

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW Radio and Television Programs

Vol. 17, No. 5

OMAHA, NEBRASKA, JANUARY 1, 1953

Published Monthly

Great Year For Radio WOW

Hansen Elected NARFD President

It's another honor for Mal Hansen, popular Farm Service Director for Radio Station WOW and WOW-TV.

The National Association of Radio Farm Directors closed out a two-day convention at Chicago, last month, by electing Mal as its next president.

Mal, the former secretary-treasurer of the organization and editor of its publication, said he hopes to push forward the gains made during the past year by the NARFD.

Mal, who joined Radio Station WOW in June, 1946, is an alumnus of the University of Iowa. Among his accomplishments has been the famous WOW Farm Study Tours, where he has guided more than 1,200 farmers and wives on five tours to Europe in 1948, the West Coast and Canada in 1949, "The New South" in 1950, the East Coast in 1951 and to Mexico-Texas in 1952.

In a typical month, Mal travels over 1,000 miles by auto, makes several speeches before farm groups, on-the-spot transcribed farm interviews, covers regional farm news stories, attends farm meetings and state and county fairs.

Mal Hansen's well-known "Farm Service Reporter" show, for Walnut Grove and Pioneer Hybrid Seed Corn, is heard daily except Sundays at 6:30 a.m.

Mal is married and the father of three daughters and a son.

—WOW—

Safeway Added to 'Calling' Sponsors

During 1953, "WOW Calling" promises to be three times as good listening as it has been!

The popular noon-hour show, largest "live talent" production in midwest radio, will be extended to 1:15 p.m. (Monday through Fridays) with the final quarter hour to be sponsored by Nob Hill Coffee, Canterbury Tea, Crown Colony Spices and Jell Well desserts (all available at Safeway stores).

The new quarter hour will include another "jack-pot" question, with one for each quarter hour, making three in all.

Thus "WOW Calling" will be three quarter hours long, instead of two, starting at 12:30 p.m. with the first quarter hour sponsored by Nutrena feeds.

Firestone Soloist ...



SOPRANO Eleanor Stebner is a frequent guest soloist on the popular "Voice of Firestone" show of great music, heard Monday evenings at 7:30 p.m. The "Voice of Firestone" program, now in its 25th year, is radio's oldest coast-to-coast musical show.

—WOW—

Mal Honored ...



THE NATIONAL Association of Radio Farm Directors recently elected Radio WOW and WOW-TV Farm Service Director Mal Hansen its next president.

Nears Complete 'Saturation'

Radio WOW enjoyed excellent business in 1952. Further, prospects for 1953 appear bright.

General Manager Frank P. Fogarty of Meredith WOW, Inc., said Radio WOW is entering the new year convinced that the radio audience is still growing, and that radio as an advertising medium "remains the greatest mass advertising medium, on a cost-per-thousand basis."

Significant were new "radio homes" figures issued by Standard Audience Measurement of New York, successor to Broadcast Measurement Bureau, long-time official industry statistical bureau.

The figures showed the 1952 total "radio homes" at nearly one million, which is about 11 per cent more than the number in 1949 and more than 20 per cent higher than the 1946 total.

Radio has reached almost complete saturation in the WOW area, with more than 99 per cent of all homes having one or more radio sets.

—WOW—

John Cameron Swayze Heard for Kleenex

John Cameron Swayze with "Side-lights on the News," will be heard over Radio WOW, Monday through Fridays, at 10:30 p.m., beginning on January 5, for Kleenex.



Swayze

Swayze, one of NBC's top-flight newscasters, will report the late news round-up from the four-corners-of-the-world.

Swayze's coverage of the three political conventions in Philadelphia during the summer of 1948 brought him his first radio reputation and consolidated his position as a headliner. Since then, he seems to make as many headlines as he reports, winning one award after another, 21 in all.

Enjoy the late news, reported by John Cameron Swayze, on Radio WOW where you hear it first.

RADIO WOW'S JANUARY 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. |
| 5:55 A. M.—Weather Report—Myzon. | 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.—Riders of the Purple Sage—Archer-Daniels, Midland. | Sun. |
| 6:15 - 6:20 A. M.—Today's Farm Story—J. C. Robinson Seed Co. | Mon., Tues., Wed., Fri., Sat. | 12:30 P. M.—WOW Calling—Now, even bigger and better—Nutrena. | Mon. thru Fri. |
| 6:15 - 6:30 A. M.—Welcome to the West. | Thurs. | Murphy's Noontime Jamboree—Murphy Products. | Sat. |
| 6:20 - 6:25 A. M.—Howdy Slim—State Finance Co. | Mon., Wed., Fri. | When I Write My Song—Schmoller & Mueller. | Sun. |
| 6:20 - 6:30 A. M.—Welcome to the West. | Tues., Sat. | 12:45 P. M.—WOW Calling | Mon. thru Fri. |
| 6:25 - 6:30 A. M.—Willard Messenger—Willard Tablet Co. | Mon., Wed., Fri. | 1:00 P. M.—WOW Calling—Nob Hill Coffee. | Mon. thru Fri. |
| 6:30 - 7:00 A. M.—Farm Service Reporter—Farm and Market News for Pioneer Hybrid Seed Corn and Walnut Grove Mineral Products | Daily ex. Sun. | National Farm and Home Hour—The nation's top agricultural program by Allis-Chalmers. | Sat. |
| Sunday Serenade | Sun. | Sunday in the Country—The Nebraska Clothing Co. with Mal Hansen. | Sun. |
| 7:00 A. M.—WOW News Tower. | Daily ex. Sun. | 1:15 P. M.—Young Doctor Malone—Procter & Gamble. | Mon. thru Fri. |
| NBC News | Sun. | 1:30 P. M.—Guiding Light—Sponsored by Duz and Ivory Flakes. | Mon. thru Fri. |
| 7:05 A. M.—George Crook—Organ Music. | Sun. | Town and Country. | Sat. |
| 7:15 A. M.—Alex Dreier—First Network News of the day—Skelly Oil. | Daily ex. Sun. | American Forum of the Air. | Sun. |
| 7:30 A. M.—Breakfast Bandstand—Music, Time—Mennen Co. | Daily ex. Sun. | 1:45 P. M.—Dick Haymes | Mon. thru Fri. |
| Revival Hour—Gospel Broadcasting Association. | Sun. | Town and Country. | Sat. |
| 8:00 A. M.—WOW News Tower. | Daily ex. Sun. | 2:00 P. M.—Life Can Be Beautiful—P. & G. Soap. | Mon. thru Sat. |
| 8:15 A. M.—The 590 Hour—Jolly Joe Martin with Al Lamm at piano. | Mon. thru Fri. | Town and Country. | Sat. |
| Potluck | Sat. | To be announced. | Sun. |
| 8:30 A. M.—Potluck | Sat. | Hollywood Open House. | Sun. |
| Chapel Service—Dr. R. R. Brown. | Sun. | 2:15 P. M.—Road of Life—Interesting to follow—Crisco and Ivory Soap. | Mon. thru Fri. |
| 8:45 A. M.—Potluck | Sat. | 2:30 P. M.—Pepper Young's Family—You'll like them—P. & G. | Mon. thru Fri. |
| 9:00 A. M.—Welcome Travelers—Tommy Bartlett for P. & G. | Mon. thru Fri. | Town and Country. | Sat. |
| Adventures of Archie Andrews. | Sat. | Bob Considine—Mutual Benefit of Omaha. | Sun. |
| 9:30 A. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup. | Mon. thru Fri. | Sunday News Desk. | Sun. |
| Mary Lee Taylor for Pet Milk. | Sat. | Critic at Large. | Sun. |
| Joe Martin Show. | Sun. | 3:00 P. M.—Backstage Wife—Dreft | Mon. thru Fri. |
| 10:00 A. M.—Strike it Rich—Warren Hull for Colgate. | Mon. thru Fri. | NBC | Sat. |
| My Secret Story. | Sat. | The Chase | Sun. |
| WOW News Tower—All the latest news. | Sun. | 3:15 P. M.—Stella Dallas—A moving story—Sterling Products. | Mon. thru Fri. |
| 10:15 A. M.—Outdoor Nebraska. | Sun. | 3:30 P. M.—Young Widder Brown—Sterling Products. | Mon. thru Fri. |
| 10:30 A. M.—Bob and Ray—Colgate-Palmolive-Peet Co. | Mon. thru Fri. | NBC | Sat. |
| Hollywood Love Story. | Sat. | To be announced. | Sun. |
| 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. | 4:00 P. M.—Just Plain Bill—Whitehall Pharmica. | Mon. thru Fri. |
| National Guard | Sun. | To be announced. | Sat. |
| 11:00 A. M.—Ma Perkins—Oxydol's long-time favorite. | Mon. thru Fri. | Hollywood Star Playhouse. | Sun. |
| 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. |
| Charles Kasher—National health aids. | Mon., Fri. | Best in Bands. | Sat. |
| Juvenile Jury | Sat. | Sammy Kaye Serenade. | Sun. |
| 11:30 A. M.—Perry Mason, Detective—Procter & Gamble. | Mon. thru Fri. | 4:45 P. M.—The Doctor's Wife—Ex Lax | Mon. thru Fri. |
| Your Melody Time. | Sat. | Sammy Kaye Serenade. | Sun. |
| Eternal Light. | Sun. | 5:00 P. M.—Brighter Day—Procter & Gamble. | Mon. thru Fri. |
| 11:45 A. M.—Cudahy Quizzes the Mrs.—Cudahy Packing Co. | Mon. thru Fri. | Reserved for You. | Sat. |
| Elaine Jabenis. | Sat. | Treasury Salute | Sun. |
| | | 5:15 P. M.—Lean Back 'n' Listen. | Mon. thru Sat. |
| | | America's Favorite Hymns—Preferred Risk Insurance Co. | Sun. |

| SUNDAYS | MONDAYS | TUESDAYS | WEDNESDAYS | THURSDAYS | FRIDAYS | SATURDAYS |
|---|---|--|--|---|--|---|
| 12:00 Noon—Industry on Parade 12:15 P. M.—What's Your Trouble 12:30 P. M.— FRONTIERS OF FAITH 1:00 P. M.—THIS IS THE LIFE 1:30 P. M.—American Forum of the Air 2:00 P. M.—VICTORY AT SEA 2:30 P. M.—JUVENILE JURY 3:00 P. M.— KUKLA, FRAN and OLLIE 3:30 P. M.—ZOO PARADE 4:00 P. M.— HALLMARK THEATRE Hall Bros. (NBC) 5:30 P. M.—Wild Bill Hickok Kellogg's 6:00 P. M.—RANGE RIDER alternates with GENE AUTRY P. F. Peterson Baking 6:30 P. M.— MR. PEEPERS Reynolds Metals (NBC) | 6:00 P. M.—Doors of Knowledge 6:15 P. M.—NEWS 6:30 P. M.—THOSE TWO Procter & Gamble (NBC) 6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 7:00 P. M.—Winchell and Mahoney Crosley and Speidel (NBC) 7:30 P. M.—Voice of Firestone (NBC) 8:00 P. M.—Hollywood Opening Night Pearson Pharmacal (NBC) 8:30 P. M.— ROBERT MONTGOMERY PRESENTS for Lucky Strike and Johnson Wax (NBC) | 6:00 P. M.—Short, Short Drama Pepsi-Cola 6:15 P. M.—NEWS 6:30 P. M.—DINAH SHORE General Motors Chevrolet (NBC) 6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 7:00 P. M.— TEXACO STAR THEATRE Texas Co. (NBC) BUICK THEATRE Every 4th Week General Motors (NBC) 8:00 P. M.—Fireside Theatre Procter & Gamble 8:30 P. M.—CIRCLE THEATRE Armstrong 9:00 P. M.—Two for the Money P. Lorillard (NBC) 9:30 P. M.—EMBASSY CLUB P. Lorillard (NBC) 9:45 P. M.—ON THE LINE with Bob Considine Mutual of Omaha 10:00 P. M.—OMAR Weatherman 10:10 P. M.— SPORTS by JACK PAYNE | 6:00 P. M.—Doors of Knowledge 6:15 P. M.—NEWS 6:30 P. M.—THOSE TWO Procter & Gamble (NBC) 6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 7:00 P. M.—I MARRIED JOAN (NBC) 7:30 P. M.— CAVALCADE OF AMERICA DuPont (NBC) alternates with SCOTT MUSIC HALL Scott Paper Co. (NBC) 8:00 P. M.— KRAFT TELEVISION THEATER (NBC) 9:00 P. M.— THIS IS YOUR LIFE Hazel Bishop (NBC) | 6:00 P. M.—Short, Short Drama Pepsi-Cola 6:15 P. M.—NEWS 6:30 P. M.—DINAH SHORE General Motors Chevrolet (NBC) 6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 7:00 P. M.—You Bet Your Life for DeSoto (NBC) 7:30 P. M.—CISCO KID Butter-nut Bread 8:00 P. M.—DRAGNET Liggett & Myers 8:30 P. M.—FORD THEATRE Ford Motors (NBC) 9:00 P. M.— MARTIN KANE, PRIVATE EYE U. S. Tobacco | 6:00 P. M.—Herman Hickman General Cigar (NBC) 6:15 P. M.—NEWS 6:30 P. M.—THOSE TWO Procter & Gamble (NBC) 6:45 P. M.—Camel News Caravan, John Cameron Swayze (NBC) 7:00 P. M.—MARCH OF TIME Miller Brewing Co. 8:00 P. M.—BIG STORY American Cigar & Cigarette Co. (NBC) 8:30 P. M.— THE ALDRICH FAMILY Campbell Soup (NBC) | 2:30 P. M.—MOVIE TIME 4:00 P. M.— WESTERN FEATURE 5:00 P. M.— ROY ROGERS General Foods (NBC) HOPALONG CASSIDY Roberts Dairy 6:00 P. M.—TV FEATURE 6:15 P. M.—Headlines on Parade Anhauser-Busch 6:30 P. M.— MY HERO Phillip Morris (NBC) 7:00 P. M.— ALL-STAR REVUE Pet Milk California Packing Co. Johnson & Johnson, (NBC) |
|  Wally Cox "Mr. Peepers" |  Robert Montgomery "Award Winning Dramas" |  Jack Payne "Your Sports Announcer" |  Ralph Edwards "Heartwarming Human-Interest Stories" |  Lee Tracy "Martin Kane—Private Eye" |  Barbara Robbins "Mrs. Sam Aldrich" |  Tallulah Bankhead "Alabama's Daahling" |
| 7:00 P. M.— COMEDY HOUR Colgate (NBC) 8:00 P. M.— PHILCO TELEVISION PLAYHOUSE alternates with GOODYEAR THEATER (NBC) 9:00 P. M.— THE DOCTOR Procter & Gamble (NBC) 9:30 P. M.— DENNIS DAY (RCA) 10:00 P. M.— SKELLY NEWS with RAY CLARK 10:15 P. M.—Meet the Victim Max I. Walker 10:30 P. M.— LIFE BEGINS AT 80 Serutan (DuMont) 11:00 P. M.—MOVIE TIME | 9:30 P. M.—The Unexpected Omaha Public Power District 10:00 P. M.—OMAR Weatherman 10:10 P. M.—Sports by Jack Payne 10:15 P. M.—News with Ray Clark 10:30 P. M.—Plainclothesman Edgeworth Tobacco and Holiday Cigarettes 11:00 P. M.—MOVIE TIME | 10:15 P. M.—News with Ray Clark | 9:30 P. M.—RED SKELTON Procter & Gamble 10:00 P. M.—OMAR Weatherman 10:10 P. M.—Sports by Jack Payne 10:15 P. M.—News with Ray Clark | 9:30 P. M.—Douglas Fairbanks, Jr. Presents Phillips Petroleum 10:00 P. M.—OMAR Weatherman 10:10 P. M.—Sports by Jack Payne 10:15 P. M.—News with Ray Clark 10:30 P. M.— YOUR HIT PARADE Lucky Strike (NBC) 11:00 P. M.—WHERE WAS I American Wine (DuMont) | 9:00 P. M.—Cavalcade of Sports Gillette (NBC) 9:45 P. M.—Greatest Fights Vaseline Hair Tonic 10:00 P. M.—OMAR Weatherman 10:10 P. M.—Sports by Jack Payne 10:15 P. M.—News with Ray Clark 10:30 P. M.—TV FEATURE 11:00 P. M.—ROCKY KING American Chiclé | 8:00 P. M.— SHOW OF SHOWS R. J. Reynolds, SOS, Benrus, Griffin Mfg., Lehn & Fink, Prudential (NBC) 9:30 P. M.— DEATH VALLEY DAYS Pacific Coast Borax alternates with HEILEMAN'S FAMOUS PLAYHOUSE Heileman Brewing 10:00 P. M.—Sports Showcase Auto-Brite (DuMont) 10:15 P. M.— WRESTLING from CHICAGO (DuMont) Metropolitan Utilities District 11:15 P. M.— MOVIE TIME |

Monday Through Fridays . . . Daytime Schedule

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



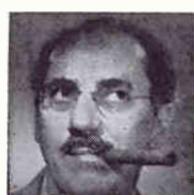
Chuck Thomas



Robert Cummings



Kate Smith



Groucho Marx



Martha Bohlsen



Joan Davis



Red Skelton



Ray Clark

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

News Adds Telephoto Service



Jack Harenberg (right), United Press Newspictures Central Division Chief Engineer, explains functioning of United Press Telephoto service to, left to right, Newscaster Bill McBride, WOW-TV Director of Special Events Ray Clark, and WOW-TV Assistant General Manager Lyle DeMoss.

Service Speeds National Pictures

(Picture at Left)

Pictures from nearly everywhere in the world literally minutes after they're snapped. That's what the WOW-TV News Department now offers Channel 6 viewers.

This remarkable service is accomplished by means of a recently installed United Press Telephoto machine in the WOW-TV news room.

From 6 o'clock in the morning until 12 midnight this remarkable machine transmits pictures from the news fronts of the world. Pictures originating in the United States require only seven minutes to be sent from the United Press New York bureau to WOW-TV. Another three minutes for processing and the picture is ready to be shown to the WOW-TV audience.

A special leased telephone wire from the WOW-TV newsroom to the U.P. New York office enables news personnel at both offices to discuss picture possibilities.

Inauguration Day Channel 6 Highlight

Telev viewers tuned to WOW-TV will ride at the head of the Presidential Inaugural parade on Tuesday, January 20, when Channel 6 will report to folks in this area the official change in administration.

Inauguration Day will get underway at 10 a.m., January 20.

A staff of 250 NBC commentators and technicians have been marshalled to cover the event. A special feature of NBC coverage will be a special "camera car" that will take close-ups of the President and President-elect, their aides and the thousands of persons lining the curb between the Capitol Building and the White House.

—WOW-TV—

76-Year-Old Omahan Boosts Xmas Club

A 76-year-old Omaha woman spends much of the year working to insure countless homeless children a joyous holiday season.

Since 1947 Mrs. Melida Jorgenson has been collecting key-strips for the annual Butter-Nut Coffee Christmas Club. During that period she's gathered more than 25,000 key strips to be translated by the Butter-Nut folks into gifts for the homeless children of this area.

Shortly before last Christmas, just as she's done in the past, Mrs. Jorgenson brought her yearly collection to WOW-TV—7,000 key strips.

WOW NEWS TOWER

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Rose, Cotton Bowls...Channel 6

Football fans, used to generous treatment on Channel 6, have a gridiron follower's "Shangri-la" in store for them on New Year's Day.

January 1, WOW-TV will carry a real football "double-header" starting with the Cotton Bowl clash between Texas and Tennessee at 12:45 p.m. and winding up with the Rose Bowl game between Southern California and Wisconsin at 3:45 p.m.

To get viewers in the proper festive "bowl day" mood, Channel 6 will carry the Tournament of Roses Parade directly from Pasadena, California, starting at 11:30 a.m.

This colorful spectacle is presented by the F. W. Woolworth Co.

The Williamson-Dickey Company of Dallas will sponsor the Cotton Bowl tilt; the Rose Bowl will be another in the long line of Gillette

Cavalcade of Sports presentations.

The run-down that follows will offer some idea of why WOW-TV is known as the "TV Sports Station" in this area. Here are some of the sports events carried on Channel 6 during 1952:

- Rose Bowl
- All Star Baseball Game
- World Series
- NCAA Football (Every Saturday during season)
- Professional Football (Regular season, plus playoffs)
- East-West Football Game
- Poinsettia Bowl Game (For U. S. Service Championship)
- All Star Football Game
- Football Game of the Week
- Tennis Championships
- Kentucky Derby

Of course, in addition to the above incomplete list, WOW-TV offers its viewers Boxing every Friday and Wrestling every Saturday.



This attractive young lady is WOW-TV's Miss Donna Newton who adds a bright touch to the Skelly-Skelgas News Headlines program seen every Sunday at 10 p.m. over Channel 6. Every other Sunday Donna demonstrates Skelgas home appliances. WOW-TV's Ray Clark is Newscaster on News Headlines.

WOW NEWS TOWER

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

WOW NEWS TOWER T.V

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

Issued to Increase Enjoyment of WOW-TV Television Programs

WOW-TV GETS TOP POWER

FCC Approves 100,000 Watts

(Picture at Left)

As powerful as any television station in its range is or can be!

That's what a recent authorization from the Federal Communications Commission means to WOW-TV and television viewers throughout this area.

The Commission's action authorizes WOW-TV to increase its video power to 100,000 watts—the maximum allowed stations telecasting on Channels 2 through 6—and its audio power to 50,000 watts.

The increases will be put into effect just as soon as certain necessary technical equipment arrives, according to WOW-TV's General Manager Frank Fogarty. Mr. Fogarty says WOW-TV will probably go to 100,000 watts sometime in January.

When the new 100,000 watts power is put into effect, Fogarty says the WOW-TV signal will be strengthened throughout the station's present service area and that the service area will be extended 15 to 20 miles in all directions.

"First With Top Power"

Commenting on the power increase, Mr. Fogarty said, "Traditionally WOW-TV has been the leader and pioneer in Midwest television. It was our desire to carry on this valuable tradition that prompted us to be the first in this area to achieve maximum power."

The jump to 100,000 watts will complete WOW-TV's \$110,000 improvement and expansion program.

The two-step plan was hurried towards completion when in mid-December WOW-TV:

Received FCC approval to increase its power to 28,000 watts.

Just two days later received approval for maximum power—100,000 watts.

The station increased its power to 28,000 watts immediately after receiving word of the FCC action.

—WOW-TV—

Skelton Moves

The Red Skelton Show is now seen every Wednesday at 9:30 p.m. over Channel 6. Red is presented by Procter & Gamble.

'Unexpected' Premieres Jan. 3

A real dramatic treat is just around the corner for Channel 6 viewers.

To be exact, Monday, January 5 is the date that folks throughout the WOW-TV area will get their first look at the brand-new dramatic series, *The Unexpected*.

This outstanding series, to be presented every Monday at 9:30 p.m. by the Omaha Public Power District, has all the ingredients necessary to make it really great: outstanding writers, well-known, talented actors and superb direction.

One of the greatest current writing teams has contributed its creative talent to *The Unexpected*. Jerome Lawrence and Robert E. Lee, who shared Peabody Awards in both 1950 and 1951, write the complete half-hour episodes which feature breath-taking surprise endings.

Hollywood's most accomplished players are seen in *The Unexpected*. Here are just a few: Rochelle Hudson, Marjorie Reynolds, John Archer and Hans Conreid.

Now, here is the schedule of *Unexpected* dramas and stars for the month of January:

- January 5 (Premiere)—"The Calculated Risk" starring Rochelle Hudson.
- January 12—"The Hitchhiker Was a Lady" starring Jane Nigh.
- January 19—"The Man From Yesterday" starring John Archer.
- January 26—"Fury and Sound" starring Hans Conreid.

—WOW-TV—

Britisher Visits Hansen

An invitation of four years standing was repaid recently when WOW-TV's Farm Service Director Mal Hansen received a visit from Harry C. Hunt, Agricultural Liaison Officer of the British Broadcasting Company.

The two gentlemen first met when Mal took a group of Midwestern farmers to England on the first of the now-famous WOW and WOW-TV Farm Study Tours.

Mr. Hunt proved of immeasurable service to Mal and the tour members by acting as a personal guide and by providing broadcasting equipment so "live" broadcasts and recordings could be made.

Mr. Hunt appeared on Mal's TV Farm Reporter program over WOW-TV and also visited with farmers in this area who had made the trip to England.



WOW-TV Chief Engineer Bill Kotera . . . turns switch for boost to 28,000 watts. Soon the 100,000 watt switch will be thrown.

—WOW-TV—

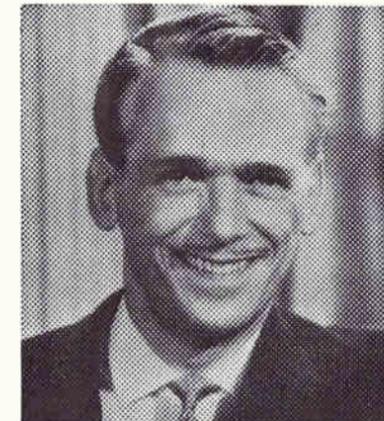
Autry Coming to Omaha

Gene Autry and his famous horse, "Champion" will appear in person in Omaha on Thursday, January 15.

Gene and his troupe of Western Stars will put on two shows at the City Auditorium at 4:15 and 8 p.m.

Gene Autry may be seen on television every other Sunday at 6 p.m. over Channel 6, alternating with the Range Rider. Both programs are presented by the P. F. Petersen Baking Company.

—WOW-TV—



Douglas Fairbanks Presents. Seen over Channel 6 every Thursday at 9:30 p.m., the Phillips Petroleum-sponsored series is an exciting showcase for dramatic talent from all over the world.

5,000 Watts

WOW'S JANUARY 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 | MEET YOUR MATCH Hear about odd occupations | 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 |
| 6:30-6:45 | THE ALDRICH FAMILY A hilarious show with HEN-RY! | NEWS OF THE WORLD Alka-Seltzer TO BE ANNOUNCED | NEWS OF THE WORLD Alka-Seltzer TO BE ANNOUNCED | NEWS OF THE WORLD Alka-Seltzer TO BE ANNOUNCED | NEWS OF THE WORLD Alka-Seltzer TO BE ANNOUNCED | NEWS OF THE WORLD Alka-Seltzer TO BE ANNOUNCED | 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 | CAVALCADE OF AMERICA Outstanding dramatic shows for Du Pont | WALK A MILE John H. Faulk R. J. Reynolds Tobacco | ROY ROGERS King of the Cowboys KENNETH BANGHART Log Cabin News | HIT PARADE With the top tunes for American Tobacco | |
| 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 | REUBEN, REUBEN |
| 8:00 | | 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 | BEST PLAYS The finest in dramatic literature | PEE WEE KING Jazz unlimited |
| 8:30 | DRAGNET Stories based on cases from L.A. police files Liggett & Myers Tobacco Co. | CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Green and White Quartette | FIBBER MCGEE and MOLLY Reynolds Metals | BIG STORY Adventure series for American Cigarette | FIRST NIGHTER "Opening Night" Miller Brewing Co. | | GRAND OLE OP'RY Red Foley and Gang with homespun humor for Prince Albert |
| 9:00-9:15 | BARRIE CRAIG Confidential investigator | ENCORE with Meredith Willson | TWO FOR THE MONEY means all for fun | THE BOB HOPE SHOW A Hope-filled evening of comedy General Foods | DANGEROUS ASSIGNMENT with Brian Donlevy | HY GARDNER CALLING 9:15—Words in the Night | DUDE RANCH JAMBOREE |
| 9:30-9:45 | MEET THE PRESS | ONE MAN'S FAMILY Tabcin | ONE MAN'S FAMILY Tabcin | ONE MAN'S FAMILY Tabcin | ONE MAN'S FAMILY Tabcin | ONE MAN'S FAMILY Tabcin | JUDY CANOVA |
| | | MON. thru FRI. 9:45—DIAL DAVE GARRWAY—9:45 | | | | | Armour and Co. |
| 10:00-10:15 | 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 |
| | | MON. thru FRI. 10:25—INSIDE NEWS FROM HOLLYWOOD—10:25 | | | | | Hazel Bishop |
| 10:30-10:35 | THE CATHOLIC HOUR in its 21st year as a leading religious program | MON. thru FRI. 10:30—JOHN CAMERON SWAYZE NEWS—10:30 | | | | | Kleenex |
| | | MON. thru FRI. 10:35—MUSICAL NIGHT EDITOR—10:35 TOP TUNES and CHATTER with JOLLY JOE MARTIN | | | | | MON. thru FRI. |
| 11:00-11:05 | NEWS SUMMARY SERENADE presents music you'll enjoy | NEWS SUMMARY SERENADE presents music you'll enjoy | NEWS SUMMARY SERENADE presents music you'll enjoy | NEWS SUMMARY SERENADE presents music you'll enjoy | NEWS SUMMARY SERENADE presents music you'll enjoy | NEWS SUMMARY SERENADE presents music you'll enjoy | NEWS SUMMARY SERENADE presents music you'll enjoy |
| 11:30 | NEWS SUMMARY | NEWS SUMMARY | MORT WELLS ORCH. NEWS SUMMARY | NEWS SUMMARY | MORT WELLS ORCH. NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY |
| 11:55 | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY | NEWS SUMMARY |

Procter & Gamble Offers Top Daytime Dramas

Among the top daytime dramatic serials heard every weekday throughout WOW-Land, the following shows, sponsored by Procter & Gamble, are favorites with Radio WOW listeners.

Life Can Be Beautiful—This exciting story is based on the theory that regardless what happens, life can be beautiful. The series revolves around Papa David, a kindly old philosopher, and his young ward Chichi. Papa David is a wonderful old man who lives what he teaches and helps others to find the beauty in life. The setting for the story is usually in a quaint bookstore, which is a haven for all types of refugees. "Life Can Be Beautiful" is heard every weekday at 2 p.m.

Pepper Young's Family—This average family lives in Elmwood, and through the years have joyed over feast and struggled through famine. They're a family with emotional eruptions and outside influences, stepping up the tempo and excitement of their daily lives. The three main branches in the story today deal with the experiences of Linda and Pepper; Peggy and Carter and Mr. and Mrs. Young. Procter & Gamble presents this story every weekday at 2:30 p.m. over Radio WOW.

Right to Happiness—Divorcee of Dwight Kramer, Carolyn seeks happiness with Miles Nelson and her son Skippy. Although legally separated, these four lives are tightly interwoven . . . an association which often results in climactic and disastrous complications on this popular daytime dramatic series. Don't miss "Right to Happiness" every weekday at 2:45 p.m.

Backstage Wife—Mary Noble, formerly a farm girl from Iowa, is married to Larry Noble, handsome matinee idol of millions. Since this Union she has had to compete with the theatre's loveliest, and often most scheming, leading ladies for her place in Larry's life. This story of intrigue is heard every weekday at 3 p.m. on Radio WOW.

—WOW—

'Voice of Firestone' Oldest Musical Show

Radio's oldest coast-to-coast musical program, "The Voice of Firestone" celebrated its 25th year of broadcasting last month.

This outstanding program, heard every Monday evening at 7:30 p.m. for the Firestone Tire and Rubber Company, has been a pioneer show from the very start. It has always offered fine music, played and sung by the nation's outstanding artists.

The first broadcast of the "Voice of Firestone" was on December 3, 1928, with Hugo Mariani as conductor. The theme song then was "Memory Lane" by Con Conrad.

Howard Barlow, present conductor, took over the musical direction of the program in 1943 and among the more recent artists heard included Lily Pons, Nelson Eddy, Thomas L. Thomas, Rise Stevens, Ezio Pinza, Christopher Lynch and Eleanor Steber.

P & G Queen...



GLAMOROUS Mary Noble is married to matinee idol, Larry, on "Backstage Wife," heard weekdays at 3 p.m.

Belief in Life...



PASSIONATE BELIEF in life strengthens Carolyn Nelson in "The Right to Happiness," heard weekdays at 2:45 p.m.

—WOW—

1953 Chevrolet

The Chevrolet Zone Dealers Association is using Radio WOW as a means to tell the folks about the many outstanding features in the beautiful new 1953 Chevrolet automobile, which was unveiled recently.

A Bigger 'Calling' Show...



IT'S A HAPPY NEW listening year for fans of the popular, fun-filled "WOW Calling" show, now on the air 45 minutes, weekdays starting at 12:30 p.m. for 1953.

Bayer Star...



ATTRACTIVE Ellen Brown stars in "Young Widder Brown," heard weekdays at 3:30 p.m. over Radio WOW.

Two Popular Bayer Shows

Two of the most popular daytime serials heard throughout WOW-Land every weekday afternoon are "Stella Dallas" and "Young Widder Brown," sponsored by the Sterling Drug Company for Bayer aspirin.

Stella Dallas heard at 3:15 p.m., weekdays, is a heart-warming drama based upon the compelling theme of a mother's great love for her daughter. It is ironical that this love is the cause of much of the unhappiness that comes to the central figures.

Young Widder Brown is the story of a woman's heart and a mother's love, told every weekday at 3:30 p.m. over Radio WOW. It is in its 16th year on the airwaves.

Attractive Ellen Brown, struggling to support her two fatherless children, Janey and Mark, has had to put off her marriage to Dr. Anthony Loring again and again because she feels that the happiness of her children comes before her own. This intimate life story is one of the most absorbing on the air today.

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