Big League Baseball on WOW

**New 'Calling' Star...**

**NEIL SHELTON** is the lovely new "WOW Calling" vocalist, heard Monday through Fridays at 12:30 p.m. over Radio WOW.

**Many Channel 6 television shows are now seen one hour earlier, because of Daylight Savings Time. Check schedules inside the NEWS TOWER!**

**Peterson Promoted to Associate F.S.D.**

Arnold W. Peterson, formerly Assistant Farm Service Director of Radio WOW and WOW-TV, was named Associate Farm Service Director of the combined stations, in an announcement made last month by Frank F. Fogarty, General Manager of Meredith WOW, Inc.

A graduate of the University of Nebraska School of Agriculture, Arnold Peterson was formerly associated with the Nebraska State Extension Service as a County Farm Agent.

He wrote a garden column for a local newspaper and was in charge of the weekly extension radio broadcast over a local station before joining the staff of Meredith WOW, Inc., on March 1, 1952.

Peterson, who handles "Today's Farm Story," heard Monday, Wednesday, Friday at 6:15 a.m. for the Robinson Seed Company, also assists Farm Service Director Mal Hansen on farm programs.

Radio WOW and WOW-TV's Associate Farm Service Director, born in 1914, is married and the father of three daughters.

**Singing Star Heard for Coca-Cola Show**

Eddie Fisher, one of the most outstanding young singing stars in the nation, will begin a regular series of 15-minute musical programs over Radio WOW on May 5 for The Coca-Cola Company.

The programs will be heard every Tuesday and Friday at 7 p.m. with Don Ameche as host.

In addition to these two outstanding personalities, the series will feature the guest appearances of top performers.
<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30 A.M.</td>
<td>Five-Thirty Call—Wake up to the strains of early morning music</td>
</tr>
<tr>
<td>6:00 A.M.</td>
<td>Sunrise News Tower—Local, Regional, National News</td>
</tr>
<tr>
<td>6:15 - 6:30 A.M.</td>
<td>Hometowners—Williamson-Dickie</td>
</tr>
<tr>
<td>6:20 - 6:30 A.M.</td>
<td>Welcome to the West</td>
</tr>
<tr>
<td>6:30 - 7:00 A.M.</td>
<td>Farm Service Reporter—Farm and Market News for Garst &amp; Thomas and Ralston Purina</td>
</tr>
<tr>
<td>7:00 A.M.</td>
<td>WOW News Tower</td>
</tr>
<tr>
<td>7:15 A.M.</td>
<td>Alex Dreier—First Network News of the day—Skelly Oil.</td>
</tr>
<tr>
<td>7:30 A.M.</td>
<td>Breakfast Bandstand—Music, Time—Mennen Co.</td>
</tr>
<tr>
<td>8:00 A.M.</td>
<td>WOW News Tower</td>
</tr>
<tr>
<td>8:15 A.M.</td>
<td>The 590 Hour—Jolly Joe Martin with Al Lamm at piano.</td>
</tr>
<tr>
<td>8:30 A.M.</td>
<td>Chapel Service—Dr. R. R. Brown</td>
</tr>
<tr>
<td>9:00 A.M.</td>
<td>Welcome Travelers—Tommy Bartlett for P. &amp; G.</td>
</tr>
<tr>
<td>9:30 A.M.</td>
<td>Don't for Nothing—With genial master-of-ceremonies</td>
</tr>
<tr>
<td>10:00 A.M.</td>
<td>Strike it Rich—Warren Hull for Colgate</td>
</tr>
<tr>
<td>10:15 A.M.</td>
<td>Outdoor Nebraska</td>
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<tr>
<td>10:30 A.M.</td>
<td>The Phrase That Pays</td>
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<tr>
<td>11:00 A.M.</td>
<td>Bob Hope Show—General Foods</td>
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<tr>
<td>11:00 A.M.</td>
<td>Jay Perkins—Ozdy's long-time favorite</td>
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<tr>
<td>11:15 A.M.</td>
<td>Martha Bohlsen's Show—Midwest's leading homemaker.</td>
</tr>
<tr>
<td>11:30 A.M.</td>
<td>Perry Mason, Detective—Procter &amp; Gamble</td>
</tr>
<tr>
<td>11:45 A.M.</td>
<td>Cudahy Quizzes the Mrs.—Cudahy Packing Co.</td>
</tr>
</tbody>
</table>

### May Daytime Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 Noon</td>
<td>Four Bell News Tower—The Midwest's most complete news coverage</td>
</tr>
<tr>
<td>12:15 P.M.</td>
<td>Baseball, May 10, 31</td>
</tr>
<tr>
<td>12:30 P.M.</td>
<td>WOW Calling—Now, even bigger and better—Nutrena.</td>
</tr>
<tr>
<td>12:45 P.M.</td>
<td>WOW Calling</td>
</tr>
<tr>
<td>1:00 P.M.</td>
<td>WOW Calling—Nob Hill Coffee</td>
</tr>
<tr>
<td>1:15 P.M.</td>
<td>Young Doctor Malone—Procter &amp; Gamble</td>
</tr>
<tr>
<td>1:30 P.M.</td>
<td>Building Light—Sponsored by Duz and Ivory Flakes.</td>
</tr>
<tr>
<td>2:45 P.M.</td>
<td>Dick Haymes</td>
</tr>
<tr>
<td>3:00 P.M.</td>
<td>Life Can Be Beautiful—P. &amp; G. Soap</td>
</tr>
<tr>
<td>3:15 P.M.</td>
<td>Road of Life—Interesting to follow—Crisco and Ivory Soap.</td>
</tr>
<tr>
<td>4:00 P.M.</td>
<td>Right to Happiness</td>
</tr>
<tr>
<td>4:15 P.M.</td>
<td>Baseball, May 17, 24</td>
</tr>
<tr>
<td>4:30 P.M.</td>
<td>Backstage Wife—Dreft</td>
</tr>
<tr>
<td>4:45 P.M.</td>
<td>Pageant Y.M.Y. Family—You'll like this program</td>
</tr>
<tr>
<td>5:00 P.M.</td>
<td>Brighter Day—Procter &amp; Gamble</td>
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<tr>
<td>5:15 P.M.</td>
<td>Your Witness</td>
</tr>
<tr>
<td>5:30 P.M.</td>
<td>The Topper—H. V. Kaltenborn</td>
</tr>
<tr>
<td>6:00 P.M.</td>
<td>Baseball, May 10, 31</td>
</tr>
<tr>
<td>6:15 P.M.</td>
<td>Colgate Products—Procter &amp; Gamble</td>
</tr>
<tr>
<td>6:30 P.M.</td>
<td>Baseball, May 17, 24</td>
</tr>
<tr>
<td>6:45 P.M.</td>
<td>Baseball, May 10, 31</td>
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<td>7:00 P.M.</td>
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<td>7:15 P.M.</td>
<td>Baseball, May 10, 31</td>
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<td>Baseball, May 17, 24</td>
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<td>Baseball, May 17, 24</td>
</tr>
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### Schedules

**Daytime Schedules:**

- The Midwest’s most complete news coverage
- Baseball
- WOW Calling
- Nutrena
- Colgate Products
- Baseball
- Colgate Products
- Baseball
- Colgate Products
- Baseball
- Baseball
- Baseball
## WOW-TV May Schedule

### Channel 6

**SUNDAYS**
- 11:15 A.M. — Industry On Parade (NBC)
- 11:30 A.M. — Frontiers of Faith (NBC)
- 12:00 Noon — What's Your Trouble
- 12:15 P.M. — Christopher Program
- 12:30 P.M. — American Forum of the Air (NBC)

### CHANNEL 6 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>12:15</td>
<td>WOW-TV</td>
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<td>12:00</td>
<td>WOW-TV</td>
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<td>12:30</td>
<td>WOW-TV</td>
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<tr>
<td>24</td>
<td>WOW-TV</td>
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<td>644</td>
<td>WOW-TV</td>
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<td>10:15</td>
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<td>11:00</td>
<td>WOW-TV</td>
</tr>
<tr>
<td>11:15</td>
<td>WOW-TV</td>
</tr>
</tbody>
</table>

### MONDAYS
- 5:45 P.M. — Camel News Caravan, John Cameron Swayze (NBC)
- 6:00 P.M. — Winchell and Mahoney (NBC)  
- 6:30 P.M. — Voice of Firestone (NBC)  
- 7:00 P.M. — Eye Witness (NBC)  
- 7:30 P.M. — Robert Montgomery Presents for Ladies & Gentlemen (NBC)

### TUESDAYS
- 5:30 P.M. — Dinah Shore (NBC)  
- 5:45 P.M. — Camel News Caravan, John Cameron Swayze (NBC)  
- 6:00 P.M. — M.I. Married Joan (NBC)  
- 6:30 P.M. — Texaco Star Theatre (NBC)  
- 7:00 P.M. — Mr. Television (NBC)  
- 7:30 P.M. — Robert Montgomery Presents (NBC)  
- 8:00 P.M. — Texaco Star Theatre: Fireside with Scott Music Hall (NBC)

### WEDNESDAYS
- 5:30 P.M. — Coke Time Coca-Cola (NBC)  
- 5:45 P.M. — Camel News Caravan, John Cameron Swayze (NBC)  
- 6:00 P.M. — You Bet Your Life (NBC)  
- 6:30 P.M. — Cisco Kid (NBC)  
- 7:00 P.M. — Dragagnet (NBC)  
- 7:30 P.M. — Ford Theatre (NBC)  
- 8:00 P.M. — Martin Kane, Private Eye (NBC)  
- 8:30 P.M. — Double Fairbanks, Jr. (NBC)  
- 9:00 P.M. — Death Valley Days (NBC)  
- 9:30 P.M. — Dangerous Assignment (NBC)  
- 10:00 P.M. — O.M.A.R. Westerman (NBC)  
- 10:15 P.M. — Sports with Jack Payne (NBC)  
- 10:30 P.M. — Adventures in Home Building (NBC)  
- 10:45 P.M. — Break Time Bank (NBC)  

### THURSDAYS
- 5:30 P.M. — Dinah Shore (NBC)  
- 5:45 P.M. — Camel News Caravan, John Cameron Swayze (NBC)  
- 6:00 P.M. — You Bet Your Life (NBC)  
- 6:30 P.M. — Cisco Kid (NBC)  
- 7:00 P.M. — Dragagnet (NBC)  
- 7:30 P.M. — Ford Theatre (NBC)  
- 8:00 P.M. — Martin Kane, Private Eye (NBC)  
- 8:30 P.M. — Double Fairbanks, Jr. (NBC)  
- 9:00 P.M. — Death Valley Days (NBC)  
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- 10:00 P.M. — O.M.A.R. Westerman (NBC)  
- 10:15 P.M. — Sports with Jack Payne (NBC)  
- 10:30 P.M. — Adventures in Home Building (NBC)  
- 10:45 P.M. — Break Time Bank (NBC)  

### FRIDAYS
- 5:30 P.M. — Coke Time Coca-Cola (NBC)  
- 6:00 P.M. — You Bet Your Life (NBC)  
- 6:30 P.M. — Cisco Kid (NBC)  
- 7:00 P.M. — Dragagnet (NBC)  
- 7:30 P.M. — Ford Theatre (NBC)  
- 8:00 P.M. — Martin Kane, Private Eye (NBC)  
- 8:30 P.M. — Double Fairbanks, Jr. (NBC)  
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- 9:30 P.M. — Dangerous Assignment (NBC)  
- 10:00 P.M. — O.M.A.R. Westerman (NBC)  
- 10:15 P.M. — Sports with Jack Payne (NBC)  
- 10:30 P.M. — Adventures in Home Building (NBC)  
- 10:45 P.M. — Break Time Bank (NBC)  

### SATURDAYS
- 7:00 P.M. — Show of Shows (NBC)  
- 8:00 P.M. — Your Hit Parade (NBC)  
- 9:00 P.M. — Sports Showcase (DuMont)  
- 9:15 P.M. — Wrestling from Chicago (DuMont)  
- 10:15 P.M. — Cinema 6

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### Mondays Through Fridays . . . Daytime Schedule

- 7:00 A.M. — Today with Dave Garrouvy (NBC)  
- 8:00 A.M. — Ding Dong School (NBC)  
- 8:30 A.M. — Prologue to Future (NBC)  
- 9:00 A.M. — Ask Washington (NBC)  
- 9:30 A.M. — Mrs. U.S.A. (NBC)  
- 10:00 A.M. — Coffee Time Playhouse (NBC)  
- 11:00 A.M. — To Your Health (T-Th)  
- 11:15 A.M. — Ladies Beware (M-W-F)

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Dave Garrouvy  
Jane Davis  
Tom Chase  
Kate Smith  
Tammey Barret  
Mindy Carson  
Winchell-Mahoney  
Wild Bill Hickok

---

* Keep This Schedule Near Your Set! Watch WOW News Tower or Your Local Newspaper For Changes and Corrections New Shows!  
* MANY CHANNEL 6 PROGRAMS ARE SEEN ONE HOUR EARLIER BECAUSE OF DAYLIGHT SAVINGS TIME IN THE EAST
Coronation Coverage is Set
Paul Mantz to Fly Film

The National Broadcasting Company is taking elaborate pains to assure its national viewers the best possible coverage of Queen Elizabeth’s Coronation, Tuesday, June 2.

Some of NBC’s best production men have been planning the network’s coronation coverage for a long time.

In order to spread coronation film to the rest of Europe, NBC has chartered the services of Paul Mantz, one of the great film flyers in aviation history. Mantz will fly film footage made in London back in this country, thereby enabling American television viewers to see the historic crowning of Queen Elizabeth II within hours after the event.

As the News Tower goes to press, the following Coronation programs are scheduled for June 2 over WOW-TV:

4 to 5 p.m.—Actual crowning of The Queen.
8:30 to 10 p.m.—Second, fuller report.

Get Vacation Tips
From Swazy

If you’re free and have no place to spend your vacation, how to get there, and what to do—relax, and let John Cameron Swazy and his family take you on delightful sample trips of America’s best-known vacation spots.

NBC-TV’s ace newscaster and his family are featured in a series of programs, Vacationland, America on Channel 6. The series is presented by the Frum Corporation, oil filter manufacturers.

Report on Maximum Power

Since WOW-TV became Omaha’s first and the nation’s sixth TV station to operate on Maximum Power, a survey of televiewers throughout the area on the effect of the increased power has been completed. Four hundred and eighteen replies were received from the following results: 351 said reception had improved 46 said reception had not improved 21 did not answer.

Camellos Featured
on Let’s Dance

Channel 6 tuners receive free lessons in every dance step from the fox-trot to the tango on the Monday night program, Let’s Dance.

Featuring two well-known Omaha dancing instructors, Larry Camellos and his wife, “Smitty,” Let’s Dance illustrates how easy it is to master the various steps.

The program’s viewed at 10:30 p.m.

Renick is Real
Racing Expert

A man who rode “em, trained ‘em and owned ‘em is competitor on the Saturday afternoon feature that spotlights the nation’s leading stake races—Gillette Golden Horse Shoe Sweepstakes.

Sam Renick, who handles the color commentary on the series, has been a jockey, trainer and owner, and there is no one broadcasting races today who can boast of a similar background.

The Gillette Sweepstakes are viewed Saturdays at 2 p.m.

Kraft Observes
6th Birthday

On Wednesday, May 6, the Kraft Television Theatre will present its 311th performance and celebrate its sixth anniversary for the longest run in television. Viewers can help Kraft celebrate its sixth birthday by tuning Channel 6 at 7 p.m.

Golf Tournament on Channel 6

WOW-TV will carry the colorful Palm Beach Round Robin Golf Tournament from the Meadowbrook Club in Locust Valley, Long Island, New York, on Sunday, May 17.

The nation’s top links stars will be featured.

Program time is 3 p.m.

New Shows

(Certain from page 3) produced stores that originate in every corner of the state.

Eastern Parkway Boating (Tues., 9:00 p.m.)—Relax and enjoy the Eastern Nebraska scene.

Coke Time (Wed., Fri., 2:30 p.m.)—Just enough Hollywood to service, singer Eddie Fisher begins a new musical series with Tom Tully.

Junior Miss (Tues., 4:30 p.m.)—WOW-TV’s late-night Miss guide young talent as part of the TV and film industry.

The Play of the Week (Al’s Thurs., 9:15 p.m.)—N.B.C.’s dramatic series of high flying ventriloquist programs.

Field and Fireline (Thurs., 8:30 p.m.)—The periodical on the TV and film industry.

Owen’s Backyard (Fri., 9:30 p.m.)—Ma Hassen and Arnold Fetrow team to cover sporting events of the pastime.

Rut and Albert (Sat., 9:15 p.m.)—A new dramatic feature.

Teds Mack’s Original Amateur Hour (Sat., 9:15 p.m.)—Teds Mack’s favorite spot for talented amateurs.

The News Tower

The WOW-TV Farm Service Director, Mal Hanson (with smile) interviews Mr. Thomas Stilley, president of the Stilley Milling Company, at one of a recent Stilley dealer meeting held on WOW-TV’s Coronation Bob Mathis records the on-the-air interview.

Mal told Mr. Stilley, who had just returned from a Washington trip, about farm conditions. The interview later was used on Hanson’s TV Farm Reporter show, which is sponsored by Stilley’s.

Some as the news
and sons and daughters
and other children
and members of the family.

The new programs include offerings from the NBC and DuMont networks, “live” WOW-TV productions and outstanding film features.

Many of your favorite programs are being aired one hour earlier because of Daylight Savings Time. Others have shifted days. So be sure to check the complete program listings elsewhere in this section.

Here are some of the new programs entering Channel 6 viewers:

The Beggars Family (Sun., 4:00 p.m.)—WOW-TV’s action-packed favorite Charlie Ruggles.

Mystery-Adventure Theater: (Sun., 8:30 p.m.)—As the series implies, top-notch famous-length suspense dramas.

Cinema 6 (Every night 10:15 or 11:00 p.m.)—Continued Sunday evenings.

Coffee Time Playhouse (Mon., Tues., 10:00 a.m.)—Starring Red Skelton and Milton Berle.

Lassie, Blonde (Mon.-Wed., 11:15 p.m.)—This classic series is now part of their TV services.

Hollywood Star: (Fri., 8:30 p.m.)—An exciting serial with six episodes to each story.

Enjoyment (Sat., 9:15 p.m.)—Entertainment by a known Hollywood star. A real delight.

(Cooked on page 5) New Shows Have Varied Appeal

During the last week of April and the first week of May many new programs have made their bows on Channel 6. Because the long, drawn-out period of drama, comedy, action, sports and adventure, there Channel 6 has appeal to every member of the family.

The new programs include offerings from the NBC and DuMont networks, “live” WOW-TV productions and outstanding film features.

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(Cooked on page 5) This Is Ye Life’

Gains Quick Popularity

New awards and praise showers down daily on the new TV series that’s captured America over the past year—This Is Ye Life.

The brain-child of veteran showman, Ralph Edwards, This Is Ye Life has climbed rapidly in audience popularity.

Each week, the series seen Wednesdays at 8 p.m., recreates the life of an individual whose story has human interest. Those whose lives are portrayed may be in or out of the public eye.

The result of individuals whose lives have been dramatized includes cowgirl Shari Lewis, TV’s Mr. and Mrs. Diller, singer Lillian Roth, movie star Dinah Shore and a refugee who is about to become a lawyer.

Maricano says he’s ready now—his case injury has completely healed. So Jersey Joe Walcott (left) and Rocky Marciano are once again scheduled to meet for the World’s Heavyweight Championship on Friday, May 12. For both will be carried at 8 p.m. on Channel 6 as a feature of the Gillette Cavalcade of Sports.

The Ex. B. R. Brown observed the 30th anniversary of his Sunday evening radio program, The World’s Concert Radio Network, with special musical event on WOW and WOW-Tower, Sunday, April 12. His program is the world’s oldest continuous radio program.

IMPORTANT!

Daylight Savings Time is now in effect in the Western region. Channel 6 programs are to be carried one hour earlier than before.

Dinah Shore; World’s Concert Radio Network (Mon., Wed., 11:15 p.m.)—Continuing a musical program.

This Is Ye Life’ (Fri., 9:00 p.m.)—Continuing the story of the unknown Hollywood star. A real delight.

(Cooked on page 5)
<table>
<thead>
<tr>
<th>TIME</th>
<th>SATURDAY</th>
<th>SEARCH</th>
<th>MONDAY</th>
<th>SEARCH</th>
<th>TUESDAY</th>
<th>SEARCH</th>
<th>WEDNESDAY</th>
<th>SEARCH</th>
<th>THURSDAY</th>
<th>SEARCH</th>
<th>FRIDAY</th>
<th>SEARCH</th>
<th>SATURDAY</th>
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<tbody>
<tr>
<td>5:30</td>
<td>4-BELL NEWS TOWER</td>
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<td>4-BELL NEWS TOWER</td>
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<td>5:55</td>
<td>4-BELL NEWS TOWER</td>
<td>SPORTS NEWS</td>
<td>4-BELL NEWS TOWER</td>
<td>ALL the News</td>
<td>4-BELL NEWS TOWER</td>
<td>SPORTS NEWS</td>
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<td>SPORTS NEWS</td>
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<tr>
<td>6:00</td>
<td>SUNDAY IN THE COUNTRY</td>
<td>Nebraska Clothing Co.</td>
<td>590 MELODY LANE</td>
<td>SEARCH</td>
<td>THE BEST IN MUSICAL SELECTIONS</td>
<td>SEARCH</td>
<td>RIDERS OF THE PURPLE STAGE</td>
<td>Magazine of America</td>
<td>590 MELODY LANE</td>
<td>SEARCH</td>
<td>THE BEST IN MUSICAL SELECTIONS</td>
<td>SEARCH</td>
<td>THE BEST IN MUSICAL SELECTIONS</td>
<td>SEARCH</td>
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<tr>
<td>8:45</td>
<td>PHIL HARRIS and ALICE FAYE</td>
<td>RCA Victor</td>
<td>THE RAILROAD HOUR</td>
<td>With Gordon McKee and Norman Luboff's Orchestra</td>
<td>EDDIE FISHER SHOW</td>
<td>SEARCH</td>
<td>ROSEMARY CLOONEY</td>
<td>SEARCH</td>
<td>ROY ROGERS</td>
<td>SEARCH</td>
<td>EDDIE FISHER SHOW</td>
<td>SEARCH</td>
<td>ROSEMARY CLOONEY</td>
<td>SEARCH</td>
</tr>
<tr>
<td>9:00</td>
<td>THEATRE GUILD ON THE AIR</td>
<td>Dramatic entertainment for U. S. Steed</td>
<td>VOICE OF FIRESTONE</td>
<td>Guest stars with Howard Barlow's Orchestra and Chorus</td>
<td>RED SKELETON</td>
<td>&quot;The mean widdle kid&quot;</td>
<td>SEARCH</td>
<td>WALK A MILE</td>
<td>Bill Collins, R. J. Reynolds-Tobacco</td>
<td>SEARCH</td>
<td>FATHER KNOWS BEST</td>
<td>Robert Young</td>
<td>General Foods</td>
<td>SEARCH</td>
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<tr>
<td>9:15</td>
<td>MEETING THE PRESS</td>
<td>SEARCH</td>
<td>TELEPHONE HOUR</td>
<td>Donald Voorhees with Bell Symphonic Orchestra and guest singers</td>
<td>MARTIN AND LEWIS</td>
<td>No. 1 on the wit parade</td>
<td>SEARCH</td>
<td>THE GROUCHO MARX SHOW</td>
<td>It's fun for all when Sonny takes over DeSoto-Plymouth</td>
<td>SEARCH</td>
<td>TRUTH OR CONSEQUENCES</td>
<td>Ralph Edwards</td>
<td>for Pet Milk</td>
<td>SEARCH</td>
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<tr>
<td>9:30</td>
<td>DRAGNET</td>
<td>SEARCH</td>
<td>CITIES SERVICE BAND OF AMERICA Directed by Paul LaValle with the Green and White Quartette</td>
<td>FIBBER McGEE and MOLLY</td>
<td>Reynolds Metals</td>
<td>SEARCH</td>
<td>BIG STORY</td>
<td>AdvenGbility for American Cigarette</td>
<td>SEARCH</td>
<td>FIRST NIGHTER</td>
<td>NAME THAT TUNE</td>
<td>Red Benson</td>
<td>SEARCH</td>
<td></td>
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<tr>
<td>9:45</td>
<td>BARRIE CRAIG</td>
<td>Confidential investigator</td>
<td>DINAH SHORE</td>
<td>Chevrolet</td>
<td>TWO FOR THE MONEY means comedy</td>
<td>SEARCH</td>
<td>THE BOB HOPE SHOW</td>
<td>A Hope-filled evening of comedy General Foods</td>
<td>SEARCH</td>
<td>JUDY CANAVA</td>
<td>DINAH SHORE</td>
<td>WORDS IN THE NIGHT</td>
<td>SEARCH</td>
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<td>10:00</td>
<td>THE CATHOLIC HOUR</td>
<td>in its 1st year as a leading religious program</td>
<td>MON. thru FRID.</td>
<td>9:45 — DIAL DAVE GARROWAY — 9:45</td>
<td>Armour and Co.</td>
<td>MON. thru FRID.</td>
<td>10:30 — MUSICAL NIGHT EDITOR — 10:35</td>
<td>MON. thru FRID.</td>
<td>TOP TUNES and CHATTER with JOLLY JOE MARTIN</td>
<td>MON. thru FRID.</td>
<td>11:00 — MORGAN BEATTY NEWS — 11:05</td>
<td>MON. thru FRID.</td>
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<td>10:15</td>
<td>WIRE NEWS TOWER</td>
<td>All the News</td>
<td>WOW NEWS TOWER</td>
<td>All the News</td>
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<td>10:30</td>
<td>SAY BINGE</td>
<td>SEARCH</td>
<td>WOW NEWS TOWER</td>
<td>All the News</td>
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<td>10:45</td>
<td>WIRE NEWS TOWER</td>
<td>SPORTS NEWS</td>
<td>WOW NEWS TOWER</td>
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<td>11:00</td>
<td>NEWS SUMMARY</td>
<td>Your University Speaks</td>
<td>NEWS SUMMARY</td>
<td>SEARCH</td>
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Free European Trip For Farm Winner

Farm Groups Invited to Write

Some rural Radio WOW and WOW-TV farm group is going to help a WOW-Land County Agricultural Agent or County Extension Director win a free trip to the British Isles and Europe!

In an exciting campaign, recently announced by Farm Service Director Mal Hansen, rural organizations are invited to write about the fine work done in their area by a County Extension Director or County Agricultural Agent. A group of judges will choose the outstanding Agent or Director on the basis of the presentations by the farm group. Groups such as 4-H Clubs, Home Extension Councils, Rural Youth Groups are invited to submit letters.

The Agent or Director who is selected will accompany Mal on Radio and Television WOW’s Sixth Annual Farm Study Tour to the British Isles and Europe, ABSOLUTELY FREE!

Here is your opportunity to help reward the good work of your County Agricultural Agent or County Extension Director. And it’s easy. Suggest to your farm organization to write a presentation, “Why Our County Agent Should Accompany Mal Hansen to Europe.” Address your letters to Mal Hansen, Radio Station WOW, Insurance Building, Omaha 2, Nebraska.

The winner will be announced on “Farm Service Reporter,” heard Monday through Saturday at 6:30 a.m., over Radio WOW and “TV Farm Reporter,” viewed Monday through Friday at 12:30 p.m. over Television WOW-TV.

Radio WOW Favorites

In a nation-wide radio poll conducted by Radio TV Mirror magazine, the following programs and personalities were chosen as America’s favorites for the 1952-53 season: Dinah Shore, heard Mondays and Fridays at 9 p.m. for Chevrolet is “favorite radio female singer.” Bob Hope, heard Wednesdays at 9 p.m. for General Foods, is “favorite radio comedian.” Jack Webb, heard Sundays at 8:30 p.m. on “Dragnet” for Chesterfields, is “favorite radio dramatic actor.” Groucho Marx, heard Wednesdays at 8 p.m. on “You Bet Your Life” for Desoto-Plymouth, is “favorite radio quizmaster.”

Strike It Rich, heard Monday through Friday at 10 a.m. for Colgate-Palmolive-Peet, is “best radio show.”

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