

Radio  
Station  
**WOW**

# RADIO NEWS TOWER

5000  
Watts  
590 Kc.

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

Complete Radio Program News From Radio Station WOW

VOL. V—No. 5

OMAHA, NEBRASKA, FEBRUARY, 1, 1941

PUBLISHED MONTHLY

## LISTENING HITS NEW PEAK

### 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.

This is the estimate of Orestes H. Caldwell, famous radio authority, in his trade paper, "Radio and Television Today" (January edition).

The annual bill of the United States for radio in 1940 included \$345,000,000 for 10,900,000 new radio sets (retail value) and \$200,000,000 more for electricity and batteries to operate 50,197,000 receivers.

In addition, radio listeners spent \$155,000,000 for servicing radio sets, including tube and part replacements.

The other \$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 310,000 persons employed in radio. Of this number, 225,000 are engaged in manufacturing and distribution, 45,000 in the broadcasting industry and 40,000 as commercial radio operators. The annual payroll of the 882 broadcasting stations was estimated at something over \$50,000,000.

The trade magazine asserted that there are 313,500 homes with radio sets in Nebraska. The estimate given for radio homes in other states served in part by WOW was:

Iowa	637,000
Kansas	405,000
Missouri	905,000
North Dakota	129,700
South Dakota	143,500
Minnesota	614,000

The magazine estimated the total number of radio homes in the United States at 29,397,000. This would seem to indicate that almost every home has two radio sets.

Illustrating the magnitude of the radio business in its 21st year, the magazine reports that the value of radio sets now in operation is \$3,200,000,000.

## FLASHES

John Gillin, Jr., General Manager of WOW, has discussed the ASCAP-BMI music situation before Rotary Clubs in Fremont and Council Bluffs, made two appearances before Omaha Chamber of Commerce groups and one before the Junior Chamber of Commerce at York, Neb.

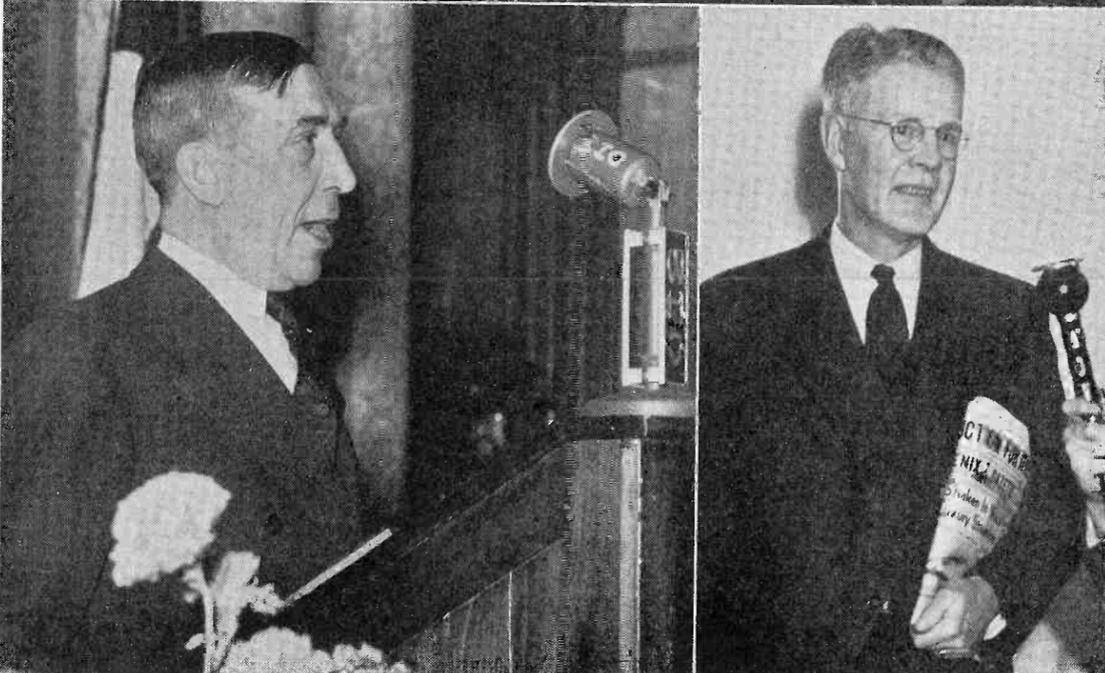
Sports Editor Tom Dailey of WOW proved to be a very entertaining after-dinner speaker recently when he addressed the Tribe of Yes-sir of the Omaha Chamber of Commerce on his recent trip to the Rose Bowl game. The tribesmen kept Dailey for an hour after the meeting asking questions.

The BMI hit, "Practice Makes Perfect," has been adopted by a Los Angeles trade school, which plays the tune regularly on its loud-speaker and uses the title as the school motto.

The dramatizations of the Bible, "Light of the World," sponsored by General Mills, are now heard on WOW at 5 p. m., Mondays through Fridays.

Aunt Sally's "Sunshine Chain" program, at 6:15 a. m., has received mail recently from Golden, Miss.; Wellesville, N. Y.; Dallas, Tex., and Corona, N. M.

### NEBR.-IOWA GOVERNORS FACE WOW MIKES



High state officials faced WOW's microphone as the new year began. Photo above shows retiring Governor R. L. Cochran turning over the keys to the Nebraska State Capitol to Governor Dwight Griswold during an interview by Foster May.

Below, left, is Governor George A. Wilson of Iowa making his inaugural address. Over WOW via WHO. Below, right, is Chancellor C. S. Boucher of the University of Nebraska, who spoke to WOW listeners from Phoenix, Ariz.

### 14% More Tuned In For First 1941 Month

Current audience checks indicate that WOW's listening audience reached an all-time peak, both in the number of sets tuned to WOW and in the amount of time listeners spent at their loudspeakers.

Factors contributing to the record listening month in the 17 years of WOW's service were:

1. Eight of the 10 most popular programs on the air continued to be heard regularly. These were Jack Benny, Chase & Sanborn, Fibber McGee, Bob Hope, Aldrich Family, Kay Kyser, One Man's Family and the Kraft Music Hall.
2. Radio dealers reported sizable increases in set sales, indicating that they sold a proportionate share of the 10,500,000 new receivers sold in the nation during 1940.
3. Several new programs, largely musical in character, were added to WOW's schedule, including "Your Musical Grocery Boy" for United Foods, Tony Martin's songs for Woodbury, Aunt Jenny's "Real Life Stories" for Lever Brothers and "Ideal Melodies" for Ideal Dog Food.

In addition to these factors, there must be added the fact that there is an after-the-holidays cold weather period, when folks stay at home and listen.

Proof of the vastly increased audience for January is supplied by results of a national survey, taken by the Crossley Analysis of Broadcasting, showing that nationally the January radio audience was 14 per cent greater than the January, 1940, audience. The CAB report covered the period to January 23, and showed the national radio audience to be 11 per cent greater in the evening and 22 per cent greater in the daytime.

WOW's mail count during the first three weeks of January almost exactly equalled the total mail count for January, 1941, indicating that a 25 per cent increase in the mail returns would be shown this year.

#### More Radio Homes

It is significant also that tentative 1940 census figures indicate a large increase in the number of radio homes in the states covered by WOW. In Nebraska alone the new radio homes figure is 313,500, as compared with 284,500, the 1938 U. S. census estimate—this despite a slight population decrease in Nebraska.

Another observation is that apparently the withdrawal of ASCAP music from the radio did not produce the effect of reducing the listening audience. The number of listeners lauding and approving the music supplied since ASCAP music was withdrawn has far exceeded complaints from listeners about the absence of ASCAP tunes from the air. In fact, the number of complaints about the loss of ASCAP music have been so few that they are not considered to be statistically significant.

Three of the new shows on WOW are predominantly musical, and three more, almost entirely musical, are expected to start within the next three or four weeks. No program has been cancelled from WOW's schedule on account of the music situation.

### WRITE NEW TUNES

Marvie Wright, the piano genius with Freddie Ebener's WOW Orchestra, and Russ Baker, the WOW announcer, have written two tunes for consideration by Broadcast Music, Inc. One is called "Oh, What I Know About You" and the other "Baleorumbonga" (combination of bolero, rhumba and la conga). Baker did the lyrics.

### HONOR RADIO MEN

Three young men of radio—Bing Crosby of the "Kraft Music Hall," Arch Oboler, the Procter & Gamble playwright, and Fulton Lewis, Jr., a Washington news commentator—were included in the list of 10 outstanding young men of 1940 picked by Deward Howe, editor of the biographical dictionary, "America's Young Men."

### JOSHUA'S NOTES!

Only infringement lawsuit in the ASCAP-BMI dispute thus far (January 20) was filed by the society against CBS and the Fred Allen-Texaco show for the alleged use of notes from the tune "Wintergreen for President."

CBS did not deny infringement, but claimed the tune used on the Allen show was not "Wintergreen for President"; that "Wintergreen" never was an original tune, and that the four duplicated notes were the same four which originally helped blow down the walls of Jericho!

### KYSER IN CHICAGO

Kay Kyser will take his program to Chicago, February 5, to observe the start of the fourth year of "College of Musical Knowledge" in its birthplace.

### "CITIZENS ALL"

By special arrangement with NBC, WOW will present the program, "Citizens All," on Sundays at 9:45 a. m. This is a program arranged by the National Congress of Parents and Teachers, and will be of special interest to all PTA members in the WOW area, according to Mrs. Gene Allen of Lincoln, Neb., PTA Radio Chairman.

### NEW SINGER

Bill Brookins, former Omahan, who gained fame as a singer with Hal Kemp and Bernie Cummins' orchestra, has become a member of the WOW Orchestra, and will be heard on its programs regularly.

Brookins began his career in 1932 with Art Randall. He has been featured on many big radio programs on various networks.

## Check Your News Tower Expiration Date Now...Page 8

Now you can check up—right this minute—on the date your News Tower subscription expires! Check NOW! This may be your last issue.

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 2/41, which means February, 1941.

If your WOW News Tower subscription expires soon, wrap 50 cents in a piece of paper, with your name and address. Your renewal will start when your present subscription expires. CHECK NOW!

### W. O. W. MEMBER

Nebraska's new Governor, Dwight Griswold, is a member of the Woodmen of the World Life Insurance Society. He is enrolled with Seymour Camp No. 16 of Omaha.

# 50,000,000 HEAR FIRESIDE CHAT

## Check Reveals 16 Million Families at Speakers

Approximately 50,000,000 persons in the United States heard President Roosevelt's fireside chat on December 29, according to the C. E. Hooper, Inc., company which makes a business of estimating radio audiences. The Hooper Company rated this fireside chat at having been heard by 16,500,000 families. It was the largest audience ever reported by this concern.

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### RADIO PROVIDES DOLLAR-A-YEAR MAN

The radio industry will furnish a "dollar-a-year" expert to the War Department to assist in national defense publicity work. Edward M. Kirby, Director of Public Relations for the National Association of Broadcasters, has been assigned to go, effective February 1, and will handle radio public relations of the army with emphasis on programming and morale-building work.

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### STATIONS FEAR SABOTAGE

Radio stations throughout the eastern part of the United States have taken elaborate precautions against sabotage, in connection with the national defense program. Many stations have installed high steel fences around their transmitter, put in flood lighting, removed shrubbery and hired guards.

### RENEW ALBUM

The Bayer Aspirin Company renewed "American Album of Familiar Music," on WOW, effective with the February 2 broadcast.

## W. O. W. CHOIR SINGS FOR FELLOW WORKERS

Coached by WOW's Lyle DeMoss, this choir of Woodmen employees recently rendered a sacred concert for fellow workers. They sang from the balcony in WOW's studios.



## WOW

The Radio News Tower is published monthly by the Woodmen of the World Life Insurance Society. Publication and editorial offices are located in the Insurance Building, 17th and Farnam Streets, in Omaha, Nebraska. Subscription price is 50 cents per year. Bill Wiseman, editor. Permission to reprint material in the WOW News Tower is hereby given, provided a WOW News Tower credit line is used.

R. L. Watkins Company renewed "Manhattan Merry-Go-Round,"

## "Dr. I. Q.'s" List of Biographical Sketches

At the request of many listeners, WOW has procured the following list of biographical characters used to date (up to January 15) on the "Dr. I. Q." program, sponsored by Mars, Inc. WOW listeners should avoid duplication when sending in biographical sketches.

- The list:
- Balboa
  - Phineas Taylor Barnum
  - Clara Barton
  - Edgar Bergen
  - Napoleon Bonaparte
  - Daniel Boone
  - W. Jennings Bryan
  - Luther Burbank
  - Richard E. Byrd
  - Gaius Julius Caesar
  - Andrew Carnegie
  - Enrico Caruso
  - A. Neville Chamberlain
  - Winston Churchill
  - Grover Cleveland
  - Buffalo Bill Cody
  - Christopher Columbus
  - Calvin Coolidge
  - Ely Culbertson
  - Marie Curie
  - Admiral George Dewey
  - Charles Dickens
  - Walt Disney
  - Thomas Alva Edison
  - Henry Ford
  - Stephen Foster
  - Benjamin Franklin
  - Robert Fulton
  - Mahatma Gandhi
  - James Garfield
  - Floyd Gibbons
  - Charles Goodyear
  - U. S. Grant
  - Horace Greeley
  - Zane Grey
  - Alexander Hamilton
  - W. Henry Harrison
  - Patrick Henry
  - Victor Herbert
  - Victor Hugo
  - Andrew Jackson
  - Thomas Jefferson
  - John Paul Jones
  - Helen Keller
  - Francis Scott Key
  - La Fayette
  - Robert E. Lee
  - Abraham Lincoln
  - Henry Wadsworth Longfellow
  - Cyrus McCormick
  - James Madison
  - Guglielmo Marconi
  - James Monroe
  - Samuel F. B. Morse
  - William McKinley
  - Alfred B. Nobel
  - Louis Pasteur
  - Gen. J. J. Pershing
  - Edgar Allan Poe
  - Sir Walter Raleigh
  - Rembrandt
  - Paul Revere
  - James Whitcomb Riley
  - John D. Rockefeller
  - Will Rogers
  - Theodore Roosevelt
  - William Shakespeare
  - Chiang-Kai-Shek
  - Alfred E. Smith
  - John Philip Sousa
  - Robert Louis Stevenson
  - W. H. Taft
  - Mark Twain
  - Cornelius Vanderbilt
  - Leonardo da Vinci
  - George Washington
  - James Watt

Daniel Webster  
Whistler  
Walt Whitman  
Eli Whitney  
John Greenleaf Whittier  
Brigham Young

## C-H-A-T-S

KNOCK . . . KNOCK!  
MAY I COME IN?

I'm going to tell you a story this time, such a happy story, and it will begin with ONCE UPON A TIME and close with AND SO IT CAME TO PASS.



Aunt Sally

WOW, and now the gray sky has turned to a beautiful blue, the sun is shining in the blue sky and in the heart of the man.

This man was young—just 25 years old. We will call him Clifton Baker. Over a year ago Clifton Baker was badly burned—so badly burned that the physicians said no one had ever lived in such a condition. But this man lived in spite of medical opinion and will be released shortly from the hospital.

With the father ill and all income stopped, Mrs. Baker found it an extremely difficult task to provide food, fuel and clothing for the two little boys of 1 and 3 years.

Every night she walked long miles to the hospital to assist the nurses with the many bandages her husband required and spent hours trying to keep up his failing courage.

In addition to the agony of body, Clifton Baker endured a mental agony which was intense. The fire had taken most all the furniture from their humble home, and he knew that his wife could work very little because of the two small children. In view of this condition, he knew that his wife and children were faring badly as to food, fuel and clothing. He also realized it would be many long months before he could work and take care of his precious family. With these thoughts crowding his mind, Clifton Baker lost the desire to live; lost the desire to fight for returning health, which seemed so far in the distance, and he realized there would be no Christmas this year.

One morning a bundle of mail on Aunt Sally's desk at Radio Station WOW contained a letter telling of the plight of this family and requesting that Aunt Sally put Clifton Baker's name on the membership list of the Sunshine Chain. The letter was from a worker who had made personal investigation of this family, and so Mr. Baker became a member of the Sunshine Chain of WOW. The worker stated that she believed letters and cards would

## Bulova Signals Keep U. S. A. on Time

The familiar Bulova time announcements, such as are heard on WOW, are apparently doing a good job of keeping the entire nation on time. A report by Milton H. Biow, advertising agency executive, said that during 1940 Bulova spent \$1,500,000 for 337,059 time signals on 202 stations. This year the Bulova Watch Company will increase its radio expenditure to over \$2,000,000.

## RADIO FARMERS

Fayette Krum, scripter on "Girl Alone," and Pat "Uncle Ezra" Barrett are having long sessions on the science of agriculture at Chicago's NBC studios. Fayette is gathering pointers on spring planting from "Uncle Ezra" (he owns a large farm at Hebron, Ill.) to have on tap when she takes over the management of her own new farm at Bucks County, Pennsylvania.

## With Your Own Aunt Sally of WOW . . .

raise the spirits of this young man, and requested a birthday shower for him.

Aunt Sally read the entire letter, telling the very touching story of the Baker family over the air. When that letter touched the air, it sank deep into the heart of the many early-morning listeners of WOW, and hundreds of them responded with cards and letters. Some of the letters contained dollars sent direct to the hospital. Mr. Baker was surprised and amazed at the stream of mail. Nurses and doctors, who have no chance to listen to the radio, asked: "What is this wonderful thing—the Sunshine Chain? Do they rub a magic lamp to bring all this about?"

Cards and letters, and more cards and letters, poured into the hospital and covered the bed of the astounded but happy Clifton Baker.

Packages and bundles arrived at the home for Mrs. Baker and the children. The bare, cold little house became a veritable receiving station for the postoffice. A bed arrived from a nearby town. Comforters and blankets came for the bed; pillows, sheets and pillow cases, which were much needed. Clothing for Mrs. Baker and the children—warm coats which mother and children lacked. A rug for the floor and a comfortable chair for Mr. Baker when he returned from the hospital.

At Christmas time came packages and boxes of toys and food, canned goods, all kinds of supplies and two big chickens. Back and forth Mrs. Baker went to the hospital, but the way seemed shorter now, and she found a very different patient in the bed. There lay a smiling man—smiling because he had found a reason to live, a reason to fight for health. He had found a world of friends, people who cared.

One had to live and fight hard for the people who cared. There was money under Mr. Baker's pillow, and, knowing the wife and children's needs were taken care of, he planned as he lay in that hospital bed for the new suit he was going to buy when he was able to wear it. Yes, he would actually have the suit he needed so badly.

AND SO IT CAME TO PASS . . . that a foundation was placed under the bare, cold little house. It was lifted out of the fog. The rooms were warm. There were chairs to sit in, beds to sleep in and food in the cupboard. The sun streamed in the windows, but it was not brighter than the hope and joy in the hearts of the little Baker family as they started on their way again. The Sunshine Chain adds another link of gold in the chain of service and . . . SO IT CAME TO PASS.

Well, 'bye for now.  
YOUR AUNT SALLY.

## Rev. R. R. Brown's Chat

By the Rev. R. R. Brown, D. D., Minister of Radio Station WOW, Pastor-Evangelist of Omaha Gospel Tabernacle, Christian and Missionary Alliance



Rev. R. R. Brown

"Toward New Horizons" is the theme of a beautiful calendar sent to my office through the courtesy of an airlines company. An accompanying letter quoted from a poem of Tennyson, and we take the liberty to use the first verse:

"For I dipped into the future,  
Far as human eye could see;  
Saw the vision of the world,  
And all the wonder that would be."

Scientists have been trailblazers. Modern inventors have made new conquests in the field of transportation and communications. Sometimes we wonder whether there are any new horizons before us. It is a sad commentary, however, on human nature that these very mechanical inventions that have contributed so much to the annihilation of distance and the luxury of living are now being employed for the destruction of human life and property. In many parts of the world we see the misuse of these machines. Long ago two great scientists expressed the doubt as to whether civilization had advanced far enough intellectually and spiritually to be entrusted with the modern improvements given to us.

Do we see some new horizon coming out of the world chaos? Where is the sun shining behind the dark clouds of war? Is it the hopeful expectation that one political group will prevail over another and become dominant? New horizons will appear. It is not true that we are still going to face the ever-present problem of man's ability to make governments and his inability

to govern? The lawlessness of the human heart is always a present problem. Years ago a British statesman said: "We can never have peace until we destroy the spirit of war in the hearts of men." A prominent news analyst writing on the subject of "Peace," said that it was an individual problem first. It is certain that men everywhere are hopeful that something or someone will appear to challenge us to new conquests for the establishment and preservation of peace and order in the world.

While we have respect for the thought and predictions of men, we are so glad that there is a new prophetic horizon. Individuals are finding this as they return to the church and religion. The realities of the Christian faith are being more highly appraised than ever before. The place of the church in society is being discussed not only from the pulpit, but in the press by men of great prominence. But larger and more certain than this is the promise from the prophetic Scripture that our new horizon is the coming Kingdom of God. Its coming is not dependent upon the achievement of man in science, society or religion, but it is according to the eternal purpose of God. As we try to push through the blackness, we find on the other side the shining sun of definite promises that Christ will come again as King. He will establish righteousness upon the earth, which is so much lacking now. Every individual in the church should press toward this new horizon by giving to Him and His program a larger place in their life, home, business and society. Let us with courage and confidence move toward our new horizon.

We express our sincere gratitude to all of our friends for their holiday greetings and for their continued fellowship. Keep tuned to WOW at 8:30 on Sunday mornings for the oldest chapel service in America.

# Didja Know? . . .

By BILL WISEMAN

## RADIO COMES INTO ITS OWN . . .

Wars effect great changes. Under the pressure of emergency, new and improved methods of getting things done develop almost every day.



Bill Wiseman

One noticeable change is in the reporting of world news. Verily, radio has come into its own as an essential part of "the press."

For a dozen years or so nearly every radio station has broadcast news. However, most of these newscasts used to be prepared from news services designed for newspapers. In the very early days radio simply cribbed its news from the local newspaper. But those days are now gone forever. Nowadays radio has its own international news services, which ferret out, prepare (unusually write) and present the news exclusively for radio listeners. Big stations pay \$3,000 to \$5,000 a month for such services.

It took World War II to bring radio to the forefront as a world medium of news dissemination. Pick up any metropolitan newspaper today and you'll read stories starting like this:

**NEW YORK, (UP)**—The National Broadcasting Company's short wave listening post reported today . . .

**NEW YORK, (AP)**—The National Broadcasting Company's correspondent in Belgrade reported today . . .

**NEW YORK, (INS)**—The National Broadcasting Company's listening post today intercepted a broadcast from Russia in which . . .

This is as it should be. World news is of vital importance. Mr. and Mrs. John Q. Public are entitled to hear 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 level best to serve this end.

It does an old newspaper man's heart good to see both big units of "the press" cooperating—so that the public may be served.

## A BILLION DOLLARS IN ADVERTISING . . .

The NBC Research Division reports that more than a billion dollars was spent for advertising in 1940, divided thusly:

Newspapers, \$535,000,000—up 2 per cent over 1939

Radio, \$200,000,000—up 17 per cent over 1939.

Magazines, \$165,000,000—up 10 per cent over 1939.

Outdoor boards, \$51,000,000—up 2 per cent over 1939.

Farm papers, \$16,000,000—down 6 per cent under 1939.

## AND NEARLY 5,000,000 LETTERS . . .

The same research outfit reported NBC received 4,710,800 letters from listeners in 1940—an increase of 26.1 per cent over 1939!

## TRY THIS ONE ON YOUR GUESTS . . .

One lady suggested that Ralph Edwards pick out a charming feminine victim and have her do this consequence:

"Kiss Ralph Edwards and then describe the kind of thrill you got out of it (the kiss)!"

## P'RAPS YOU DIDN'T KNOW . . .

The script says the first name of "Mr. District Attorney's" secretary, always identified only as "Miss Miller," is actually "Edith"—and that it's been used only once on the air.

The new theme of Tom Dailey's "Falstaff Sportstime" show is the "Marine's Hymn."

Uncle Ezra's emcee spells his last name H-a-r-r-i-c-e.

If the announcer were to reel off such names as Benny Kubelsky, Eyegen McNulty and Satde Marks, would you recognize them as Jack Benny, Dennis Day and Mary Livingstone?

# RADIO EXECUTIVES MEET HERE

## New Character



Aunt Jenny

## Spry Now Presents "Aunt Jenny"

Littleton, U. S. A., Feb. 1.—Jennifer Wheeler, known to her radio friends as Aunt Jenny, was preparing lunch in the sunny Littleton kitchen when I 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 . . . What did you think of the Clarion?" she added.

I told her I had been very impressed.

"Yes," she went on, "Calvin has had a hard struggle, but the Clarion is pretty well established now—about the best-read paper in Twiggs County, I'd say. Of course, in the early days, a lot of people didn't see eye to eye with him, and Calvin had a pretty hard time hewin' to line of truth. I remember the time old Oliver Burgess, our leading banker—but pshaw! There I go talkin' my head off without waitin' for your questions."

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

"You go right ahead," said Aunt Jenny. "I'll just peel these apples. Seems to make me more comfortable. After all, even the Clarion (Continued on page 5)

## Many Popular Shows Renew on WOW

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

The Paxton & Gallagher Company, makers of Butter-Nut Coffee, have announced that the serial story, "The Other Woman," heard on WOW at 8:15 a. m., Mondays through Fridays, will also be heard on Station WHO, in Des Moines.

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

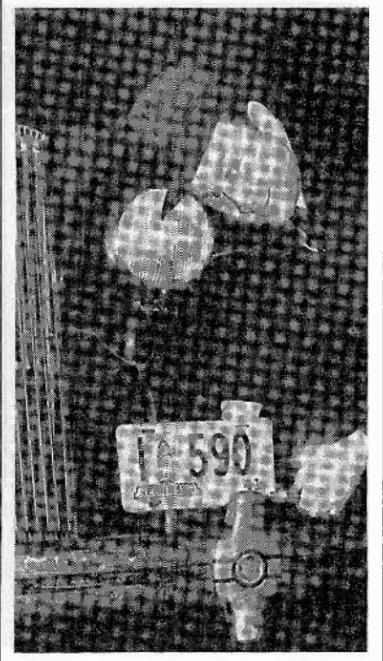
Standard Brands has renewed "One Man's Family," on WOW, for another 52 weeks.

## She Sings, Too!



There must be a reason for posing Songbird Dinah Shore of Eddie Cantor's "Time to Smile" program like the above. Anyway, that's who it is. Cute, eh?

## He Gets "590"



Always a great trader, Johnny Gillin, WOW's Manager, this year managed to get "590" for his auto license plates. WOW broadcasts on 590 kilocycles—Gillin drives on it!

## Dreams Show is a Nightmare, Sundays

When 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 pleasantly. But from a technical standpoint it is something of a nightmare, and Producer Fritz Blocki 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 persons whose dreams are to be fulfilled actually appear during the ceremonial part of the program. As the wishes are granted, the studio is suddenly plunged into darkness and the soft illumination from the wishing well is the only light in the studio. Glenn Welty, conductor of the "Your Dream Has Come True" Orchestra, uses a special quartz baton with a battery hidden in the handle, so that the musicians can follow his direction during the time that the studio is in darkness.

# WOW COVERS GOVERNOR'S INAUGURAL



WOW listeners had a ringside seat at their radios when Supreme Court Justice Eberly administered the oath of office to Governor Dwight Griswold of Nebraska. Note WOW microphone picking up solemn words you heard.



Proud, 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 (left).

## NAB Men Hear ASCAP Row Details

Omaha radio stations were host January 25 to 50 radio men representing 29 broadcasting stations in Nebraska, Iowa and Missouri, at the regional conference, 10th District, National Association of Broadcasters, at Hotel Fontenelle.

For eight hours the broadcasters listened to discussions of industry problems, principally the ASCAP-BMI controversy, which was explained in detail by Carl Haverline, Station Relations Director of Broadcast Music, Inc., and C. E. Arney, Secretary of the National Association of Broadcasters.

Haverline declared that radio won the music performance rights controversy "within the first hour of the year of 1941."

"When Mr. and Mrs. John Q. Public tuned in after 12 New Year's Eve, and learned that the air is still full of fine variety music of all types, radio had then won its music fight," Haverline said. He added that since that time public acceptance of non-ASCAP music has increased daily.

Haverline said complaints about the music of Broadcast Music, Inc. (the radio-owned music publishing business), have been "nil or negligible."

Haverline continued that the music controversy has proven beyond a doubt that "there is no greater power in the world than radio broadcasting."

The forenoon session was given over to a discussion by Mr. Arney of other industry problems, including NAB's unit plan of volume measurement; the work of the Radio Committee on Children's Programs; revisions of the broadcasters' code; labor relations problems; wages and hours questions; legislative matters; organization of the new NAB Department of Radio Advertising, and details of the national NAB convention in St. Louis, May 12 to 15.

Arney declared that on January 20, 1941, there were 511 members of Broadcast Music, Inc., out of a total of 856 licensed radio stations. He added that only 65 stations in the entire nation now use ASCAP music exclusively.

John Gillin, Jr., General Manager of WOW and Director of the 10th District, presided.

Those in attendance were: Rev. W. A. Burk, S.J., Station WEW, St. Louis, Mo.

William Brandon, Secretary Station WHO-WOC, Davenport, Iowa.

Arthur B. Church, President, KMBC, Kansas City, Mo.

George Crocker, Chief Engineer, KFNF, Shenandoah, Iowa.

Russ David, Musical Director, KSD, St. Louis, Mo.

Dietrich Dirks, KTRI, Sioux City, Iowa.

Eaves Beuford, Engineer, KGNF, North Platte, Neb.

F. C. Eighmey, General Manager, KGLO, Mason City, Iowa.

Ralph Evans, Director Public Relations, WHO-WOC, Davenport, Iowa.

Jack Falvey, KBIZ, Ottumwa, Iowa.

Dean Fitzer, Manager, WDAF, Kansas City, Mo.

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

Ralph Foster, President and General Manager, KWTO, KGBX, Springfield, Mo.

Paul Boyer, Production Manager, KORN, Fremont, Neb.

Earl H. Gammons, WCCO, Minneapolis, Minn.

John J. Gillin, Jr., WOW, Omaha, Neb.

Gustav M. Hagenah, SESAC, Inc., New York, N. Y.

Edward W. Hamlin, Manager, KSP, St. Louis, Mo.

W. C. Hutchings, Association of Music Pub., Inc., New York, N. Y.

Merle S. Jones, CBS-KMOX, St. Louis, Mo.

L. J. Kaufman, Program Manager, WDAF, Kansas City, Mo.

Jack Luther, KORN, Fremont, Neb.

Craig Lawrence, KSO-KRNT, Des Moines, Iowa.

W. I. LeBarron, KGNF, North Platte, Neb.

(Continued on page 4)

# "NEW DEAL FOR SONG WRITERS"

## BMI Opens Door to Young and Old Alike

More than 600 radio stations are backing the new music publishing organization known as Broadcast Music, Inc. This organization offers "A New Deal for Song Writers." The following article is a reprint of a booklet, issued by the National Association of Broadcasters, to illustrate the benefits of BMI to all composers, amateur or professional.—THE EDITOR.

Life for composers of music and authors of lyrics hasn't been a merry one—unless you happened to be a Tin Pan Alley favorite.

The door to opportunity has been shut pretty tight for all but a select few because U. S. radio stations have been prevented, by contracts with an organization called ASCAP (short for American Society of Composers, Authors and Publishers) from giving thousands of youngsters, unknowns (and many well-knowns) a chance at fame and fortune.

But all that is passed. The ASCAP contracts expired December 31, 1940, and the nation's radio stations almost as one voice say they won't sign another ASCAP contract unless it keeps the door wide open for every creative talent in the U. S.

### The Open Door

To make this decision possible, 600 stations have financed a doorway to opportunity for anyone who can compose the music Mr. and Mrs. America want to hear. It is called Broadcast Music, Inc. (shortened by headline writers to BMI).

BMI is still young, but it has already put checks in the mail to authors and composers, and, in so doing, it has begun to call attention to the fact that ASCAP has not only hurt non-members, but has grossly underpaid the vast majority of its members.

Broadcast Music, Inc., it should be explained, is a music publisher and licensing agency, and does not pretend to be a protective society of any kind. Anybody who has composed any music or a lyric he believes the world would like to hear can submit it to BMI and get a prompt hearing.

### Highest Royalty Rates

If the music is accepted and published, the composer and/or lyric writer get paid at the highest royalty rate now available in the music publishing business.

But it's the radio opportunity that is making U. S. musical composers sit up and take notice.

ASCAP (American Society of Composers, Authors and Publishers) is technically a "performing rights" society or "pool." Theoretically it represents those who put their music and lyrics into the pool, and tries to get them fat fees for their words and music.

### "Protection" Old Style

As a matter of fact, ASCAP has been getting fat fees—but not for its composers and lyric writers. Twenty per cent of its annual income (about \$6,000,000, of which \$4,000,000 comes from radio) has been going for overhead, publicity, fees, expenses, management and the like; 10 per cent has been going to foreign sources; about 50 per cent of the balance has been going to music publishers, and about 97 per cent of the amount left for "protected" composers and authors of lyrics has been going to a small group of favorites.

The private affairs of ASCAP members would not be a problem for radio stations were it not for the fact that ASCAP, by controlling a small amount of very important popular music—and using that as a club—has heretofore been in a position to force radio stations to buy virtually all of their music from ASCAP. Broadcasters have had to pay twice for music every time they have bought the music of non-ASCAP artists.

### ASCAP's Terms Hard on Composer

That's what hurt the composer who couldn't get into ASCAP's gilded corner, or was unwilling to accept ASCAP's terms—which in-

## LEGION CHAPLAIN ON WOW



WOW recently had the pleasure of presenting William G. Gilks, National Chaplain of the American Legion, shown above, in an interview with Foster May. Also pictured are Walter F. Roberts, Wahoo, Neb., Legion Commander, and (rear) Matt Jaap, Commander of Omaha Post No. 1.

cluded one year "on probation" (without pay); giving up all rights to past, present and future work for 10 years (without any promise whatever that payment would eventually be forthcoming); signing "blind" (without any written or unwritten rules which would entitle a composer or author to a certain rate if his music achieved a certain popularity). The independent composer and author (10 times more numerous than the ASCAP group) couldn't get a hearing on the air 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 essential for the defense of the poor, downtrodden composer—ignoring the fact that the poor, downtrodden composer was in danger of being wiped out by his "friend" and "protector," ASCAP. Now BMI is demonstrating that ASCAP has been a costly "friend" to composers and authors.

### Basic Policies of BMI

The painful (to ASCAP) features of BMI are its basic policies. Briefly, they are these:

1. No composer or author shall be required by BMI to sign any long-term contract involving his future production of music or lyrics, but shall be free 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). Because young, new composers with no past are always glad to sign away their futures in return for something to eat today, this BMI rule is a fundamental protection. BMI will not try to mortgage young, unsung America at a bargain price.
2. Every BMI composer or author shall be paid by vote of the American public (not, as in ASCAP, by decision of a self-perpetuating board of directors in a position to play favorites). In other words, every BMI composer and lyric writer shall be paid in proportion to the popularity of and demand for his music and lyrics. An elaborate system has been set up to make this policy effective. Whether they are new or famous, Tin Pan Alley stars or small-town Mozarts, old or young, male or female, jitterbugs or chorale composers, fame and fortune go hand in hand for BMI composers, and Mr. and Mrs. America say who shall get both the gold and the glory.
3. Highest royalty rates shall be paid to composers and authors. How the composer and author will make out under the BMI sys-

tem can be guessed from statistics available to date. BMI has been in existence only six months. It spent months getting organized, building a library (one of the largest in the world), hiring a staff, buying copyrights. And yet, as early as September it was able to send individual checks for hundreds of dollars to composers and authors—even though radio stations were still under ASCAP blanket contracts, the turn to BMI had not really begun and Big Name Composers were still outside BMI!

One check covering this short initial period (which went to an unknown, unheralded composer) was for \$957.50.

As time goes on, royalty payments will, of course, increase. These early financial returns to BMI composers and authors are, however, illuminating. Under the old ASCAP "protective" system, no composer is eligible for membership until he has had at least five songs published (usually by an ASCAP publisher). If admitted to ASCAP after that, he receives nothing for one year—his "probation" period. What he will get thereafter depends upon how he is favored by ASCAP's self-perpetuating directors. The latest ASCAP figures available—obtained during a court action in 1938—showed one composer who could boast the popularity of 9,104 performances, but who received only \$20 from ASCAP. (And he was not the only one in that class.)

### BMI Samples Nation's Stations

To make its New Deal effective, BMI had to have some way of knowing how many times a composer's music was actually performed. BMI didn't want to leave any door open for favoritism. So it turned to Dr. Paul F. Lazarsfeld, Director of Radio Research at Columbia University. Doctor Lazarsfeld created a "sampling" system which would permit BMI and its composers to determine how many times every piece of music was played on the air per day, per week, per month or per annum. (The sample is approximately one-eleventh of all radio stations. A different one-eleventh is taken each month. Each one-eleventh is selected to include a proper representation of network stations and non-network stations; large stations and small stations; urban stations and rural stations; full-time and part-time stations, etc., etc. The performance record is determined by multiplying the sample by 11.)

Here again BMI improves on ASCAP, which used a sampling method, too, but checked only a few stations, chiefly urban stations, with the result that the Tin Pan Alley favorites and others among the prosperous elect had the scales

(Continued on page 5)

## 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 follow:

"We all look forward to it each month."—Mrs. L. E. Bursik, 6018 Poppleton, Omaha, Neb.

"I have every issue since it was started. It is interesting to go back and look them over for news and pictures of my favorite radio programs and stars."—Ed Luther, Fremont, Neb.

"You put out a very fine little magazine and one which the whole family enjoys and looks forward to reading each month."—Grace Blomendahl, Hooper, Neb.

"So far I have every one and am making plans to get them bound."—Mrs. L. C. Tompkins, Albion, Neb.

"Thank you for giving us such a fine publication."—Rose E. White, 7615 Leighton, Lincoln, Neb.

"I have taken it ever since it was first published and wouldn't be without it. Thanks for a swell magazine."—Margaret Young, Route 2, Nehawka, Neb.

"I am enclosing 50 cents for a renewal for the News Tower—best radio news printed."—Mrs. August Behrens, Walnut, Iowa.

"I miss them so much and I enjoy the radio much more if I can see the characters on the programs."—Mrs. Florence Dew, Tecumseh, Neb.

"I enjoy the paper so much! This is the beginning of the third year I have taken it."—Mrs. Mary Zuck, Hamburg, Iowa.

"I am enclosing my renewal earlier in order not to lose out on any copy of the News Tower."—Adolph Hynek, Sr., De Witt, Neb.

"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 like we really know the staff and co-workers."—Mrs. John Schreuder, Rock Valley, Iowa.

"Enclosed please find 50 cents for my renewal to the News Tower, which is my daily guide to best programs on the radio. I appreciate the newsy magazine and especially the pictures. I know all voices of our fine 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. E. B. Towl, 506 South 57th Street, Omaha, Neb.

## Radio Execs Here (Continued from page 3)

Buryl Lottridge, WOC, Davenport, Iowa.

Howard Peterson, WOW, Omaha, Neb.

William B. Quarton, Commercial Manager, WMT, Cedar Rapids, Iowa.

J. C. Rapp, Station Manager, KMA, Shenandoah, Iowa.

William Ruess, Director, WOW, Omaha, Neb.

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

Randall Ryan, KFNF, Shenandoah, Iowa.

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

Elbert A. Read, KFNF, Shenandoah, Iowa.

Owen Saddler, Assistant Manager, KMA, Shenandoah, Iowa.

Elizabeth Sammons, Program Director, KSCJ, Sioux City, Iowa.

R. H. Sawyer, Secretary, KMA, Shenandoah, Iowa.

Alex Sherwood, Standard Radio, Chicago, Ill.

Robert F. Schuetz, NBC Thesaurus, Los Angeles, Calif.

Vernon H. "Bing" Smith, KOWH, Omaha, Neb.

Duane L. Watts, KHAS, Nebraska Broadcasting Co., Hastings, Neb.

E. C. Woodward, KFNF, Shenandoah, Iowa.

Frank E. Pellegrin, KOIL, KFAB, KFOR, Omaha, Neb.

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

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

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

Foster May, News Editor, WOW, Omaha, Neb.

Clifford T. Johnson, KOIL, Omaha, Neb.

## RADIO RARITIES BY Dooley

THE FIRST MESSAGE TO CROSS THE ATLANTIC OCEAN WAS RECEIVED ON AN AERIAL ATTACHED TO A WIRE!

BECAUSE OF ITS TREMENDOUS SIZE, WORKERS ON THE GOLDEN GATE BRIDGE USED SHORT WAVE COMMUNICATION DURING ITS CONSTRUCTION!

CHECK YOUR  
WOW  
NEWS TOWER  
EXPIRATION  
DATE NOW  
ON PAGE  
EIGHT

THERE I GO, LEADING WITH MY CHIN AGAIN!

## HY ZARET

ATTORNEY AT LAW AND AUTHOR OF THE CURRENT SONG HIT *THERE I GO* AND OTHER SENTIMENTAL BALLADS, *WAS A BOXER AND WRESTLER... HE ONCE FOUGHT THE CHAMP BENNY LEONARD!!!*

# FALSTAFF TO AIR ALL-STAR GAME

## Aunt Jenny is New Show on WOW

(Continued from page 3)

never saw fit to send a reporter to interview me."

"Well," I said, "now that your stories are going to be heard regularly over WOW, I'm sure the ladies would like to know something about your program. It's called 'Real Life Stories,' isn't it?"

"Yes, that's it. I started doin' my stories for the ladies' . . . let's see! It must be four years ago . . . that was in 1937. Danny and I just got together and the Spiry folks put us on the air, and first thing you know, we had a program. At first I used to tell a complete story every day, but, my land so many of the ladies wrote in wantin' to know what happened to people like Doctor Tim and Julie, his pretty wife, that I just got to tellin' more and more about them, and now my stories run to three and four parts all the time. I guess I just got to talkin'. Marthy Reynolds—she's my neighbor, says I talk almost as much as my grandson, Tommy."

"Tell me," I said, "how do you select the stories for the program?"

### Favors Romance

"Well, of course," and Aunt Jenny smiled here, "at first that was like takin' a shot in the dark. For my part I always favored a romantic story. But, I wasn't sure how the ladies would take to that."

"How long did it take you to find out?" I asked.

"Not very long," said Aunt Jenny. "In just about a month I was gettin' letters from all over the country. Most of them were complimentary, but some of them asked for some different kind of stories. So Danny and I sat right down and we read those letters, and pretty soon we thought we had the answer. So we put in some different kinds of stories—with more action and excitement in them. And pretty soon we found that we were doing every type of story. And that taught me a mighty important lesson."

"What was that?" I asked.

"Why, just this," Aunt Jenny went on. "That when you are telling stories as real as you can make them about people you'd meet every day of the week in Littleton or any American town, you just have to tell every kind of story."

### Philosophy

Aunt Jenny had finished peeling the apples and now she put the bowl on the table. "Because that's just the way life is. Why, there's hardly a person anywhere who hasn't had their share of excitement and sadness, too, and who isn't the better for it, so that when they finally do get the happiness they've always wanted, they can appreciate it all the more. Now, you take my first story, which was broadcast over WOW," she continued. "There was Edna Carter, working at the office of the Littleton Telephone Company. That was a quiet life, all right. Of course, the fact that she was in love with Dud Stratton made it excitin' enough. But that wasn't a patch to what happened when it was discovered that some property her father owned had valuable mineral wells on it. And Edna—well, she and Dud had a disagreement."

Stymie, Aunt Jenny's fox terrier, scratched at the kitchen door to get in. While she opened the door for him, I looked at the kitchen clock. It was 11:40—time for Calvin to be coming home for lunch.

"Well, I'll be going," I said, picking up my coat. "Thanks very much for the interview. I'm sure the ladies in Nebraska and Iowa will be very glad to know that your 'Real Life Stories' are broadcast every day, Monday through Friday."

"All right," she called from the doorstep while she held the wriggling Stymie's collar, "and don't forget to listen in yourself. I have some very good stories I'm going to tell soon."

And do you know, I'm only a mere man, but I think I will.

Charles H. Phillips Company renewed "Waltz Time," effective January 31.

## Five Pairs of Young Eyes SPARKLE For Friendly Serial



Introducing five future housewives (or maybe movie or radio stars), who are ardent listeners to "Sparks of Friendship," on WOW, 12:15 to 12:30 p. m., Mondays, Wednesdays and Fridays. They are, left to right: Nancy Fulton, Delores Rueth, Betty Ball, Marcia Sunderland and Joan Thorson.

## Omaha School Girls Delay Luncheons So They Won't Miss "Sparks of Friendship" Program

Five pretty little maids, who live in fashionable west-end Omaha homes, just won't let a day go by without hearing the "Sparks of Friendship" program via WOW, Omaha. Come 12:15 p. m., these future housewives may certainly be found at a loudspeaker listening to the amazing adventures of Abigail and Martha Sparks.

The mutual interest of these 8 to 11-year-old misses came to light during the Christmas vacation period, when they gathered at the home of one of their number, 8-year-

old Miss Delores Rueth. They were in the midst of their lunch when Miss Nancy Fulton, 6 years old, sternly rebuked her hostess for arranging a mere luncheon which would interfere with her listening to the Haskins' program.

"I won't touch another bite until I have heard what happened to Abigail today," Nancy asserted.

Around the table went a "Me, too," chorus, so luncheon was ended until the end of the program.

It was then revealed that all five knew all the details of the serial

story. A mutuality of interest and a subject for conversation was revealed. Since that time the girls discuss the program whenever they meet. Frequently they lunch in each other's homes, but the lunch must not conflict with the period 12:15 to 12:30 on WOW.

Besides Nancy and Delores, the other girls in the group include Joan Thorson, Marcia Sunderland and Betty Ball.

The Omaha girls now call themselves Chapter No. 1 of the Sparks of Friendship Clubs of America.

## Colonial Dinner Menu Suggested For Your George Washington's Birthday Party

By MARTHA BOHLSSEN

Director Homemakers' Club of the Air—Saturdays, 10:30 A. M.

With our attention turned to cherries, cherry trees, hatchets, colonial atmosphere, flags, red, white and blue decorations, or even the old Liberty Bell, we are about to celebrate the birthday of another of the nation's great men—George Washington.



Martha Bohlsen

Evening parties, afternoon Washington teas or even the dinner party present excellent opportunities for the hostess to exercise her ability in serving attractive foods and making clever decorations in keeping with the holiday. The decorations for a Washington's birthday party may be of two types, either the patriotic, carrying out the red, white and blue color scheme, or the colonial, featuring buff and blue. For the patriotic table centerpiece you will enjoy the creations shown in florists' shops of beautifully colored red, white and blue carnations. They may be most attractively arranged in single or double groupings, together with candelabra for a table decoration.

The following dinner menu is in excellent keeping with the day and is quite simple to prepare. It is especially suitable for the colonial party.

- COLONIAL DINNER MENU**
- Chicken Giblet Soup
  - Celery Curls
  - Baked Virginia Ham
  - Candied Sweet Potatoes
  - Buttered String Beans
  - Mustard Pickles
  - Southern Spoon Bread
  - Stuffed Cherry Salad
  - Martha Washington Pie
  - Candy Hatchets and Cherries
  - Salted Wafers
  - Crab Apple Jelly
  - Coffee

Most of the foods for the above menu are very familiar to you. The preparation is simple. Cherry pie or a cherry frozen dessert—parfait, or a molded ice cream are all suitable desserts, but the Martha Washington pie is especially favored. For this two layers of plain butter or sponge cake are put together with jam or preserves, a cream filling or whipped cream; then the top is liberally sprinkled with sifted powdered sugar. Tiny flags may be used for decoration, or, if preferred, candied cherries may be arranged in a border around the cake or arranged in groups of three, with leaves and stems cut from angelica or citron. Another way of serving this pie is

### A NEW DEAL

(Continued from page 4)

weighted in their favor against the composer whose melodies and words appealed to audiences outside the big city areas. (Even so, many lower-bracket ASCAP composers beat many ASCAP favorites on performance ratings—but did not get paid accordingly by ASCAP's directors.)

### Outlook for Composers Is Bright

The immediate future for U. S. composers looks brighter than it has for many years. The distant future looks much brighter. ASCAP, with only a few more than 1,000 members, has always had a selfish interest in keeping its membership low. Until BMI forced its hand, ASCAP used to take in new members at the rate of about 50 or 60 a year for the whole United States. (Too many members meant dividing the spoils among too many, so far as ASCAP was concerned.) BMI, on the other hand, was established by radio stations which want more and more and more good music—which want to see American composers and authors helped and encouraged.

NATIONAL ASSOCIATION OF BROADCASTERS.

in individual portions. Small rounds of cake are put together with the filling, then frosted on top and the sides with whipped cream. The sides are roughened to represent tree bark, and the top is marked in swirls with a fork to represent the trees' growth rings. A small hatchet may be placed in the center of each and a group of cherries on the plate, near the base of the simulated tree stump.

Virginia Payne, Oxydol's "Ma Perkins," finds that some tricky words that get mixed up over the mike are nine and five; or, four and eight, and (believe it or not) two and three. She's especially careful and distinct when using them. A telephone operator gave her the tip.

## Dailey to Witness St. Louis Ice Classic

WOW's Sports Editor, Tom Dailey, will journey to St. Louis, February 5, to do an eye-witness description of the American Hockey Association's "All-Star" tilt.

The St. Louis Flyers, present leaders in the league championship race, will play host and hockey to and with a group of All-Stars chosen from the other five clubs of the association. When these two cream-of-the-crop teams clash, Dailey, ace Sportscaster for Falstaff, will be on hand with his sports microphone.

Dailey has aired all games played by the Knights—both at home and on the road—since the start of the season. This All-Star broadcast over WOW will be heard at the usual time, 10:15 p. m.

### Something New

George Higgins, sports announcer of Station WTCN, Minneapolis, was elected President of the American Hockey Association at the beginning of the current season. The mid-season All-Star game was one of his pet ideas and a new promotional venture in AHA hockey history. When Higgins took over the reins of the AHA, his first statement was that "Hockey in the mid-west needs a shot in the arm." He has done many things to improve this fastest game on earth, with the All-Star game one of his "shots."

### Fans Picked 'Em

Fans in cities where AHA teams are headquartered picked the squad of All-Stars from mail votes. A squad of 15 men, no more than three from each of the five clubs, is geared and primed to clip the wings of the high-flying St. Louisans.

Tune to WOW at 10:15 Wednesday night and hear Dailey give you another thrill-jammed description of this all-important game.

—WOW—

## CAST YOUR VOTE...

WOW listeners are invited to cast their vote in Falstaff's quest for the most valuable player on the Omaha Knights hockey team. Listen for details of the "most valuable player" award on the Falstaff Sportstime programs and during breaks in hockey broadcasts.

## Legit Players Star in O'Neill Serial

The cast of "The O'Neills" is studded with stars these days. Josephine Hull, who plays the part of Mrs. Kayden, is appearing in Baltimore in "Arsenic and Old Lace," a new play soon to be brought to New York. James Meighan, nephew of the late motion picture actor, Thomas Meighan, is taking the role of Doctor Melbourne. "The O'Neills" is heard Mondays through Fridays, at 8:30 a. m., over WOW, for Ivory Soap.

## ORDER WOW NEWS TOWER NOW!

Why not order the WOW NEWS TOWER MAGAZINE for several of your friends? The cost is only 50 cents a year (for 12 issues).

For your convenience, just fill in the coupon below, enclose the cash to cover the cost and mail it today.

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Editor WOW News Tower Magazine,  
Radio Station WOW,  
Omaha, Neb.

Dear Sir: Enclosed find \$....., for which please send subscription(s) to the WOW News Tower for the year 1941 (12 issues) to

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NOTE.—The subscription price of the WOW News Tower is 50 cents a year. Be sure to enclose the exact amount to cover each subscription you send in.

# CHEVROLET RENEWS "STREET"

## 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 contractual arrangement signed January 2.



Foster May

Announcement of the renewal was made at a meeting of the directors of the Omaha Zone Chevrolet Dealers' Association at Hotel Fontenelle, January 13. A feature of the meeting was a direct broadcast of the "Man on the Street," in which listeners heard short interviews with many of the dealer-directors.

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 Chevrolet contract was in force for nearly a year. Then after a hiatus, Chevrolet resumed sponsorship January 1, 1940, and the new contract just signed is the second annual renewal.

During Chevrolet's sponsorship of the "Man on the Street," listeners have heard broadcasts from hundreds of cities and towns throughout the middle west, as well as from the familiar location at 16th and Farnam Streets.

### 5,000 Speak

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

"Chevrolet will make every effort to continue to make these "Man on the Street" broadcasts interesting to WOW's ever-growing audience," said Oscar Bonham, Manager of the Dealers' Association. "Whenever big events away from Omaha are of sufficient interest, Chevrolet and WOW will make every effort to have them covered by the 'Man on the Street' program."

Bonham said that the program has been extremely successful from a commercial standpoint, and that Chevrolet dealers throughout the zone were enthusiastic about its continuance.

The renewal came while May was on the west coast conducting a series of special "Man on the Street" broadcasts incident to the University of Nebraska's football team's appearance in the Rose Bowl. This series of "Man on the Street" broadcasts hit a new high in remote control broadcasts. It is doubtful if any radio station in the United States has made it possible for its listeners to hear important events so far away from the station itself.

### Gillin Speaks

Speaking before the directors' meeting, May declared that he would continue to put forth every effort to keep up the high interest in the program.

Another speaker before the directors' meeting was John J. Gillin, Jr., General Manager of WOW. Gillin predicted that the next six or eight months will bring an "unheard of boom" in the automobile business. He said that the 10,000 to 20,000 men who will be employed in Omaha in connection with new national defense projects will all need transportation. He pointed out that thousands of families will be traveling to army camps at distant points to see their sons. He also predicted a large increase in the "second car" business, asserting that more and more cars will be used for business and transportation, and that many housewives will be in the market for cars of their own.

The meeting was presided over by Mr. Kinman.

The officers re-elected for 1941 are as follows: T. F. Kinman, Grand Island, President; A. N. Ahlgren, Shenandoah, Vice President; J. J. Verschoor, Mitchell, S. D., Secretary, and S. A. Mann, Opitz Motor Company, Omaha, Treasurer.

## FOSTER'S SPONSORS ARE ENTERTAINERS TOO



There is never a dull moment when directors of the Omaha Zone Chevrolet Dealers' Association get together—even when they are on the air. Photo shows Foster May interviewing Dealer O. C. Brickell of Fairbury, as Al DuTeau (center) of Lincoln and John Gillin, Jr., General Manager of WOW (right), chuckle over a wisecrack. At this meeting it was announced that Chevrolet had renewed the "Man on the Street" program on WOW for the year of 1941.

## A Phoney Movie Annoys Eddie Cantor

Six hundred scripts for Eddie Cantor's mythical movie have been submitted by 600 ambitious listeners to Cantor's "Time to Smile" broadcast (Wednesdays, 8 p. m., Omaha time, WOW and NBC Red), according to the NBC comedian, who ruefully contemplated today the problem of rejecting the scenarios on behalf of Mrs. Flounder.

Mrs. Flounder, the equally mythical sponsor of Cantor's mythical motion picture, is now the nominal possessor of the scripts, which are far from mythical.

The scripts, many of them 50 pages long, are Cantor's worry, and visions of 600 frustrated script writers haunt his dreams.

## SEE THE WORLD

You can join the navy if you want to, but a steady job on Ted Weems' "Beat the Band" musical quiz broadcast (5:30 p. m., WOW and NBC Red network) is one pleasant way of seeing the United States.

Since Maestro Weems and M. C. Garry Moore first stirred out of their home port of Chicago last May with their music and question books, they have traveled some 6,000 miles, to stage their show before fans east, west, north and south.

## FIRST CITIZEN

Frank E. Pellegrin, Sales and Promotion Manager for the Central States Broadcasting System (KOIL, KFOR and KFAB), was named "Omaha's Outstanding Young Man of 1940" at a public affairs luncheon at the Omaha Chamber of Commerce, Wednesday, January 22. He was awarded the United States Junior Chamber of Commerce Distinguished Service Award for contributing "outstanding service to Omaha" during the past year.



F. E. Pellegrin

Pellegrin is the second Omaha radio man to receive this high personal honor. In 1937, John Gillin, Jr., General Manager of WOW, received the award.

Previous winners also include Maurice J. Palrang, Rolland Wellman, Irving Zerzan, W. B. Millard, Verne Vance and Dr. Arlo Dunn.

Foster May broadcast the presentation ceremonies on his Chevrolet "Man on the Street."

## Serial Star Takes On New Duties

Ruth Bailey, NBC dramatic star, contracted for a long-term role on a recent Tuesday at the extremely early hour of 12:44 a. m., Omaha time.

Her new part is that of mother to a son who made his debut at the Chicago Presbyterian Hospital with 7 pounds 10 3/4 ounces to his credit. Miss Bailey, in private life Mrs. Eugene Swigart, is heard as "Rose Kransky" in the "Guiding Light" serial broadcast, Mondays through Fridays, at 9:45 a. m. and 4:30 p. m., over WOW and the NBC Red network.

## Offer of Free Chicks Proves Very Popular

Apparently thousands of WOW listeners intend to raise chickens this spring, for interest in the new program of the Iowa Master Breeders' Association on WOW, 6:45 to 7, Tuesdays, Thursdays and Saturdays, has reached a high point.

The program features Lyle DeMoss and Eddie Butler. The first broadcast, offering baby chicks as prizes, brought 315 replies.

The Allen & Reynolds Advertising Agency supervises the program.

## THEIR MUSIC SURE DOTH HATH CHARM



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



Skinny Ennis, the picked-on musical director of Bob Hope's Pepsodent show. Incidentally, Skinny is not skinny.



Tony Martin, whose new Woodbury program is the sensation of the month. If you haven't heard Tony sing "I Hear a Rhapsody," "you ain't heard nothin'."

## THE SPORTS EYE

By TOM DAILEY

Falstaff Broadcaster, on WOW, 6:15 P. M., Week Days

Hello, good sports!

Our News Tower column this month is an interview with Mr. Oval Pigskin, who played a very important part in the Rose Bowl game on January 1, 1941. Stanford University defeated Nebraska University 21 to 13.



Tom Dailey

Q. Mr. Pigskin, what was your first sensation in the Rose Bowl game?

A. Well, Dailey, I believe it was the opening kickoff. Someone held my head, which was tilted slightly backward and all at once a fellow named Albert bashed me with his left foot. When that happened, 90,000 fans of mine jumped to their feet and I got nervous.

Q. You got nervous? What did you do?

A. What did I do? You saw me! I tried vainly to rise into the air like any good football should do, but because of the great tension I swerved crazily to the right and plummeted to the turf somewhere around the Nebraska 25-yard line. Boy, was I scared!

Q. O. K., O. P.! But what happened then?

A. Well, somebody yelled "Take it, Francis!" and a fellow with a big 38 on his shirt grabbed me up, snuggled me under his arm and started running like crazy. While he was running he would cut this way and that way, and all the time I could hear bumps and thuds all around me. When I peered out from behind Francis' big muscle I saw what it was. Did you see it, Dailey?

Q. Yes, I saw it. You must be talking about the way the Nebraska boys were blocking, aren't you?

A. Yea, man, and how they were blocking! I shut my pig-eyes about 900 times during the time Francis took me from where I landed on my neck until he was tackled up near the 50-yard line.

Q. Do you remember anything after that, Mr. Pigskin?

A. Well, just hazily, because I was really given a twirl during the next seven plays. Did you see what happened, Dailey?

Q. Yes, yes, I saw it; but I'm supposed to interview you. Now go on from where you stopped.

A. I went on, don't think I didn't. Why, you would have thought I was some kind of serum the boys were carrying to save the Rose Bowl queen's life! I was agog. One, two, three, four, five, six times I was carried like a basket of eggs, and then it happened.

Q. What happened, Oval?

A. That Francis guy again. Just when I thought all the excitement of the opening kickoff was over, Bob Burruss flung me back between his legs and number 38 got me again, started laughing, believe it or not, and ran by a bunch of Stanford guys, and with that somebody yelled "Touchdown!" and I went out cold.

Q. You did?

A. How's that?

Q. I said, you did? Can't you hear well?

A. As a matter of fact, Dailey, I can't hear very well since that deafening roar went up from the Nebraska rooting section. But I was slap-happy anyway after that touchdown.

Q. Did you recover, Mr. Pigskin?

A. Oh, yes. I recovered by means of mysticism.

Q. You'll have to explain that mysticism business. I don't get it.

A. Well, you see, mysticism is another word for Stanford Tea. In my lingo they call it a "T" formation, which is the plan of attack used by the Stanford backfield. And it's really mystic, Dailey. Why, half

(Continued on page 7)

# RADIO WOW EXHIBITS 81 PREMIUMS

## "DOPE 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 out your belt and grin all over your face. Praise the pancakes even if they are soggy, and snicker at the joke. Cheer up and stay there.

Go to work in the morning, 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 little man's job.

Boost! If you can't see anything to boost, kid yourself a little. Boost yourself, your business, 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. Slinging mud at your competitor dirties 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-stepper behind you. Size up your man from the eyes down—not from the feet up. If you can't push, then pull, and if you can't pull, get out of the way.

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

The other day Lyle DeMoss included the above piece, "Dope for Today," on his early morning show for Nutrena Mills (6:45 a. m., Mondays, Wednesdays and 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

(Continued from page 6)

the time I didn't know where I was myself, much less the Nebraska tacklers. 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. Was I having a good time? he's asking. Those Stanford boys flung me here and there, and I got so mixed up, as did the Nebraska boys, that all at once I got tickled, and next thing I knew I passed out cold again and came to my senses when the Stanford rooting section went crazy. Stanford had touched me down and I saw "One-Eye" Connally climbing the fence as I sailed through the crossbars for Stanford's extra point.

Q. Very interesting, Oval. But, remember, you're talking to a Nebraska audience. So, go on from there.

A. Well, Dailey, I only wish that my Cousin Hogg could have seen me strutting when Herman Rohrig threw me, bodily, high into the air and smacked me into the outstretched hands of Allan Zikmund. Allan just kept on going, and I couldn't help but give a Stanford tackler the Bronx cheer as Zikmund went by him for another Nebraska touchdown. That makes your fans feel better, doesn't it?

Q. Sounds good. Now, after that Stanford scored another touchdown and the half ended 14 to 13 in their favor. But you failed to tell us about that punt return by Pete Kmetovic of Stanford for the last touchdown.

A. Gimme time, will you? It happened this way: The Nebraska boys held the Stanford runners off

for four straight downs on the N. U. one-yard line. Just one more down at that spot and I would have been flat as a pancake. King Kong Kahler tackled Armstrong once so hard that I went "whoosh." Well, finally Harry Hopp kicked me in the pants and I sailed out to the Nebraska 40-yard line, where Kmetovic caught me. He ran to his left, almost to the sideline, and just when I braced myself for the tackle by a big bunch of Cornhuskers, what did this guy Kmetovic do but wheel and go the other way. And as he ran I looked back over my shoulder and saw Nebraska boys doing cartwheels in the air. They were being blocked that hard. Shall I go on and tell about the touchdown that put the score at 21 for Stanford?

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

A. Seriously, Dailey, it was the greatest Rose Bowl game of my career. I've taken part in all of them since the first one in 1916, when Washington State beat Brown 14 to 0. But the one this year was the best all-around football game I can remember. Of course, I was knocked out half the time, but if those Huskers get any better, Bowl authorities will be inviting them before the season starts. May I say it now, Dailey?

Q. O. K.! Go ahead! I promised you could.

A. Pigskin and Dailey remind you: "It isn't that you won or lost, but how you played the game."

Artie Shaw, the band leader, will accompany Burns and Allen to New York in February, when the zanies will do five Hormel broadcasts from Radio City.

## DESCRIBE NEW CHAPEL



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 Dowd Memorial Chapel. Photo shows DeMoss interviewing Father Flanagan and Miss Mary Dowd of New York City, the donor.

## 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: "This program is going to the dogs!"



Russ Baker

On-the-air less than a month, this program, 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 quarter hour of carefully-selected popular recorded music; secondly,

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 jovial master of ceremonies on the program.

The label-redemption plan is being taken up every day by more and more listeners. Many folks feed a can or two of Ideal dog food every day to their pet. Labels accumulate quickly. That's why it is so easy for the listener to soon collect enough Ideal labels to receive free a beautiful 20-piece set of Caliente dinnerware, a Zenith radio, a pair of Chatham blankets or any one of the dozens of other fine pieces of merchandise available under the label-redemption plan.

WOW will send free, on request, a catalogue of the gifts available.

## WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY FINANCIAL STATEMENT JANUARY 1, 1941

ASSETS	
Bonds (United States government)	\$ 7,823,692.31
Bonds and other obligations of states, counties and municipalities	80,472,121.56
Bonds and preferred stock (Railroad, public utility and miscellaneous)	21,932,845.23
Loans on certificates (Loans to members, secured by reserves on certificates)	12,983,807.97
Loans on real estate (First liens on well-located city property in Omaha, Neb.)	170,046.19
Real estate (Includes Home Office building, Radio Station WOW, Woodmen War Memorial Hospital, San Antonio, Tex., and other real estate)	876,480.06
Cash in depositories and office (Cash in banks, subject to check for current claims and expenses)	2,712,363.87
Payments from members in hands of Financial Secretaries (Payments collected from members to be forwarded to Home Office)	825,000.00
Interest due and accrued (Interest earned to January 1, 1941, payable at a later date)	1,202,098.22
Other assets (Accounts receivable, inventories, etc.)	1,250,742.12
<b>Total gross assets</b>	<b>\$130,249,197.53</b>
LIABILITIES	
Mortuary claims in process of settlement (Claims reported, awaiting proofs of loss)	\$ 528,934.77
Commissions and expenses, due or accrued (Reserves for accrued commissions and other bills not yet presented)	174,536.18
Other liabilities	259,484.65
<b>Total</b>	<b>\$ 962,955.60</b>
Reserves (Certificate reserves, reserves for fluctuation of values on securities and other contingent reserves)	129,286,241.93
<b>Total</b>	<b>\$130,249,197.53</b>

## "THE BIFFER" WITH TOM DAILEY



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

## Studio Display Gets Wide Interest

Radio Station WOW recently had on display in its reception room two large showcases, exhibiting 81 premiums which had been offered over the station during the past six or eight months.



H. O. Peterson

Included in the display was everything from Bibles to sauce-pans, and cameras to house dresses. The display was arranged by Promotion Manager Howard O. Peterson, so that WOW clients and listeners could examine the items offered.

Peterson began to assemble the sample premiums about eight months ago. Every client on the station, either network, regional or local, was requested to send a sample of each offer. The premiums were catalogued under the general classification of:

- Juvenile ..... 11
- Kitchen ..... 8
- Household ..... 18
- Miscellaneous ..... 12
- Maps, stationery and books. 18
- Cosmetics ..... 8
- Jewelry ..... 6

The figures after each of the classifications, noted above, indicate the number in the exhibit.

It has been the policy of WOW to keep in very close touch with the programs on the station, their premium offers and results.

Every seed offer made on WOW in the past year has been tested by actual planting under ordinary conditions.

The individual premium of greatest intrinsic value in the collection was an oil pump, which one sponsor gave free with the purchase of 30 gallons of lubricating oil.

Most frequently used premium in the collection was teaspoons. Five different sponsors used silver-plated teaspoons, each one requiring a label and 10 cents for each teaspoon. There were three silver-plated pastry knives offered.

### Jewelry Popular

Another very popular premium seems to have been costume jewelry of various types. Included were a photo locket, bracelets, brooches, pearls and similar items.

In the kitchen classification was included pie tins, aluminum pans, many recipe books, several kitchen knives, three cooking thermometers, a food chopper and several polishing cloths.

Under household goods were offers of dishes, glassware, ornamental pieces, dictionaries, salt and pepper shakers, brushes, small lamps and crockery ware.

### For Children

The juvenile premiums included cameras, games, handkerchiefs and many cutout books.

There were bath salts, face powders, cold cream, soap, perfume and other product samples in the cosmetics classification.

Under miscellaneous Mr. Peterson classified several seed and bulb offers, hair brushes, pocketbooks, lead pencils, American flags, scissors and booklets of various types.

Peterson said that local clients and agency executives showed great interest in the premium display. He said that WOW might retain one showcase and attempt to keep a continuous display of current premium offers.

The display included 22 premiums which were currently offered on WOW during the week of January 5.

## GUEST STARS

The Avalon "Show Boat" program, heard on WOW at 8:30 on Monday nights, has adopted a new policy of featuring guest stars. First on the list (January 20) was Rosemary Lane, famous radio and movie singer.

AGE GUARANTEED  
WOW

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# S FEBRUARY NIGHT SCHEDULE

News Tower Subscription ENDS on Date Near Your Name ABOVE. "2/41" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:45	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	5:30—Beat the Band Kix
6:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Orchestra NBC	Jack Benny Jello
6:15	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	
6:30	WOW Orchestra	WOW Orchestra	Cavalcade of America Dupont	Camel Cigarettes Presents Xavier Cugat	WOW Orchestra	NBC Irene Rich's "Dear John" Welch's Grape Juice	Fitch Bandwagon
7:00	The Telephone Hour Concert	Johnny Presents Philip Morris	Tony Martin— How Did You Meet?— Woodbury Products	Maxwell House Coffee Time	Cities Service Concert Gas and Oils	Knickerbocker Playhouse P. & G. Drene	Chase & Sanborn Hour
7:30	Voice of Firestone Concert	Horace Heidt—Tums Treasure Chest	Plantation Party Bugler Tobacco	Aldrich Family Jello	Information Please Luckies	Truth or Consequences P. & G. Ivory	One Man's Family Tenderleaf Tea
8:00	Dr. I. Q. Mars Candy Bars	Battle of Sexes Molle	Eddie Cantor Sal Hepatica and Ipana	Kraft Music Hall	Waltz Time Phillips Milk of Magnesia	National Barn Dance Miles Laboratories Alka-Seltzer	Manhattan Merry-Go-Round Dr. Lyons
8:30	Show Boat Brown & Williamson Avalon Cigarettes	Fibber McGee & Molly Johnson Wax	Mr. District Attorney Vitalis	Rudy Vallee Sealtest	Everyman's Theater P. & G. Oxydol	Uncle Ezra Camel Cigarettes	American Album of Familiar Music Bayer Aspirin
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Kollege of Musical Knowledge Lucky Strike	NBC Program	Wings of Destiny King-size Wings	Rainbow Room Orchestra NBC	Hour of Charm General Electric
9:30	Burns and Allen Hormel	Uncle Walter's Dog House Raleigh Pipe Tobacco		C. B. & Q. WOW News Beechnut	Alec Templeton Miles Laboratories	Chamberlain Lotion Serenade to Loveliness	Rock Island WOW News Tower Kilpatrick
10:00	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	Walter Winchell Jergens Lotion
10:15	NOTE.—Important special events, such as war speeches, news and comments, political speeches, hockey games, etc., will be heard frequently at 10:15 p. m. on WOW. Events like this are usually scheduled within a short time before they go on the air. Listen for announcement on WOW regular newscasts, or consult you newspaper for details daily.—The Editor.				NOTE.—Falstaff's Hockey Broadcasts, ALL GAMES, Will Begin at 10:15 P. M.		
10:30				NBC Dance	NBC Dance	NBC Dance	
10:45							NBC Dance
11:00	A. P. News Aunt Sally	A. P. News	A. P. News	A. P. News	A. P. News	A. P. News	

Keep This Page Near Your Radio at All Times . . . Check Your Daily Newspaper for Last Minute Changes

## MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies . . . . . Daily except Sun.	12:00 Noon—Markets . . . . . Mon., Tue., Wed., Thu., Fri
6:00 A. M.—Early Morning News Tower . . . . . Daily except Sun.	Musical Program . . . . . Sat., Sun.
6:15 A. M.—Aunt Sally . . . . . Mon., Wed., Fri.	12:15 P. M.—Sparks of Friendship—Haskins' Spark . . . . . Mon., Tue., Wed., Thu., Fri.
Time and Tunes . . . . . Tue., Thu., Sat.	WOW News Tower . . . . . Sun.
6:30 A. M.—Markets . . . . . Daily except Sun.	12:30 P. M.—WOW News Tower—Manchester—Peter Paul Candy . . . . . Daily except Sun.
6:40 A. M.—Smith Mother Nature Brooder . . . . . Tue., Thu., Sat.	Local Musical Program . . . . . Sun.
6:45 A. M.—Lyle and Eddie—Nutrena . . . . . Mon., Wed., Fri.	12:45 P. M.—Man on the Street—Chevrolet Dealers . . . . . Daily except Sun.
Baby Chicks—Iowa Master Breeders . . . . . Tues., Thu., Sat.	12:55 P. M.—Social Security . . . . . Sun.
7:00 A. M.—WOW News Tower—Roberts Milk, Peter Paul, Vicks . . . . . Daily except Sun.	1:00 P. M.—Hymns of All Churches—Gen. Mills Softasilk . . . . . Mon., Tues., Thu.
European News . . . . . Sun.	Betty Crocker—General Mills . . . . . Wed., Fri.
7:15 A. M.—Musical Clock . . . . . Daily except Sun.	Farm Facts and Fun . . . . . Sat.
Deep River Boys . . . . . Sat.	NBC String Symphony . . . . . Sun.
7:30 A. M.—Captain Herne—Skelly . . . . . Mon., Tue., Wed., Thu., Fri.	1:15 P. M.—Arnold Grimm's Daughter—Gen. Mills Kix . . . . . Mon., Tue., Wed., Thu., Fri.
Musical Program . . . . . Sat.	1:30 P. M.—Valiant Lady—Gen. Mills Wheaties . . . . . Mon., Tue., Wed., Thu., Fri.
Gene and Glenn . . . . . Sun.	Golden Melodies—NBC . . . . . Sat.
7:45 A. M.—Your Musical Grocery Boy—United Foods . . . . . Daily except Sun.	University of Chicago Roundtable . . . . . Sun.
8:00 A. M.—Aunt Jenny—Lever Bros. Spry . . . . . Mon., Tue., Wed., Thu., Fri.	1:45 P. M.—Judy and Jane—Folger Coffee . . . . . Mon., Tue., Wed., Thu., Fri.
Associated Press News—NBC . . . . . Sat.	2:00 P. M.—Mary Marlin—P. & G. Ivory Soap . . . . . Mon., Tue., Wed., Thu., Fri.
European Situation—NBC . . . . . Sun.	Gordon Jenkins and His Orchestra—NBC . . . . . Sat.
8:15 A. M.—The Other Woman—Butter-Nut Coffee . . . . . Mon., Tue., Wed., Thu., Fri.	Martha Tilton . . . . . Sun.
Dorothy Bennett Players—Kilpatrick . . . . . Sat.	2:15 P. M.—Ma Perkins—P. & G. Oxydol . . . . . Mon., Tue., Wed., Thu., Fri.
Deep River Boys . . . . . Sun.	H. V. Kaltenborn . . . . . Sun.
8:30 A. M.—The O'Neills—P. & G. Ivory . . . . . Mon., Tue., Wed., Thu., Fri.	2:30 P. M.—Pepper Young—P. & G. Camay . . . . . Mon., Tue., Wed., Thu., Fri.
Police Bulletins . . . . . Sat.	Saturday Soiree—NBC . . . . . Sat.
Chapel Service, Rev. R. R. Brown . . . . . Sun.	Cameos of New Orleans—Illinois Central . . . . . Sun.
8:45 A. M.—Road of Life—P. & G. Oxydol . . . . . Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Vic and Sade—P. & G. Crisco . . . . . Mon., Tue., Wed., Thu., Fri.
Little Dog House—Aunt Sally . . . . . Sat.	Bob Becker's Chats About Dogs—John Morrell & Co. . . . . Sun.
9:00 A. M.—Houseboat Hannah—NBC—P. & G. Lava . . . . . Mon., Tue., Wed., Thu., Fri.	3:00 P. M.—Backstage Wife—Watkins Products . . . . . Mon., Tue., Wed., Thu., Fri.
Lincoln Highway—Shinola . . . . . Sat.	Campus Capers . . . . . Sat.
9:15 A. M.—Ideal Melodies—Ideal Dog Food . . . . . Mon., Wed., Fri.	WOW News Tower . . . . . Sun.
9:30 A. M.—Ellen Randolph—Colgate Supersuds . . . . . Mon., Tue., Wed., Thu., Fri.	3:15 P. M.—Stella Dallas—Phillips Milk of Magnesia . . . . . Mon., Tue., Wed., Thu., Fri.
U. S. Government Reports . . . . . Sat.	Musical Program . . . . . Sun.
Stories of Romance, Tom Terriss—NBC . . . . . Sun.	3:30 P. M.—Lorenzo Jones—Phillips Chemical . . . . . Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Guiding Light—P. & G. Naptha . . . . . Mon., Tue., Wed., Thu., Fri.	A Boy, a Girl, a Band . . . . . Sat.
Markets . . . . . Sat.	Pageant of Art—NBC . . . . . Sun.
Citizens All . . . . . Sun.	3:45 P. M.—Young Widder Brown—Bayer Aspirin . . . . . Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Man I Married—P. & G. Oxydol . . . . . Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—Girl Alone—Quaker Oats . . . . . Mon., Tue., Wed., Thu., Fri.
Song Folks . . . . . Sat.	World Is Yours . . . . . Sat.
WOW News Tower . . . . . Sun.	Metropolitan Auditions of the Air—Sherwin-Williams Co. . . . . Sun.
10:15 A. M.—Against the Storm—P. & G. Ivory Soap . . . . . Mon., Tue., Wed., Thu., Fri.	4:15 P. M.—Lone Journey—P. & G. Dreft . . . . . Mon., Tue., Wed., Thu., Fri.
Rhapsody of the Rockies . . . . . Sun.	4:30 P. M.—Guiding Light—P. & G. Naptha . . . . . Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Kitty Keene—P. & G. Dreft . . . . . Mon., Tue., Wed., Thu., Fri.	Curtis Institute . . . . . Sat.
Homemakers' Club—Nebraska Power . . . . . Sat.	Dreams Come True—Quaker Oats . . . . . Sun.
Musical Americas . . . . . Sun.	4:45 P. M.—Life Can Be Beautiful—P. & G. Ivory Soap . . . . . Mon., Tue., Wed., Thu., Fri.
10:45 A. M.—David Harum—B. T. Babbitt Bab-O . . . . . Mon., Tue., Wed., Thu., Fri.	5:00 P. M.—Light of the World—General Mills . . . . . Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Adopted Daughter—J. C. Penney Co. . . . . Mon., Tue., Wed., Thu., Fri.	Headlines Ahead . . . . . Sat.
Creighton Program . . . . . Sat.	Catholic Hour . . . . . Sun.
Emma Otera . . . . . Sun.	5:15 P. M.—The Goldbergs—P. & G. Oxydol . . . . . Mon., Tue., Wed., Thu., Fri.
11:15 A. M.—Toby and Susie—Peter Pan Bakeries . . . . . Mon., Tue., Wed., Thu., Fri.	Glen Island Casino Orchestra . . . . . Sat.
11:30 A. M.—Right to Happiness—P. & G. Crisco . . . . . Mon., Tue., Wed., Thu., Fri.	5:25 P. M.—Associated Press News . . . . . Sat.
Call to Youth . . . . . Sat.	5:30 P. M.—Local Musical Program . . . . . Mon., Wed., Fri.
Wings Over America . . . . . Sun.	Creighton University . . . . . Tue., Thu.
11:45 A. M.—Woman in White—P. & G. Camay . . . . . Mon., Tue., Wed., Thu., Fri.	Religion in the News . . . . . Sat.
Junior Roundtable . . . . . Sat.	Beat the Band—General Mills Kix . . . . . Sun.