

WOW NEWS TOWER

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

Issued to Increase Enjoyment of WOW Radio and Television Programs

Vol. 17, No. 6

OMAHA, NEBRASKA, FEBRUARY 1, 1953

Published Monthly

155,125 Butter-Nut Strips

New Show Offers Music, Tips, Fun

A new show, designed especially for Saturday afternoon listeners, was first heard over Radio WOW recently.

Called "Doin' the Town" the popular new program combines the easy style of Jolly Joe Martin with the latest in recorded music and advice on where to find the best in entertainment for that night out on the town.

The format of this new show, which is spinning its way into the homes of WOW-Land listeners, combines good music, much of which has been recorded by entertainers or bands currently playing engagements in this area, tips on where to spend an enjoyable evening "Doin' the Town" and Jolly Joe's easy style of emceeing a program.

Spend a casual afternoon, from 3 to 5 p.m., Saturdays, with Jolly Joe Martin, relax to the finest in musical listening and hear tips on where to "do the town."

—WOW—

1953 Sports Almanac

Radio WOW is offering listeners The 1953 All-Sports Almanac for \$1.00 including postage.

The Almanac is an attractive book filled with information concerning all sporting events which took place last year, 1952. The cover of this attractive and useful sports information book is illustrated with clever line drawings showing various sports activities and is imprinted with Sports Director Jack Payne's name.

Sports fans may obtain a copy of the 1953 All-Sports Almanac by sending \$1.00 (check or money order) with their name and address to: All-Sports Almanac, Radio Station WOW, Insurance Building, Omaha 2, Nebraska.

—WOW—

Hansen On Coast-to-Coast

Radio WOW will originate a portion of the "National Home and Farm Hour," heard over WOW Saturdays at 1 p.m., during the National Convention of Soil Conservation Districts to be held in Omaha during the first week in February, according to Farm Service Director Mal Hansen.

Firestone Guest ...



LOVELY Gladys Swarouth is a frequent guest on "The Voice of Firestone," the show recently voted the Musical Show of the Year, heard Mondays at 7:30 p.m. on WOW and seen at 7 p.m. on WOW-TV.

WOW-TV plans to operate on "Maximum Power" soon. For details turn to page 3 in the "Television Section" of your WOW NEWS TOWER.

Sports Book Offered ...



SPORTS DIRECTOR Jack Payne is offering WOW listeners the 1953 All-Sports Almanac, a book filled with information on sporting events which took place last year.

Christmas Club is Huge Success

One of WOW-Land's greatest annual charity events, The Butter-Nut Christmas Club was a huge success.

Radio WOW listeners sent in 155,125 key-strips and labels from Butter-Nut Coffee containers, which helped provide a happier Christmas for about 18,000 needy children throughout WOW-Land, according to R. W. Jacobsen, sales and advertising manager for Butter-Nut Coffee.

Radio WOW offers a resounding "thank-you" to its 10 p.m. "WOW News Tower" listeners who helped make this effort so successful and a sincere expression of gratitude to the Butter-nut folks for sponsoring this very worthy cause.

The Christmas Club appeal began on Radio WOW on November 3 and ended some 37 announcements later, on December 15. The Radio WOW appeal was made by Lyle DeMoss ("Mr. Butter-Nut") whose voice was also used on appeals over many other broadcast stations.

Radio WOW is further grateful to Butter-Nut for this additional proof that the 10 p.m. "WOW News Tower" has such a large and loyal listening audience.

—WOW-TV—

NBC Shows Honored

Top honors went to the National Broadcasting Company in the annual Radio-Television Daily poll of the nation's radio and television editors for the best artists and programs of the past year.

The results of the poll, "Who's Who of '52," showed that NBC won in the following categories:

Dramatic Show of the Year: U.S. Steel's "The Theatre Guild on the Air," heard Sundays at 7:30 p.m. Musical Show of the Year: Firestone's "The Voice of Firestone," heard Mondays at 7:30 p.m. Quiz Show of the Year: DeSoto and Plymouth Motor's "You Bet Your Life," with Groucho Marx, heard Wednesdays at 8 p.m.

—WOW—

Campbell's New Emcee

Radio's top daytime quiz show, "Double or Nothing," heard over WOW weekdays at 9:30 a.m., recently welcomed a new paymaster-of-ceremonies when the popular Bert Parks began asking the Sweepstake's Question for Campbell's Soups.

RADIO WOW'S FEBRUARY 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.
- 5:55 A. M.—Weather Report—Myzon Daily ex. Sun.
- 6:00 A. M.—Sunrise News Tower—Local, Regional, National News.... Daily ex. Sun.
- 6:15 - 6:20 A. M.—Today's Farm Story—J. C. Robinson Seed Co.
Mon., Tues., Wed., Fri., Sat.
- 6:15 - 6:30 A. M.—Welcome to the West..... Thurs.
- 6:20 - 6:25 A. M.—Howdy Slim—State Finance Co..... Mon., Wed., Fri.
- 6:20 - 6:30 A. M.—Welcome to the West..... Tues., Sat.
- 6:25 - 6:30 A. M.—Willard Messenger—Willard Tablet Co..... Mon., Wed., 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.
Sunday Serenade Sun.
- 7:00 A. M.—WOW News Tower..... Daily ex. Sun.
NBC News Sun.
- 7:15 A. M.—Alex Dreier—First Network News of the day—Skelly Oil. Daily ex. Sun.
- 7:30 A. M.—Breakfast Bandstand—Music, Time—Mennen Co..... Daily ex. Sun.
Revival Hour—Gospel Broadcasting Association..... Sun.
- 8:00 A. M.—WOW News Tower..... Daily ex. Sun.
- 8:15 A. M.—The 590 Hour—Jolly Joe Martin with Al Lamm at piano... Mon. thru Fri.
Potluck Sat.
- 8:30 A. M.—Potluck Sat.
Chapel Service—Dr. R. R. Brown..... Sun.
- 8:45 A. M.—Potluck Sat.
- 9:00 A. M.—Welcome Travelers—Tommy Bartlett for P. & G..... Mon. thru Fri.
Adventures of Archie Andrews..... Sat.
- 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.
Joe Martin Show..... Sun.
- 10:00 A. M.—Strike it Rich—Warren Hull for Colgate..... Mon. thru Fri.
My Secret Story..... Sat.
WOW News Tower—All the latest news..... Sun.
- 10:15 A. M.—Outdoor Nebraska..... Sun.
- 10:30 A. M.—Bob and Ray—Colgate-Palmolive-Peet Co..... Mon. thru Fri.
Hollywood Love Story..... Sat.
U. N. Is My Beat..... Sun.
- 10:45 A. M.—Bob Hope Show—General Foods..... Mon. thru Fri.
National Guard Sun.
- 11:00 A. M.—Ma Perkins—Oxydol's long-time favorite..... Mon. thru Fri.
Juvenile Jury Sat.
National Radio Pulpit..... Sun.
- 11:15 A. M.—Martha Bohlsen's Show—Mid-west's leading homemaker... Mon. thru Fri.
Charles Kasher—National health aids..... Mon., Fri.
- 11:30 A. M.—Perry Mason, Detective—Procter & Gamble..... Mon. thru Fri.
Your Melody Time..... Sat.
Eternal Light..... Sun.
- 11:45 A. M.—Cudahy Quizzes the Mrs.—Cudahy Packing Co..... Mon. thru Fri.
Elaine Jabenis..... Sat.
- 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.
- 12:15 P. M.—Riders of the Purple Sage—Archer-Daniels, Midland..... Sun.
- 12:30 P. M.—WOW Calling—Now, even bigger and better—Nutrena... Mon. thru Fri.
Murphy's Noontime Jamboree—Murphy Products..... Sat.
When I Write My Song—Schmoller & Mueller..... Sun.
- 12:45 P. M.—WOW Calling Mon. thru Fri.
- 1:00 P. M.—WOW Calling—Nob Hill Coffee..... Mon. thru Fri.
National Farm and Home Hour—The nation's top agricultural program by Allis-Chalmers..... Sat.
Sunday in the Country—The Nebraska Clothing Co.
with Mal Hansen..... Sun.
- 1:15 P. M.—Young Doctor Malone—Procter & Gamble..... Mon. thru Fri.
- 1:30 P. M.—Guiding Light—Sponsored by Duz and Ivory Flakes..... Mon. thru Fri.
Town and Country..... Sat.
American Forum of the Air..... Sun.
- 1:45 P. M.—Dick Haymes Mon. thru Fri.
Town and Country..... Sat.
- 2:00 P. M.—Life Can Be Beautiful—P. & G. Soap..... Mon. thru Sat.
Town and Country..... Sat.
Guy Lombardo Sun.
- 2:15 P. M.—Road of Life—Interesting to follow—Crisco and Ivory Soap. Mon. thru Fri.
- 2:30 P. M.—Pepper Young's Family—You'll like them—P. & G..... Mon. thru Fri.
Town and Country..... Sat.
Bob Considine—Mutual Benefit of Omaha..... Sun.
- 2:45 P. M.—Right to Happiness..... Mon. thru Fri.
Youth Brings You Music..... Sun.
- 3:00 P. M.—Backstage Wife—Dreft Mon. thru Fri.
Doin' the Town—with Jolly Joe Martin..... Sat.
The Chase Sun.
- 3:15 P. M.—Stella Dallas—A moving story—Sterling Products..... Mon. thru Fri.
- 3:30 P. M.—Young Widder Brown—Sterling Products..... Mon. thru Fri.
Doin' the Town—with Jolly Joe Martin..... Sat.
Jason and the Golden Fleece..... Sun.
- 3:45 P. M.—The Woman in My House—Manhattan Soap..... Mon. thru Fri.
- 4:00 P. M.—Just Plain Bill—Whitehall Pharmaceutical..... Mon. thru Fri.
Doin' the Town—with Jolly Joe Martin..... Sat.
Hollywood Star Playhouse..... Sun.
- 4:15 P. M.—Front Page Farrell—Whitehall Pharmaceutical..... 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 Serenade..... Sun.
- 4:45 P. M.—The Doctor's Wife—Ex Lax Mon. thru Fri.
Sammy Kaye Serenade..... Sun.
- 5:00 P. M.—Brighter Day—Procter & Gamble..... Mon. thru Fri.
Lean Back 'n' Listen..... Sat.
Let's Talk About God..... Sun.
- 5:15 P. M.—Lean Back 'n' Listen..... Mon. thru Fri.
H. V. Kaltenborn..... Sat.
America's Favorite Hymns—Preferred Risk..... 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) 4:30 P. M.—A Chance to Show 4:45 P. M.—Window On Washington with Bill Henry Sunbeam Corp. (NBC) 5:30 P. M.— WILD BILL HICKOK Kellogg's  Wild Bill Hickok 6:00 P. M.— RANGE RIDER alternates with GENE AUTRY P. F. Peterson Baking 6:30 P. M.— MR. PEEPERS Reynolds Metals (NBC) 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	6:00 P. M.—Doors of Knowledge 6:15 P. M.— McBRIDE Reporting 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 - MAHONEY Crosley and Speidel (NBC)  Winchell-Mahoney 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) 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	6:00 P. M.—Short, Short Drama Pepsi-Cola 6:15 P. M.— McBRIDE Reporting 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 10:15 P. M.— NEWS with RAY CLARK McFaydens, Inc.  Ray Clark 10:30 P. M.—MOVIE TIME	6:00 P. M.—Doors of Knowledge 6:15 P. M.— McBRIDE Reporting 6:30 P. M.— THOSE TWO Procter & Gamble (NBC) 6:45 P. M.— CAMEL NEWS CARAVAN John Cameron Swayze (NBC)  John Cameron Swayze 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) 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 10:30 P. M.—MOVIE TIME	6:00 P. M.—Short, Short Drama Pepsi-Cola 6:15 P. M.— McBRIDE Reporting 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)  Groucho Marx 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 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 McFaydens, Inc. 10:30 P. M.— YOUR HIT PARADE Lucky Strike (NBC) 11:00 P. M.— WHERE WAS I American Wine (DuMont) 11:00 P. M.—TV FEATURE	6:00 P. M.— HERMAN HICKMAN General Cigar (NBC)  Herman Hickman 7:00 P. M.—"Spins Rib-Tickling Yarns" 6:15 P. M.— McBRIDE Reporting 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) 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.— ROCKY KING American Chicle and Procter & Gamble 11:00 P. M.—MOVIE TIME	2:30 P. M.—MOVIE TIME 4:00 P. M.— WESTERN FEATURE 5:00 P. M.— ROY ROGERS General Foods (NBC) 5:30 P. M.— HOPALONG CASSIDY Roberts Dairy 6:00 P. M.— The CHRISTOPHER SERIES 6:15 P. M.—TV FEATURE 6:30 P. M.— MY HERO Phillip Morris (NBC) 7:00 P. M.— ALL-STAR REVUE Pet Milk Johnson & Johnson, (NBC)  Jimmy Durante 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

Mondays 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 REL	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



Dave Garroway



Imogene Coca



Mal Hansen



Stewart and Lee



Tommy Bartlett



Hopalong Cassidy



Bill McBride



Dale and Roy Rogers

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

McFaydens 'News Headlines'

Nightly News by Ray Clark

(Picture at Right)
McFaydens, Inc., Omaha Ford Dealers, now present the Tuesday and Thursday portions of TV News Headlines with Ray Clark.

WOW-TV's Director of News and Special Events, Ray Clark, has gained the valued reputation of "Mr. News" throughout this area for his decade of outstanding news reporting.

On TV News Headlines (Mon. thru Fri., 10:15 p.m.) Ray provides Channel 6 viewers with a complete up-to-the-minute picture of the day's news on the local through the international scenes.

Ray keeps TV News Headlines lively and interesting by the frequent use of local film and still photos, freshly taken and processed by the WOW-TV Film Department, and by up-to-the-minute national photos received via United Press Telephoto.

—WOW-TV—

Tell Joan:

'Meeting With Husband'

Joan Davis, star of I Married Joan (Wed., 7 p.m.), has invited her female friends to write letters of any size, shape or form, developing the theme: "How I Met My Husband."

Prizes are awarded for the best letter of the month, as well as for the best letter of the year. All letters should be addressed to Joan Davis, 285 Madison Avenue, New York 17, New York.

—WOW-TV—

'Deliteful' Team ...



WOW-TV's personable Home Service Director, Martha Bohlsen, features Cudahy Puritan Delites every Monday, Wednesday and Friday on her Martha's Kitchen program. The series, which provides a real service to the homemaker, is seen every weekday at 1:30 p.m. over Channel 6.



News Headlines with Ray Clark are now presented every Tuesday and Thursday evenings by McFaydens, Inc., Omaha Ford Dealers.

—WOW-TV—

'Dragnet' Weekly Feature

Dragnet, the outstanding police documentary series, starring Jack Webb, is now seen every Thursday at 8 p.m. over Channel 6. Previously the series was viewed alternate weeks.

Dragnet, which celebrated its first television anniversary on January 3, 1953, has won praise from critics and public, not only for its sheer entertainment value, but also for its realistic approach in illuminating the work of police officers in combating crime.

The series is presented by the Liggett & Myers Tobacco Company in behalf of Chesterfield Cigarettes.

—WOW-TV—

Channel 6 Viewers See Inauguration Close-up

Channel 6 viewers were treated to a close-up look at last month's presidential inauguration that even folks on the scene couldn't enjoy.

Television viewers were able to take in the entire spectacle—the inaugural parade from the White House to the Capitol and back again, the noon-hour swearing-in ceremonies at the East Portico of the Capitol and the inaugural speech of President Eisenhower.

—WOW-TV—

'Rocky King' Starts 4th Year

The thrilling mystery series, Rocky King, Detective, entered its fourth year on television as a record-making TV program on Friday, January 23.

Veteran actor Roscoe Karns portrays the authentic, homey Inspector of Homicide of a metropolitan police force in the DuMont network series. Rocky King's third anniversary on a network establishes a record: the longest continuous run of any police drama on television.

WOW-TV Shows, Stars Win Many Top Awards

NBC-TV programs and stars viewed over WOW-TV have carted off many television awards in various polls. Following are a few of the NBC-TV - WOW-TV winners:

Look Magazine TV Awards

Producer and Director—Max Liebman, Your Show of Shows
Variety Program—Your Show of Shows
Children's Program—Kukla, Fran and Ollie
Educational Program—Zoo Parade
Dramatic Program—Robert Montgomery Presents
Public Affairs Program—National Convention Coverage

Radio-Television Daily

Dramatic Program—Robert Montgomery Presents
Variety Show—Your Show of Shows
Children's Show—Kukla, Fran and Ollie
Commentator—John Cameron Swayze
Documentary—Victory at Sea
Sportscaster—Mel Allen for NCAA Football Games

TV Guide Magazine

Dramatic Program—Robert Montgomery Presents
Mystery Crime Show—Dragnet
Western Show—Roy Rogers
Children's Show—Howdy Doody
Popular Musical Show—Your Hit Parade
Classical Musical Show—Voice of Firestone
News Show—Camel News Caravan with John Cameron Swayze
Best Educational Show—Zoo Parade

TV Forecast Magazine

Mystery Show—Dragnet
Dramatic Show—Robert Montgomery Presents
Children's Show—Kukla, Fran and Ollie
Comedians—Dean Martin and Jerry Lewis
Girl Singer—Dinah Shore
Newscaster—John Cameron Swayze

—WOW-TV—

'Unexpected' Star ...



Dolores Mann is featured in "Born Again" to be presented on The Unexpected, Monday, February 9. An expertly-written dramatic series featuring the "unusual twist" ending, The Unexpected provides top-notch, suspense-filled entertainment every Monday at 9:30 p.m. on Channel 6. The series is presented by the Omaha Public Power District.

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



MAXIMUM POWER NEAR

100,000 Watts February Target

As the Newstower goes to press, only the delivery of a few items of equipment and final testing remain before WOW-TV operates on "Maximum Power"—100,000 watts video, 50,000 watts audio—the maximum permitted stations telecasting on Channels 2 through 6. WOW-TV General Manager Frank Fogarty says the station will probably be on "Maximum Power" early in February.

The increase to 100,000 watts means that WOW-TV will be the first station in the entire Midwest to operate on "Maximum Power."

New Thousands to View

WOW-TV's 100,000 watts power will enable new thousands to view television in this area.

WOW-TV's Chief Engineer Bill Kotera says the 100,000 watts will extend the Channel 6 "Primary Service Area" 15 to 20 miles in all directions from Omaha, enlarging it roughly to a 75-mile circle with Omaha as a center. In addition, the new power will strengthen and improve the WOW-TV signal throughout the station's present coverage area.

The boost to 100,000 watts power will complete a \$110,000 improvement and expansion program begun at WOW-TV during the latter part of 1952.

—WOW-TV—

'Your Witness' Premieres

WOW-TV premiered a new locally-produced half-hour panel program Friday, January 23 in cooperation with Omaha Post No. 1 of the American Legion.

Titled Your Witness, the program features a well known guest who is questioned by lay "reporters" about problems in his specific field. The "reporters" are also experts in the same field.

WOW-TV's Director of News and Special Events Ray Clark moderates and WOW-TV's News Editor Jim McGaffin produces Your Witness which is seen Fridays at 7:30 p.m. on Channel 6.

—WOW-TV—

'Kate Smith Week'

The week of February 26-March 5 has been set aside as "Kate Smith Week."

During that time sponsors of Kate's entertainment-filled weekday afternoon (3 p.m.) television program will cooperate to build Kate as an even greater personality.

'Today' Observes

First Birthday

Today, the NBC-TV - WOW-TV early morning (7 to 9 a.m.) news and special events program, celebrated its first anniversary on Wednesday, January 14.

During its 12 months of continuous weekday presentation, Today, ably piloted by its star, Dave Garroway, has built an enthusiastic audience in the 40 key cities in which it's viewed.

Five days weekly, Dave Garroway, News Editor James Fleming and Jack Lescolie have coped with stories of floods, fires, disasters, political wars and penguins without once departing from their well-gear formula of sharp news, relaxed humor and appealing features.

WOW-TV has furnished the program some of its features, including coverage of the Missouri River flood of last spring and a "pickup" from the World's Championship Ak-Sar-Ben Rodeo.

Ray Clark's '10 Best Stories'

In and around Omaha, Ray Clark's "10 Best News Stories" have become an annual tradition.

WOW-TV's Director of News and Special Events has delivered this feature before countless luncheon groups, PTA meetings, church groups and other organizations.

During January, he was kept busy delivering his "10 Best News Stories of 1952." Here they are as Ray lists them:

1. November 4 Presidential Election.
2. Korean War and Truce Talks.
3. General Eisenhower's Victory Over Senator Taft in Republican Convention.
4. The Cold War.
5. The Explosion of the Hydrogen Bomb.
6. The American Economy—Guns and Butter.
7. Investigations into Corruption in National Government.
8. Draft of Governor Stevenson at Democratic Convention.
9. Midwest Floods.
10. Kurt Carlsen and the "Flying Enterprise."

Top-Notch Western Adventure ...



The Range Rider (left) and his saddle partner Dick West ride towards another thrilling adventure in the action-packed Western series seen alternate Sundays at 6 p.m. over Channel 6. Rugged six-foot-four-inch Jack Mahoney plays the Range Rider while Dick Jones portrays Dick West. Range Rider alternates with Gene Autry. Both programs are presented by the P. F. Petersen Baking Company.

5,000 Watts

WOW'S FEBRUARY 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	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
6:30-6:45	THE ALDRICH FAMILY A hilarious show with HEN-RY!	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabicin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabicin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabicin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabicin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabicin	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	ALL STAR BANDS for BONDS	REUBEN, REUBEN
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	REEBEN, REEBEN
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 OPRY 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	JUDY CANOVA SHOW Hillbilly Fun!	HY GARDNER CALLING 9:15—Words in the Night	EDDIE ARNOLD SHOW Ralston-Purina
9:30-9:45	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.					
10:00-10:15	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
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
11:30-11:55	NEWS SUMMARY	NEWS SUMMARY	MORT WELLS ORCH. NEWS SUMMARY	NEWS SUMMARY	MORT WELLS ORCH. NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY

Three Top Shows Heard on WOW

Among the many outstanding programs heard over Radio WOW, the following in particular have caused widespread comment throughout WOW-Land recently. They are the "Theatre Guild on the Air's" presentation of "Trial by Forgery," the special show, "End of An Era" and coverage of the Eisenhower inauguration.

"Trial by Forgery" was a unique broadcast which exposed the mock trial of Joseph Cardinal Mindszenty and starred Anne Baxter and Joseph Cotten.

The tense radio drama, sponsored by U. S. Steel, explained how the cardinal had been tricked into a confession, how his fate had been sealed by forged documents, how court records were smuggled out of the country and finally of an escape from Hungary by court "witnesses" to tell the free world the story behind this communist "trial by forgery."

The special NBC program, "End of an Era" highlighted 20 years of American life with a full-hour survey of the past two decades of the Roosevelt-Truman period from 1933 to 1953.

Burgess Meredith narrated this interesting panorama which featured the actual recorded voices of famous persons and reminded WOW-Land listeners of many happy moments of the past, mingled with the sad, the joys and the sorrows, the victories and the defeats.

In a special radio broadcast, "Inauguration Day," Radio WOW listeners heard the complete report of the official change in administration. The inauguration was carried "live" during the day and played back via recordings, for General Motors, during the evening, as a service to those who could not listen to the original broadcast.

For the first Republican inauguration in 20 years, NBC mustered key personnel and facilities from broadcast centers across the country to bring listeners the swearing-in ceremonies from the East Portico of the Capitol and the inaugural speech by President Eisenhower.

Radio commentators George Hicks, Bill Chaplin, Leon Pearson gave listeners the full picture of "Inauguration Day" from various vantage points in Washington, D. C.

—WOW—

Jerry Clowns, Dean Sings

The wild shennanigans of Jerry Lewis during "The Dean Martin and Jerry Lewis Show," heard over Radio WOW, Tuesdays, 8 p.m., for Chesterfields, make it impossible for Martin to sing a song without interruption. In order to keep the show on an even keel, all of Martin's songs are pre-taped.

WOW NEWS TOWER

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Eddie Arnold Sings for Purina Chows

Purina Chows is sponsoring the "Eddy Arnold Show," heard over Radio WOW, Saturdays, 9 p.m.

The program, packed full of melodies and comedy, features Eddy Arnold, one of the great ballad singers of all times. His recordings of folk ballads and hymns have sold more than 16 million copies.

Supporting Arnold on the show is an outstanding array of performers. Roy Wiggins and his steel guitar are on hand each week, as is Hank Garland with vocal renditions. A male quartet of music and merriment, The Oklahoma Wranglers, is another top feature of the show.

"The Eddy Arnold Show" is a program that lovers of folk music will not want to miss. Tune in this top weekly attraction on WOW.

—WOW—

Omaha National Sells Banks

Mrs. James Gleason, advertising manager for the Omaha National Bank, wrote Radio WOW recently about "a pretty good success story for radio (WOW) advertising."

The Bank offered Rocket Banks for children's savings with one minute announcements on the 7 a.m. "WOW News Tower" for one week. One thousand banks were completely sold out in a short time and a reorder of another 1,000 banks was sold out in just three days.

This is another example that WOW-Land folks tune Radio WOW news, where they hear it first.

—WOW—

THREE CHIMES MEAN GOOD TIMES ON NBC

"Saturday's Scrapbook" Visitor ...



THE POPULAR "Saturday's Scrapbook," heard weekly at 11:45 p.m., with Ray Olson (left) and Elaine Jabenis (middle) recently had a surprise visitor when handsome screen star Robert Taylor was interviewed during a brief stay in Omaha.

Bright New Show ...



JOLLY JOE MARTIN originating a "Doin' the Town" show from Studio "C" at Radio WOW in Omaha.

—WOW—

'JELL-O' to Hope

Things are never hopeless on Wednesday nights at 9 p.m. on Radio WOW. There's always Bob Hope, ambassador of mirth, with the new "Bob Hope Show," beginning its 16th season, for General Foods.



Hope

The whole cast will be around to make things difficult for Bob on this fun-filled half-hour. Join the gang and the fun!

EXPIRATION DATE NEAR YOUR NAME BELOW "2/53" MEANS THIS IS YOUR LAST ISSUE

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