Almost a Billion is U. S. Bill

For Radio

Mr. and Mrs. John Q. Public, U. S. A., paid nearly a billion dollars for radio in 1940.

The estimate of G. H. Galway, famous radio authority, in his trade paper, "Radio and Television Today" (January edition), is that the annual bill of the United States for radio in 1940 included $450,000,000 for 10,900,000 new radio sets (retail sales) and $300,000,000 for more electricity and batteries to operate 60,000,000 receivers.

In addition, radio listeners spent $150,000,000 for servicing radio sets, including tubes and part replacement.

The total, $250,000,000 paid out for radio during 1940 went to broadcasters for time and to radio talent for services.

Employees

"Radio and Television Today" estimated there are 320,000 persons employed in radio. Of this number, 225,000 are engaged in manufacturing and distributing radio equipment, 45,000 are employed as radio announcers, and 40,000 are employed in the broadcasting industry as salesmen, technicians, and other workers.

The annual payroll of the 882 broadcasting stations was estimated at some $345,000,000 for 10,900,000 new radio sets.

Almost 225,000 are engaged in manufacturing and distribution, 45,000 as radio announcers, and 40,000 as broadcasting industry employees.

The estimate of Orestes H. Mills, former Omahan, is that WOW's listening audience includes 313,500 homes with radio sets in Nebraska, and 6,360,000 homes with radio sets in the United States.

Almost every home is tuned to WOW in its broadcast area, according to a report from the Crossley Analysis of Broadcasting: The Crossley cross-section of the radio audience in Nebraska revealed that WOW's listening audience was 14 per cent greater than the January, 1940, audience. The Crossley survey indicated, however, that WOW's mail count during the period to January 23, and covering the same number of working days, would be 11 per cent greater in the evening and 22 per cent greater in the daytime.

Almost every one of the 225,000 radio owners in Nebraska resells the radio station to Wow, Inc., for the price of $1.00 per month.

Another estimate is that WOW's listening audience includes 313,500 homes with radio sets in Nebraska, and 6,360,000 homes with radio sets in the United States.

High state officials fixed Wow's microphone as the new year began. Photo above shows retiring Governor C. R. Cockrum turning over the keys to the Nebraska State Capitol to Governor Dwight Griswold during an interview by Foster May.
The Radio News Tower is publishing the following list of biographical characters used by Dr. I. Q. on his broadcast of January 15. "What are the high spots of your life?" (Continued):

- James Watt
- Henry Ford
- Thomas Alva Edison
- Buffalo Bill Cody
- W. Jennings Bryan
- Alfred E. Smith
- Chiang-Kai-Shek
- Rembrandt
- Gen. J. J. Pershing
- Edgar Allan Poe
- Samuel F. B. Morse
- James Madison
- John Paul Jones
- Thomas Jefferson
- Victor Hugo
- W. Henry Harrison
- Zane Grey
- Horace Greeley
- U. S. Grant
- Charles Goodyear
- James Garfield
- Mahatma Gandhi
- Robert Fulton
- Benjamin Franklin
- Walt Disney
- Ely Culbertson
- Enrico Caruso
- Richard E. Byrd
- Henry Ford
- Frank Lloyd Wright
- Thomas Alva Edison
- W. Jennings Bryan
- Alfred E. Smith
- Chiang-Kai-Shek
- Rembrandt
- Gen. J. J. Pershing
- Edgar Allan Poe
- Samuel F. B. Morse
- James Madison
- John Paul Jones
- Thomas Jefferson
- Victor Hugo
- U. S. Grant
- Andrew Jackson
- Thomas Jefferson
- Patrick Henry
- George Washington
- Patrick Henry
- James Madison
- John Paul Jones
- Thomas Jefferson
- Zane Grey
- Horace Greeley
- U. S. Grant
- Charles Goodyear
- James Garfield
- Mahatma Gandhi
- Robert Fulton
- Benjamin Franklin
- Thomas Edison
- William Howard Taft
- Abraham Lincoln
- Thomas A. Edison
- W. H. Taft
- Hiram Belcher
- James Watt
- Henry Ford
- Thomas Alva Edison
- Buffalo Bill Cody
- W. Jennings Bryan
- Alfred E. Smith
- Chiang-Kai-Shek
- Rembrandt
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- Mahatma Gandhi
- Robert Fulton
- Benjamin Franklin
- Walt Disney
- Ely Culbertson
- Enrico Caruso
- Richard E. Byrd
- Henry Ford
- Frank Lloyd Wright
Didja Know?...  
By Bill WiseMAN

Radio COMES INTO ITS OWN...  
With World War II, great changes. Under the pressure of emergency, new and improved methods of getting things done developed almost en masse. One noticeable development was the reporting of the newsworthy events every day. Verily, radio has become a case of its own as an essential part of the press. For a dozen minutes a day, a nearly every radio station has broadcast news. In many places, most of these uncovers used to be prepared from news services designed for newspapers. If the very early days of radio one might think of the news from the local newspaper. But those days are now gone forever. Nowadays radio has its own international news service, so we report, out, prepare (unusually write) and present the news every day for the radio listener. Big stations pay $3,000 or $5,000 a month for the service.

It took World War II to bring radio to the forefront as a world medium of news dissemination. Perhaps you missed that acquisition newspaper today and you’ll read stories starting Tuesday.

NEW YORK, N.D.—Mr. District Attorney’s secretary, Mr. John P. Hafflin, told the morning meeting of the St. John, N.D., National Broadcasting Company’s listening post today interested a broadcast from Russia in which he heard the news exclusively for radio listeners

This is as it should be. World news is of vital importance. Mr. and Mrs. John Q. Public are entitled to the news as quickly, as accurately and as completely as possible. It is significant that both newspapers and radio stations realize this, and that both are doing their best to serve this end.

It does an old newspaper man’s heart good to see both big units of “press cooperation” so that the public may be served.

A BILLION DOLLARS IN ADVERTISING... 
Broadcasting Division reports that more than a billion dollars were spent for advertising in 1940, divided thusly:

- Radio, $200,000,000 - up 17 per cent over 1939.
- Outdoor, $30,000,000 - up 2 per cent over 1939.
- Newspapers, $30,000,000 - up 17 per cent over 1939.
- Magazines, $35,000,000 - up 17 per cent over 1939.
- Billboard, $55,000,000 - up 2 per cent over 1939.
- Newspapers, $50,000,000 - down 5 per cent under 1939.

AND NEARLY 5,000,000 LETTERS... 
The same research outfit reported NBC received 47,020,924 letters from listeners in 1940—an increase of 20.1 per cent over 1939.

WOW COVERS GOVERNER’S INAUGURAL... 
February 1, 1941

RADIO EXECUTIVES MEET HERE

(Page Three)

Many Popular Shows Renew on WOW

The Cummer Products Company has renewed “Battle of the Sexes” for a period of one year over the WOW Red network. This program is heard on WOW at 8 p.m. each Tuesday in the interest of Mollie Shaving Cream.

The Paxton & Gallagher Company, makers of Butter-Nut Coffee, renewed “The Other Woman,” heard on WOW at 6:30 a.m. Monday through Fridays, will also be heard on Station WHO, in Des Moines.

Philip Morris & Co., Ltd., Inc., has renewed the Tuesday night “Johnnie Prescott” program, heard on WOW at 7. The renewal order became effective January 28.

Standard Brands has renewed “My Family,” on WOW, for another 32 weeks.

NEW Character

Littler, R. K. A., Feb. 1—Jennifer Wheeler, known to her radio friends as Aunt Jenny, was preparing lunch in the sunny Littleton kitchen when she dropped in. I told her I was a reporter come for some news about her program, “Aunt Jenny’s Real Life Stories,” which started on Station WOW, January 22.

“Oh, yes,” she said, as she motioned me to sit down. “My husband, Calvin, called this morning from the Clarion office and told me you were coming up. I’m glad to see you... There go my chickens’ nest head off without wait for your honor.”

“Well,” I said, “there are just a few things I want to know.”

“Go you right ahead,” said Aunt Jenny. “I’ll just tell you all that seems to me more comfortable. After all, even the Clarion is a newspaper. (Continued on page 5)

He Gets “590”

WOW listeners had a ring-side seat at their radios when Supreme Court Justice Roberts administered the oath of office to Governor Dwight Griswold of Iowa. Note WOW microphone picking up solemn words heard.

PROUD of front-row spectators at the inaugural were Mrs. Griswold, the new Governor’s wife (speaking into the mike for Foster May); the Governor’s mother, Mrs. D. H. Griswold of Gordon, and his daughter, Dorothy, 18 Cxf.

She Sings, Too!

Always a great trader, Johnny Gillis, WOW’s Manager, has managed to get “590” for his auto license plates. WOW broadcasts on 590 kilocycles—Gilliss drives on it!

Dreams Show is a Nightmare, Sundays

WOW radio listeners hear “Your Dream Has Come True” over the air (Sundays, 4:30 p.m. on WOW, via NBC Red). The show sounds like a dream coming to life, beautifully and plastically. Flat from a technical standpoint it is something of a nightmare, and Producer Fred Bloch has the unique distinction of being the only director in radio who produces part of his program in almost total darkness.

“Your Dream Has Come True” is the only radio program where the lighting effect is an integral and dramatic part of the show itself. The focal point of the studio set-up is a wishing well, placed half-way between the audience and the actors, where the person whose dreams are to be fulfilled actually appear during the ceremonial part of the program. At the wishes are granted, the studio is instantly plunged into darkness and the soft illumination from the wishing well is the only light in the studio. The Genii, of course, being the only character in the show, plays the “Your Dream Has Come True” theme on a large quartet banjo with a battery hidden in the handle so that the musician can follow his direction during the time the studio is in darkness.

NAB Men Hear ASCAP Row Details

Omaha radio stations were hosted January 24 to 26 by radio men representing broadcasters in Nebraska, Iowa and Missouri, at the request of other broadcasters, the National Association of Broadcasters, Hotel Fontenelle, Omaha.

For eight hours the broadcasters listened to a seminar on ASCAP problems, principally the ASCAP—BMI controversy, which was explained in detail by Carl Haverline, President of Broadcast Music, Inc., and C. E. Arey, Secretary of the National Association of Broadcasters.

Haverline said that radio won the music performance rights controversy "within the first hour of the year of 1941." Haverline said that since that time public acceptance of non-ASCAP music has increased.

Haverline said that complaints about the radio broadcast music, (the radio-owned music publishing companies), have been “nil or negligible.”

Haverline continued that the music companies had not "made the first move" which might have led to a solution. Haverline said that the national NAB conventions, which were scheduled to be held in January 1942, were now closed to members of Broadcast Music, Inc., out of a total of 29 broadcasting stations, he said. He added that only 6 stations in the entire nation now use ASCAP music exclusively.

Jack Gillis, General Manager of WOW and Director of the 106-station, predicted future changes:

“Those in attendance were: More than 100 stations, S.J., Station WWL, New Orleans, and Vice President of NAB, Radio Committee on Children’s Programs, who explained in detail by Carl Haverline, President of Broadcast Music, Inc., and C. E. Arey, Secretary of the National Association of Broadcasters, at Hotel Fontenelle. For eight hours the broadcasters heard the ASCAP—BMI controversy, which was explained in detail by Carl Haverline, President of Broadcast Music, Inc., and C. E. Arey, Secretary of the National Association of Broadcasters, at Hotel Fontenelle.

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John J. Gill, Jr., WOW, Omaha, Nebr.

Gustav M. Hagens, SESAC, St. Louis, Mo.

Edward W. Hamlin, Manager, KGKX, Springfield, Mo.


Earl H. Gammons, WCCO, Minneapolis, Minn.

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Jack Fahey, KBIZ, Ottumwa, Iowa.

Dean Fitzen, Manager, WDFA, Kansas City, Mo.

E. T. Flaherty, Manager, KSCJ, Sioux City, Iowa.

Charles H. Hagen, President and General Manager, KWTO, KGBZ, Springfield, Mo.

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"NEW DEAL FOR SONG WRITERS"

Legion Chaplain on WOW

The door to opportunity has been shut tight for all but a select few because U. S. radio stations have no music, or a lyric he believed the world would like to hear can only be gotten through a record publisher.

The performance of ASCAP is by no means a good one. If the music is accepted and published (usually by an ASCAP publisher), the writer gets paid twice for music. Since the ASCAP group can't keep a work in the public domain, it must be renewed every 28 years by ASCAP. The ASCAP group has been charging a "performing rights" society or "pool." Theoretically, ASCAP has always taken the position that its dictatorial and monopolistic policies have been its own defense for the poor, downtrodden composer — ignoring the fact that the poor, downtrodden composer was in danger of being helped out by his "friend" and "protector," ASCAP. The ASCAP group couldn't get a decent fee for its music because ASCAP had radio stations sewed up tight with contracts which left them little money to buy other people's music.

ASCAP has always taken the position that its dictatorial and monopolistic policies have been its defense for the poor, downtrodden composer — ignoring the fact that the poor, downtrodden composer was in danger of being helped out by his "friend" and "protector," ASCAP. The ASCAP group couldn't get a decent fee for its music because ASCAP had radio stations sewed up tight with contracts which left them little money to buy other people's music.

ASCAP's Terms Hard on Composer

The private affairs of ASCAP members are public record. Any radio station in the country can know the facts at any time to go elsewhere and make whatever arrangements may suit him. He may go to ASCAP if he likes (and if he can get in). Young, new composers with no past are always trying to make their future in return for something to eat. And even in this country alone, the ASCAP group has a "performing rights" society or "pool." Theoretically, ASCAP has always taken the position that its dictatorial and monopolistic policies have been its own defense for the poor, downtrodden composer — ignoring the fact that the poor, downtrodden composer was in danger of being helped out by his "friend" and "protector," ASCAP. The ASCAP group couldn't get a decent fee for its music because ASCAP had radio stations sewed up tight with contracts which left them little money to buy other people's music.

LISTENERS SEND KIND WORDS TO WOW NEWS TOWER MAGAZINE

In the last few weeks many WOW listeners have written nice things about the WOW News Tower magazine. A few of the voluntary comments received by mail:

"We all look forward to it each month." Miss L. J. Burns, 6018 Florence, Denver, Colo.

"I have every issue since it was started. It is interesting to go back and look at the early pictures of my favorite radio programs and stars." Ed Luther, Fremont, Neb.

"We put out a very fine little magazine which family enjoys and looks forward to reading each month." Grace Blumendahl, Hooper, Neb.

"So far I have every one and am planning to get them because I love them." Richard L. Long, Fremont, Neb.

"Thank you for giving us such a fine publication." Rose H. Wight, 7615 Leighton, Lincoln, Neb.

"I have taken it every since it was first published and wouldn't be without it. Thanks for a swell magazine." Margaret Young, Route 2, Neenah, Wis.

"I am enclosing 50 cents for a renewed subscription to the News Tower — best radio news periodical in the U. S."

Lydia J. Behrens, Walnut, Iowa.

"Miss me so much and I enjoy the radio much more if I can see the pictures of my favorite radio programs and stars." Ed Luther, Fremont, Neb.

"Enjoy the magazine very much, and especially the pictures of those who give us so much real pleasure." Mrs. John Schreuder, Rock Valley, Iowa.

"I am enclosing my renewal check in order not to lose one copy of the News Tower." Ada H. Bower, 38th Street, S. W., Washington, D. C.

"I enjoy the magazine very much, and especially the pictures of those who give us so much real pleasure." Mrs. Alpha Morgan, Fremont, Neb.

"Since we have been taking the News Tower we feel we really know the accomplishments of our favorite radio stars." Mrs. John Schreuder, Rock Valley, Iowa.

"Enclosed please find 50 cents for my renewal subscription to the News Tower, which is my daily guide to best programs. It arrives from the swanky magazine and especially the pictures of all my favorites. I know all voices of our favorite WOW family and have a personal interest in each member and congratulate you all for your achievement. Thank you in advance and with continued good wishes. I remain," Mrs. R. T. Bow, 306 South 37th Street, Omaha, Neb.

Radio Execs Here

(Continued from page 4)

Bill Wiseman, Publicity Manager, WOW, Omaha, Neb.

Carl Haverlin, BMI, New York, N. Y.

Foster May, News Editor, WOW, Shenandoah, Iowa.

Clifford T. Johnson, KOIL, Omaha, Neb.

Radio Rarities

Harry B. Behrens, News Editor, WOW, Shenandoah, Iowa.

References

Elbert A. Read, KFNF, Shenandoah, Iowa.

William B. Quarton, Commercial Manager, WOW, Omaha, Neb.

Bill Ruess, Director, WOW, Omaha, Neb.

Orville Rennie, Nebraska Broadcasting Co., Hastings, Neb.

Randall Ryan, KFNF, Shenandoah, Iowa.

J. D. Rankin, Jr., KMA, Shenandoah, Iowa.

Bill Ruess, Director, WOW, Omaha, Neb.

Walter K. Hasa, Nebraska Broadcasting Co., Hastings, Neb.

William F. Pellegrin, KOIL, KFAR, KPOH, Omaha, Neb.

J. M. Lowman, KOIL, Omaha, Neb.

Bill Wiseman, Publicity Manager, WOW, Omaha, Neb.

Tom Deneen, Desert Radio,兴奋, Poppleton, Omaha, Neb.

GATE BRIDGE USED SHORT MARCH, OCEAN WAS MESSAGE ATTACHED TO A LETTER FROM A FRENCHSHIP...
Aunt Jenny is New Show on WOW

(AContinued on page 3)

never fit to send a reporter to interview me.

"Well, I'll be going," I said, picking up my coat. "Aunt Jenny always promised to take me to a show tonight."

"What was that?" I asked. "What was that?"

"It's just a quirk of fate," Aunt Jenny said. "I've always wanted to see that show."

"Why does that make you so happy?"

"Because that's the way Aunt Jenny lives," Aunt Jenny said. "She always makes the most of every opportunity."

"She always makes the most of every opportunity," Aunt Jenny said. "She always makes the most of every opportunity."
CHEVROLET RENews "STREE"*

Dealers Sign New Contract for All of '41

The Chevrolet dealers of the Omaha zone will bring WOW listeners Foster May and the famous "Man on the Street" program during the entire year of 1941, in accordance with a new long-term renewal agreement dated January 2.

The renewal is the third period of sponsorship of the "Man on the Street" by Chevrolet. Chevrolet was one of the first to recognize the great interest in this program. The original six-year contract was renewed for nearly four years. Then after a hiatus, Chevrolet resumed sponsorship January 1, 1940, and the new contract now continues through the 1941 annual renewal.

Chevrolet's sponsorship of the "Man on the Street" listeners has been an outstanding feature of the cities and towns throughout the Omaha zone from the familiar location at 16th and Farnam Streets.

In the two-year period more than 5,000 persons from walks of life have spoken over Foster May's program.

"Chevrolet will make it our business to continue to make "Man on the Street" broadcasts interesting to WOW's every listener," said Oscar Bonham, Manager of the Dealers' Association, who is the possessor of the scripts, which are submitted by 600 ambitious listeners. The scripts, many of them 50 pages long, are another measure of the popularity of the program.

The program has been extremely successful from a commercial standpoint, and that is the reason why Chevrolet dealers throughout the zone have been enthusiastic about its continued sponsorship January 1, 1940, and the new contract now continues through the 1941 annual renewal.

In the two-year period more than 5,000 persons from walks of life have spoken over Foster May's program.

Frank E. Pellegrin, Sales and Promotions Manager for the Central Broadcasting System (KOLU, KFBO and KBS), was named "Man on the Street" for the year of 1941.

An Suchy's mythical movie have been submitted by 600 ambitious listeners. The scripts, many of them 50 pages long, are another measure of the popularity of the program.

The scripts, many of them 50 pages long, are another measure of the popularity of the program.

THEIR MUSIC SURE DOOTH HATH CHARM

Xavier Cugat, the nation's No. 1 exponent of Latin-American rhythms, conducted a new show for Camel's on WOW, Thursdays at 6:30 p.m.

Seimney Ennis, the picked-on musical director of Bob Hope's Pep- show on Camel's on WOW, Thursdays at 6:30 p.m.

Tony Martin, whose new Wood- program is the sensation of the month. If you haven't heard Tony singing "I Hear a Rhapsody," you ain't been nothin'.
**DOE FOR TODAY**

Wake up and get up, and then put up or shut up. Get a bulldog grip on yourself right off the bat and stick.

Let your body and spirit wake up over your face. Praise the pancakes even if they are soggy, and snicker at the joke. Cheer up and stay there until you get your morning through, and then work. Have something real to do, and then do it.

Don't putter! You will never put 'er over if you putter over little things. That's the first half of the rule.

Rest! If you can't see anything to putter, kids yourself a little. Boost yourself, your body, your employer, the President, the state, the crops, or anything at all, but boost. It clears the way for you to climb.

Don't knock! That's the woodpecker's business. Slapping rain at your competitive dirkies your hands and puts him in the limelight. If he knocks you, put him on your payroll. He helps you.

Stand up straight! Don't crawl! There's a high-stepping behind you. Size up your man from the eyes down—not from the feet. If you can't win, then fail, and don't let failure get out of the way.

Quit work at night and then quit. Forget it. Tomorrow's another day.

The other day Lyle DeMoss included the above piece, "Dope for Today," on his early morning show for Nurmiella Mills (6:45 a.m., Monday through Fridays). Inadvertently he remarked that if anybody liked it, he would send a copy. He was amazed that more than 300 WOW listeners sent for it.

**The Sport's Eye**

The time I didn't know where I was myself, much less the Nebraska tackles. At times I doubted if I were there at all, so secret were the maneuvers.

Q. Were you having a good time, Mr. Pigskin?

A. That's a good question. Those Stanford boys flown from heaven and I got so mixed up, as old the Nebraska tackle said, "Once I got kicked, and wast that I knew I passed out cold against and came to me senses when the Stanford rooting section and next thing I knew I passed out cold again and came to my senses."

Q. No, that's enough. There's only one more question, Mr. Pigskin. What was your opinion of the game and Nebraska's team?

A. Seriously, Dailey, it was the greatest game of my career. I've taken part in all of them and the first one I saw when Washington State beat Brown 14 to 0. But the one this year was the best all-around football game I've ever seen. It was as hard that I went "whoosh." Well, finally Harry Hopp kicked me in the pants and I called out to the Nebraska 40-yard line, where Kane caught me. He ran to his left almost to the sideline, and just when I believed myself the tackle for a big bunch of Corbeshanks, what did the guy Kane do but when and go the other way. And as he ran I looked back over my shoulders and saw Nebraska boys doing cartwheels in the air. They were being blocked that hard. Shall I go on and tell you what that did to these? That was the score of 21 for Stanford.

Q. No, that's enough. There's only one more question, Mr. Pigskin. Why was your opinion of the game and Nebraska's team?

A. Seriously, Dailey, it was the greatest game of my career. I've taken part in all of them and the first one I saw when Washington State beat Brown 14 to 0. But the one this year was the best all-around football game I've ever seen. It was as hard that I went "whoosh." Well, finally Harry Hopp kicked me in the pants and I called out to the Nebraska 40-yard line, where Kane caught me. He ran to his left almost to the sideline, and just when I believed myself the tackle for a big bunch of Corbeshanks, what did the guy Kane do but when and go the other way. And as he ran I looked back over my shoulders and saw Nebraska boys doing cartwheels in the air. They were being blocked that hard. Shall I go on and tell you what that did to these? That was the score of 21 for Stanford.

**WOW participated in one of the biggest events in the history of Boys Town when Lyle DeMoss broadcast a description of the dedication of the new Boys Town Memorial Hospital. Father Flanagan and Miss Mary Dowd of New York City, the donor.**

**Woodmen of the World Life Insurance Society**

**FINANCIAL STATEMENT**

**JANUARY 1, 1941**

**ASSETS**

Bonds

$7,823,692.31

Bonds and other obligations of states, counties and municipalities

$90,472,121.36

Bonds and preferred stock

$21,932,845.23

Loans on certificates

$12,963,807.97

Loans on real estate

$170,046.19

Trust funds on real estate

$50,000.00

Real estate

$876,460.00

Cabinets

$27,126.87

Cameras, games, handkerchiefs and miscellaneous

$25,000.00

Payments from members in hands of Financial Secretaries

$1,200,000.00

Other assets

$1,250,742.12

**TOTAL GROSS ASSETS**

$130,249,167.53

**LIABILITIES**

Mortgagary claims in process of settlement

$52,934.77

Commissions and expenses included in reserve

$174,536.18

Reserves for accrued commissions and other bills not yet presented

$259,489.65

**TOTAL**

$692,955.50

Reserves

$129,266,241.59

**TOTAL**

$130,249,167.53

**Studio Display Gets Wide Interest**

Radio Station WOW recently had on display its reception room in one of the large showcases, exhibiting 81 premium packages, which had been on exhibit over the station since the last six months.

**Includes in the display everything from saucepans and house dressers. The display was arranged by Promotion Manager Howard O. Peterson, so that WOW clients and listeners could examine the items offered.**

**Also began to assemble the sample premium packages a little more than months ago. Every client on the station, either network, regional or local can get a premium every day. The items of each sample of each offer. The premiums are divided into the general classification of:**

- Jewelry
- 125
- Household
- 185
- Maps, stationery and books
- 185
- Jewelry
- 6

**A Dog's Best Friend is Russ Baker of Radio Station WOW**

A man's best friend may be his dog, but a dog's best friend is certainly Russ Baker of WOW, who greets you three mornings a week with the phrase:

"Good morning, and welcome! This program is going to be one of the best all-around football game I've ever seen. It was as hard that I went "whoosh." Well, finally Harry Hopp kicked me in the pants and I called out to the Nebraska 40-yard line, where Kane caught me. He ran to his left almost to the sideline, and just when I believed myself the tackle for a big bunch of Corbeshanks, what did the guy Kane do but when and go the other way. And as he ran I looked back over my shoulders and saw Nebraska boys doing cartwheels in the air. They were being blocked that hard. Shall I go on and tell you what that did to these? That was the score of 21 for Stanford.

On-the-air less than a month or so ago, a new program started on WOW, sponsored by Ideal Dog Food, has already attracted a large and loyal following. It goes on the air Mondays, Wednesdays and Fridays at 9:15 in the morning.

Popularity of the program may be credited to three factors: First, a catalogue of the gifts available regularly popular rewarded, wise cracks by Baker, and, lastly, the daily explanation of Ideal's amazing label redemption plan.

Baker's experience on the legitimate stage and his ability as a writer of song lyrics, make him singularly talented to be the host and master of ceremonies on the program.

The label-redemption plan is being run by every day to be kept informed of the labeling of the label-redemption plan. WOW will send free, on request, a catalogue of the gifts available.

**WOW listeners sent for it.**

**An interesting picture of Tom Dailey and "The Biffer," taken in Phoenix, Arizona recently. The "Biffer," to non-football fans (if any), is Major Lawrence M. Jones, head football coach at the University of Nebraska.**

**February 1, 1941**

**Page**
**SCHEDULE**

**MORNING AND AFTERNOON SCHEDULE**

**MONDAY**

5:45 A.M. - Homespun Harmonies

6:00 A.M. - Early Morning News Tower

6:00 A.M. - Business Bulletin

6:05 A.M. - Time and Tunes

6:45 A.M. - Smith Mother Nature Nunnery

6:45 A.M. - Horseshoe Restaurant

7:00 A.M. - WOW News Tower - New York Morning Post

7:15 A.M. - Musical Clock

7:30 A.M. - Captain Horse-Skelly

7:45 A.M. - Your Morning Morning Boy

8:00 A.M. - Aunt Jenny - Lever Bros. Story

8:00 A.M. - World's News

8:15 A.M. - The Other Woman - Butter-Nut Coffee

8:30 A.M. - The O'Neill's - P. & G. Ivory

8:45 A.M. - Road of Life - P. & G. Oxydol

9:00 A.M. - Housewives Paradise - P. & G. Lysol

9:15 A.M. - Ideal Motel - Ideal Dog Food

9:30 A.M. - Ellen Randolph - Cold Supersuds

9:45 A.M. - Stories of Romance - Tom Comics - NBC

9:45 A.M. - Guiding Lights - P. & G. Naphtha

10:00 A.M. - Man of the Hour

10:45 A.M. - Adored Daughter - J. C. Penney Co.

11:00 A.M. - Adoption Program

11:15 A.M. - Toby and Uncle Pete - Pan Baker's

11:30 A.M. - Rights to Children - P. & G. Crisco

11:45 A.M. - Woman in White - P. & G. Camay

**TUESDAY**

5:45 A.M. - Homespun Harmonies

6:00 A.M. - Early Morning News Tower

6:00 A.M. - Business Bulletin

6:05 A.M. - Time and Tunes

6:45 A.M. - Smith Mother Nature Nunnery

6:45 A.M. - Horseshoe Restaurant

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