

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW Radio and Television Programs

Vol. 17, No. 10

OMAHA, NEBRASKA, JUNE 1, 1953

Published Monthly

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 this 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 through Saturdays at 6:30 a.m., 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 of 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!

Dorothy Warenskjold, 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."

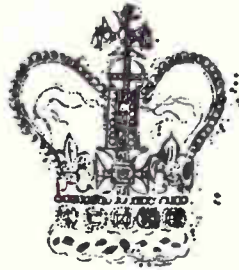
Relax to great music all summer long on "The Railroad Hour," Monday evenings at 7 p.m. over Radio WOW.

—WOW—

Corn Picking Contest in Planning Stage

In the advance planning stage, is a 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 Cassidy 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 ...



THE FOURTH ANNUAL WOW MAJOR LEAGUE Baseball Tour to Chicago was recently announced by Sports Director Jack Payne. Write to Radio WOW, Omaha, for full details.

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 Beer and the Paramount Radio Shop, will play host to the Boston Red Sox on Saturday, August 29, and bounce back to challenge the New York Yankees in a double-header the next day, Sunday, August 30.

The complete price of the tour is \$64.50, which includes rail transportation aboard a special air-conditioned reclining chair-car 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 itinerary, 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 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. WOW News Tower—A complete 15-minute news coverage..... Sun.
6:00 A. M.—Sunrise News Tower—Local, Regional, National News.... Daily ex. Sun.	12:15 P. M.—The Stars Sing Sun.
6:15 - 6:20 A. M.—Today's Farm Story—J. C. Robinson Seed Co.... Mon., Wed., Fri.	12:25 P. M.—Baseball, June 7, 14, 21, 28..... Sun.
6:15 - 6:30 A. M.—Hometowners—Williamson-Dickie Tues., Thurs., Sat.	12:30 P. M.—WOW Calling—Now, even bigger and better—Nutrena... Mon. thru Fri. Murphy's Noontime Jamboree—Murphy Products..... Sat.
6:20 - 6:30 A. M.—Welcome to the West..... 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. Sunday Serenade Sun.	1:00 P. M.—WOW Calling—Nob Hill Coffee..... Mon. thru Fri. National Farm and Home Hour—The nation's top agricultural program by Allis-Chalmers..... Sat. Baseball, June 7, 14, 21, 28..... Sun.
7:00 A. M.—WOW News Tower..... Daily ex. 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. Western Hit Parade..... Sat. Baseball, June 7, 14, 21, 28..... Sun.
7:30 A. M.—Breakfast Bandstand—Music, Time—Mennen Co..... Daily ex. Sun. Revival Hour—Gospel Broadcasting Association..... Sun.	1:45 P. M.—Dick Haymes Mon. thru Fri. Baseball, June 7, 14, 21, 28..... Sun.
8:00 A. M.—WOW News Tower..... Daily ex. 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.
8:15 A. M.—The 590 Hour—Jolly Joe Martin with Al Lamm at piano... Mon. thru Fri. Joe Martin Show..... Sat.	2:15 P. M.—Road of Life—Interesting to follow—Crisco and Ivory Soap. Mon. thru Fri. Baseball, June 7, 14, 21, 28..... Sun.
8:30 A. M.—Chapel Service—Dr. R. R. Brown..... Sun.	2:30 P. M.—Pepper Young's Family—You'll like them—P. & G..... Mon. thru Fri. Best in Bands..... Sat. Your Mental Health..... Sun.
9:00 A. M.—Welcome Travelers—Tommy Bartlett for P. & G..... Mon. thru Fri. Adventures of Archie Andrews..... Sat.	2:45 P. M.—Right to Happiness..... Mon. thru Fri.
9:30 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.	3:00 P. M.—Backstage Wife—Dreft Mon. thru Fri. Doin' the Town—with Jolly Joe Martin..... Sat. G. I. Joe 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.	3:15 P. M.—Stella Dallas—A moving story—Sterling Products..... Mon. thru Fri. Doin' the Town—with Jolly Joe Martin..... Sat.
10:15 A. M.—Outdoor Nebraska..... Sun.	3:30 P. M.—Young Widder Brown—Sterling Products..... Mon. thru Fri. Jason and the Golden Fleece, May 10, 31—Baseball, May 3, 17, 24... Sun.
10:30 A. M.—The Phrase That Pays..... Mon. thru Fri. Modern Romances Sat. U. N. Is My Beat..... Sun.	3:45 P. M.—The Woman in My House—Manhattan Soap..... Mon. thru Fri.
10:45 A. M.—Bob Hope Show—General Foods..... Mon. thru Fri. Treasury Salute Sun.	4:00 P. M.—Just Plain Bill—Whitehall Pharmica..... Mon. thru Fri. Doin' the Town—with Jolly Joe Martin..... Sat. The Chase Sun.
11:00 A. M.—Ma Perkins—Oxydol's long-time favorite..... Mon. thru Fri. Juvenile Jury Sat. National Radio Pulpit..... Sun.	4:15 P. M.—Front Page Farrell—Whitehall Pharmica..... Mon. thru Fri.
11:15 A. M.—Martha Bohlsen's Show—Mid-west's leading homemaker.. 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.
11:30 A. M.—Perry Mason, Detective—Procter & Gamble..... Mon. thru Fri. Your Melody Time..... Sat. Eternal Light..... Sun.	4:45 P. M.—The Doctor's Wife—Ex Lax Mon. thru Fri. Sammy Kaye Serenade..... Sun.
11:45 A. M.—Cudahy Quizzes the Mrs.—Cudahy Packing Co..... Mon. thru Fri. Elaine Jabenis—Saturday Scrapbook..... Sat.	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
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.—Frontiers of Faith (NBC) 12:00 Noon—American Inventory (NBC) 12:30 P. M.—American Forum of the Air (NBC) 1:00 P. M.—TV TEEN TOPICS 1:30 P. M.—THIS IS THE LIFE 2:00 P. M.—Kukla, Fran and Ollie RCA (NBC) 2:30 P. M.— ZOO PARADE Quaker Oats (NBC)  Marlin Perkins "A 20th Century Noah's Ark" 3:00 P. M.—Hallmark Theatre Hall Bros. (NBC) 3:30 P. M.—Sightseeing with the Swayzes Fram Corp. (NBC) 3:45 P. M.—Window on Washington with Bill Henry Sunbeam Corp. (NBC) 4:00 P. M.—RUGGLES FAMILY 4:30 P. M.—Wild Bill Hickok Kellogg's 5:00 P. M.—RANGE RIDER P. F. Petersen Baking 5:30 P. M.—MR. PEEPERS Reynolds Metals (NBC) 6:00 P. M.— COMEDY HOUR Colgate (NBC) 7:00 P. M.—Television Playhouse Philco alt. Goodyear (NBC) 8:00 P. M.— THE DOCTOR Procter & Gamble (NBC) 9:00 P. M.—Mystery and Adventure Theatre 10:00 P. M.—Skelly News Headlines with Ray Clark 10:15 P. M.—Invitation Playhouse Max I. Walker 10:30 P. M.—Life Begins at 80 Serutan (DuMont) 11:00 P. M.—CINEMA 6	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 Crosley and Speidel (NBC) 6:30 P. M.—Voice of Firestone (NBC) 7:00 P. M.—EYE WITNESS (NBC) 7:30 P. M.— Robert Montgomery Presents for Lucky Strike and Johnson Wax (NBC) 8:30 P. M.—The Unexpected Omaha Public Power District 9:00 P. M.—FAVORITE STORY Neighborhood Ford Dealers 9:30 P. M.—Plainclothesman Edgeworth Tobacco, Holiday Cigarettes and Carter Products 10:00 P. M.—OMAR Weatherman 10:10 P. M.—SPORTS by Jack Payne  Jack Payne "Reports On Sports" 10:15 P. M.—News with McBride Standard Oil 10:30 P. M.—LET'S DANCE Camello Dancing Academy 11:00 P. M.—CINEMA 6	5:30 P. M.—DINAH SHORE General Motors Chevrolet (NBC) 5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 6:00 P. M.— TEXACO STAR THEATRE Texas Co. (NBC) BUICK THEATRE Every 4th Week General Motors (NBC) 7:00 P. M.—Fireside Theatre Procter & Gamble 7:30 P. M.—CIRCLE THEATRE Armstrong 8:00 P. M.— TWO FOR THE MONEY P. Lorillard (NBC)  Herb Shriner "Hoosier Humorist" 8:30 P. M.—CLUB EMBASSY P. Lorillard (NBC) 8:45 P. M.—ON THE LINE with BOB CONSIDINE Mutual of Omaha 9:00 P. M.—Wrestling from Hollywood Tefon (Starts June 23) 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.—CINEMA 6	5:30 P. M.—COKE TIME Coca-Cola (NBC) 5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 6:00 P. M.— I MARRIED JOAN (NBC)  Joan Davis "Queen of Comedy" 6:30 P. M.— CAVALCADE OF AMERICA DuPont (NBC) alternates with SCOTT MUSIC HALL Scott Paper Co. (NBC) 7:00 P. M.— KRAFT TELEVISION THEATRE (NBC) 8:00 P. M.—This Is Your Life Hazel Bishop (NBC) 8:30 P. M.—RED SKELTON Procter & Gamble 9:00 P. M.—Junior Spotlight 9:30 P. M.—Dangerous Assignment 10:00 P. M.—OMAR Weatherman 10:10 P. M.—Sports by Jack Payne 10:15 P. M.—News with McBride Standard Oil 10:30 P. M.—CINEMA 6	5:30 P. M.—DINAH SHORE General Motors Chevrolet (NBC) 5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 6:00 P. M.—You Bet Your Life for DeSOTO (NBC) 6:30 P. M.—CISCO KID Butter-nut Bread 7:00 P. M.— DRAGNET  Jack Webb "Detective Sergeant Friday" 7:30 P. M.—FORD THEATRE Ford Motors (NBC) 8:00 P. M.—Martin Kane, Private Eye U. S. Tobacco 8:30 P. M.—Douglas Fairbanks, Jr. Presents Phillips Petroleum 9:00 P. M.— DEATH VALLEY DAYS Pacific Coast Borax alternates with PLAY OF THE WEEK 9:30 P. M.—ROCKY KING 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.—Field and Fireside 11:00 P. M.—CINEMA 6	5:30 P. M.—COKE TIME Coca-Cola (NBC) 5:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 6:00 P. M.—DENNIS DAY RCA (NBC) 6:30 P. M.—YOUR WITNESS 7:00 P. M.—BIG STORY American Cigar & Cigarette Co., Simoniz (NBC) 7:30 P. M.—The Aldrich Family Campbell Soup (NBC) 8:00 P. M.— CAVALCADE OF SPORTS Gillette (NBC)  Jimmy Powers "Blow by Blow Accounts" 8:45 P. M.—Greatest Fights Vaseline Hair Tonic 9:00 P. M.—CHINA SMITH 9:30 P. M.— In Your Own Backyard 10:00 P. M.—OMAR Weatherman 10:10 P. M.—Sports by Jack Payne 10:15 P. M.—News with McBride Standard Oil 10:30 P. M.—CINEMA 6	12:15 A. M.— COFFEE TIME PLAYHOUSE 1:30 P. M.—MR. WIZARD 2:00 P. M.— Golden Horseshoe Sweepstakes Gillette (NBC) 2:30 P. M.—TV FEATURE 3:00 P. M.— WESTERN THEATRE 4:00 P. M.—ROY ROGERS General Foods (NBC) 4:30 P. M.—Hopalong Cassidy Roberts Dairy 5:00 P. M.— Terry and the Pirates Canada Dry alternates with Renfrew of the Mounted 5:30 P. M.— ETHEL AND ALBERT Sunbeam (NBC)  Ethel and Albert "Hectic But Happy Home Life" 6:00 P. M.—MY HERO Phillip Morris (NBC) 6:30 P. M.— Original AMATEUR HOUR Pet Milk (NBC) 7:00 P. M.— SATURDAY NIGHT REVIEW 8:00 P. M.— YOUR HIT PARADE Lucky Strike (NBC) 9:00 P. M.—Sports Showcase Auto-Brite (DuMont) 9:15 P. M.— WRESTLING from CHICAGO Metropolitan Utilities District (DuMont) 10:15 P. M.—CINEMA 6

Monday Through Fridays . . . Daytime Schedule

7:00 A. M.—TODAY, with Dave Garroway (NBC)	11:40 A. M.—DAILY MEDITATION	1:30 P. M.—WELCOME TRAVELERS (NBC)
8:00 A. M.—DING DONG SCHOOL (NBC)	11:45 A. M.—CUP AND SAUCER CLUB	2:30 P. M.—LADIES CHOICE (NBC)
8:30 A. M.—PROLOGUE TO FUTURE (NBC)	12:00 Noon—SNICKER FLICKERS	3:00 P. M.—MARTHA'S KITCHEN
9:00 A. M.—ASK WASHINGTON (NBC)	12:30 P. M.—TV FARM REPORTER with MAL HANSEN	3:30 P. M.—HOWDY DOODY (NBC)
9:30 A. M.—MRS. U. S. A. (NBC)	12:45 P. M.—MID-DAY NEWS REEL	4:00 P. M.—SAILOR DAN
10:00 A. M.—COFFEE TIME PLAYHOUSE	1:00 P. M.—BREAK THE BANK (NBC)	4:15 P. M.—TRAIL TIME
11:15 A. M.—LADIES BEWARE		5:00 P. M.—STAND BY FOR ACTION



Ray Clark



Sarah Churchill



Ralph Edwards



Dale and Roy Rogers



Wally Cox



Martha Bohlsen



Bob and Ray



Mal Hansen

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

'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 8.

The series will feature performers ranging from top-flight professionals to unknown amateurs. Handsome Johnny Dugan of the rich tenor voice, and recently 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 1903-'53. Show time is 7 p.m.



Saturday, May 16 was "Martha Bohlsen Day" in Tekamah, Neb. WOW-TV's popular Home Service Director held an "Open House" in the Tekamah City Auditorium for her many friends in that area. Here, Martha is pictured chatting with, left to right, Mesdames M. E. Ray, G. P. Crannell and C. W. Kjeldgard.



WOW-TV's Farm Service Director Mal Hansen welcomed two visitors from across the seas to his TV Farm Reporter program recently. They were Danish broadcasters, Poul Andreasen and Halfdan Jorgensen in this country studying farm radio broadcasting. Mal chats with Mr. Andreasen (left) and Mr. Jorgensen on his program.

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 20 years service by staging a "This Is Your Life" for her similar 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 recapped 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.

Muggs Named Nebraska 'Admiral'

Nebraska Governor Robert Crosby has appointed J. Fred Muggs, the jolly chimp seen on the early-morning Today 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 of Omaha in behalf of Governor Crosby, who admitted in a letter of notification to Dave Garroway: "I must admit this is about the most unusual act I have ever performed as Governor of Nebraska."

The commission itself, also signed by Theodore W. Metcalf, chief admiral, 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 counselor."

—WOW-TV—

NBC-TV and WOW-TV Shows Win Peabodys

The National Broadcasting Company walked off with seven of the 11 George Foster 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 show, The Saturday Night Revue, starting June 6.

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

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



CORONATION ON JUNE 2

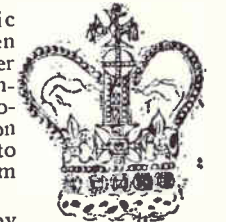
Plan Two Special TV Programs

(See Later Story at Left)

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 over WOW-TV, Channel 6, in two programs Coronation Day, from 4 to 6 p.m. and from 8:30 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.

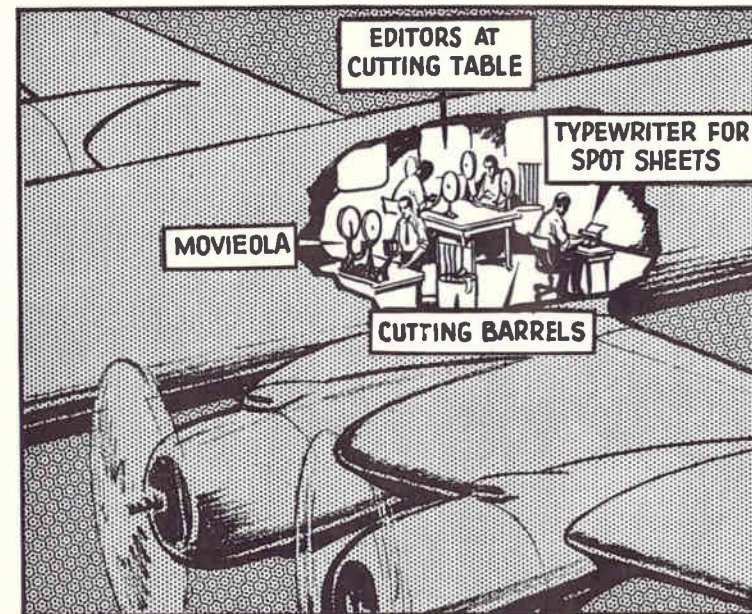
Chartered Plane

NBC has chartered a Pan American DC-6 Clipper to speed its films back to this country. Seats will be removed and film editing equipment installed so that the films can be processed enroute. The network also has retained the services of Paul Mantz, famed speed flier and three-time winner of the Bendix Trophy. The Mantz organization will use a souped-up P-51 for shuttle service. British Broadcasting Company kinescopes of the solemn and ancient Coronation rites in Westminster (BBC is the only company to film the ceremony itself) will be flown from London to Montreal in two RAF Canberra jet bombers.

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

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, NBC-TV's early-morning news and special features program, seen on Channel 6 from 7 to 8 a.m., presented a series of weekly Coronation features.

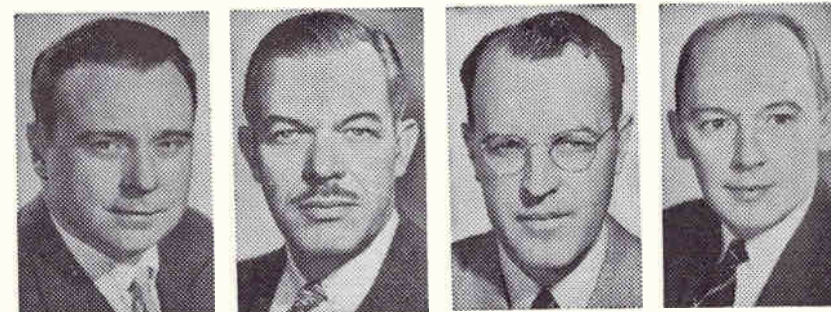


Here is one of the main reasons why WOW-TV viewers will get the fastest, fullest coverage possible of the Coronation of Queen Elizabeth II on Tuesday, June 2. Shown is a cutaway of the giant Pan American DC-6 Clipper which NBC has chartered to speed its Coronation films back to the U.S.A. Seats in the Clipper will be removed to make room for film-editing equipment so that films of the historic event can be processed while the plane is hurtling over the Atlantic. Upon arrival in Boston, the films will be shown to stations on the NBC-TV network, including WOW-TV.

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 3:30 a.m. Coronation Morning to 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.)



And here are four reasons why Channel 6 tuners will get a clear accurate picture of the Coronation. NBC-TV has assigned four of its top commentators to cover the historic event. They are left to right Merrill Mueller, Morgan Beatty, George Hicks and Henry Cassidy.

SEE THE CORONATION ON CHANNEL 6

5,000 Watts

WOW'S JUNE NIGHT SCHEDULE

590 Kc.

(TURN BACK TO PAGE 2 FOR WOW DAYTIME SCHEDULES)

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:30-5:55	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
6:00-6:15	SUNDAY IN THE COUNTRY Nebraska Clothing Co. with MAL HANSEN	590 MELODY LANE THE BEST IN MUSICAL SELECTIONS	RIDERS OF THE PURPLE STAGE Archer-Daniels-Midland	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
6:30-6:45	MY SON JEEP	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
7:00-7:15	PHIL HARRIS and ALICE FAYE RCA Victor	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	EDDIE FISHER SHOW Coca-Cola ROSEMARY CLOONEY	WALK A MILE Bill Cullen R. J. Reynolds Tobacco	ROY ROGERS King of the Cowboys KENNETH BANGHART Log Cabin News	EDDIE FISHER SHOW Coca-Cola ROSEMARY CLOONEY	MEDICINE, U.S.A.
7:30-8:00	BEST PLAYS	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	FIRST NIGHTER	THE GREAT GILDERSLEEVE You'll laugh at "Gildy" and Company—Kraft Foods	FATHER KNOWS BEST with Robert Young General Foods	MANTOVANI'S MUSIC	PEE WEE KING Jazz unlimited
8:00-8:30	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 MARX SHOW—It's fun for all when Groucho takes over DeSoto-Plymouth	TRUTH OR CONSEQUENCES Ralph Edwards for Pet Milk	TO BE ANNOUNCED	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert
8:30-9:00	BARRIE CRAIG Confidential investigator	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	TO BE ANNOUNCED	BOB and RAY	BOB and RAY
9:00-9:15	WORDS IN THE NIGHT	DINAH SHORE Chevrolet	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	BOB and RAY
9:30-9:45	MEET THE PRESS	WORDS IN THE NIGHT	PLEASURE TIME	PLEASURE TIME	PLEASURE TIME	PLEASURE TIME	MEREDITH WILLSON'S MUSIC ROOM
MON. thru FRI. 9:45 — DIAL DAVE GARROWAY — 10:00 Armour and Co.							
10:00-10:15	WOW NEWS TOWER All the News BOB CONSIDINE Mutual Benefit of Omaha	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
10:30-10:45	THE CATHOLIC HOUR in its 21st year as a leading religious program	MON. thru FRI. 10:30 — MUSICAL NIGHT EDITOR — 10:45 TOP TUNES and CHATTER with JOLLY JOE MARTIN				MON. thru FRI.	MUSIC WITH THE POPULAR MORT. WELLS
MON. thru FRI. —10:45 — MORGAN BEATTY NEWS — 11:00 MON. thru FRI.							
11:00-11:05	NEWS SUMMARY Your University Speaks	NEWS SUMMARY BOB and RAY	NEWS SUMMARY BOB and RAY	NEWS SUMMARY BOB and RAY	NEWS SUMMARY BOB and RAY	NEWS SUMMARY BOB and RAY	NEWS SUMMARY NATL. HEALTH AIDS
11:30	SERENADE	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	SERENADE
11:55	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY

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.

WOW NEWS TOWER

Published Monthly by

MEREDITH WOW, INC.

Publication and Editorial Offices: Room 280, Insurance Building, Omaha, Neb. Subscription price is fifty cents a year, payable in advance.



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 . . .



"THE MIDWEST'S LEADING HOME-MAKER," Martha Bohlsen, heard on Radio WOW, Monday through Fridays at 11:15 a.m. and WOW-TV at 3 p.m., was the featured guest of the Tekamah merchants at a recent "Martha Bohlsen Day" in Tekamah, Nebraska (see inside for story).

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.

'Come On-A Listen' . . .



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.

Permit No. 257
Sec. 34.66, P. L. & R.
U. S. POSTAGE
PAID
Omaha, Nebr.

EXPIRATION DATE NEAR YOUR NAME BELOW "6/53" MEANS THIS IS YOUR LAST ISSUE

STRAIN WM MILO
6228 PIERCE ST

OMAHA 6 NEBR

10-54

RETURN POSTAGE GUARANTEED

TO: Radio Station WOW
Omaha 2, Nebr.

WOW NEWS TOWER