Big League Tour to Chicago

Send Your Farm Letter Today

Interest is running high throughout WOW-Land on the contest to choose an outstanding County Agricultural Agent or County Extension Director to accompany WOW's Sixth Annual Farm Study Tour to the British Isles and Europe, according to a recent statement by Mal Hansen.

There is still time to reward the good work of your County Agent or Director with a free trip! Suggest to your farm organization to write a presentation, "Why Our County Agent Should Go To Europe."

The winner will be announced on "Farm Service Reporter," Monday afternoon or Tuesday morning over Radio WOW and "TV Farm Reporter," viewed Monday through Fridays at 12:30 P.M. over WOW-TV. Address your letters to Mal Hansen, Radio Station WOW, Insurance Building, Omaha 2, Neb.

—wow—

Summer Railroad Music

Radio WOW's big Monday Night Music remains the same, winter and summer, with one exception, "The Railroad Hour."

Beginning early in June, the new summer format of this popular show evolves around the golden lore of legend, history and literature, all set to romantic music! Big Melodram, the summer guest star, and Gordon MacRae will offer familiar music from many colorful eras of world history. These stories have been adapted by Jerome Lawrence and Robert E. Lee, especially for "The Railroad Hour."

Relax to great music all summer long on "The Railroad Hour," Monday evenings at 7 P.M. over Radio WOW. —wow—

Corn Picking Contest in Planning Stage

In the advance planning stage is the big mechanical corn picking contest, according to a statement recently made by Meredith WOW's Associate Farm Service Director Arnold Peterson.

Full details of the event will be announced later by Mal Hansen and Peterson. Arnold Peterson recently returned from a trip to Iowa, where he conferred on the staging of the event. Still to be selected is the contest site.

the Coronation of
ELIZABETH II

On Tuesday, June 2, Radio WOW will offer the excitement and pageantry of the Coronation of Queen Elizabeth II of Great Britain, under the sponsorship of General Motors.

When the Archbishop of Canterbury places the ancient crown of St. Edward upon the head of Queen Elizabeth II, it will mark, not only the first coronation of a British Queen Regnant in 115 years, but the dramatic high point of Britain's biggest spectacle.

NBC will have a staff of top commentators in London to cover the glittering spectacle, including such world-famous newsmen as Morgan Beatty, George Hicks, Henry Morgan and Merrill Mueller. Consult your local newspaper and tune Radio WOW, at 590 on your listening dial, for the exact program times of this historic event.

Fourth Baseball Tour

White Sox Play on August 29-30

The Fourth Annual WOW Major League Baseball Tour to Chicago was recently announced by Jack Payne.

Comiskey Park in Chicago will be the scene of the American League games involving three of the most popular teams in the league. The Chicago White Sox, whose play-by-play broadcasts are heard every Sunday afternoon on Radio WOW, for Hamm's and the Paramount Radio Shop, will play host to the visiting Red Sox on Saturday, August 29, and bounce back to challenge the New York Yankees in a double-header the next day, September 20.

The complete price of the tour is $64.50, which includes rail transportation aboard a special air-conditioned railroad train (some pullman space available at a nominal extra charge), lodging at the Congress Hotel, inter-city transportation, a cruise on the famous yacht, Wendella, on Lake Michigan, and all meals, except those while members are at Comiskey Park. In addition to the tour members will have some free time of their own.

Departure is scheduled from the Burlington Station in Omaha at 9 P.M. on the evening of Friday, August 28, and will return to Omaha on Monday, August 31, at 7 a.m.

WOW-Land sporting fans are familiar with the Chicago White Sox, and the entire American League for that matter, through the direct major league broadcasts by veteran sportscaster Bob Elson over Radio WOW every Sunday afternoon.

Reservations must be accepted on a first-come, first-served basis, since accommodations are strictly limited. A check for $10.00 for each space will hold your reservation, with the balance payable on or before August 1.

Now is the time to reserve space for the week end of your life! Ask any previous WOW tour member about the wonderful baseball trips. Contact Radio WOW, Insurance Building, Omaha 2, Nebraska, for details. —wow—

Direct Election Coverage

Radio WOW audience will hear on-the-spot reports of the Italian elections on June 7 and 8.
RADIO WOW'S JUNE  
(For Nighttime WOW Schedules Turn to Page 1)

5:30 A. M.—Five Thirty Call—Wake up to the strains of early morn-
ing music .................................................. Daily ex. Sun.
6:00 A. M.—Sunrise News Tower—Local, Regional, National News... Daily ex. Sun.
6:15-6:30 A. M.—Hometowners—Williamson-Dickie ... Tues., Thurs., Sat.
6:20-6:30 A. M.—Welcome to the West ... 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.
Sunday Serenade ... Sun.
7:00 A. M.—WOW News Tower ... Daily ex. Sun.
7:15 A. M.—Alex Dreier—First Network News of the day—Skelly OIl... Daily ex. Sun.
Revival Hour—Gospel Broadcasting Association ... Sun.
8:00 A. M.—WOW News Tower ... Daily ex. Sun.
8:15 A. M.—The 900 Hour—Jolly Joe Martin with Al Lamm at piano ... Mon. thru Fri.
Joe Martin Show Sat.
8:30 A. M.—Chapel Service—Dr. R. R. Brown ... Sun.
9:00 A. M.—Welcome Travelers—Tommy Bartlett for P. & G. ... Mon. thru Fri.
Adventures of Archie Andrews ... Sat.
9:50 A. M.—Double or Nothing—With genial master-of-ceremonies
Bert Parks for Campbell's Soup ... Mon. thru Fri.
Mary Lee Taylor for Pet Milk Sat.
Musically Yours ... Sun.
10:00 A. M.—Strike it Rich—Warren Hull for Colgate ... Mon. thru Fri.
My Secret Story ... Sat.
WOW News Tower—All the latest news ... Sun.
10:15 A. M.—Outdoor Nebraska ... Sun.
10:30 A. M.—The Phrase That Pays ... Mon. thru Fri.
Modern Romances Sat.
U. N. Is My Beat ... Sun.
10:45 A. M.—Bob Hope Show—General Foods ... Mon. thru Fri.
Treasury Salute ... Sun.
11:00 A. M.—Ma Perkins—Oxydol’s long-time favorite. Mon. thru Fri.
Juvenile Jury Sat.
11:15 A. M.—Martha Bohlsen’s Show—Midwest’s leading homemaker. Mon. thru Fri.
11:30 A. M.—Perry Mason, Detective—Procter & Gamble. Mon. thru Fri.
Your Melody Time. Sat.
Eternal Light ... Sun.
11:45 A. M.—Cudahy Quizzes the Mrs.—Cudahy Packing Co. Mon. thru Fri.
Elaine Jabenis—Saturday Scrapbook.

DAYTIME SCHEDULE

12:00 Noon—Four Bell News Tower—The Midwest's most complete news coverage with all of the latest national, interna-
tional, farm and market and local news ... Daily ex. Sun.
WOW News Tower—a complete 15-minute news coverage ... Sun.
12:15 P. M.—The Stars Sing ... Sun.
12:25 P. M.—WOW Calling—June 7, 14, Sun. 28. ... Mon., thru Fri.
12:30 P. M.—WOW Calling—Now, even bigger and better—Nutrena... Mon. thru Fri.
Murphy's Noontime Jamboree—Murphy Products ... Sat.
12:45 P. M.—WOW Calling ... Mon. thru Fri.
1:00 P. M.—WOW Calling—Nob Hill Coffee ... Mon. thru Fri.
National Farm and Home Hour—The nation's top agri-
cultural program by Allis-Chalmers ... Sat.
Baseball, June 7, 14, 21, 28 ... Sun.
1:15 P. M.—Young Doctor Malone—Procter & Gamble ... Mon. thru Fri.
1:30 P. M.—Guiding Light—Sponsored by Duz and Ivory Flakes ... Mon. thru Fri.
Western Hit Parade ... Sat.
Baseball, June 7, 14, 21, 28 ... Sun.
1:45 P. M.—Dick Haymes ... Mon. thru Fri.
Baseball, June 7, 14, 21, 28 ... Sun.
2:00 P. M.—Life Can Be Beautiful—P. & G. Soap ... Mon. thru Sat.
What's the Score ... Sat.
Baseball, June 7, 14, 21, 28 ... Sun.
2:15 P. M.—Road of Life—Interesting to follow—Crisco and Ivory Soap. Mon. thru Fri.
Baseball, June 7, 14, 21, 28 ... Sun.
2:30 P. M.—Pepper Young's Family—You'll like them—P. & G. ... Mon. thru Fri.
Best in Business Sat.
Your Mental Health ... Sun.
2:45 P. M.—Right to Happiness ... Mon. thru Fri.
3:00 P. M.—Backstage Wife—Dreyf ... Mon. thru Fri.
Doin' the Town—with Jolly Joe Martin. Sat.
3:15 P. M.—Stella Dallas—A moving story—Sterling Products ... Mon. thru Fri.
Doin' the Town—with Jolly Joe Martin. Sat.
3:30 P. M.—Young Widder Brown—Sterling Products ... Mon. thru Fri.
3:45 P. M.—The Woman in My House—Manhattan Soap ... Mon. thru Fri.
4:00 P. M.—Just Plain Bill—Whitehall Pharmacal ... Mon. thru Fri.
Doin' the Town—with Jolly Joe Martin. Sat.
The Chase ... Sun.
4:15 P. M.—Front Page Farrell—Whitehall Pharmacal ... Mon. thru Fri.
4:30 P. M.—Lorenzo Jones—Presented by Colgate ... Mon. thru Fri.
Doin' the Town—with Jolly Joe Martin. Sat.
Sammy Kaye ... Sun.
4:45 P. M.—The Doctor's Wife—Ex Lax ... Mon. thru Fri.
Sammy Kaye Serenade ... Sun.
5:00 P. M.—Brighter Day—Procter & Gamble ... Mon. thru Fri.
Reserved for You ... Sat.
Your Wife ... Sun.
5:15 P. M.—Less Back 'n Listen ... Mon. thru Fri.
H. V. Kaltenborn ... Sat.

WOW NEWS TOWER
## WOW-TV JUNE SCHEDULE

### SUNDAYS
- **10:45 A.M.** — Industry On Parade
- **11:00 A.M.** — Christopher Series
- **11:15 A.M.** — What's Your Trouble
- **11:30 A.M.** — Frontier of Faith (NBC)

### MONDAYS
- **5:30 P.M.** — Bob and Ray
- **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 John War (NBC)
- **8:30 P.M.** — The Unexpected (DuMont)
- **9:00 P.M.** — Favorite Story "Neighborhood Pool Dealer" (NBC)
- **9:30 P.M.** — Philco-Ford treasury: Edgewood Tobacco, Holder Cigarettes and Carve Products
- **10:00 P.M.** — Omar Weatherman
- **10:10 P.M.** — Sports by Jack Payne

### TUESDAYS
- **5:30 P.M.** — Cokes Time (CBS)
- **5:45 P.M.** — Camel News Caravan, John Cameron Swayze (NBC)
- **6:00 P.M.** — Texaco Star Theatre: Texas City (CBS)
- **6:30 P.M.** — Eye Witness (NBC)
- **7:00 P.M.** — Island Theatre: Procter & Gamble
- **8:15 P.M.** — Two for the Money "Hoosier H parametro"

### WEDNESDAYS
- **5:30 P.M.** — Cokes Time (CBS)
- **5:45 P.M.** — Camel News Caravan, John Cameron Swayze (NBC)
- **6:00 P.M.** — I Married Joan (NBC)
- **7:00 P.M.** — "Queen of Comedy"

### THURSDAYS
- **5:30 P.M.** — Cokes Time (CBS)
- **5:45 P.M.** — Camel News Caravan, John Cameron Swayze (NBC)
- **6:00 P.M.** — You Bet Your Life for BETSO (DuMont)
- **6:30 P.M.** — Cisco Kid "Superman Direct"
- **7:00 P.M.** — "Detective Sergeant Friday"

### FRIDAYS
- **5:30 P.M.** — Cokes Time (CBS)
- **5:45 P.M.** — Camel News Caravan, John Cameron Swayze (NBC)
- **6:00 P.M.** — Your TV for BETSO (DuMont)
- **6:30 P.M.** — Cisco Kid (NBC)
- **7:00 P.M.** — "Blow by Blow Accounts"

**Mondays Through Fridays . . . Daytime Schedule**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>7:00 A.M.</td>
<td>TODAY, with Dave Garroway (NBC)</td>
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<tr>
<td>7:30 A.M.</td>
<td>Daily Meditation</td>
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<tr>
<td>8:00 A.M.</td>
<td>Ding Dong School (NBC)</td>
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<tr>
<td>8:30 A.M.</td>
<td>Prologue to Future (NBC)</td>
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<tr>
<td>9:00 A.M.</td>
<td>Ask Washington (NBC)</td>
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<tr>
<td>9:30 A.M.</td>
<td>Mrs. U.S.A. (NBC)</td>
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<tr>
<td>10:00 A.M.</td>
<td>Coffee Time Playhouse</td>
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<tr>
<td>11:15 A.M.</td>
<td>Ladies Beware</td>
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</tbody>
</table>

- **1:30 P.M.** — Welcome Travelers (NBC)
- **2:30 P.M.** — Ladies Choice (NBC)
- **3:00 P.M.** — Martha's Kitchen (NBC)
- **3:30 P.M.** — Howdy Doody (NBC)
- **4:00 P.M.** — Sailor Dan (NBC)
- **4:15 P.M.** — Trail Time (NBC)
- **5:00 P.M.** — Stand By for Action (NBC)
Ladies Choice Starts June 8

American Women Pick Talent

The women of America will select the talent that will appear in the new variety series, Ladies Choice, which will be presented by NBC-TV over WOW-TV Monday through Friday at 2:30 p.m., beginning Monday, June 6.

The series will feature performers ranging from top-flight professionals to unknown amateurs. Handsome Johnny Dugan of the rich tenor voice, and presently the star of his own show, will emcee the program which will originate on the West Coast.

The acts will be selected by women exclusively. Women's clubs throughout the country will name their favorite performer and a representative of each club will personally present their organization's choice on the program.

WOW-TV

NCAA Grid Tilts Again on Channel 6

For the third consecutive year, WOW-TV will carry the schedule of collegiate football games as authorized by the National Collegiate Athletic Association. General Motors will sponsor the broadcasts for the second successive year.

The broadcasts will start Saturday, September 19, and continue through December 5.

WOW-TV

Special Program for FORD

The Ford Motor Company celebrates its 50th anniversary with a two-hour program, Monday, June 15 over WOW-TV, recapitulating the major events of 1933-34. Show time is 7 p.m.

WOW-TV

Omaha Teacher Given "This Is Your Life" By Friends

Parents, teachers and students at Omaha's Walnut Hill Elementary school paid tribute to a beloved kindergarten teacher resigning after 25 years service by staging a "This Is Your Life" for her in nearly every detail to the network program seen on Channel 6 Wednesday evenings.

Playing the part of Ralph Edwards was WOW-TV's Farm Service Director Mal Hansen, who has children at the school.

The surprised and happy subject was Miss Dorothy Lyle. Hansen recapitulated the story of Miss Lyle's life, abetted by recordings of the teacher's relatives and friends. Often, after the recorded voices, the real subjects stepped out on the stage to greet Miss Lyle just as they do on Ralph Edwards' "This Is Your Life".

WOW-TV

Muggs Named Nebraska 'Admiral'

Nebraska Governor Robert Crosby has appointed J. Fred Muggs, the jolly chimp seen on the early morning show, an Admiral in The Great Navy of the State of Nebraska.

The Admiral's commission, along with an identification card, was presented to J. Fred by W. O. Swanson, Director of Program Development for WOW-TV, who admitted in a letter of notification to Dave Garroway: "I must admit this is about the most unusual form I have ever performed as Governor of Nebraska."

The commission itself also appeared as written by Theodore W. Metcalf, chief admiralty, stated that Muggs had been granted the admiralty in recognition of his "patriotism, valor, fidelity and ability" and after knowing him "as a good fellow, loyal friend and neighbor.""

WOW-TV

NBC TV and WOW TV Shows Win Peabodys

The National Broadcasting Company walked off with seven of the 13 Peabody Radio and Television Awards made recently in New York City. NBC-TV winners included: Ding Dong School as the outstanding children's program, Meet the Press as the outstanding news program, Mister Peepers and Your Hit Parade for outstanding entertainment, and Victory at Sea which received a special award.

All of the above programs are now or have been seen on WOW-TV.

WOW-TV

Carmichael spotlighted that "Star Dust" man, songwriter Hoagy Carmichael, will be heading your way in a new star-studded Saturday night starring Saturday Night Revue, starting June 6.

A name band each week, plus an NBC star, will appear in the show with Hoagy. Program starts at 7 p.m.

WOW-TV

Wow News Tower

CORONATION ON JUNE 2

Plan Two Special TV Programs

The "Once-In-A-Lifetime" event is just around the corner. Yes, the Coronation of Elizabeth II of Great Britain is Tuesday, June 2.

The historic event will be seen in this area on WOW-TV, Channel 6, in two programs Coronation Day, from 4 to 6 p.m. and from 6:30 to 10 p.m.

Preparations by NBC-TV have been elaborate to insure the nation's viewers the fastest and best possible coverage of the Coronation. WOW-TV is the NBC-TV station in this area.

Chartered Plane

NBC has chartered a Pan American DC-6 Clipper to speed its films back to this country. Seats in the Clipper will be reserved for NBC News cameramen and technicians equipped with the cameras will be flying back to Britain. NBC News cameramen have been trained for this flight and will also be filming the Coronation in London. When the Coronation is over, the NBC team will be in Ottawa for the Coronation of Queen Elizabeth II.

Four of NBC's top commentators will cover the Coronation. They are Merrill Mueller, Morgan Beatty, George Hicks and Henry Cabot.

Meantime, while preparations are being made for coverage of the Coronation itself, NBC has prepared and WOW-TV has carried a wide variety of appropriate programs in advance of the historic event to "set the scene" for the television viewer.

During May, today, WOW-TV's early morning "The World" and special feature shows, seen on Channel 6 from 7 to 8:30 a.m., presented a series of weekly Coronation features.

Here is one of the main reasons why WOW-TV viewers will get the fastest, fullest coverage possible of the Coronation of Queen Elizabeth II on Tuesday, June 2.

Show is a gateway of the program from American broadcasting which has hurried to send its Coronation films back to the U.S.A. Seats in the Clipper will be reserved for NBC News cameramen and technicians equipped with the cameras will be flying back to Britain. NBC News cameramen have been trained for this flight and will also be filming the Coronation in London. When the Coronation is over, the NBC team will be in Ottawa for the Coronation of Queen Elizabeth II.

First Photos On "Today"

The NBC television network will bring America the first photographs of Queen Elizabeth's Coronation June 2 on its early morning news and feature show, Today. (Editor's Note: As the News Tower goes to press, WOW-TV programming plans call for the station to sign on at 7:30 a.m. Coronation Morning would bring the Today photographs to viewers in the Channel 6 area. It would be wise to check newspaper listings to check this tentative sign-on time.)

WOW-TV

WOW-News Tower

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

Issued to Increase Enjoyment of WOW-TV Television Programs

SEE THE CORONATION ON CHANNEL 6
<table>
<thead>
<tr>
<th>TIME</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
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<td>4-BELL NEWS TOWER All the News</td>
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<td>6:00</td>
<td>SUNDAY IN THE COUNTRY</td>
<td>900 MELODY LANE</td>
<td>THE BEST IN MUSICAL SELECTIONS</td>
<td>THE CISCO KID</td>
<td>THE CISO KID</td>
<td>THE CISCO KID</td>
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<td>Nebraska Clothing Co. with MAL HANSEN</td>
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<td>7:00</td>
<td>PHIL HARRIS and ALICE FAYE</td>
<td>THE RAILROAD HOUR</td>
<td>EDDIE FISHER SHOW</td>
<td>WALK A MILE</td>
<td>ROY ROGERS</td>
<td>EDDIE FISHER SHOW</td>
<td>ROSEMARY CLOONEY</td>
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<td></td>
<td>RCA Victor</td>
<td>With Gordon McRae and Norman Luboff's Orchestra</td>
<td>Coca-Cola</td>
<td>Bill Cullen R. J. Reynolds Tobacco</td>
<td>King of the Cowboys Kenneth Banghart</td>
<td>Coca-Cola</td>
<td>Rosemary Clooney</td>
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<tr>
<td>7:30</td>
<td>BEST PLAYS</td>
<td>VOICE OF FIRESTONE</td>
<td>FIRST NIGHTER</td>
<td>THE GREAT GILDERSLEEVE</td>
<td>FATHER KNOWS BEST</td>
<td>MANTOVANI'S MUSIC</td>
<td>MEDICINE, U.S.A.</td>
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<td></td>
<td>Guest stars with Howard Barrow's Orchestra and Chorus</td>
<td>No. 1 on the wet parade</td>
<td>You'll laugh at &quot;Glibby&quot; and Company-Kraft Foods</td>
<td>with Robert Young General Foods</td>
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<td>8:00</td>
<td>DRAGNET</td>
<td>TELEPHONE HOUR</td>
<td>MARTIN and LEWIS</td>
<td>THE GROUCHO MARX SHOW</td>
<td>TRUTH OR CONSEQUENCES</td>
<td>TO BE ANNOUNCED</td>
<td>PEE WEE KING Jazz</td>
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<td>Stories based on cases from L.A. police files</td>
<td>Donald Vochees with Bell Symphonic Orchestra and guest singers</td>
<td>No. 1 on the wet parade</td>
<td>It's fun when Groccho takes over DeSoto-Plymouth</td>
<td>Ralph Edwards for Pet Milk</td>
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<td>Jazz unlimited</td>
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<td>8:30</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>PIBBER McGEE and MOLLY Reynolds Metals</td>
<td>BIG STORY</td>
<td>TO BE ANNOUNCED</td>
<td>BOB and RAY</td>
<td>GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert</td>
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<td>9:00</td>
<td>BARRIE CRAIG</td>
<td>DINAH SHORE</td>
<td>TWO FOR THE MONEY</td>
<td>THE BOB HOPE SHOW</td>
<td>JUDY CANOVA SHOW</td>
<td>DINAH SHORE</td>
<td>BOB and RAY</td>
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<td>Confidential investigator</td>
<td>WORDS IN THE NIGHT</td>
<td>means</td>
<td>A Hope-dale evening</td>
<td>SHOW</td>
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<td>of comedy</td>
<td>Hillbilly Fun</td>
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<td>10:00</td>
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<td>MEREDITH WILLSON'S MUSIC ROOM</td>
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<td>SPORTS with Jack Payne</td>
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<td>10:45</td>
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New Disc Jockeys...

These Silly, Silly boys, Bob and Ray, are now disc jockeys! Laugh with them at their new late-evening listening time, 11:05 p.m., Monday through Saturday nights, on Radio WOW.

—WOW—

First' Night Off

Veteran Radio WOW staffer Tom Chase recently took his first Saturday night off in more than 22 years, excluding vacations and rare illnesses.

Chase, a member of Radio WOW's announcing staff for nearly 23 years, joined the station in 1930 and assumed the Saturday evening announcing duties soon after. He has handled radio's original "big night" ever since. Uncle Tom is well-known to many thousands of WOW-TV youngsters who regularly view his popular "Trail Time," seen at 4:15 p.m., Monday through Fridays on Channel 6.

Meredith WOW, Inc., General Manager Frank P. Fogarty announced that the station picked up the tab, when Tom and Mrs. Chase dined out on his "first" Saturday night off.

—WOW—

Mennen Week Saluted

Radio WOW saluted "Mennen Week" on the air last month, as a tribute to our good friend, The Mennen Company, manufacturers of men's toiletries and baby products, whose messages are regularly heard on Radio WOW.

Mennen moved into a beautiful, modern new plant in New Jersey, about the first of this year. From a small drug-store beginning almost 75 years ago, the Mennen Company is now the fastest selling men's line in the world.

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Meeting of Rural Homemakers

The Seventh Annual Iowa-Kansas-Nebraska Rural Homemakers Leadership Recognition Day was recently held in Omaha, under the sponsorship of the Omaha Chamber of Commerce.

Radio WOW provided live entertainment for a luncheon, which was emceed by Farm Service Director Mal Hansen.

—WOW—

Martha Bohlsen Day...

Lovely Lady of song, Rosemary ("Come On-A My House") Clooney, invites radio audiences to "come on-a listen" to her new musical series every Tuesday and Friday evenings at 7:15 p.m. on Radio WOW.

—WOW—

Cudahy Quizzes Gold's Food Shoppers

"Cudahy Quizzes the Mrs.," for the Cudahy Packing Company, played to an enthusiastic audience of food shoppers last month at Gold's, Lincoln's busy department store.

As part of the week-long Gold's Food Week, emcee Ken James and Ben Larson originated the friendly quiz session, heard Monday through Friday mornings at 11:45 a.m. on Radio WOW, direct from Lincoln, where they personally greeted many of their friends who live in that area.

Lincoln Cudahy Boosters...

"Cudahy Quizzes the Mrs." from Gold's Department Store in Lincoln, with quizmaster Ken James (right) and Ben Larson. Enjoy this fun-filled quarter-hour every weekday morning at 11:45 a.m. on Radio WOW.