Radio Set Sales Up 25 Per Cent During 1940

Thousands of WOW listeners, who received new Christmas radio sets, helped to swell the radio audience of the United States past the 50,000,000 mark.

Industry statistics estimated, late in December, that radio set sales for 1940 will set a new record ahead of 1939. The slide rule experts (quoting the 1939 increase) report that by January 1 the total number of sets in use was slightly over 50,000,000, or an increase of approximately 9,000,000 in the past year.

Owens Caldwell, editor of "Radio Today," estimated the radio set sales for 1940 at 11,000,000, as compared with 9,000,000 in the calendar year of 1939.

"Like the horizon which is never reached, the radio audience seems to expand constantly in proportion to the increase of premises of credible total," Mr. Caldwell wrote. "Each year the figures shoot upward. Thus, sales of sets produce an ever widening audience, which in turn attracts a seemingly limitless pool of people to radio as a medium of communication."

The telephone industry figures pointed out that there were a million more automobiles in use in 1940 and 190,000 more telephones "working." Comparing the 1939-40 telephone usage, the total increase was an estimated 150,000,000 in the past year.

"It is at least 50,000,000," said Mr. Caldwell as follows:

- Portable "battery" radio sets.
- In Use now keeping listeners entertained.
- Prosperity to radio as a medium of entertainment.
- Sales of sets produce an ever expanding audience.
- Each year the figures shoot upward.
- Thus sales of sets produce an ever widening audience, which in turn attracts a seemingly limitless pool of people to radio as a medium of communication.
BURKE ATTENDS SCHOOL MEET

Says Teachers Now Sold on Radio

By Mr. Burke of WOW returned recently from the first three years of this annual conference of educational radio workers. He observed that the educational purposes were Detroit, Chicago, Akron, Ohio, and Indianapolis.

Chairman of the conference was Harold Kent of the Chicago public school.

By the Rev. R. R. Brown, D. D., Minister of Radio Station WOW, Chicago, Ill., and the first three years of this annual conference, educational radio workers. He observed that the educational purposes were Detroit, Chicago, Akron, Ohio, and Indianapolis.

Chairman of the conference was Harold Kent of the Chicago public school.

By the Rev. R. R. Brown, D. D., Minister of Radio Station WOW, Chicago, Ill., and the...
DAILEY REVIEWS 1940 SPORTS

Former Omaha in NBC Service Position

Walter Preston, Jr., former Omaha insurance man, has been named director of the new Public Broadcasting Division of the National Broadcasting Company in New York City. He succeeds William S. Cox, who was formerly Vice President in charge of education programs in NBC's New York program department. His new duties will include supervision of women's and children's activities, religious and educational broadcasts.

Lyle De Moss in Role of “Musical Grocery Boy” for United Foods New Early Morning Six-A-Week Show

HUNDREDS of WOW housewives have a new “grocery boy.” He is a jolly fellow, and he arrives via the housekeeper in WOW Valley phone. Yes, he is “Your Musical Grocery Boy” as he is described in the programming for NBC.

The program has been a big hit with thousands of housewives who have written and telephoned the NBC program department, asking for more. The program was conceived to keep housewives informed of the latest in furniture, fashions, and other consumer goods.

 babe Russ Baker to M-1 Ideal Series

WOW's Russ Baker, whose tal- ents and master of ceremonies have found no real outlet in recent months, will in a new role—that of Father Bar- low's Secretary in "One Man's Family"—start the M-I Ideal Series Thursday, October 6, at 9:15 p.m., Monday-Wednesday and Thursdays, beginning October 13. It will be of the Musical Clock type, with recorded music and many spe- cial effects.

Baker is a master of direction, having participated in Community Play House productions and on the New York stage.

Included on the program will be details of a Wilson and Company offer, which will make many vali- ble premiums available to WOW listeners. Also available to listeners who respond to this program is a 100-page booklet, called "The Dog Game." This booklet contains full information and pictures about 14 popular breeds of dogs and cats. Every family which has a dog will have the opportunity to acquire the本 new Ideal Dog Food program.

Wedding Bells

WOODBURY ZOO and American Forest Service Presents

The wedding bells are ringing for Fred and Mary Woodbury, the popular Woodbury Zoo couple. The couple will be married on October 25, 1941, at 2:30 p.m.

“William Henry, alias Bill”

Only “Oscar” is missing from this picture about the new “Your Musi- cal Grocery Boy” program on WOW weekdays at 7:45 a.m. Photos show Lyle De Moss, Dore, and a fudge redemption gift and a background of United Foods and King Kash labels. The program has been a big hit with thousands of housewives who have written and telephoned the NBC program department, asking for more.

“William Henry, alias Bill”

The program was conceived to keep housewives informed of the latest in furniture, fashions, and other consumer goods.

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Radio WOW Highlights of 1940

F. D. R. Ball...on 462 stations

Another 7,300 Hours of WOW Service!

At the stroke of one January 1, 1941, WOW completed within 12 months another 7,300 hours of broadcast entertainment and enlightenment.

The year of 1940 brought new successes and new achievements to WOW's service record. Entries of some highlights of the year are enumerated chronologically in pictures and words on this and the opposite page.

JANUARY
1. WOW purchased an $1,800 Hammond Electric Organ, with new "floating tone" speaker.
2. WOW entertained managers and other representatives of 72 stations at the Annual Engineering Conference of the National Association of Broadcasters.
3. Chief Engineer W. J. Kotera announced that during all of 1939 WOW lost only 1 hour, 2 minutes and 29 seconds by transmitter failure.
4. The WOW News Tower, reprinted, in full, the University of Wisconsin's Renovator Bulletin, which voted to "propaganda" and offered opinions on WOW's interviews.
5. World Telegram, Radio Daily, and Variety's midwinter "best programs" compilation showed that WOW carried in this territory 8 of the 10 best network programs on the air.
6. WOW produced a part of the network Birthday Ball for the President's broadcast, which was carried by 462 American stations and to audiences of several short-wave stations around the world. Participating were children from 50 Omaha schools, on skates, grouped around a huge birthday cake, each carrying lighted candles. Description of the ice ballet, and the WOW chorus singing "Happy Birthday to You" and "God Bless America" was done by Foster May, WOW's special events chief.

FEBRUARY
1. WOW's special events crew covered the Hinsinaw hotelf fire at 3 a.m., including actual description of rescue and interviews with surviving victims. The broadcast was transmitted and repeated at noon.
2. Chief Engineer W. J. Kotera and Chief Control Operator Joe Herold were sent to the third annual Chicago Roundtable broadcast devoted to "propaganda" and offered opinions to WOW listeners.
3. At a huge Junior Chamber of Commerce luncheon, honoring the 24th Annual Convention of the National Association of Broadcasters, WOW entertained the 200 persons.
4. At the stroke of one January 1, 1941, WOW completed within 12 months another 7,300 hours of broadcast entertainment and enlightenment.

MARCH
1. WOW purchased Tom Dailey of Yuma, Ohio, and began a vigorous new year-round sports program, which during the year included hockey, horse racing, baseball, football and all minor sports.
2. WOW carried 12 direct broadcarts from the fourth annual National Farm Institute in Des Moines, including interviews with Dr. Adolph A. Berle, Milo Perkins, Howard Coonley, Chester Davis, Federal Reserve Board Member, former A. A. A. administrator and (now) also a member of the President's Defense Commission.
3. WOW carried an exclusive interview with Philip Murray, now President of the C. I. O.; Howard Coonley, President (then) of the National Association of Broadcasters, and Chester Davis, Federal Reserve Board Member, former A. A. A. administrator and (now) also a member of the President's Defense Commission.
4. WOW was host to 40 educational and civic leaders at a luncheon for Mrs. Edwin C. Lewis, Vice President. Bradshaw at the microphone.

APRIL
1. WOW covered the April 9 primary election, giving its listeners conclusive results within 45 minutes after the polls closed. This was accomplished by sending 50 Western Union messenger boys to the polling stations.

MAY
1. WOW assisted in organizing a local anti-Nazi meeting and originated a network broadcast, carried by 462 American stations and to audiences of several short-wave stations around the world. Participating were children from 50 Omaha schools, on skates, grouped around a huge birthday cake, each carrying lighted candles. Description of the ice ballet, and the WOW chorus singing "Happy Birthday to You" and "God Bless America" was done by Foster May, WOW's special events chief.

WOODMEN BIRTHDAY PARTY

JUNE—This was a banner month in the history of the Woodmen of the World. June 8, 4,000 persons gathered at the City Auditorium and 400,000 union members assembled in 9,000 Camps throughout the nation in observance of the Society's Golden Anniversary. The event was broadcast coast to coast by WOW and 56 NBC stations. Photo shows the broadcast in progress, with President Bradshaw at the microphone.

Another 7,300 Hours of WOW Service!
FOOD SHOW BREAKS RECORDS

SEPTEMBER—This was the month WOW brought more than 100 NBC stars to Omaha, in person, for the Omaha Food Show. Record-breaking crowds (see picture above) came every night to see the Avalon "Show Boat" troupe, Ivory's "Truth or Consequences," with Ralph Edwards, and the Alka-Seltzer "National Barn Dance" gang. It was the third year in a row that WOW carried the Food Show promotion burden.

Races, Food Show, in 2nd Half of 1940

"AK" RACES FOR "WHEATIES"

"DR. I. O." WOW'S 'EM AGAIN

(Continued from page 4)

places and setting up an elaborate system to receive their returns by telephone, tabulate these returns and put them on the air.

2. WOW sent seven representatives on the Omaha Chamber of Commerce Good Will Tour, which visited 80 towns in southern Nebraska, northern Kansas, northeastern Colorado and western Wyoming.

3. WOW promoted a special broadcast from Captain E. D. C. Herne, the Skelly news commentator, to Captain Herne, at dinner given by Hymie Milder of the Milder Oil Company. On Captain Herne's left is Frank Ferrin, Vice President of Henry, Hurrel & McDonald, Chicago, and Art Taylor, Advertising Manager of the Skelly Oil Company.

4. WOW equipped 12 members of its special events and announcing staff with green airplane cloth uniform jackets. These jackets, for use on all special events outside the radio station, by engineers, announcers, etc., contain a huge "Radio WOW" on the back, "NBC" on the sleeve, the individual's name on the breast pocket and WOW letters on the coat lapel. The jackets are weather-proof. Since WOW crews started wearing the jackets, they have appeared in dozens of newswreels and newspapers throughout the country.

5. WOW began a series of institutional programs called "The Pa-tron Jack," and featuring "The man at work," each designed to pay tribute to some Omaha industry. WOW was sponsored by General Foods, the Alka-Seltzer "National Barn Dance" gang.

6. WOW World Radio Convention observed its 17th anniversary, and sponsored a non-sectarian radio church service on the frequency modulation high-frequency channel.

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4. WOW, by request, explained to "Farm Facts and Fun" regional network agricultural program before the University of Ohio's radio educational conference.

5. WOW's invitation, to be the star of the annual Ak-Sar-Ben Drive-tee and Horse Show. The broadcast was carried by WOW.

6. The WOW World Radio Convention observed its 17th anniversary, and sponsored a non-sectarian radio church service on the frequency modulation high-frequency channel.

MAY

1. Using five regional events, working from North Platte, Neb., southeast in five cities, WOW covered Golden Spike Days for the entire state, including the Great Alripple Rumpus fest in Omaha. This was a Columbia network feature. WOW moved in and rode the show because of its great civic interest. WOW used five automobilen, painted white and labeled "WOW Golden Spike Days Special Events Car," and created wide attention throughout the state.

2. WOW broadcast the Ak-Sar-Ben races for the second time, under sponsorship of Wheaties.

3. Special exclusive interviews on WOW were broadcast with Walter Winchell, Fred Allen - George Burns fete in Omaha.

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JULY

1. Program Manager Burke announced that WOW talent casts for the first six months of the year averaged over $3,000 a month.

2. WOW conducted the Pink Eye Hunt, and Omaha was the first city in which there was a $500 "Big Rust" winner. This secured national publicity.

3. The Skinner Manufacturing Company released a voluntary testimonial to WOW, announcing they had increased the sale of their "Skin-ner Bran in the first five months of 1940, per cent ahead of the same period in 1939. WOW was the only advertising medium used.

(Continued on page 6)

CAPT. HERNE VISITS OMAHA

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ASCAP 'THE PROTECTOR' IS

Broadcasting stations are being asked what is behind the rumor that an organization called ASCAP intends to bar from the air some of the popular music you have been listening to—unless radio agrees to pay $20,000 a year royalty fee.

Whether or not this threat materializes, the rumors are entitled to the facts in the case.

ASCAP (short for American Society of Composers, Authors and Publishers) is technically a copyright and royalty organization consisting of hundreds of radio stations, big and small, and a large majority of all stations.

The purpose of this article is to analyze the facts in the controversy between ASCAP and the industry. THE EDITOR.

**PORTRAIT OF A PROTECTOR**

The special article on this page (and page 7) is a reprint of a booklet entitled "Portrayal of a Protector." This booklet was published by The National Association of Broadcasters, a trade organization consisting of radio stations, big and small, and a large majority of all stations.

The purpose of this article is to analyze the facts in the controversy between ASCAP and the industry. THE EDITOR.

**HIGHLIGHTS OF 1940 ON WOW**

The 17 years between 1923 and 1940, ASCAP had collected $476,000,000 of which $26,000,000 was paid by broadcasting. In one year broadcasting paid ASCAP more than $18,000,000. Now, in 1940, ASCAP again skyrocketed its demands. This time it says that radio stations want to pay any ASCAP-controlled music during three hours a day approximately $9,000,000.

The purpose of this article is to analyze the facts in the controversy between ASCAP and the industry. THE EDITOR.

**Broadcasting to get the right to play certain "popular" tunes...**

Function is to prevent the unauthorized commercial use of music without royalty payment to the composer or publisher. ASCAP is a private club which has gained control of the important group of American songwriters, or "popular" or "classical" music.

In reality, ASCAP, even at that time, considered "classical" music among its "popular" tunes.

"Protective" organization, whose...
NOW DE-BUNKED BY THE N. A. B.

Radio wanted to give its listeners ALL OF THE BEST music of all kinds.

3 per cent went to about 825 members.

It is clear enough. It cannot be forced on writers.

The value of being unincorporated is quite obvious.

Persons talk with the middle of the throat.

Radio took one-third of the total income.

There are three ways in which, unwittingly, some persons place hindrances upon the organs of speaking and thus inhibit the speech tones.

Learn how to talk.

By MILTON A. RIECK

Radio News Tower, Omaha, Neb.

The Other Woman" and well-known public speaker and author.

Do you have any difficulty being understood?

A clear-speaking voice will add new field of activity to you. The business as well as the social world demands a well-modulated speaking voice with correct pronunciation and distinct enunciation.

When one realizes that positions are critically dependent on the quality of speaking voices of the applicants, it is apparent how the opportunities offered to remedy these deficiencies are necessary.

There are numerous ways in which people may place some personal hindrances upon the organs of speech and thus inhibit the speech tones. A large majority of persons talk with the middle of the tongue instead of with the tip of the tongue.

The way the word "papa" will do the same thing.

How about taking a deep breath and counting aloud five, and then repeating the exercise with your mouth opened. Does your voice seem to carry farther?

This simple exercise is just a start. You can be with us next month, and in the meantime open your mouth when you talk.

Your Last Copy?

Yes, sir! Simply turn to page 8, where your name and address are stamped on the margin. The date of your Tower subscription expires is printed here, "1/1/41" means January 1, 1941. If your subscription expires soon, RE-NEW now with the address and 50 cents to WOW!

ORDER NOW WON'T BE BUNKED BY THE N. A. B.

NATIONAL ASSOCIATION OF BROADCASTERS.

These midwestern radio stations, members of The National Association of Broadcasters, have already subscribed to Broadcast Music, Inc., during 1941:

NATIONAL ASSOCIATION OF BROADCASTERS.

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NEBRASKA,

KOAF-Kearney
KOUM-Omaha
KOFK-Lincoln

KQEL-Denver
KFBJ-Durango
KFXJ-Grand Junction
KOA-Denver
KVOR-Colorado Springs
KBRX-Great Falls
KBLC-Lewiston
KFKD-Yampa
KTFI-Twin Falls

KQED-Cedar Rapids
KXZC-Honolulu
KENT-Des Moines
KXWJ-Los Angeles
WHO-Des Moines
KAMC-Waco
KMA-Sherman
KWLC-Decorah

KGGF-Cooperville
KFCQ-Cedar Falls
KSAV-Sioux Falls
KANE-Nebraska City
KANE-Wabash
KFAM-St. Cloud
KPH-Wichita

KGFE-Missoula
KFWX-Denver
KCOB-Missoula
KDKL-Los Angeles
KKGN-Yuma
KWMN-Winnebago

KZMC-Kansas City
WDAR-Kansas City
KXLY-Loisville
KWW-Huntington
KXWA-Cedar Rapids
KFWQ-Grand Forks
KPOL-Bismarck

KREX-Bismarck
KDFM-Davenport
KDKL-Devil's Lake
KDSC-Des Moines
KGGC-Manhattan

KGPC-Hold
KHKK-Houghton
KOMA-Oklahoma City
KCTY-Oklahoma City
KVOG-Indianapolis
KXKY-Kansas City

KSEL-Cheyenne
WNAX-Yankton
KQRO-Depew
KVOO-Tulsa

K532214
January 1, 1941

### WOW's January Night Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
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<tr>
<td>11:00 A.M.</td>
<td>A. P. News</td>
<td>A. P. News</td>
<td>A. P. News</td>
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<tr>
<td>10:30 A.M.</td>
<td>W. O. W. News</td>
<td>W. O. W. News</td>
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<tr>
<td>10:30</td>
<td>W. O. W. Orchestra</td>
<td>W. O. W. Orchestra</td>
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<tr>
<td>10:15</td>
<td>NOTE—Important special events, such as war speeches, news and comments, political speeches, hockey games, etc., will be heard frequently. From 5:15 p.m. on WOW. Events like this are usually scheduled within a short time before they go on the air. Listen daily except Sun.</td>
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<tr>
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<td>A. P. News</td>
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<td>A. P. News</td>
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### Keep This Page Near Your Radio at All Times... Check Your Daily Newspaper for Last Minute Changes

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
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<th>Thursday</th>
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<th>Saturday</th>
<th>Sunday</th>
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<tr>
<td>12:00 Noon</td>
<td>Markets</td>
<td>Mon., Tue., Wed., Thu., Fri</td>
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<tr>
<td>12:15 P.M.</td>
<td>Transcriptions</td>
<td>Mon., Tue., Wed., Thu., Fri</td>
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<td>Mon., Tue., Wed., Thu., Fri</td>
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<tr>
<td>12:45</td>
<td>Beat the Band</td>
<td>Mon., Tue., Wed., Thu., Fri</td>
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<tr>
<td>1:00 P.M.</td>
<td>ESPN—Sports</td>
<td>Mon., Tue., Wed., Thu., Fri</td>
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<tr>
<td>1:45 P.M.</td>
<td>Junior Roundtable</td>
<td>Mon., Tue., Wed., Thu., Fri</td>
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<tr>
<td>2:00 P.M.</td>
<td>Telephone Hour</td>
<td>Mon., Tue., Wed., Thu., Fri</td>
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<tr>
<td>2:15 P.M.</td>
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