

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW Radio and Television Programs

Vol. 17, No. 8

OMAHA, NEBRASKA, APRIL 1, 1953

Published Monthly

Radio WOW Marks 30 Years

"Cudahy Quizzes" Moves to Lincoln May 11-12

Gold's, Lincoln's busy department store, will be the scene of live "Cudahy Quizzes the Mrs." shows on the afternoons of Monday, May 11 and Tuesday, May 12 at 2:30 p.m.

As part of the week-long Gold's Food Week, May 11 to 16, emcee Ken James and Ben Larson will move the popular Cudahy show to Lincoln and broadcast direct from the store.

"Cudahy Quizzes the Mrs." regularly heard Monday through Friday mornings at 11:45 over Radio WOW, features warm, friendly quiz interviews with your friends and neighbors from a different food center each day. The participants, who are asked their opinions on a current controversial topic, are awarded product prizes from the sponsor, The Cudahy Company.

The two WOW-Land favorites, Ken James and Ben Larson, are looking forward to personally meeting with their listening friends in the Lincoln area in the auditorium at Gold's department store in Lincoln on May 11 and 12 at 2:30 each afternoon.

We wonder how far around the world the call letters WOW have traveled since they originally belonged to the steamship Henry J. Bibble before it was decommissioned and gave up its radio license and call letters to Radio WOW in 1926?

Cooper Heard on Noon News

The O. A. Cooper Company, makers of "quality-guaranteed" feeds are now broadcasting Cooper messages on this region's highest rated newscast, Radio WOW's "Four Bell Noon Newstower," every Monday, Wednesday and Friday.

Three times a week Radio WOW listeners hear how Cooper guarantees its quality through laboratory and farm testing of poultry, turkey, hog and cattle feed.

We invite you and your friends and neighbors to tune to Radio WOW daily at 12 noon and listen to the complete roundup of local, regional, national and international news.

Radio WOW Head ...



GENERAL MANAGER FRANK P. FOGARTY of Meredith WOW, Inc., heads Radio Station WOW, the leading broadcasting station in WOW-Land by over 100,000 families.

—WOW—

WOW on Air 'Too Much'

The following letter to the editor appeared in the Monday, November 26, 1923 issue of the old "The Omaha Daily News."

"Editor Omaha Daily News:

I wish to state my views concerning the broadcasting station of WOAW (now Radio WOW) or the Woodmen of the World Life Insurance Association, in which they broadcast too often and too much. They are on the air every evening from 6 to nearly 8 and 9 to nearly 11, excepting Wednesday, and the Omaha Grain Exchange usually takes up that time (with market information). So a fellow with a time or bulb set might as well junk his set or stay up until after 11 o'clock in order to get out-of-town stations.

Do not mind the hours from 9 to 11, but wish they would stay off the air from 6 to 8, as the eastern stations are broadcasting at that period.

(Signed): An Ardent Listener."

How time flies. We wonder what Ardent Listener has to say today with Radio Station WOW on a 5:30 a.m. to 12 midnight broadcasting schedule, including Wednesdays?

590 on Your Dial Since April, 1923

On April 2, 1953, Radio Station WOW marked its 30th year of radio broadcasting service to midwest listeners.

Radio Station WOW was the first major radio broadcasting station established west of the Mississippi River, formed some four years prior to joining NBC (September 4, 1927) by the Woodmen of the World Life Insurance Society. Two all-time radio greats, Lambdin Kay of WSB, Atlanta, who established the phrase "covers Dixie like the dew," and Harold Hough of WBAP, Fort Worth, "The Hired Hand," were among the strong Woodmen members who encouraged the Society to enter radio broadcasting.

The station, first known as "WOAW," moved from its original "crystal studios" on December 8, 1935, into the present beautiful studios in the Insurance Building in Omaha. At about the same time, Radio WOW installed a modern new transmitter on a 22 acre plot of ground northwest of Omaha.

In June, 1926, the government allotted Radio WOW the 590-kilocycle frequency, one of the most valuable "wave-lengths" in the entire broadcast spectrum. Radio WOW has been "at 590 on your dial" ever since, a frequency which enables the station to be clearly heard for almost 200 miles in all directions from Omaha, the largest area of any Nebraska station.

In these early days the staff consisted of just six persons, one of whom was Lester Palmer, a part-time announcer, now a municipal judge and Mr. W. J. Kotera, now WOW's chief engineer. Today, the staff of Meredith WOW, Inc., numbers some 122.







Because of its affiliation with NBC and its constant production of good local programs, Radio WOW has the greatest share of the 390,000 families in WOW-Land by more than 100,000 families!

Carrying on the tradition of such beloved pioneers in radio as the late John J. Gillin, Jr., formerly General Manager of Radio WOW and Foster May of "take it away, Foster May" fame, Radio WOW is owned by the Meredith Publishing Company and headed by General Manager, Frank P. Fogarty.

RADIO WOW'S APRIL 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.	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.
6:00 A. M.—Sunrise News Tower—Local, Regional, National News....	Daily ex. Sun.	WOW News Tower—A complete 15-minute news coverage.....	Sun.
6:15 - 6:20 A. M.—Today's Farm Story—J. C. Robinson Seed Co.....	Mon., Wed., Fri.	12:15 P. M.—Riders of the Purple Sage—Archer-Daniels, Midland.....	Sun.
6:15 - 6:30 A. M.—Welcome to the West.....	Tues., Thurs., Sat.	12:30 P. M.—WOW Calling—Now, even bigger and better—Nutrena... Murphy's Noontime Jamboree—Murphy Products.....	Mon. thru Fri. Sat.
6:20 - 6:30 A. M.—Welcome to the West.....	Mon., Wed., Fri.	Your Mental Health.....	Sun.
6:25 - 6:30 A. M.—Willard Messenger—Willard Tablet Co.....	Mon., Wed., Fri.	12:45 P. M.—WOW Calling	Mon. thru Fri.
6:30 - 7:00 A. M.—Farm Service Reporter—Farm and Market News for Garst & Thomas and Ralston Purina.....	Daily ex. Sun.	1:00 P. M.—WOW Calling—Nob Hill Coffee.....	Mon. thru Fri.
Sunday Serenade	Sun.	National Farm and Home Hour—The nation's top agricultural program by Allis-Chalmers.....	Sat.
7:00 A. M.—WOW News Tower.....	Daily ex. Sun.	Sunday in the Country—The Nebraska Clothing Co. with Mal Hansen.....	Sun.
NBC News	Sun.	1:15 P. M.—Young Doctor Malone—Procter & Gamble.....	Mon. thru Fri.
7:15 A. M.—Alex Dreier—First Network News of the day—Skelly Oil..	Daily ex. Sun.	1:30 P. M.—Guiding Light—Sponsored by Duz and Ivory Flakes.....	Mon. thru Fri.
7:30 A. M.—Breakfast Bandstand—Music, Time—Mennen Co.....	Daily ex. Sun.	Western Hit Parade.....	Sat.
Revival Hour—Gospel Broadcasting Association.....	Sun.	Martha's Garden	Sun.
8:00 A. M.—WOW News Tower.....	Daily ex. Sun.	1:45 P. M.—Dick Haymes	Mon. thru Fri.
8:15 A. M.—The 590 Hour—Jolly Joe Martin with Al Lamm at piano... Potluck	Mon. thru Fri. Sat.	National Guard	Sun.
8:30 A. M.—Potluck	Sat.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.....	Mon. thru Sat.
Chapel Service—Dr. R. R. Brown.....	Sun.	What's the Score.....	Sat.
8:45 A. M.—The American Trail.....	Sat.	Critic at Large.....	Sun.
9:00 A. M.—Welcome Travelers—Tommy Bartlett for P. & G.....	Mon. thru Fri.	2:15 P. M.—Road of Life—Interesting to follow—Crisco and Ivory Soap. Youth Brings You Music.....	Mon. thru Fri. Sun.
Adventures of Archie Andrews.....	Sat.	2:30 P. M.—Pepper Young's Family—You'll like them—P. & G.....	Mon. thru Fri.
9:30 A. M.—Double or Nothing—With genial master-of-ceremonies Bert Parks for Campbell's Soup.....	Mon. thru Fri.	Best in Bands.....	Sat.
Mary Lee Taylor for Pet Milk.....	Sat.	Bob Considine—Mutual Benefit of Omaha.....	Sun.
Joe Martin Show.....	Sun.	2:45 P. M.—Right to Happiness.....	Mon. thru Fri.
10:00 A. M.—Strike it Rich—Warren Hull for Colgate.....	Mon. thru Fri.	Elmo Roper	Sun.
My Secret Story.....	Sat.	3:00 P. M.—Backstage Wife—Dreft	Mon. thru Fri.
WOW News Tower—All the latest news.....	Sun.	Doin' the Town—with Jolly Joe Martin.....	Sat.
10:15 A. M.—Outdoor Nebraska.....	Sun.	G. I. Joe	Sun.
10:30 A. M.—The Phrase That Pays.....	Mon. thru Fri.	3:15 P. M.—Stella Dallas—A moving story—Sterling Products.....	Mon. thru Fri.
Modern Romances	Sat.	Doin' the Town—with Jolly Joe Martin.....	Sat.
Treasury Salute.....	Sun.	3:30 P. M.—Young Widder Brown—Sterling Products.....	Mon. thru Fri.
10:45 A. M.—Bob Hope Show—General Foods.....	Mon. thru Fri.	Jason and the Golden Fleece.....	Sun.
National Guard	Sun.	3:45 P. M.—The Woman in My House—Manhattan Soap.....	Mon. thru Fri.
11:00 A. M.—Ma Perkins—Oxydol's long-time favorite.....	Mon. thru Fri.	4:00 P. M.—Just Plain Bill—Whitehall Pharmaceutical.....	Mon. thru Fri.
Juvenile Jury	Sat.	Doin' the Town—with Jolly Joe Martin.....	Sat.
National Radio Pulpit.....	Sun.	The Chase.....	Sun.
11:15 A. M.—Martha Bohlsen's Show—Mid-west's leading homemaker..	Mon. thru Fri.	4:15 P. M.—Front Page Farrell—Whitehall Pharmaceutical.....	Mon. thru Fri.
11:30 A. M.—Perry Mason, Detective—Procter & Gamble.....	Mon. thru Fri.	4:30 P. M.—Lorenzo Jones—Presented by Colgate.....	Mon. thru Fri.
Your Melody Time.....	Sat.	Doin' the Town—with Jolly Joe Martin.....	Sat.
Eternal Light.....	Sun.	Sammy Kaye Serenade.....	Sun.
11:45 A. M.—Cudahy Quizzes the Mrs.—Cudahy Packing Co.....	Mon. thru Fri.	4:45 P. M.—The Doctor's Wife—Ex Lax	Mon. thru Fri.
Elaine Jabenis—Saturday Scrapbook.....	Sat.	Sammy Kaye Serenade.....	Sun.
		5:00 P. M.—Brighter Day—Procter & Gamble.....	Mon. thru Fri.
		Reserved for You.....	Sat.
		Your Witness	Sun.
		5:15 P. M.—Lean Back 'n' Listen.....	Mon. thru Fri.
		H. V. Kaltenborn.....	Sat.

SUNDAYS	MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS	FRIDAYS	SATURDAYS
12:00 Noon—Industry on Parade	6:00 P. M.—Doors of Knowledge	6:00 P. M.—Short, Short Drama Pepsi-Cola	6:00 P. M.—Doors of Knowledge	6:00 P. M.—Short, Short Drama Pepsi-Cola	6:00 P. M.—MEET THE VEEP	2:30 P. M.—MOVIE TIME
12:15 P. M.—What's Your Trouble	6:15 P. M.—Coffey Reporting	6:15 P. M.—Coffey Reporting	6:15 P. M.—Coffey Reporting	6:15 P. M.—Coffey Reporting	6:15 P. M.—Coffey Reporting	4:00 P. M.— WESTERN FEATURE
12:30 P. M.—Frontiers of Faith	6:30 P. M.—THOSE TWO Procter & Gamble (NBC)	6:30 P. M.—DINAH SHORE General Motors Chevrolet (NBC)	6:30 P. M.—THOSE TWO Procter & Gamble (NBC)	6:30 P. M.—DINAH SHORE General Motors Chevrolet (NBC)	6:30 P. M.—THOSE TWO Procter & Gamble (NBC)	5:00 P. M.— ROY ROGERS General Foods (NBC)
1:00 P. M.—THIS IS THE LIFE	6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC)	5:30 P. M.— HOPALONG CASSIDY Roberts Dairy
1:30 P. M.—American Forum of the Air	7:00 P. M.—Winchell and Mahoney Crosley and Speidel (NBC)	7:00 P. M.— TEXACO STAR THEATRE Texas Co. (NBC)	7:00 P. M.—I MARRIED JOAN (NBC)	7:00 P. M.—You Bet Your Life for DeSOTO (NBC)	7:00 P. M.—MARCH OF TIME Miller Brewing Co.	6:00 P. M.— Terry and the Pirates (Canada Dry) alternates with Renfrew of the Mounted
2:00 P. M.—VICTORY AT SEA	7:30 P. M.— VOICE OF FIRESTONE (NBC)	7:30 P. M.— BUICK THEATRE Every 4th Week General Motors (NBC)	7:30 P. M.— CAVALCADE OF AMERICA DuPont (NBC)	7:30 P. M.—CISCO KID Butter-nut Bread	7:30 P. M.— Dangerous Assignment	8:00 P. M.— "All-American Hero"
3:00 P. M.— KUKLA, FRAN and OLLIE	 "Pioneer in Music" Howard Barlow	8:00 P. M.—Fireside Theatre Procter & Gamble	8:00 P. M.— SCOTT MUSIC HALL Scott Paper Co. (NBC)	8:00 P. M.—DRAGNET Liggett & Myers	 "Steve Mitchell— Soldier of Fortune" Brian Donlevy	 Terry Lee
3:30 P. M.—ZOO PARADE	4:00 P. M.— HALLMARK THEATRE Hall Bros. (NBC)	8:30 P. M.—CIRCLE THEATRE Armstrong	8:00 P. M.— KRAFT TELEVISION THEATER (NBC)	8:30 P. M.—FORD THEATRE Ford Motors (NBC)	8:00 P. M.—BIG STORY American Cigar & Cigarette Co., Simoniz (NBC)	6:30 P. M.— MY HERO Phillip Morris (NBC)
4:30 P. M.—Vacationland America (Fram Corp.)	4:45 P. M.— Window on Washington with Bill Henry Sunbeam Corp. (NBC)	9:00 P. M.—Two for the Money P. Lorillard (NBC)	9:00 P. M.—This Is Your Life Hazel Bishop (NBC)	9:00 P. M.—Martin Kane, Private Eye U. S. Tobacco	8:30 P. M.—The Aldrich Family Campbell Soup (NBC)	7:00 P. M.— ALL-STAR REVUE Pet Milk Johnson & Johnson Studebaker (NBC)
5:30 P. M.— WILD BILL HICKOK Kellogg's	8:00 P. M.—EYE WITNESS Pearson Pharmacal (NBC)	9:30 P. M.—CLUB EMBASSY P. Lorillard (NBC)	9:30 P. M.— RED SKELTON Procter & Gamble	9:30 P. M.—Douglas Fairbanks, Jr. Presents Phillips Petroleum	9:00 P. M.—Cavalcade of Sports Gillette (NBC)	8:00 P. M.— SHOW OF SHOWS R. J. Reynolds, SOS, Benrus, Griffin Mfg., Lehn & Fink, Prudential (NBC)
6:00 P. M.—RANGE RIDER alternates with GENE AUTRY P. F. Petersen Baking	8:30 P. M.—Robert Montgomery Presents for Lucky Strike and Johnson Wax (NBC)	9:45 P. M.— ON THE LINE with BOB CONSIDINE Mutual of Omaha	 "The Mean Widdle Kid" Red Skelton	10:00 P. M.—OMAR Weatherman	9:45 P. M.—Greatest Fights Vaseline Hair Tonic	9:30 P. M.— DEATH VALLEY DAYS Pacific Coast Borax alternates with HEILEMAN'S FAMOUS PLAYHOUSE Heileman Brewing
6:30 P. M.—MR. PEEPERS Reynolds Metals (NBC)	9:30 P. M.—The Unexpected Omaha Public Power District	 "Human Side of the News" Bob Considine	 "Pert and Pretty Hit Parader" Dorothy Collins	10:10 P. M.—Sports by Jack Payne	10:00 P. M.—OMAR Weatherman	10:00 P. M.—Sports Showcase Auto-Brite (DuMont)
7:00 P. M.— COMEDY HOUR Colgate (NBC)	10:00 P. M.—OMAR Weatherman	10:00 P. M.—OMAR Weatherman	11:00 P. M.—MOVIE TIME	10:15 P. M.—News with Ray Clark McFaydens, Inc.	10:10 P. M.—Sports by Jack Payne	10:15 P. M.— WRESTLING from CHICAGO (DuMont) Metropolitan Utilities District
8:00 P. M.— PHILCO TELEVISION PLAYHOUSE alternates with GOODYEAR THEATER (NBC)	10:10 P. M.—Sports by Jack Payne	10:10 P. M.—Sports by Jack Payne		10:15 P. M.—News with McBride Standard Oil	10:15 P. M.—News with McBride (Standard Oil)	11:15 P. M.—MOVIE TIME
9:00 P. M.— THE DOCTOR Procter & Gamble (NBC)	10:15 P. M.—News with McBride (Standard Oil)	10:15 P. M.—News with Ray Clark McFaydens, Inc.		10:30 P. M.—Plainclothesman Edgeworth Tobacco and Holiday Cigarettes	10:30 P. M.—YOUR WITNESS	
9:30 P. M.— DENNIS DAY (RCA)	11:00 P. M.—MOVIE TIME	11:00 P. M.—MOVIE TIME		11:00 P. M.—MOVIE TIME	11:00 P. M.—MOVIE TIME	

Monday Through Fridays . . . Daytime Schedule

7:00 A. M.—TODAY, with Dave Garroway (NBC)	11:40 A. M.—CUP AND SAUCER CLUB	2:00 P. M.—BREAK THE BANK (NBC)
9:00 A. M.—DING DONG SCHOOL (NBC)	11:55 A. M.—DAILY MEDITATION	2:30 P. M.—WELCOME TRAVELERS (NBC)
9:30 A. M.—PROLOGUE TO FUTURE (NBC)	12:00 Noon—SNICKER FLICKERS	3:00 P. M.—KATE SMITH (NBC)
10:00 A. M.—ASK WASHINGTON (NBC)	12:30 P. M.—TV FARM REPORTER with MAL HANSEN	4:00 P. M.—HAWKIN'S FALLS (NBC)
10:30 A. M.—MRS. U. S. A. (NBC)	12:45 P. M.—MID-DAY NEWS REEL	4:15 P. M.—GABBY HAYES (NBC)
11:00 A. M.—TIME OUT LADIES (M-W-F) TO YOUR HEALTH (T-Th)	1:00 P. M.—ONE FOR THE PRIZES	4:30 P. M.—HOWDY DOODY (NBC)
11:30 A. M.—MORNING STAR TIME	1:30 P. M.—MARTHA'S KITCHEN	5:00 P. M.—SAILOR DAN
		5:15 P. M.—TRAIL TIME



Bob Hope



Martha Bohlsen



Lee Tracy



Imogene Coca



Jimmy Powers



Martin and Lewis



Range Rider



Jack Payne

Keep This Schedule Near Your Set! Watch WOW News Tower or Your Local Newspaper For Changes and New Shows!

*EFFECTIVE SUNDAY, APRIL 26, MANY WOW-TV PROGRAMS WILL BE SEEN ONE HOUR EARLIER BECAUSE OF DAYLIGHT SAVINGS TIME IN THE EAST

Centenarian Contest Winners

Tecumseh Woman and Omaha Man

(Picture at Right)

A 110-year-old Tecumseh, Nebraska, woman and a 106-year-old Omaha man are the winners of WOW-TV's "Beauty Contest for Centenarians."

The winners are: Mrs. Betsy Baker and Mr. Wayland Newell.

WOW-TV has forwarded their pictures on to the National Broadcasting Company for entry in the national contest.

National men and women winners will each receive \$500 in cash.

Mrs. Baker lives with her daughter in Tecumseh.

A next door neighbor, Mr. Paul Betzelberger, entered Mrs. Baker in the contest.

Mr. Newell resides at the Jonas Baptist Home in Omaha, as do his daughter and son-in-law, Mr. and Mrs. A. C. Rice. It was 82-year-old Mr. Rice who entered Mr. Newell in the contest.

WOW-TV conducted the "Beauty Contest for Centenarians in conjunction with the Colgate Comedy Hour and the National Broadcasting Company.

The contest was held in connection with the 100th telecast of the Comedy Hour on Sunday, March 22.

—WOW-TV—

'Hamlet' Coming

Here's a "Once-in-a-lifetime" treat for drama lovers:

Maurice Evans in "Hamlet."

Shakespeare's great play, starring one of the leading actors of the Broadway stage, will be presented on WOW-TV in a special two-hour dramatization, Sunday, April 26 from 1:30 to 3:30 p.m.

—WOW-TV—



Smiling John Baer plays Terry in the television dramatization of Terry and the Pirates seen alternate Saturdays at 6 p.m. on Channel 6.



Wayland M. Newell, 106-year-old Omaha man, and Mrs. Betsy Baker, 110-year-old Tecumseh woman are the winners of WOW-TV's "Beauty Contest for Centenarians." Their pictures will now be judged in the National contest.

Top Stake Horse Races for Channel 6 Viewers

Channel 6 viewers can be "rail-birds" at 10 of the nation's top stake horse races.

Yes, beginning Saturday, April 18, and for 10 consecutive Saturdays, the day's top race will be spotlighted from tracks across the nation.

Post time for this Gillette Cavalcade of Sports feature is 3 p.m., starting Saturday, April 18.

—WOW-TV—

'One Man's Family' Returns

The beloved Barbour's of One Man's Family return to WOW-TV on Saturday, April 25 at 6:30 p.m.

Effective that date, My Hero, starring Bob Cummings, moves to 7 p.m., Saturdays.

—WOW-TV—

'Terry and Pirates' on WOW-TV

(Picture at Left)

Terry and the Pirates, one of the most popular comic strips of all time, is brought to life on television in a thrilling series every other Saturday at 6 p.m. over Channel 6.

Like the cartoon, the show, presented by Canada Dry, combines comedy, high adventure and romance in proportions designed to appeal to the whole family. The scene of action is the Orient, where anything can happen and usually does, bringing Terry and his copilot Hotshot Charlie into the thick of it. The accent is on international intrigue.

Terry himself, the clever youth who outsmarts assorted villains between chores of piloting an Air Cathay plane, is played by John Baer, star of Pasadena Playhouse. Hotshot Charlie, the breezy "fly-boy" whose quick humor is his American trademark, is brought to life by William Tracy.

Omaha on 'March of Time'

March of Time cameras paid a visit to Omaha recently and on April 3, WOW-TV will carry the special program.

Included in the half-hour program will be shots of Omaha's railroad and live stock industries. Also scenes of Omaha and Council Bluffs residential districts will be spotlighted.

The special program will be seen on the March of Time, Friday, April 3 at 7 p.m. and will be presented by the Miller Brewing Company.

—WOW-TV—

News for Standard...



News-caster Bill McBride is featured in Bill McBride and the News presented Monday, Wednesday and Friday at 10:15 p.m. by the Standard Oil Company.

WOW NEWS TOWER

... 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



Marciano vs. Walcott in April

Big Match on Channel 6

(Pictures at Left)

The fight boxing fans have been waiting for—the return title match between Heavyweight Champion Rocky Marciano and Jersey Joe Walcott—will be telecast on WOW-TV's Cavalcade of Sports Friday, April 10 at 9 p.m. Jimmy Powers will provide the commentary.

Marciano, 28-year-old strongboy from Brockton, Mass., wrested the championship from Walcott in Philadelphia's Municipal Stadium last September 23 when, behind on points, he registered a dramatic knockout in the 13th round. The return contest figures to test the validity of that victory.

The wily old Jersey Joe had won the crown by flattening Ezzard Charles.

Marciano has never been defeated. He was the first fighter ever to gain the heavyweight crown with an unblemished record. If Walcott wins in Chicago, he will be the first man ever to regain the heavyweight championship.

—WOW-TV—

New 'Off-Beat' Drama

Eye Witness, a new weekly half-hour mystery series, is now seen every Monday at 8 p.m. immediately preceding the full-hour dramatic series, Robert Montgomery Presents.

Eye Witness attempts the "off-beat" or unusual in its approach. "We hope to have a distinct point of view and more depth than the average 'whodunit,'" says the series' production supervisor Joseph W. Bailey.

Eye Witness is presented alternate weeks by the Pearson Pharmaceutical Company.

—WOW-TV—

'Invitation Playhouse' New Sunday Feature

A new dramatic series that runs the gamut from serious melodrama to hilarious comedy has joined Channel 6's Sunday night program lineup.

It's Invitation Playhouse, filmed in Hollywood by veteran producer Rene Williams. The new quarter-hour series, seen at 10:15 p.m., is presented by Max I. Walker Cleaners.



Friday, April 10 these two fellows will fight it out for the World's Heavyweight Championship. WOW-TV will carry the battle. On the left is Challenger Jersey Joe Walcott, on the right Champion Rocky Marciano.

Mrs. Grass' Soup on 'Snickers Flickers'

Snickers Flickers, the noontime favorite featuring "Jolly Joe" Martin, is winning new fans—and new advertisers rapidly. Mrs. Grass' Noodle Soup is the latest to join the list, with sales messages on the Thursday and Friday programs.

—WOW-TV—

'Skelly Man'...



Elden Anspach delivers the Skelly Gasoline commercials on the Sunday night TV News Headlines program with Ray Clark. The 10 p.m. news show is presented alternately by Skelly and Skelgas.

Important Notice!

Daylight Savings Time goes into effect in most Eastern States, at midnight Saturday, April 25. This means that beginning the following day (Sunday) many Channel 6 programs will be seen one hour earlier.

Meat Demonstrations on 'Martha's Kitchen'

Housewives, attention!

Martha Bohlsen's Martha's Kitchen programs of Tuesday, April 21 through Friday, April 24 will be devoted to four worthwhile, money-saving demonstrations entitled "New Ways With Meat" by the National Live Stock and Meat Board's William E. Olsen.

Mr. Olsen's subjects are:

Tuesday, April 21—"Thrifty Ways with Meat."

Wednesday, April 22—"Meat Cuts for Special Occasions."

Thursday, April 23—"Save Meat with Low Heat."

Friday, April 24—"How to Carve Meat." (Maybe the man of the house will want to know about this.)

Remember those dates, April 21 through 24, on Martha's Kitchen, 1:30 p.m.

5,000 Watts

WOW'S APRIL 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	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 THE BEST IN MUSICAL SELECTIONS	590 MELODY LANE THE BEST IN MUSICAL SELECTIONS	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE THE BEST IN MUSICAL SELECTIONS	THE CISCO KID Butter-nut Bread brings you western adventures	590 MELODY LANE
6 ³⁰ 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 McRae and Norman Luboff's Orchestra	STARS FROM PARIS	WALK A MILE John H. Faulk R. J. Reynolds Tobacco	ROY ROGERS King of the Cowboys KENNETH BANGHART Log Cabin News	ALL STAR BANDS for BONDS	MEDICINE, U.S.A.
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 GILDERSLEEVE You'll laugh at "Giddy" and Company—Kraft Foods	FATHER KNOWS BEST with Robert Young General Foods	NAME THAT TUNE with Red Benson	PEE WEE KING Jazz unlimited
8 ⁰⁰	DRAGNET Stories based on cases from L.A. police files Liggett & Myers Tobacco Co.	TELEPHONE HOUR Donald Voorhees 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	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
8 ³⁰	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	JUDY CANOVA SHOW Hillbilly Fun!	DINAH SHORE Chevrolet WORDS IN THE NIGHT	EDDIE ARNOLD SHOW Ralston-Purina
9 ⁰⁰ 15	BARRIE CRAIG Confidential investigator	DINAH SHORE Chevrolet WORDS IN THE NIGHT	TWO FOR THE MONEY means all for fun	THE BOB HOPE SHOW A Hope-filled evening of comedy General Foods	JUDY CANOVA SHOW Hillbilly Fun!	DINAH SHORE Chevrolet 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 YOUR UNIVERSITY 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 — M U S I C A L N I G H T E D I T O R — 10:35 TOP TUNES and CHATTER with JOLLY JOE MARTIN				MON. thru FRI.	MUSIC WITH THE POPULAR MORT. WELLS
11 ⁰⁰	NEWS SUMMARY	MON. thru FRI. 11:00 — M O R G A N B E A T T Y N E W S — 11:05				MON. thru FRI.	NEWS SUMMARY
05 30 55	SERENADE presents music you'll enjoy NEWS SUMMARY	SERENADE presents music you'll enjoy NEWS SUMMARY	SERENADE presents music you'll enjoy MORT WELLS ORCH. NEWS SUMMARY	SERENADE presents music you'll enjoy NEWS SUMMARY	SERENADE presents music you'll enjoy MORT WELLS ORCH. NEWS SUMMARY	SERENADE presents music you'll enjoy NEWS SUMMARY	NATL. HEALTH AIDS SERENADE presents music you'll enjoy NEWS SUMMARY

Many Radio 'Firsts' For WOW

Date Back to the Early Days of Broadcasting

Since the early days, when the art of broadcasting itself had been established only a few years, Radio WOW was beginning its long and impressive series of radio "firsts" including:

In 1924, Radio WOW was the first station to establish connection with an airplane in flight.

Radio WOW was the first station to establish a permanent remote control system for a distance greater than 50 miles.

A world's record was set by Radio WOW in 1925 for listener acknowledgement of a single program, when it received approximately 200,000 letters and postcards in connection with its second anniversary.

Radio WOW was one of three stations which explorer Donald McMillan, during his confinement in the Arctic region under the shadow of the North Pole, depended upon for communication.

In 1926, WOW broadcast the first extensive radio pageant, tracing the history of the United States, a production involving a cast of over 300 and continuing for eight hours.

In 1927, Radio WOW established a world's record for reception between a station and a crystal set, a distance of 1206 miles to Washington, D. C.

Radio WOW broadcasts the oldest continuous religious program, the Reverend R. R. Brown's "World Radio Congregation," started one week after WOW began.

In keeping with its tradition as a pioneer in the industry, Radio WOW was the first station to transmit television signals experimentally and commercially in Nebraska and Iowa.

—WOW—

Top Performer ...



ACTOR GARY COOPER, who won the year's Academy Award, is a frequent guest on U. S. Steel's "Theatre Guild on the Air," heard Sundays at 7:30 p.m. on Radio WOW.

'Oscar' Winners Heard On Radio WOW

Radio WOW listeners heard Hollywood's top performers receive their treasured Academy Award "Oscars" last month, under the sponsorship of RCA Victor.

Bob Hope a regular performer on Radio WOW for General Foods, was emcee for the event which saw best actress and actor awards given to Shirley Booth and Gary Cooper.

Shirley Booth, regularly heard on U. S. Steel's, "Theatre Guild on the Air", formerly portrayed Duffy's daughter in "Duffy's Tavern" over Radio WOW.

Gary Cooper, a frequent guest on "Theatre Guild on the Air" starred in "The Big Show" over Radio WOW.

—WOW—

Cudahy Teammate ...



BEN LARSON now teams with your Cudahy paymaster-of-ceremonies, Ken James in bringing you "Cudahy Quizzes the Mrs." Monday through Friday at 11 a.m. on Radio WOW.

Mal Hansen's "Farm Service Reporter," Monday through Saturday at 6:30 a.m., and all Radio WOW newscasts are stressing weather reports and information, as weather forecasting takes on added importance throughout WOW-Land with planting underway.

WOW NEWS TOWER

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Dinah's Back ...



LOVELY DINAH SHORE is heard Monday and Friday at 9 p.m. in a delightful new musical series over Radio WOW for Chevrolet Dealers.

Sings for Chevy Dealers

Dinah Shore, one of America's foremost singing personalities, launched a delightful new musical radio series over Radio WOW, for Chevrolet Dealers recently. The broadcasts are heard every Monday and Friday at 9 p.m.

This new radio series marks Dinah's return, after a short absence, to the medium in which she first won national fame and on which she has long been an established star.

Don't miss this bright new series, keyed to your popular musical tastes.

—WOW—

Best Dramatic Award to U. S. Steel

For the third successive year, U. S. Steel's "Theatre Guild on the Air," heard Sundays at 7:30 p.m. over Radio WOW, copped the "Best Dramatic Program in Radio" citation.

The hour show which celebrated its 300th broadcast recently, has been a consistent winner of almost every honor in radio. The most recent award was a result of a nationwide poll of radio and TV editors.

—WOW—

Golf Tourney Aired

Radio WOW will bring to WOW-Land's golf fans an on-the-spot report of one of the sports great classics, the Masters Invitation Tournament Finals, in a special broadcast direct from the Augusta, Georgia National Golf Club, April 12 at 2:45 and 4 p.m.

Won last year by Slamin' Sammy Snead, the Masters is contested over a course which is considered one of the most trying, as well as one of the most beautiful, in the entire world.

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