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.

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 Friday) with the final quarter hour to be sponsored by Nob Hill Coffee, Canterbury Tea, Crown Colony Spices and Jelli 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 Stehner 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.

Mal Honored...


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.

John Cameron Swayze

Heard for Kleenex

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

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.
WOW'S JANUARY DAYTIME SCHEDULE

5:30 A.M.—Five Thirty Call—Wake up to the strains of early morn-
ing music ............................................. Daily ex. Sun.
6:15 - 6:30 A.M.—Welcome to the West ........................................... Thurs.
6:20 - 6:30 A.M.—Welcome to the West ........................................... Tues., Sat.
6:30 - 7:00 A.M.—Farm Service Reporter—Farm and Market News ........................................ Pioneer Hybrid Seed Corn and Walnut Grove Mineral Products ............................................. Daily ex. Sun.
7:00 A.M.—WOW News Tower .......................................................... Daily ex. Sun.
7:05 A.M.—George Crook—Organ Music .......................................... 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.—M.—Young ................................................................. Fri.
Chapel Service—Dr. R. R. Brown ....................................................... Sat.
8:45 A.M.—Potluck ................................................................................ Sat.
9:00 A.M.—Welcome Travelers—Tommy Bartlett for P. & G. ....... Mon. thru Fri.
Adventures of Archie Andrews .......................................................... Mon. thru Fri.
9:30 A.M.—Double or Nothing—With genial master-of-ceremonies .......................... Mon. thru Fri.
Walter O'Keefe 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.
M.—Life—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.
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.
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.
National Radio Pulpit ......................................................................... Sun.
11:15 A.M.—Martha Bohlsen's Show—Midwest's leading homemaker . Mon. thru Fri.
Charles Kasner—National health aids ............................................ Mon. thru Fri.
Juvenile Jury ..................................................................................... Sat.
11:30 A.M.—Potluck ............................................................................ Mon. thru Fri.
Your Melody Time ............................................................................. Sun.
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.
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—Schneller & Mueller ................................ Sun.
12:45 P.M.—WOW Calling ................................................................. Mon. thru Fri.
1:00 P.M.—WOW Calling—Bob 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. .................... Sat.
with Mal Hansen ............................................................................... Sun.
1:15 P.M.—Young Doctor Malone—Procter & Gamble ................. Mon. thru Fri.
1:30 P.M.—Guiding Light—Sponsored by Dur 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.
To be announced ............................................................................. 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.
Sunday News Desk ........................................................................... Sun.
Critic at Large ................................................................................... Sun.
3:00 P.M.—Backstage Wife—Dref .................................................. Mon. thru Fri.
NBC .................................................................................................. 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.
NBC .................................................................................................. Sat.
To be announced ............................................................................. 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.
To be announced ............................................................................. Sat.
4:15 P.M.—Front Page Farrell—Whitehall Pharmaceutical ........ Mon. thru Fri.
4:30 P.M.—Lorenzo Jones—Presented by Colgate ........................ Mon. thru Fri.
Beat the Deal .................................................................................... 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.—Lighter Day—Procter & Gamble ................................. Mon. thru Fri.
Reserved for You ............................................................................. Sat.
Treasury Salute .............................................................................. Sun.
5:15 P.M.—Lean Back 'n Listen ......................................................... Mon. thru Sat.
WOW-TV JANUARY SCHEDULE

MONDAYS
6:00 P.M.—Doors of Knowledge
6:15 P.M.—NEWS
6:30 P.M.—THOSE TWO Procter & Gamble
6:45 P.M.—Camel News Caravan, John Cameron Swayze (NBC)
7:00 P.M.—Winchell and Mahoney Crusade and Spedell (NBC)
7:30 P.M.—Voice of Firestone (NBC)
8:00 P.M.—Hollywood Night Program National Broadcasting Company
8:30 P.M.—ROBERT MONTGOMERY PRESENTS for Lucky Strikes and Johnnae Wax (NBC)

TUESDAYS
6:00 P.M.—Short, Short Drama Pepsi-Cola
6:15 P.M.—NEWS
6:30 P.M.—THOSE TWO Procter & Gamble
6:45 P.M.—Camel News Caravan, John Cameron Swayze (NBC)
7:00 P.M.—I MARRIED JOAN (NBC)
7:00 P.M.—TEXACO STAR THEATRE Texaco Co. (NBC)
7:30 P.M.—CAVALCADE OF AMERICA DuPont (NBC)
8:00 P.M.—Television Theater Program National Broadcasting Company
9:00 P.M.—SPRINGS by Jack Payne
9:15 P.M.—Story by Jack Payne

WEDNESDAYS
6:00 P.M.—Doors of Knowledge Pepsi-Cola
6:15 P.M.—NEWS
6:30 P.M.—THOSE TWO Procter & Gamble
6:45 P.M.—Camel News Caravan, John Cameron Swayze (NBC)
7:00 P.M.—I MARRIED JOAN (NBC)
7:30 P.M.—CISCO KID Fox Motors (NBC)
8:00 P.M.—DRAGNET L¢gan with Scott Music Hall Scott Paper Co. (NBC)
9:00 P.M.—KRAFT TELEVISION THEATER (NBC)

FRIDAYS
6:00 P.M.—Short, Short Drama Pepsi-Cola
6:15 P.M.—NEWS
6:30 P.M.—THOSE TWO Procter & Gamble
6:45 P.M.—Camel News Caravan, John Cameron Swayze (NBC)
7:00 P.M.—You Bet Your Life for Decca (NBC)
7:30 P.M.—CISCO KID for Fox Motors (NBC)
8:00 P.M.—DRAGNET L¢gan with Scott Music Hall Scott Paper Co. (NBC)
9:00 P.M.—THE ALDRICH FAMILY Campbell Soup Company (NBC)

SATURDAYS
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 Roberta Daisey
6:00 P.M.—TV FEATURE
6:15 P.M.—Headlines on Parade America’s News
6:30 P.M.—MY HERO Phillip Morris (NBC)
7:00 P.M.—ALL-STAR REVUE Pete Miller Pennsylvania Motor Car Co., Johnson & Johnson (NBC)
7:30 P.M.—Tallahassee Bankhead
8:00 P.M.—Show of Shows W. R. Reynolds, B. R. Svenes, Griffin Co., John & Sons, Pennsylvania Motor Car Co., Johnson & Johnson (NBC)
9:30 P.M.—DEATH VALLEY DAYS Pacific Coast Bells alternates with
10:00 P.M.—BROOKLYN BROUGHAM Heileman Brewing
10:00 P.M.—Sports Showcase Ante-Bloc (DuMont)
10:15 P.M.—WRESTLING from CHICAGO (DuMont)
11:15 P.M.—MOVIE TIME

MONDAYS THROUGH FRIDAYS . . . DAYTIME SCHEDULE
7:00 A.M.—TODAY, with Dave Garroway (NBC)
7:00 A.M.—DING DONG SCHOOL (NBC)
7:00 A.M.—THOSE TWO Procter & Gamble
7:00 A.M.—DOCTOR Procter & Gamble
9:00 A.M.—DENNIS DAY (RCA)
10:00 A.M.—SKELETAL NEWS with M. C. Clark
10:15 A.M.—MEET THE VICTIM Max L. Walter
10:30 A.M.—LIFE BEGINS AT 20 Service (DuMont)
11:00 A.M.—MOVIE TIME

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 Hallmark (NBC)
5:30 P.M.—Bill Hickok Kettings
6:00 P.M.—RANGE RIDER alternates with GENE AUTRY P. R. Persons (DuMont)
6:30 P.M.—MR. PEEPERS Birenoe 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
9:30 P.M.—DENNIS DAY (RCA)
10:00 P.M.—SKELETAL NEWS with M. C. Clark
10:15 P.M.—MEET THE VICTIM Max L. Walter
10:30 P.M.—LIFE BEGINS AT 20 Service (DuMont)
11:00 P.M.—MOVIE TIME

TODAY’S THOUGHTS
“Keep This Schedule Near Your Set! Watch WOW News Tower or Your Local Newspaper For Changes and Corrections For New Shows!”
News Adds Telephoto Service

Service Speeds National Pictures

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.

Room 6 is crammed in the morning until midnight with this remarkable machine transmitting 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 viewers.

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

WOW TV GETS TOP POWER

FCC Approves
100,000 Watts

As powerful as any television station in its range is to be.

That's what a recent authorization of Federal Communications Commission means to WOW-TV and television viewing through this area.

The Commission's action authorizes WOW-TV to increase its video power to 100,000 watts—the maximum allowed stations broadcasting 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 strong enough to reach over 900,000 homes throughout the station's present service area and the service area will be extended 15 to 20 miles south of the city.

"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 the 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 was received FCC approval to increase its power to 70,000 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.

Skelton Moves

The Skelton family has been seen every Wednesday at 9:30 p.m. over Channel 6. Mr. and Mrs. Eldon Skelton, sponsors of the Austin Skelton News Commentaries program, have returned to WOW-TV and also visited with farmers in this area who have made the trip to England.

This attractive young lady is WOW-TV's Miss Donna Newton who adds a bright touch to the Skelton-Skelton News Commentaries program every Sunday at 10 a.m. over Channel 6. The other Sunday morning program sponsored Skelton home appliances, WOW-TV's Roy Clark is host on News Headlines.

WOW News Tower

WOW NEWS TOWER

(Jan. 8, 1960, Off.)

Issued to Increase Enjoyment of WOW-TV Television Programs

WOW NEWS TOWER

(Jan. 8, 1960, Off.)

WOW-TV Chief Engineer Bill Rotzer...turns switch for boost to 28,000 watts. Soon the 10,000 watt switch will be thrown.

WOW-TV

'A Unexpected' Premiers Jan. 5

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

To be exact, Monday, January 5 is the day following this column, 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.

The show's greatest current writing team has contributed its creativity to the series. The Unexpected, Jerome Lawrence and Robert E. Lee, who shared Pulitzer Awards in both 1950 and 1951, write the complete series, a package which features breast-taking surprise endings.

Hollywood's most accomplished players are seen in The Unexpected. Headed by Bob Newhouse, Michelle Hudson, Marjorie Reynolds, John Archer and Nana Caren.

Next, here is the schedule of Unexpected episodes for the month of January:

January 4 "'Four Days in the Country,' " reprised "Rosemary's Baby"... with Joanne Woodward in the title role

January 11 "'The Strange One'...with Doug Roberts, Janice Rule, Mark Montgomery and Cesare Danova"

January 18 "'Shock treatment'... with Jeff Tyler, Paul Lang and John Archer"

January 25 "'The Inquisition'... with John Branch, Judith Anderson, William Tabbert and Charles Lawson"

Britisher Visits Hansen

An invitation of four years standing was granted recently when WOW-TV's Farm Service Director Mal Norem was the honored guest of Mr. and Mrs. Harry C. Hunt, Agricultural Liaison Officer of the British Broadcasting Company.

The two gentlemen first met when Mal took a group of Midwestern farm representatives to the first of the now-famous WOW-TV and WOW-TV Farm Sale Tours.

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

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

Douglas Fairbanks Presents. Seen over Channel 6 every Thursday at 9:30 p.m. on the Phillips Petroleum-sponsored series is this exciting showcase for dramatic talent from all over the world.
## WOW'S JANUARY NIGHT SCHEDULE

(TURN BACK TO PAGE 2 FOR WOW DAYTIME SCHEDULES)

<table>
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<th>TIME</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
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</thead>
<tbody>
<tr>
<td>6:00</td>
<td>MEET YOUR MATCH Hear about odd occupations</td>
<td>590 MELODY LANE THE BEST IN MUSICAL SELECTIONS</td>
<td>THE CISCO KID Butter-out Bread brings you western adventures</td>
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<td>590 MELODY LANE</td>
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<tr>
<td>6:45</td>
<td>THE ALDRICH FAMILY A hilarious show with HENRY</td>
<td>NEWS OF THE WORLD Alka-Seltzer TO BE ANNOUNCED</td>
<td>NEWS OF THE WORLD Alka-Seltzer TO BE ANNOUNCED</td>
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<td>NRC SYMPHONY</td>
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<tr>
<td>7:00</td>
<td>PHIL HARRIS and ALICE PAYS RCA Victor THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra</td>
<td>CAVALCADE OF AMERICA Outstanding dramatic shows for Du Pont Walk a Mile John H. Paulk R. J. Reynolds Tobacco</td>
<td>ROY ROGERS King of the Cowboys KENNETH BANGHART Log Cabin News</td>
<td>ROY ROGERS King of the Cowboys KENNETH BANGHART Log Cabin News</td>
<td>ROY ROGERS King of the Cowboys KENNETH BANGHART Log Cabin News</td>
<td>ROY ROGERS King of the Cowboys KENNETH BANGHART Log Cabin News</td>
<td>HIT PARADE With the top tunes for American Tobacco</td>
</tr>
<tr>
<td>7:30</td>
<td>THEATRE GUILD ON THE AIR Dramatic entertainment</td>
<td>VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus RED SKELETON &quot;The mean widdle kid&quot;</td>
<td>THE GREAT GILDEREYE You'll laugh at &quot;Gilly&quot; and Company's New Foods</td>
<td>FATHER KNOWS BEST with Robert Young General Foods</td>
<td>TRUE OR CONSEQUENCES Ralph Edwards for PerMilk</td>
<td>BEST PLAYS The finest in dramatic literature</td>
<td>NAME THAT TUNE with Red Benson</td>
</tr>
<tr>
<td>8:00</td>
<td>DRAGNET Stories based on cases from L.A. police files</td>
<td>TELEPHONE HOUR Donald Voorhees with Bell Symphony Orchestra and guest singers</td>
<td>MARTIN AND LEWIS No. 1 on the wit parade</td>
<td>THE GROUCHO MARX SHOW—It's fun when Groucho takes over Della-Piramato</td>
<td>FIRST NIGHTER &quot;Opening Night&quot; Miller Brewing Co.</td>
<td>GRAND OL' OPRY Red Foley and Gang with homespun humor for Prince Albert</td>
<td>PEE WEE KING Jazz unlimited</td>
</tr>
<tr>
<td>8:30</td>
<td>CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Green and White Quartet</td>
<td>PIBBER McGEE and MOLLY Reynolds Metals BIG STORY Adventure series American Cigarettes</td>
<td>THE BOB HOPE SHOW A Hope-filled evening of comedy General Foods</td>
<td>DANGEROUS ASSIGNMENT Brian Donlevy</td>
<td>HY GARDNER CALLING 9:15—Words in the Night</td>
<td>DUDE RANCH JAMBOREE</td>
<td>REUBEN, REUBEN</td>
</tr>
<tr>
<td>9:00</td>
<td>BARRIE CRAIG Confidential investigator</td>
<td>ENCORE with Meredith Wilson TWO FOR THE MONEY</td>
<td>THE BOB HOPE SHOW A Hope-filled evening of comedy General Foods</td>
<td>DANGEROUS ASSIGNMENT Brian Donlevy</td>
<td>HY GARDNER CALLING 9:15—Words in the Night</td>
<td>DUDE RANCH JAMBOREE</td>
<td>REUBEN, REUBEN</td>
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<tr>
<td>9:15</td>
<td>MEET THE PRESS</td>
<td>ONE MAN'S FAMILY Tabcin</td>
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<td>HY GARDNER CALLING 9:15—Words in the Night</td>
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**MON. thru FRI. 9:45—DIAL DAVE GARROWAY—9:45**
Armour and Co.

**MON. thru FRI. 10:25—INSIDE NEWS FROM HOLLYWOOD—10:25**
Hazel Bishop

**MON. thru FRI. 10:30—JOHN CAMERON SWAYZE NEWS—10:30**
Kienex

**MON. thru FRI. 10:35—MUSICAL NIGHT EDITOR—10:35**
TOP TUNES and CHATTER with JOLLY JOE MARTIN

**NEWS SUMMARY** presents music you'll enjoy

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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 of 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 loves 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 about 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.

Bactstage Wife—Mary Noble, formerly a farm girl from Iowa, is married to Lary 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 Lary's life. This story of intrigue is heard every weekday at 3 p.m. on 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.

A Bigger 'Calling' 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 first-class 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.

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.

WOW News Tower