESDAYS

of Knowledge
IDE Reporting

TWO
ble (NBC)



Stewart and Lee

News Caravan,
Cameron Swayze

ARRIED JOAN

F AMERICA
(NBC)

with
IC HALL
p. (NBC)

T
THEATER

s Your Life
shop (NBC)

SKELTON
& Gamble

Weatherman

by Jack Payne

with Ray Clark

E TIME

THURSDAYS

6:00 P. M.—Short, Short Drama
Pepsi-Cola

6:15 P. M.—McBRIDE Reporting

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

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

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

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

“The Robinhood
of the
Old West”



Cisco Kid

8:00 P. M.—DRAGNET
Liggett & Myers

8:30 P. M.—FORD THEATRE
Ford Motors (NBC)

9:00 P. M.—Martin Kane, Private
Eye
U. S. Tobacco

9:30 P. M.—Douglas Fairbanks, Jr.
Presents
Phillips Petroleum

10:00 P. M.—OMAR Weatherman

10:10 P. M.—Sports by Jack Payne

10:15 P. M.—News with Ray Clark
McFaydens, Inc.

10:30 P. M.—
YOUR HIT PARADE
Lucky Strike (NBC)

11:00 P. M.—TV FEATURE

FRIDAYS

6:00 P. M.—Herman Hickman
General Cigar (NBC)

6:15 P. M.—McBRIDE Reporting

6:30 P. M.—THOSE TWO
Procter & Gamble (NBC)

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

7:00 P. M.—MARCH OF TIME
Miller Brewing Co.

7:30 P. M.—Dangerous Assignment

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

8:30 P. M.—The Aldrich Family
Campbell Soup (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

10:10 P. M.—Sports by Jack Payne

10:15 P. M.—News with Ray Clark

10:30 P. M.—
YOUR WITNESS

“Moderates
Panel of
Experts”



Ray Clark

11:00 P. M.—MOVIE TIME

SATURDAYS

2:30 P. M.—MOVIE TIME

4:00 P. M.—
WESTERN FEATURE

5:00 P. M.—
ROY ROGERS
General Foods (NBC)

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



“Hoppy”

“Fast-Moving
Western
Adventure”

6:00 P. M.—
The CHRISTOPHER SERIES

6:15 P. M.—TV FEATURE

6:30 P. M.—
MY HERO
Phillip Morris
(NBC)

7:00 P. M.—
ALL-STAR REVUE
Pet Milk
Johnson & Johnson
Studebaker
(NBC)

8:00 P. M.—
SHOW OF SHOWS
R. J. Reynolds, SOS, Benrus,
Griffin Mfg., Lehn & Fink,
Prudential
(NBC)

9:30 P. M.—
DEATH VALLEY DAYS
Pacific Coast Borax
alternates with
HEILEMAN'S FAMOUS
PLAYHOUSE
Heileman Brewing

10:00 P. M.—Sports Showcase
Auto-Brite (DuMont)

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

11:15 P. M.—MOVIE TIME

7:30 . . . Daytime Schedule

TATION
CKERS
REPORTER with
N
WS REEL
E PRIZES
ITCHEN
—Colgate (NBC)

2:30 P. M.—WELCOME TRAVELERS (NBC)
3:00 P. M.—KATE SMITH (NBC)
4:00 P. M.—HAWKIN'S FALLS—Lever B. (NBC)
4:15 P. M.—GABBY HAYES (NBC)
4:30 P. M.—HOWDY DOODY (NBC)
5:00 P. M.—SAILOR DAN
5:15 P. M.—TRAIL TIME



Bob Considine



Sarah Churchill



Chuck Thomas



Howdy Doody

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

Farm Firsts For Mal Hansen

Holds "TV Farm Short Course"

Mal Hansen, WOW-TV's hard-working Farm Service Director, racked up another first for his department during the last week in February.



Mal Hansen

Mal, in cooperation with the University of Nebraska's Agricultural College and the Iowa State College Extension Service, conducted the first "Television Farm Short

Course."

The "Short Course" consisted of five morning hour-long programs featuring talks by 11 farm experts. The talks, ranging from "Marketing Outlook for '53" to "Hog Production," were practical and the information they contained could be applied on the farm at the present time.

Mal drew on experts from both the University of Nebraska and Iowa State, along with agricultural specialists from industry for his "TV Farm Short Course."

—WOW-TV—

Win a Trip to Coronation

The Nestle Company, a participating sponsor of the **Kate Smith Hour**, is conducting a once-in-a-lifetime opportunity contest.

You can get full details on the **Kate Smith Hour** every Wednesday through March 25.

Briefly, here's how the contest runs:

Viewers are asked to complete this sentence: "I prefer Nescafe Instant Coffee to all other coffees because . . ." in 25 additional words or less. Entry blanks may be obtained at grocery stores.

Prizes consist of:

10 all-expense paid trips for two to the Coronation festivities in London, plus three glorious days in Paris and \$100 cash spending money for each winning couple.

230 additional prizes of U. S. Series E Savings Bonds.

Get complete details on the **Kate Smith Hour** every Wednesday at 3 p.m. on Channel 6.

—WOW-TV—

Cummings Hit in 'My Hero'

"Robert S. Beanblossom" is fast becoming a household word throughout WOW-TV-Land thanks to the bright television comedy series, **My Hero**, viewed on Channel 6 Saturdays at 6:30 p.m.

"Beanblossom," portrayed by screen favorite Robert Cummings, is a well-meaning real estate salesman who constantly involves himself, his boss and his girl in hilarious situations.

My Hero, is presented by the makers of Dunhill Cigarettes.

Livestock Judging Contest Starts

Each Monday during March on the **TV Farm Reporter** program, Mal Hansen will hold the first Television Livestock Judging Contest in the United States.

Viewers are being asked to send in their rankings in the following classes: swine, sheep and beef and dairy cattle.

Judging is being done by means of photographs shown on the air.

TV Farm Reporter is a weekday (12:30 p.m.) feature on Channel 6.

—WOW-TV—

Stories of 'Old West'

Heart-tugging stories of the "Old West," graphically told by the "Old Ranger," are featured on the Channel 6 alternate Saturdays series, **Death Valley Days**.

Comedy, action, drama . . . they're all there and in generous portions, too.

Death Valley Days, a presentation of the Pacific Coast Borax Company, comes into your living room every other Saturday at 9:30 p.m.

—WOW-TV—

WOW-TV Staffers Promoted

Three veteran WOW-TV staff members received promotions recently.

The changes saw well-known newsman-announcer Bill McBride become Program Director; Production Manager Jack Mazzie take over the reins of Executive Producer, and Stage Manager Eldon Anspach, who's seen on many Channel 6 live shows, assume the duties of Production Manager.

New Weekday Morning Local News Programs

Filling a long-felt need for local news programs in the morning hours, WOW-TV has scheduled two five-minute news segments entitled **Today in Omaha** at 7:25 and 7:55 weekday mornings.

The segments, within NBC-TV's popular **Today** program, accent local news, a "Club Calendar" and a locally-beamed weather report.

Later, the WOW-TV program department hopes to add more of the bright news shows.

At present, the Nebraska Clothing Company presents the 7:55 program on Mondays and Fridays, the Interstate Nurseries on Tuesdays and Thursdays and Columbia Records presents the Wednesday portion.

—WOW-TV—

'Kate Smith Week'

A nation-wide "Kate Smith Week" is being conducted February 26 through March 5.

Sponsors of Kate's weekday afternoon (3-4 p.m.) program are taking part.

Special store displays tying-in Kate's program are in many of the major chain and independent stores across the nation.

Kate's sponsors participating include: Gerber's Baby Foods, Procter & Gamble, The Simoniz Corporation, Doeskin Products, the Block Drug Company, Minute Maid Corporation and the Nestle Company.



WOW-TV management personnel watch RCA Field Engineer Frank Porter as he makes last minute adjustments in transmitter room before WOW-TV increased to 100,000 watts "Maximum Power," Tuesday, February 24. Pictured are left to right General Manager Frank P. Fogarty, Chief Engineer Bill Kotera and Assistant General Manager Lyle DeMoss. (Details on page 1 of Television Section.)

WOW NEWS TOWER

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

(TURN BACK TO PAGE 2 FOR WOW DAYTIME SCHEDULES)

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 30 55	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer	4-BELL NEWS TOWER All the News SPORTS NEWS Country Club Beer
6 00 15	MY SON JEEP Meet the Allison Family	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 30 45	THE ALDRICH FAMILY A hilarious show with HEN-RY!	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NBC SYMPHONY The greatest music of all time with guests soloists
7 00	PHIL HARRIS and ALICE FAYE RCA Victor	THE RAILROAD HOUR With Gordon McRee and Norman Luboff's Orchestra	CAVALCADE OF AMERICA Outstanding dramatic shows for Du Pont	WALK A MILE John H. Faulk R. J. Reynolds Tobacco Company—Kraft Foods	ROY ROGERS King of the Cowboys KENNETH BANGHART Log Cabin News	ALL STAR BANDS for BONDS	
7 30	THEATRE GUILD ON THE AIR Dramatic entertainment for U. S. Steel	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	RED SKELTON "The mean widdle kid"	THE GREAT GILDERSLEVE You'll laugh at "Giddy" and Company—Kraft Foods	FATHER KNOWS BEST Robert Young General Foods	NAME THAT TUNE with Red Benson	REUBEN, REUBEN
8 00		TELEPHONE HOUR Dressed V. orchests with Bell Symphonic Orchestra and guest singers	MARTIN and LEWIS No. 1 on the wit parade	THE GROUCHO MARK SHOW—It's fun for all when Groucho takes over Desoto-Plymouth	TRUTH OR CONSEQUENCES Ralph Edwards for Pet Milk	THE CHALLENGE OF THE PRISONS	PEE WEE KING Jazz unlimited
8 30	DRAGNET Stories based on cases from L.A. police files Liggett & Myers Tobacco Co.	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Green and White Quartette	FIBBER MCGEE and MOLLY Reynolds Metals	BIG STORY Adventure series for American Cigarette	FIRST NIGHTER "Opening Night" Miller Brewing Co.		GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
9 00 15	BARRIE CRAIG Confidential investigator	ENCORE with Meredith Willson	TWO FOR THE MONEY means all for fun	THE BOB HOPE SHOW A Hope-filled evening of comedy General Foods	JUDY CANOVA Hillbilly Fun!	CRITIC AT LARGE 9:15—Words in the Night	EDDIE ARNOLD SHOW Ralston-Purina
9 30 45	MEET THE PRESS	PLEASURE TIME	PLEASURE TIME	PLEASURE TIME	PLEASURE TIME	PLEASURE TIME	MEREDITH WILLSON'S MUSIC ROOM
MON. thru FRI. 9:45—D I A L D A V E G A R R O W A Y—9:45 Armour and Co.							
10 00 15	WOW NEWS TOWER All the News SPORTS 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 35	THE CATHOLIC HOUR in its 21st year as a leading religious program	MON. thru FRI. 10:30—JOHN CAMERON SWAYZE NEWS—10:30 Klenex	MON. thru FRI. 10:35—MUSICAL NIGHT EDITOR—10:35 TOP TUNES and CHATTER with JOLLY JOE MARTIN				MUSIC WITH THE POPULAR MORT. WELLS
11 00 05 30 55	NEWS SUMMARY SERENADE presents music you'll enjoy	NEWS SUMMARY SERENADE presents music you'll enjoy	NEWS SUMMARY SERENADE presents music you'll enjoy	NEWS SUMMARY SERENADE presents music you'll enjoy	NEWS SUMMARY SERENADE presents music you'll enjoy	NEWS SUMMARY SERENADE presents music you'll enjoy	NEWS SUMMARY SERENADE presents music you'll enjoy
	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY

Red Cross Drive Launched

President Opens Fund Appeals

President Dwight D. Eisenhower opened the annual American Red Cross Fund Appeal on March 1 over Radio WOW in a program that featured dramatized excerpts from the diary of one of the first Red Cross workers to enter Korea in 1950.

The Red Cross appeal has been officially launched. Now, WOW-landers are asked to dig through their hearts and into their purses for this worth-while charity.

—WOW—

New Comedy Heard

"My Son Jeep," heard Sundays at 6 p.m. over Radio WOW, a pleasant family comedy series, is a bright new show on radio.

The story revolves around a small-town doctor, a widower, and his 10-year old son and 13-year old daughter. Jeep, the son, has his own ideas on how the medical profession should be run and it adds up to hilarious listening for the whole family.

—WOW—

A New 'Challenge'

Radio WOW offers a startling and exciting expose, "The Challenge of the Prisons," every Friday evening at 8 p.m.

"The Challenge of the Prisons" is a nation-wide inquiry into the Why of prison riots, the actual voices of the rioting inmates, guards giving eye witness testimony, commissioners, governors, politicians and reformers, each telling his side of the story.

Don't miss this hotly controversial, drama-packed hour of inside information on the penitentiaries in our country.

Popular Record Holders...



THE POPULAR ballad "Twice As Much" is held by the writer Doctor Swain (left) and WOW vocalist "Rusty" Walker who introduced the song.

Cities Service Company On Airwaves 26 Years

When Paul Lavalle conducted the "Cities Service Band of America" in the 1,350th program last month, the occasion marked the 26th anniversary of the Cities Service Company on radio. It is the airwaves' oldest, continuously sponsored network program.

Here is proof that that basic American institution, a brass band, is a universal favorite. The dapper green-and-white uniformed bandmaster Lavalle made his NBC network bow in 1948.

Don't miss this fast-paced, melodic half hour of musical listening every Monday evening at 8:30 p.m. on Radio WOW.

—WOW—

Garden Show Star...



MARTHA BOHLSEN and Arnold Peterson are featured in a new gardening show heard Sundays at 1:30 p.m. over Radio WOW, brought to you by the Interstate Nurseries.

Mal and Friend...



FARM Service Director, Mal Hansen, is heard Monday through Saturday mornings at 6:30 a.m. on Radio WOW for Ralston Purina and Garst & Thomas.

—WOW—

Sixth Farm Study Tour

(Continued from page 1)

A motor coach trip through the beautiful Black Forest area will take tour members to Switzerland, one of the loveliest spots in all Europe. A sightseeing trip from Lucerne to Interlachen will cover the famous, new Susten Pass.

Paris will be entered via Basle and the Rhine River, the Jura Mountains and the Countryside of France. From Paris, tour members will take an agricultural trip to the school at Grignon.

Tour members will travel by special bus, train and ship in Europe, with English speaking guides aboard each special bus.

Information on the Sixth Annual WOW Farm Study Tour to the British Isles and Europe will be heard on Mal Hansen's "Farm Service Reporter," on Radio WOW, Mondays through Saturdays, 6:30 a.m. and "TV Farm Reporter," Mondays through Fridays, 12:30 p.m. on Television WOW-TV.

For a complete, detailed itinerary and tour costs, address your inquiries to Mal Hansen, Radio WOW, Insurance Building, Omaha, Nebraska.

—WOW—

NBC Honored

The National Broadcasting Company was signally honored last month by the Freedoms Foundation with a "Distinguished Service Award" for "continuing meritorious service to the ideals of American freedom."

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