

Basic
NBC
Network

WOW NEWS TOWER

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

5000
Watts
590 Kc.

ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. 10—No. 5

OMAHA, NEBRASKA, FEBRUARY 1, 1946

PUBLISHED MONTHLY

Bing Is Back! Fred Waring Set For Year!!

WOW Shows Win 24 Firsts In Big Poll

Turn to page 3 for the complete list of winners in the Motion Picture Daily Poll.

NBC programs and personalities, all heard on WOW, have repeated last year's sweep in Radio Daily's annual All-American Certified Poll, again winning 14 of the 24 first places. Released January 21, the results of balloting for 1945 choices by 1,100 editors and writers throughout the country also revealed that CBS took six titles and ABC three, with one winner unaffiliated.

All but one of NBC's winners were titleholders in the 1944 poll, but to "Fibber McGee and Molly" went the honor of a double win in the important favorite commercial program category and favorite comedy team group. Bob Hope was another double winner, repeating as favorite entertainer and favorite comedian.

Crosby Tops

Bing Crosby, favorite male vocalist (popular), received more individual votes than any other entry. Dinah Shore was favorite feminine vocalist (popular) and John Charles Thomas took the male classical vocalist title. Arturo Toscanini was first among the symphonic conductors. Tommy Dorsey, NBC's newcomer in the winners' circle, completed the network's list of title holders in the music field, winning most votes as top swing dance band.

"Information Please" was the favorite quiz program again. "One Man's Family," back on NBC, took first place among the dramatic serials.

Lowell Thomas was selected as favorite news commentator. Bill Stern topped the sports commentators and Don Wilson won in the balloting for honors among the announcers.

—WOW—

ON STEEL STRIKE

Within four minutes of the start of the steel strike at 12:01 a. m., January 21, NBC was on the air with an eye-witness description of the scene outside one of America's largest steel mills in Homestead, Pa.

W. W. Chaplin, the network's roving reporter, teamed with Charles Early, KDKA news director, to make the broadcast.

—WOW—

KVOO CONGRATS

Sports Editor Tom Dailey of WOW participated by request in the 21st birthday celebration (January 23) of Station KVOO, Tulsa, of which Tom is an alumnus. Tom sent a five-minute recorded message of congratulations along with his views about hockey and Big Six sports.

—WOW—

TWO RENEW

"Tin Pan Alley of the Air" and "Voice of the Dairy Farmer," two Chicago-originated network programs, have been renewed on NBC, it has been announced by Paul McCuer, sales manager of the NBC Central Division.

—WOW—

IN THIRD YEAR

"A Date With Judy" began its third successive regular season January 15, with Louise Erickson continuing as the star (NBC, Tuesdays, 7:30 p. m., WOW).

WARING WEARS WELL...BING BOUNCES BACK



The "glorious music" of Fred Waring and his folks will be continued for another year.



Harry Lillis Crosby and his sponsor have kissed and made up. Goody, goody!

Three in WOW-Land Win J. Benny Bonds

Three listeners who live in or near WOW's territory were \$100 Victory Bond winners in the "I can't stand Jack Benny because—" contest. They are Ruth Payne, Topeka, Kans.; L. M. Miller, Independence, Mo., and Henry L. Huffington, Fort Madison, Iowa.

The \$2,500 grand prize winner was Carroll P. Craig, Sr., of Pacific Palisades, Calif. The second prize of \$1,500 went to Charles S. Doherty, Cleveland, and the third prize of \$1,000 to Miss Joyce O'Hara, Detroit.

There were more than 277,000 entries in the contest, which was judged by Fred Allen, Goodman Ace and Peter Lorre.

—WOW—

SET FOR TELEVISION

Kay Kyser's NBC "College of Musical Knowledge" is all ready for television. Kyser has dressed every member of the show in the proper collegiate garb and has even had scenic backdrops made for the program.

Yes, He Hears!

If radio's slim fingers can pluck a melody from night and toss it over continent and sea;

If the muted notes of a violin can be heard over mountains and cities' din;

If songs, like crimson roses, can be culled from thin, blue air,

Then why do mortals wonder if God hears prayers?

—Mrs. H. T. Ring, Hooper Sentinel.

Harvest Selects

Best Kern Tune

"Smoke Gets in Your Eyes" is the most popular song Jerome Kern ever wrote, a nation-wide poll revealed for the "Harvest of Stars" program (Sundays, 1 p. m., WOW, via NBC).

"Harvest of Stars" polled New York, Cleveland, Chicago and Los Angeles. Those interviewed were handed lists of 25 Kern songs and asked their preference. "Smoke," written in 1933 for "Roberta," led all others with an 87 per cent "liking" score.

—WOW—

REGAINS AIRPORT

Edgar Bergen will soon be an airport operator again. The NBC funnyman (Sundays, 7 p. m., WOW) expects to get back from the government within a few weeks the private airport he owns at Montecello, Calif., some 50 miles from Hollywood. His dream is to eventually establish a modern air-motel, complete from rooms and restaurant to beauty parlors for family fliers—with maybe a kennel for air-minded pooches.

Sheen Returns to 'The Catholic Hour'

The Rt. Rev. Msgr. Fulton J. Sheen will deliver the first of a series of 12 addresses on the "Catholic Hour" Sunday, February 3 (NBC, 5 p. m., WOW).

The general subject, "Love on Pilgrimage," has been subdivided into the topics "Christ's Love as Our Peace," for the first address, followed by "Purity: the Sacristan of Love, February 10; "Exhortation to a Bride and Groom," February 17, and "Love and Children," February 24.

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 2/46, which means February, 1946.

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!

Lawsuit Killed, AMI Buys Waring

Yes, friends, there's g-o-o-d news tonight . . .

Bing Crosby's back and the Fred Waring show is all set for another 52 weeks!

Kraft Foods Company recently filed suit for declaratory judgment and injunction in New York against Bing Crosby. The complaint alleges that Crosby has refused to continue his appearances on its radio show, the "Kraft Music Hall," contrary to a 10-year agreement with the company.

The Fred Waring show, launched seven months ago as an NBC experiment in daytime programming, has won its spurs and a sponsor—The American Meat Institute. This assures listeners that this popular daytime half hour of "glorious music" will remain on the air, at least until January 15, 1947.

The American Meat Institute sponsors the program two days a week, Tuesdays and Thursdays. The program will continue, however, to be heard on Mondays, Wednesdays and Fridays at the usual time—10 a. m., on WOW.

Frank Morgan and Eddy Duchin, who have been replacing Crosby during his radio absence, will continue on the coast-to-coast half hour. Since Bing is starting work on a new motion picture shortly and will be on location part of the time, it will be necessary for him to be away occasionally from the "Kraft Music Hall."

This will be Crosby's first program since June 28.

The entire Waring organization will be heard for The American Meat Institute, as it is on its sustaining periods. Waring will continue to feature the famous glee club and his many soloists.

It was on June 4 last year that NBC began its experiment in providing top nighttime talent for daytime listeners by booking Waring and his Pennsylvanians, long a radio p. m. feature, in the 10 a. m. time spot.

Only a couple of weeks ago the Peabody Awards Committee for Nebraska recommended that Waring be given a special award for providing listeners with "the finest daytime show on the air."

Additionally, the Motion Picture Daily's annual "Fame Awards" (see page 3) listed the Waring show as radio's best daytime program.

—WOW—

NEW 7-UP SHOW

The Seven Up Bottling Company and its dealers throughout WOW-Land are sponsors of a new program, entitled "Seven Up Club of the Air," on Saturdays at 6 p. m. The program consists of brand-new popular recordings.

—WOW—

IOWA AUDIENCE

The 1945 Iowa Radio Audience Survey, conducted by Dr. Forest L. Wahn of the University of Wichita for Station WHO, Des Moines, indicates WOW has substantial listenership in 31 western Iowa counties.

—WOW—

SIGN FOR DISCS

The Satisfiers, celebrated quartet featured on "Chesterfield Supper Club" (NBC, five-a-week, 6 p. m., WOW), have been signed to make records for the RCA Victor Record Division.

THE WOW NEWS TOWER

THE RADIO NEWS TOWER IS PUBLISHED EVERY MONTH BY RADIO STATION WOW, INC., OF WHICH JOHN J. GILLIN, JR., IS PRESIDENT AND GENERAL MANAGER

PUBLICATION AND EDITORIAL OFFICES ARE IN ROOM 280, INSURANCE BUILDING, OMAHA, NEBRASKA

THE SUBSCRIPTION PRICE IS FIFTY CENTS A YEAR, PAYABLE IN ADVANCE

BILL WISEMAN, EDITOR SOREN MUNKHOF, ASSISTANT



PERMISSION TO REPRINT MATERIAL FROM THE RADIO NEWS TOWER IS HEREBY GIVEN, PROVIDED A CREDIT LINE IS USED



AS WE SEE IT! . By BILL WISEMAN

WE REPEAT—"FARMERS AREN'T HICKS!"

A few years ago WOW issued a circular entitled "Farmers Aren't Hicks." Its purpose was to convince radio advertisers that farmers do enjoy good quality (NBC) radio programs to the exact degree that city folks do.



The other day NBC released new information which seems to indicate there has been no change in the listening habits of farmers.

Take Stanton County, for instance, 75 miles northwest of Omaha. Three out of four residents of Stanton County are farmers, and 98 per cent of all listeners in that county "listen regularly" to WOW at night—90 per cent in the daytime.

Bill Wiseman

In Hutchinson County, S. D., 61 per cent rural, 76 per cent listen to WOW at night and 78 per cent in the daytime. In Plymouth County, Iowa, it's 81 per cent for WOW at night, 68 per cent daytime.

There can be no possible difference in the listening tastes of farmers in between those points.

So, we repeat:

"Farmers Aren't Hicks!"

—WOW—

NEWS—OR—RADIO vs. NEWSPAPERS . . .

Radio men have long known that listeners, especially farmers, depend on, and prefer to get their news via radio.

WHO, Des Moines, surveying Iowa listeners, found that 69 per cent of the urban women listeners, 74.4 per cent of the village women listeners and 82 per cent of the farm women listeners "depend most on radio" for news. The percentages are about the same for men.

Likewise, WNAX, at Yankton, asked a bunch of listeners the same question, and found that 91.8 per cent "depend most" on radio for news.

In this part of the country, where the population is scattered over wide open spaces, news broadcasting is radio's greatest public interest activity.

—WOW—

TWO NEW SPONSORS . . .

As this is written, the American Meat Institute has accepted part sponsorship of the Fred Waring show for 52 weeks on NBC and WOW. This is an assurance that listeners will continue to hear this top-notch morning show during all of 1946—five days a week. For that we are profoundly grateful to AMI.

Another new sponsor is Planters' Peanuts, which has taken a co-sponsorship of the "Noonday Forum," with Ray Clark.

These sponsorships are important to listeners, because they guarantee continuance of programs you enjoy so much.

—WOW—

HUSKERS GOING WEST . . .

Already Tom Dailey is getting set to bask in California sunshine—next November 30! He's pleased as punch that the Nebraska Cornhuskers will play UCLA, because he hopes to broadcast that contest next November 30. The Huskers, incidentally, start their 1946 season on September 28 against Minnesota, continue in order against Kansas State, Iowa State, Kansas U, Indiana, Missouri, Iowa, Oklahoma and, lastly, UCLA. Need a "spotter" for the UCLA game, Tom?

—WOW—

FROM HERE AND THERE . . .

Ten years ago the radio "Top Ten" (Hoopers) were: Major Bowes, Rudy Vallee, Burns and Allen, Jack Benny, Amos 'n' Andy, Showboat, Fred Allen, "March of Time," Fred Waring and Walter Winchell . . . That WOW quartet could work 18 engagements per week if it wasn't made up of WOW announcers, at least one of which must be on duty some of the time . . . Broadcasters are worried about the old daylight-savings-time problem, which was lost in the war shuffle, but which is now bobbing up again.

Radio and War Bonds

The broadcast industry hit the bull's eye again during the Victory Loan just as it did during the seven preceding war loans, according to figures released by the National Association of Broadcasters and the Treasury.

"Stations, networks and their advertisers worked as a team to produce magnificent and gratifying results," said NAB's Arthur Stringer.

Here are the facts, short and sweet, but probably by no means complete:

TOTAL VALUE OF VICTORY LOAN BROADCASTING	\$14,124,853
TOTAL VALUE OF VICTORY LOAN STATION ORIGINATIONS	\$9,033,731
TOTAL VALUE OF VICTORY LOAN NETWORK ORIGINATIONS	\$5,091,122

These broadcasts in support of the Victory Loan (October 28 through December 8), with network originations excluded consisted of 89,054 programs and 259,285 spot announcements.

The same report says that broadcasting time to the value of \$95,283,596 was used during the seven regular drives and the Victory Loan.

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

Are we groping in the dark or are we cautiously trying to feel our way through the difficult situations in the world? It isn't any wonder that men are asking, "Which way shall we take?"

Sometimes it seems as though the majority has to wait until organized minorities give them the signal or announce their course. It is apparent to everyone that we were not ready with fixed domestic policies to meet the sudden change from war to peace. It is obvious to every student of international affairs that although we have and are creating an organization to establish and preserve peace, yet the principles have not all yet been fixed.

In the religious field, men are studying social and moral problems, but we are not sure that there is leadership available to lead the forces of righteousness in a direction that will enable us to change things. One great church leader was quoted recently as having said that there were 150 sets of resolutions on his desk from various organizations disclosing conditions that needed to be corrected and suggesting remedies, but that's the last that is heard of them. He continued by remarking that we usually go and sit back on our oars and do nothing about it.

Avoid Politics
Which way are we going? Capital and labor should avoid making political issues out of their problems. However, labor should not contribute to the destruction of our system of personal enterprise and private capital; nor, on the other hand, should industry continue to give the impression that labor is merely a commodity to be purchased at a price arbitrarily dictated by them. Both are essential. What we must have is a spirit of cooperation. Both of them should avoid making the public, the ultimate victims of their clashes. In the international setup there will be no peace in the world if we



Rev. R. R. Brown

take the road of the old balance of power. The powerful nations must not impose themselves upon the rest of the world. It is up to them now to become the defenders of the rights of minority peoples and to dispense justice equitably. The old lust for power and greed for gain must be suppressed. With atomic energy and other destructive forces available, we must learn how to live peacefully. The United Nations program for peace must succeed.

Next, we are wondering what direction will our social life take? Have we not seen enough of the consequences of godlessness in the world? The substitution of moral law for personal privilege and pleasure has done untold damage. We must take the road of sober, serious, righteous living. The home must assume its responsibility in the training of the childhood of America. The schools must continue to find ways by which morality must be taught and encouraged. Commercialized entertainment, movies, radio, the theater, must cooperate more fully in emphasizing the common decencies and essential moralities. We must stop laughing at love, making a hero out of a murderer and a joke out of a drunkard. The church cannot continue to be satisfied with mere ritual and form. The pulpit must have a prophetic voice, so that its message will carry convictions to its hearer and desire for new experiences in the realm of the spiritual shall be created by its testimony. The church must not only have a voice of protest, but a program to lead people to higher and better things.

Let us take the way of righteousness, godliness and brotherly love.

Tune in each Sunday morning for the Radio Chapel service, 8:30 o'clock.

? Your Last Copy ?

Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "2/46" means February, 1946. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

COMMENTS and LETTERS

Note.—WOW listeners are cordially invited to air their views on any phase of radio in this column. Please make your comment brief, and don't fret if the editor uses only what he thinks is most interesting to the most folks.

ENJOYS JAMBOREE

Council Bluffs, Iowa—I listen to your programs every Saturday from 10 to 10:30 a. m. I really enjoy them very much. Especially last Saturday, when you played South American music. I was listening when you said "Junto a tu Ventana," the name of a song. It means "Near Your Window." It doesn't have anything to do with Alaska. I am from Arizona. I really miss the sunshine. It is really very nice. I come from Douglas, Ariz., near the border of good old Mexico. If you will please play "South of the Border" I will appreciate it very much. I am enclosing \$1 for a two-year subscription to the WOW News Tower.

JOSEFINE V. McCALLAN.

—WOW—

SUNDAY PROGRAMS

Cavour, S. D.—I thank your station, you and each one of the large number of your staff, for the excellent continuous broadcasting done each Sabbath since August, 1936, as well as for the 14 years before that date.

Also for the daily, and, during the war, day and night, 20 hours a day, broadcasting of all important news. Wish all a Happy and Prosperous New Year. Thanks again.

HARRY O. WIBIRT.

—WOW—

CHARTER MEMBER

Lyons, Neb.—Enclosed find \$1 for two years' subscription. I was a charter subscriber to the News Tower. Took it the first three years it was printed, but my husband passed away and I was pulled from pillar to post, but now have a little home of my own in this town of Lyons. I'm 76. I would like to have the last three of 1945. If you don't want to give them to me, start my subscription with the October number.

WOW is the only station I listen to—turn it on in the morning and don't turn it off until after the news at night.

MRS. LULU PRESTON.

—WOW—

PERFECT CHRISTMAS

Chadron, Neb.—I received the telegram stating that my husband, Corporal Robert A. Lyons, would be heard in greetings from Japan, Christmas Day.

We heard him very well. Our little boy was quite impressed at hearing his father, because he knows him only by our talking about his daddy. We had a perfect Christmas because of the recording.

Thank you for your thoughtful service.

DOROTHY B. LYONS.

—WOW—

Public Interest

in a Capsule

Public service in a capsule might be the way to describe a series of announcements on WOW sponsored by Sunkist.

In a 25-second chain-break of only 25 words in length, Sunkist includes such reminder phrases as:

"Overseas clothing relief clothing collection starts today."

"Don't forget new auto license plates today!"

"Slippery streets today. Drive carefully!"

"Amended federal income tax estimates due January 15."

"The Ice Show starts tonight—Ak-Sar-Ben Coliseum."

The public interest phrases are prepared by WOW. Similarly unusual "chain-breaks" are used by Sunkist throughout the nation.

—WOW—

AWAIT STORK

At a party that Kay Kyser gave for the cast of his NBC "College of Musical Knowledge," he proudly announced that he and his wife, Georgia Carroll, were expecting the stork in May.

28 WOW FOLKS WIN IN JEEP CONTEST

STAFF STUFF

By SOREN MUNKHOF

Quite a lot of the WOW boys have come back from the service. We've told you that a number of times in this column. But, there's one whose family is wondering a little — about whether he's back or not.

Jimmy McGaffin recently returned to the WOW newsroom after more than three years overseas. His mother and father were overjoyed, and Jimmy began to enjoy civilian life.

But, Jimmy had had so much of regimentation and early-to-bed, early-to-rise hours that he turned the clock around for a while—late hours, tsk, tsk. Finally, his mother pulled the quip of the month. Said she to Jimmy in a little note: "Jim, do you mind writing us your new APO number."

Newsroom Commuters

New York and its commuters have nothing on the WOW newsroom—while we are talking about traveling. Jim Baugh of the news staff lives in another city, county and state, and has to cross the Missouri River to and from work.

But, strange as it seems, there are two of the other boys who live even farther from work than Jim. Herb Lee lives out in Benson, 72 blocks from the office. That's just six blocks farther from work than Baugh's Council Bluffs residence.

But, the fellow who really covers distance on the way down to write the news is Carl Uhlarik. Carl lives in South Omaha—just 82 blocks from WOW. The other nine members of the news department live toward the center of town—at reasonable distances.

Al Larson Back

And, speaking of the ninth member of the department, Secretary Irene Larson left the newsroom as this magazine went to press. The reason: Hubby, Al, WOW office manager, came back from the Army.

On the subject of Al, one of the biggest chuckles at the station, which let Irene in for a lot of ribbing, came when she received a telegram—collect—from Al. Hubby said he was going to spend a three-day pass in Kansas City. And, he wanted Irene to wire \$50. She did.

In Irene's place in the newsroom is Wilma Swatek, another commuter—this time from Plattsmouth. Wilma has been promoted from the program department.

Herold to New York

Also leaving the station is Cissie Ward of program. She is joining her newly returned husband in Washington. Two other staffers are leaving temporarily. Pat O'Hara is having her tonsils out and taking time off from bookkeeping to do it. Technical Super Joe Herold is taking another trip to New York for further television study.

But, we've had some returnees, too. Aunt Sally returned to her job after several weeks off and an operation. She's much better. And Prexy Johnny Gillin has wound up another trip—this one to California for the National Association of Broadcasters convention, and a glimpse of the Rose Bowl game while there.

New Accordionist

A new staffer is Lambert Bartek, top-notch accordionist, who joins the WOW orchestra.

One of the social highlights in Omaha news circles was a recent testimonial dinner for an Omaha reporter. The dinner was given (and all Chinese food, too) for retiring Reporter Florian Newbranch. Strangely enough (or so some of the World-Herald staff members said), a WOW newsman, a com-

(Continued on page 4)

Radio Men Elect Gillin For 12th Year

John J. Gillin, Jr., President of Radio Station WOW, Inc., was unanimously re-elected a director of the National Association of Broadcasters for its 10th district (Nebraska, Iowa and Missouri) at the radio men's annual meeting in Omaha (January 25 and 26). Mr. Gillin is now serving in his 12th year as an NAB director.

The NAB directorship will continue Mr. Gillin as one of 25 men who guide the destinies of the trade association, which has more than 800 member stations.

Mr. Gillin's re-election was his third significant recognition within a week.

The Greater Omaha Association selected him as a member, and it was announced that he has been elected to the Board of the Hattie B. Munroe Home (for crippled children). The former group (which is being revived as a postwar project) will include 150 top business leaders pledged to work for the good of Omaha.



John J. Gillin, Jr., known to broadcasters throughout the nation as "Johnny," was on the receiving end of triple honors last week.

The Omaha NAB meeting was attended by 105 station executives, representing 44 of the 59 stations in the district.

The broadcasters met for the first time with Justin Miller, NAB's new National President, who relinquished a seat on the United States Court of Appeals to become head of the broadcasting industry.

Miller Popular

Mr. Miller made a decided "hit" with the 10th district broadcasters. Although on the job for only four months, Miller showed amazing knowledge of radio.

A highlight of his visit was his story of his recent visit with James C. Petrillo, during which time he began negotiations designed to solve radio's troublesome music problem. Miller said he found Petrillo "a reasonable gentleman."

Ask Time Law

The 10th district broadcasters, by resolution, urged Congress to establish "uniform time" throughout the United States as a means of eliminating confusion resulting from "daylight savings time" in many cities where network programs originate.

C. E. Arney, National Secretary-Treasurer of NAB; Frank Pellegrin, former Omahan and Chairman of NAB's Department of Broadcast Advertising, and Hugh Feltis, another former Omahan, now Chairman of NAB's Broadcast Measurement Bureau, also attended and spoke before the sessions.

—WOW—

Jack Benny, already the sweetheart of Waukegan and St. Joe, has been named honorary mayor of three California towns immortalized on his NBC program—Anaheim, Azusa and Cucamonga.

FAVORITE COMEDY TEAM



The one and only "Fibber McGee and Molly," known in private life as Mr. and Mrs. Jim Jordan, who were voted America's favorite comedy team in Motion Picture Daily's national poll.

ALL-AMERICA WINNERS

(Continued from page 1)

Full results of the voting for "The All-American Radio Program" follows:

NBC WINNERS

- Commercial Program....."Fibber McGee and Molly"
- Entertainer.....Bob Hope
- Dance Band (Swing).....Tommy Dorsey
- Male Vocalist (Popular).....Bing Crosby
- Male Vocalist (Classical).....John Charles Thomas
- Feminine Vocalist (Popular).....Dinah Shore
- Symphonic Conductor.....Arturo Toscanini
- Comedian.....Bob Hope
- News Commentator.....Lowell Thomas
- Dramatic Serial....."One Man's Family"
- Sports Commentator.....Bill Stern
- Quiz Show....."Information Please"
- Announcer.....Don Wilson
- Comedy Team....."Fibber McGee and Molly"

CBS WINNERS

- Symphonic Program.....New York Philharmonic Orchestra
- Music Show....."Hit Parade"
- Dramatic Program....."Radio Theater"
- Children's Show....."Let's Pretend"
- Comedienne.....Joan Davis
- Singing Unit.....Andrews Sisters

ABC WINNERS

- Dance Band (Sweet).....Guy Lombardo
- Educational Program... "American Town Meeting of the Air"
- Daytime Variety Show....."Breakfast Club"

UNAFFILIATED

- Feminine Vocalist (Classical).....Lily Pons

HE "DOOD IT"



Yes, sir; he "dood it." Raleigh's "Red" Skelton, back from the service only a few weeks, has become No. 3 in radio's "Top 15," according to most recent national ratings. Skelton's sensational popularity goes down as one of the miracles of radio for the season.

Electrical Show is Now Set For Fall

The Nebraska and Iowa chapter of the National Electrical Contractors Association has postponed its planned Omaha Electrical Exposition until late next September, due to the present lack of new electrical merchandise. Station WOW will work with the contractors in providing entertainment for the exposition. The Omaha Electric League, which represents all phases of the electrical industry, will cooperate in staging the exposition.

—WOW—

"Info Please" is Set For 52 Weeks

"Information Please," NBC quiz show featuring Clifton Fadiman as emcee; Franklin P. Adams and John Kieran as regular experts, plus two prominent guest experts (Mondays, 8:30 p. m., WOW), has been renewed for 52 weeks, effective February 11, under sponsorship of the Socony-Vacuum Oil Co.

Compton Advertising, Inc., is the agency handling the account.

—WOW—

Bob Anderson has taken over Ken Niles' duties as announcer on NBC's Abbott and Costello show.

Iowa Sailor is a Major Prize Winner

Twenty-eight listeners in the WOW territory were winners in the Pepsodent Jeep Contest conducted recently via the Bob Hope show (Tuesdays, 9 p. m., WOW).

One of the grand prize winners was Charles S. Moates, AS USNR, 1127 North Clark Street, Carroll, Iowa. He will receive either a post-war jeep or \$1,000 in cash.

Three other WOW-Land listeners won \$50 in cash each. They were Mrs. Reuben Forsythe, 1805 R Street, Lincoln, Neb.; Miss LaRene March, 1525 South, Route 3, Box 96, Springfield, Mo., and D. W. Walstrom, SK 2/C, 523 South Ash, McPherson, Kans.

24 Win \$10

In addition there were 24 winners among the 450 who will be awarded \$10 in cash each. They were Carleton Anderson, Osceola, Neb.; Dale Anderson, 602 West Adams Street, Fairfield, Iowa; Leslie L. Chisholm, 3002 South 26th Street, Lincoln, Neb.; M. R. Conrad, 311 Fountain Street, Cherokee, Iowa; Howard Egger, 109 West Madison, Pittsburg, Kans.; Henry Horstman, Polk, Neb.; Ethel Rose Kirkwood, Sloan, Iowa; Miss Ethel C. Lane, Oskaloosa, Kans.; Mrs. Harold Lipstein, 1001 19th Street, Sioux City 19, Iowa; Jack McGregor, 710 W Walnut, Springfield, Mo.; Mrs. Ruth F. Minnich, 1010 West Fifth Street, Waterloo, Iowa; William George Neff, 425 35th Street, N. E., Cedar Rapids, Iowa; Carl A. Newgard, Enderlin, N. D.; Luna M. Peters (Mrs. O. L.), New Bloomfield, Mo.; Mrs. Freddie Francis Proctor, Route No. 2, Wilton Junction, Iowa; Rev. Clarence W. Rabe, 318 West Pleasant Drive, Pierre, S. D.; Lieut. Julian Rubin, O-2063480, 246th Base Unit, PAAF, Pratt, Kans.; Gerald Sawatzky, Box 567, Emporia, Kans.; Josephine C. Schoemann, 2101 Wirt Street, Omaha, Neb.; Miss B. L. Shanks, L. B. 143, Nora Springs, Iowa; Jess E. Strader, 418 Ninth Avenue, S. E., Aberdeen, S. D.; Mrs. John Wilcox, Route 2, Dodge City, Kans.; Mrs. Ruby Wiske, 502 Beach, Springfield, Mo., and Corporal Joseph Y. Yano, 39017374, Hq. & Hq. Det., P. W. Camp, Clarinda, Iowa.

—WOW—

"Bashful Ben" is Ex-Radar Man

Ben Alexander, who was an NBC announcer, actor and writer for eight years prior to joining the Navy, has returned from 22 months overseas as a radar man in the South Pacific. Alexander was discharged as a lieutenant in the U. S. Naval Reserve. His first appearance upon his return was as Bashful Ben Waterford on NBC's "Great Gildersleeve."

—WOW—

Kyser's College is in Ninth Year

Kay Kyser's "College of Musical Knowledge" starts its ninth year on February 7. The program is currently sponsored by Colgate-Palmolive-Peet Company (Wednesdays, 9 p. m., on WOW).

—WOW—

John Patrick (Jack) Costello, well-known NBC announcer (Catholic Hour) and special events reporter, was appointed a Master Knight of the Sovereign Military Order of Malta, being accepted into the order at a recent dinner meeting.

? Your Last Copy ?

Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "2/46" means February, 1946. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

DINAH WINS AP POPULARITY POLL

T. Dorsey Once Showed Her the Door

Dinah Shore receives at least one request a day from aspiring young singers asking for advice on how to sing on the radio.

"I try my best to think of something helpful to tell them," Dinah says, "but I can't help thinking of the things that would definitely keep a newcomer out of radio. I remember all these things, I guess, because I did every one of them myself."

The NBC star, who has been tops with GI's all over the world for several years, now has been chosen "Tops" as radio personality for 1945 by feature writers on member papers of the Associated Press in a nation-wide poll.

Dinah knocks wood and crosses her fingers every time she recalls her high school days. She was studying voice, and at the same time doing her best to ruin any chances she ever would have to be a singer, by leading the football cheering section. "However, I suppose it all worked out for the best," Dinah says, "for all that shouting changed me from a lyric soprano to a contralto."

Another high spot in Dinah's list of doing things wrong while trying for a radio career was her first appearance before a microphone in her home town, Nashville, Tenn., where she sang a duet with another ambitious young singer over Station WSM. Dinah sang so loudly that she was asked to stand four feet behind her singing mate.

"A short time after this first attempt to storm the citadel of radio," Dinah recalls, "I auditioned for Tommy Dorsey, who was looking for a singer for his band. I hadn't been out of Vanderbilt University long and I was still wearing socks, flat-heeled sports shoes and a loose sweater. I don't know what Tommy thought of my singing, but my costume definitely did not go over."

Food Wins

"Another time I sang in a tryout for Benny Goodman," Dinah continued. "Benny was busy with a glass of milk and a sandwich, and he didn't give me all his attention. I sang my prettiest, but all I got from that experience was the lesson that a singer shouldn't compete with a ham on rye when a man is hungry."

However, even though Miss Shore doesn't feel qualified in many ways to advise her adoring fans, the hostess of "Dinah Shore's Open House" (NBC, Thursdays, 7:30 p. m., WOW) must have followed a lot of the rules properly, for she continues, year after year, to be voted the top female singer in radio.

-WOW-

Seven More NBC Shows Renewed

Seven leading NBC programs have been renewed recently. All are for 52 weeks and were effective in late January. These are in addition to the 18 renewals reported a short time ago. They are:

"Waltz Time" (Fridays, 8:30 p. m., WOW); "Manhattan Merry-Go-Round" (Sundays, 8 p. m., WOW), and "American Album of Familiar Music" (Sundays, 8:30 p. m., WOW). All are sponsored by Sterling Drug, Inc., for Phillips Milk of Magnesia, Dr. Lyon's Tooth Power and Bayer Aspirin, respectively.

"Molle Mystery Theater" (Fridays, 9 p. m., WOW), sponsored by the Centaur Company for Molle Shave Cream.

"Cities Service Highways in Melody" (Fridays, 7 p. m., WOW), sponsored by Petroleum Advisers, Inc.

"Philip Morris Follies of 1946" (Tuesdays, 7 p. m., WOW), sponsored by Philip Morris and Co., Ltd., for Philip Morris cigarettes.

"David Harum" (Mondays through Fridays, 10:45 a. m., WOW), sponsored by B. T. Bab-bitt, Inc., for Bab-O.

EDITORS AGREE WITH GI's



Dinah Shore, favorite of millions of American GI's, is also the favorite of the news feature editors on member papers of the Associated Press. Dinah was chosen as "Tops" in the radio classification for 1945 in the AP poll. "Dinah Shore's Open House" is on NBC each Thursday.

Eve Arden Lauded For Fine Diction

Madame Bergljot A. Tillisch, former director of voice placement and diction at Des Moines University, paid a glowing tribute to Eve Arden, who appears with Jack Haley on NBC's "Village Store," when she wrote in a recent article that "Miss Arden has the finest diction of any comedienne on the air."

McGEES DISAGREE

Fibber McGee and Molly take opposite sides in answering an interesting question propounded in the January issue of "True Confession" magazine. The question is "Should Husbands Help With the Housework?" to which Molly replies with an emphatic "No!" and Fibber answers with an equally emphatic "Yes!"

There Ain't No Story About Tom "Barnum" Chase

Tom Chase, whose real name is Thomas Barnum Chase, insists, to put it into his own vernacular: "I ain't got no degree; I ain't worked at a dozen radio stations, and I ain't got no story." This in itself establishes modesty as his greatest virtue.

A native Nebraskan and truly a "son of the soil," Tom was born in Plattsmouth, Neb., on the bank of the Missouri River, April 16, 1901.

His early youth was of a wild, harum-scarum sort, what with wearing the cut-down pants of an older brother, sharing with three brothers and three sisters the rather limited rations provided by one of the somewhat unsuccessful farm ventures of his ex-prizefighter father and being but briefly exposed to 'book larnin'." The most vivid recollection of his youth, according to Tom, is the fact that he was always hungry—a trait which still pursues him relentlessly.

At the age of 11, Tom became involved with the serious and burdensome business of making his own way, and has since been so occupied. From 1912 until 1931 he was employed by three different meat packing firms, the Missouri Pacific Railroad and the Railway Express Agency. He played semi-pro baseball, and, in 1912, to provide additional revenue to feed the



TOM CHASE

hungry younger Chases, took a fling in the squared circle, an art picked up from his pop, who was a sparing partner of Jim Corbet. Father wanted Tom to make boxing a career, but Tom would have

STAFF STUFF

(Continued from page 3)

petitor, was one of the prime movers in the party.

The affair was sparkplugged by Tom Ingoldsby of WOW and Lawrence Youngman and Bill Billotte of the Herald. When it came to attendance, too, the WOW news staff turned out en masse and far outnumbered the Herald men in percentages—and nearly in numbers.

Ginger, Merrill?

But, to return to the staff and to take up the announcers who've been neglected so far. Merrill Workhoven rates a couple of mentions. For one thing, we now call him Diet Smith after the man in Dick Tracy (that's in the funnies). Merrill, like Diet Smith, has lived for a long time on strained baby food because of illness.

But, when Merrill came to work one day not so long ago, the rest of the staff sniffed the air and didn't ask about baby food. Merrill smelled like an alcohol-less highball. There was no hot water at home that day, so Merrill heated some ginger ale and shaved with that.

It Never Ends

We can't let the column slip to an end without a mention of our "mass" of fan mail. Your writer has been receiving fan mail—two of them. But, the really staunch readers of the column don't write. There are two staff members who do read the column every month. They are Jean Pray and Harold Storm. They're both in the promotion department, and they say they do it as a duty.

But, there's one staff member who proves he never reads it—just by his statements. He's Jim Robinson, who sees that the grass at the transmitter gets cut on time. Robbie swears we never use his name in the column, and it was in a month or so ago.

Well, we could go on and on. We could tell you about "Teamster" Loretta Dundis (no, we'd better not). Or, we could tell you about Engineer Cy Hagman firing a radio, which wouldn't work because he walked away and left a pair of pliers in the innards—it shorted the whole thing.

Or, we could tell you about John Leslie's phony "Man on the Street" program at an OPA dinner, at which he pillored the poor volunteers being honored for their contribution to the war effort.

Or, we could . . . No, we'd better stop now or there won't be room for the program listing on the back page.

-WOW-

Mary Michael and John McQuade have been added to the cast of NBC's "Just Plain Bill" in the respective roles of Amy Roberts and Stanley Walker.

C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK!
MAY I COME IN?

Hi, neighbors! Its been a long, long time since we had a little chat, and I feel that I should give an accounting of the way I slipped out the door on November 23 and left the Christmas work but half completed, like a sink full of dishes.

With a feeling of impending interruption in my occupation, I had deferred the vacation as long as possible, hoping to get everything in order that I might have two weeks of complete mental as well as physical rest, but nature stepped in to assert herself, to disrupt my plans and demand that I heed her warnings immediately.

My lamp was certainly not trimmed and burning. I was not ready to be ill. I had no time for sickness. I couldn't possibly leave my work and all the Christmas activity at this stage. The mere thought of such a thing created panic in my heart.

Well, neighbors, sometimes the Lord would have us step aside to rest a while, as in Mark, 6:31: "Come ye yourselves apart into a desert place and rest a while."

If we do not rest we may fall apart, for everyone is rushing around trying to crowd more hours in the day to be go-getters. In the end what do they get? More chairs and tables, fur coats and cars, but they also get the jitters. Their blood pressure goes up and their nerves break down. Nature demands rest, and about the only fellow who can work all around the clock and never rest is the "devil himself."

We'll skip over the intervening time since I ran out, for here I am feeling like a new-born babe in a pink cradle, ready to take a bit more of a hold on each day, and hoping soon to have things around the little brown desk humming faster than ever.

Offers Thanks

My heart is running over with appreciation for your many gestures of friendship and loyalty. You surely did stand by in a big way with your letters and cards and beautiful flowers, and all these lovely thoughts did make the time pass.

I want to express my regret in not being able to see those who made personal calls to the hospital and to my home. It was imperative that I have plenty of rest, and after the operation as little conversation as possible, so with the exception of some one good friend to take turns sitting by the bed, there could be no visitors. You may be sure this arrangement did not meet with my approval, for I wanted company.

Now to the many good neighbors in all parts of the United States who were instrumental in making Christmas such a happy time for our shut-ins, goes a hearty thank you. Your cooperation was deeply appreciated.

And to the many listeners who offered assistance and never did get an opportunity to help, I want to say I am truly regretful. Some wanted names of shut-ins to remember with a gift or surprise box, and although the girls at WOW wrote many letters, not all could be taken care of.

We appreciated the contributions and hope you were properly thanked, but there are still stacks of Christmas and cheer cards, many of them that contained a dollar, which received no acknowledgment, and hope we'll be able to send a card to all to show our gratitude. (Continued on page 5)



Aunt Sally

"SENATOR CLAGHORN" IS A YANKEE

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Hello, Good Sports!

Put on something loose, pull up a chair and let's have a bowl of sports salad. In it you will find—

ICE



Tom Dailey

"I'm a guy which has seen a thousand fights in my life, and ain't nobody can tell me them guys wuz fightin' when Omaha played Minneapolis and Reigle and Waldriff put on that silly exhibition." That from a fellow who saw the game. Well, if what he says is true, then how come after the game Reigle had a nose leaning 20 degrees to portside, an abrasion on the right side of his cheek the size of a small filet mignon and a bruised line of knuckles? Also how come Waldriff had a couple of teeth flopping around in his mouth like Goering will look at the end of a rope? Anybody in the house wanna fight Reigle or Waldriff on ice skates? (Quiet in here, isn't it?)

LEATHER

The big man stood with his giant paw on my shoulder, then he doubled up the other one into the size of an elephant foot, stuck it into my kisser and growled: "I'm 50 years old right now, but I'll take on Joe Louis, Billy Conn or any other one of those guys who thinks he's capable of handling me in the ring. See?" I saw. It was Jack Dempsey speaking into a WOW sports mike, in answer to my question as to whether or not he could have whipped Louis in his prime. And, somehow, Jack seems to retain that old spirit which made him the greatest champion of all time. (Oh, Grace! Take a note to Mike Jacobs. Quote: Let's have a three-round bout between Dempsey and Louis. Unquote.)

DIVOTS

This is the greatest age in the history of the world. Atomic bombs, speed-of-light planes, radar, television, Bing Crosby, the Brooklyn Dodgers and Byron Nelson. Your great-grandchildren will gaze at you in starry-eyed wonder when you tell them you saw Byron Nelson play golf. You are living in the age when the greatest of them all is carving his name in the link annals of golf.

MOLESKINS

There's something about the makeup of Bernie Masterson which leads us to believe that he will engineer one of the greatest comebacks a football team ever made. He takes over with a new five-year contract at Nebraska University, and with him will go all the support of this great state. He has made such stars as Frankie Albert and Bob Waterfield, just to name samples. And it appears as though Nebraska U is coming back into its rightful position as an All-American factory.

HORSEHIDE

DiMaggio, Williams, Feller. Civilians again. And there, in part, you have the story of 1946 major league baseball, and, indeed, minor league baseball. During the war years, baseball stumbled along like a cow on crutches. It didn't have the color, the muscles, the savvy nor the belly-yells to keep going much longer. But now we'll find Feller facing DiMaggio and a dozen other such combinations as our national pastime walks out of the bleakness—into the light—as thousands cheer.

A fellow said to me the other day: 'Dailey, you got it all wrong. It should be: 'It isn't that you won or lost, but what you tell your wife.'

AAF Star Heads Philip Morris Follies

"The Philip Morris Follies of 1946," new glamor show which stars Johnny Desmond, singing favorite of the overseas AAF, made its formal bow over the NBC network on Tuesday, January 22 (7 p. m., WOW), replacing the "Johnny Presents" program.

Featured with Desmond, who currently is starred on NBC's "Teentimer's Club," is Margaret Whiting, whose best-selling record of "It Might as Well Be Spring" skyrocketed her to popularity, and Herb Shriner, the "Wabashful Humorist."

The 30-piece orchestra is conducted by Jerry Gray, who was arranger for the late Major Glen Miller and then manager of the Miller AAF Band after the major's disappearance at sea. "The Follies" also presents a female chorus of 16, selected on the same basis as the chorus of a Broadway musical—for beauty of voice, face and figure.

Desmond, Shriner and Gray all were recently discharged from the Army with sergeant's ratings. Ward Byron produces the "Follies of '46." Ken Roberts is the announcer.

—WOW—

AUNT SALLY

(Continued from page 4)

but there are a lot of dishes in the sink and it will take time to clear them away.

Thanks to our local "Ship of Joy" group. The able Captain Ohlin and her untiring workers were responsible for many gifts sent to our shut-ins, who would otherwise have been left out because of my illness.

So far I have heard of but three shut-ins who did not have one of their three Christmas wishes granted. These members will be taken care of as soon as I am equal to shopping, and if there are any others who did not get a package from the Sunshine Service, just let us know and a gift will come your way.

The new plan of transcriptions will give me plenty of rest and sleep, with hours from 9 to 2 at the studio and the afternoon for hospital calls and shopping.

Say, neighbors, with the return of my health and strength, you folks will have to run to catch up with me, and, of course, I'll need you along to help send out the biggest cargo of Sunshine we've ever shipped. This is going to be a big year for the shut-ins. Are you with me?

Well, 'bye for now!

YOUR AUNT SALLY.

—WOW—

Paul Ford has been chosen to portray the role of Sheriff Hank Roberts in NBC's "Just Plain Bill."

Fred Allen's "Senator Claghorn"



Ken Delmar, announcer on "The Fred Allen Show," really astounds The Great Allen, or seems to, as he plays one of his many roles on the broadcasts, that of the ardent, emphatic Southerner, "Senator Claghorn." Allen encounters Delmar and the other Mighty Allen Art Players on his Sunday trips down Allen's Alley on NBC.

Unknown Girl Gets "La Boheme" Role

Arturo Toscanini's long quest for a Musetta in his 50th anniversary presentation of "La Boheme" ended this week, when he chose a completely unknown singer, Anne McKnight, Aurora, Ill., for the coveted role. Miss McKnight will be the only non-Metropolitan Opera member of the star-studded cast to be heard in the opera, to be performed in two parts under Toscanini's direction on the General Motors "Symphony of the Air" program, Sundays, February 3 and 10 (NBC, 4 p. m., WOW).

NEW AT KODY

Dave Chase of Sharpsburg, Iowa, son of a Presbyterian minister and graduate of Parsons College at Fairfield, has joined the announcing staff of Station KODY, "WOW's Little Brother," at North Platte, Neb. Dave has just returned from army duty, during which he served 28 months in India.

—WOW—

ALL LIT-UP

Bud Abbott, co-star of NBC's Abbott and Costello show, should be "well-lit" all during the new year. Abbott received 23 cigarette lighters for Christmas.

"Poor Miriam" and "Chiquita" Are Real People



"Chiquita"

Millions of lovers of fine music will be delighted to learn that "Poor Miriam" and "Chiquita" are real people.

"Poor Miriam" is the well-known radio singer, Trudy Ervan. "Chiquita," although photographed, has not been identified by name. Perhaps her surname is Bananas.

Whether folks think Pepsodent's "Poor Miriam" and United Fruit's "Chiquita" are easy to listen too, may be debatable, but none will deny that both are easy to look at.

Both these nice ladies are known throughout the world—wherever folks listen to radio, eat bananas or use Pepsodent.

The little musical jingles in which they star have made advertising history.

Volumes on the success of the technique in which they excel have been written.

Those same listeners which "gripe" about them can be seen and heard walking down the street whistling their catchy tunes.



"Poor Miriam"

New Comic Hits Popularity Jackpot

Broadcasting's most miraculous success story in recent years has been the rise of Ken Delmar from announcer to stardom as a comedian. A freelancer, he is now working on several shows on different networks.—Editor.

Our loudest, most articulate legislator, "Senator Claghorn," is otherwise known as Ken Delmar, announcer on "The Fred Allen show" (NBC, Sundays, 7:30 p. m., WOW) and, although he sounds mighty Southern, he was born in the land of the bean and the cod. "That's Massachusetts, son; that's Massachusetts."

The "Senator," called by admiring columnists "that pro-confederate windbag," is fast becoming a national figure. His manner of interrupting himself constantly to ejaculate, "I say," and then repeating what he said before to drive home his gags, is being copied the country over. It was Fred Allen who named him "Senator Claghorn" after he heard him talk like that.

Quit Vaudeville

Born in Boston, Kenneth Delmar was brought to New York City with his family as an infant. He toured the country as a child-prodigy-vaudeville-performer, and did blackface, drama, comedy, anything. During the depression he abandoned the stage and went into the importing business—mostly olives and other foodstuffs—with his stepfather for a number of years.

But Ken was always the "life of the party" and liked to make people laugh. He broke away from the olive business by opening a dancing school, where he met his wife, who was the ballet teacher.

Finally a radio audition at a local New York station netted him a \$20-a-week job. Soon after that he was asked to make a network audition for a commercial show and was so nervous that he couldn't read the script. So Ken told jokes in dialect. He even imitated W. C. Fields, who he'd seen in a movie the night before—and that was exactly what the director wanted. Ken got the job and held it for seven years.

Curly-haired, spectacled, 33-year-old Ken was first called to Fred Allen's attention by Minerva Pious (Mrs. Nussbaum), who thought he was so clever that Allen ought to know him. Allen, who knows a good thing when he hears it, caught right on. He doesn't even care when "Senator Claghorn" yells at him, "That was a joke, son; that was a joke. Don't let them get by you, son."

—WOW—

ITS WONDERFUL

Wonderful Smith, who is heard on NBC's Red Skelton program, was named by his grandmother. She took the name from the Bible, Isaiah, 9:6: "For unto us a child is born, unto us a son is given; and the government shall be upon his shoulder; and his name shall be called Wonderful, Counsellor, the mighty God, the everlasting Father, the Prince of Peace."

—WOW—

SCHEFF BACK

Walter Scheff, featured baritone with Fred Waring's Pennsylvanians, has returned to NBC's Fred Waring Show, after serving for three years in the Navy. Scheff was with the Waring organization for six years before entering the service.

? Your Last Copy ?

Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "2/46" means February, 1946. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

"MASQUERADE" IS NEW G. M. SERIAL

B. Crocker Film Showing in Omaha

"Masquerade," a new Irna Phillips daytime serial about people who mask their lives in a pretense of being someone they aren't, is a headline feature in a new alignment of the Monday-through-Friday General Mills Hour.

The serial marks a spectacular radio achievement for Author Irna Phillips, who is now presenting four daytime strips. It replaces "Hymns of All Churches." The three other Irna Phillips dramas are "The Guiding Light" (1 to 1:15), "Today's Children" (1:15 to 1:27) and "Woman in White" (1:32 to 1:45).

"Masquerade" is heard on WOW at 11 a. m., Tuesdays through Saturdays.

The five-minute segment (1:27 to 1:32 p. m.), between "Today's Children" and "Woman in White," is now filled by Betty Crocker with her hints on homemaking, Mondays through Fridays.

The Betty Crocker segment has a special interest in Omaha because her new technicolor film, "400 Years in Four Minutes," is now being shown to women's groups in Omaha.

Under the supervision of Mrs. Elizabeth Riner, head of the public schools homemaking department, the film is being made available to adult education groups, P-T-A's and high school home economics classes.

The film demonstrates the new Betty Crocker method of baking cakes in the modern manner. After witnessing it, a child or adult can whip up a superior cake in just four minutes.

Women's organizations who would like to see "400 Years in Four Minutes" may contact Mrs. Riner (AT 3140) or write to WOW.

The entire hour is sponsored by General Mills, Inc., on behalf of Wheaties, Bisquick, Gold Medal Kitchen Tested Flour, Softasilk Cake Flour and Betty Crocker Soups.

The locale of "Masquerade" will be Fairview, Iowa, home town of Eileen Holmes, heroine of "Woman in White," with action centering around Fairview High School. Leading NBC dramatic stars will be heard in the principal roles, including Art Seltzer as Bill Summers, editor of the "Fairview Clarion"; Beryl Vaughan as Alice, his wife; Jack Petrucci as Dick Bailey, his cynical associate editor; Jack Swineford as Tom Field, principal of Fairview High; Mary Marren Rees as Marian, his wife, and Geraldine Kay as Barbara Palmer, a school teacher new to the community.

"GUIDING LIGHT" HAS BIRTHDAY

The leadoff daytime serial of the General Mills hour, the "Guiding Light" (NBC, five-a-week, 1 p. m., WOW), celebrated its ninth anniversary on the air, Friday, January 25. The program was inaugurated on the NBC networks January 25, 1937.

The serial is written under the supervision of Irna Phillips and is heard on the full NBC network, sponsored by General Mills, Inc.

—WOW—

Donald Dame Subs For Frank Munn

Donald Dame, young Metropolitan Opera tenor, has been signed to star on NBC's "American Album of Familiar Music" program (Sundays, 8:30 p. m., WOW), during the absence of Frank Munn. He made his initial appearance on the show Sunday, January 27.

"American Album of Familiar Music" is sponsored by The Bayer Company for Bayer Aspirin, Dr. Lyons Toothpowder and Milk of Magnesia Toothpaste. Dancer-Fitzgerald and Sample, Inc., is the agency.

Starlets "DISCOVER" Skippy Peanut Butter



Mebbe this should be captioned "Beauty and the Feast." It represents a new "craze" in Hollywood. The film folk are adopting peanut butter as a sort of an ultra-modern new food fad and they're using it dozens of ways. Mostly responsible is the fact that many screen stars have appeared on Skippy Peanut

Butter's "Hollywood Radio Theater," on WOW, Tuesdays, at 6:30 p. m. Photo shows the program's producer, C. P. McGregor, and emcee, with a quartet of Hollywood lovelies from among the Goldwyn Girls—Kismy Stephen, Virginia Thorpe, Karen Gaylord and Betty Alexander.

"Mr. Hush" Visits Tom Dailey



Now it's "Mr. Hush"—not "The Manasa Mauler"—since Jack Dempsey's voice was identified by that Arkansas sailor on "Truth or Consequences." Sailor Bartholomew won a flock of prizes, including an auto, a couple of trips and a score of other items. Photo shows "Mr. Hush" when he was a recent visitor to Omaha for Tom Dailey's "All-American Sports Parade" (10:15 p. m., on WOW).

Cast Changes

Helen Flint is the latest addition to the cast of NBC's "Backstage Wife." She plays the role of Mrs. Garth.

—WOW—

New to the cast of NBC's "The Guiding Light" are Alma Platts as Mrs. Brown and Dorothy Richards as Jane Baxter.

—WOW—

Nora Marlowe has been added to the cast of NBC's "Barry Cameron" in the role of Agnes.

—WOW—

Elsbeth Eric has joined the cast of NBC's "Lorenzo Jones" in the role of Irma Barker.

—WOW—

Three additions have been made to the cast of NBC's "A Woman of America." They are Michael Fitzmaurice, who plays Wade Douglass; Barry Thompson as Dexter Kilborn and Robert Haag as Stephen Browning.

—WOW—

Arthur Maitland has joined the cast of NBC's "Barry Cameron." He plays the role of Mr. Barkley.

—WOW—

Elaine Kent has been added to the cast of NBC's "Just Plain Bill" in the role of Winifred Ward.

Wiseman Advisor on Radio Confab

Promotion Manager Bill Wiseman of Station WOW has been appointed a member of the Advisory Council for the Annual Radio Conference on Station Problems to be held at the University of Oklahoma, March 7 to 10. Twenty-seven industry leaders from throughout the nation are members of the council.

In addition to his advisory service, Wiseman will lead a roundtable discussion on "Servicing the Client" at the conference and speak on station promotion problems before a luncheon.

—WOW—

PICK NBC STARS

Three NBC stars—Red Skelton, Joy Hodges and Jimmy Edmondson—are among the radio headliners who appeared at the Poor Richard Club's annual Franklin Day banquet at the Bellevue-Stratford Hotel in Philadelphia, Thursday, January 17.

—WOW—

Jean Paul King, who does the commercial announcements on NBC's Red Skelton Show, was married to Mrs. Gretchen Robinson in Las Vegas, Nev., on January 16.

TECHNICAL STUFF

By GLENN FLYNN
WOW's Chief Control Operator

NEW CONTROL ROOM FACILITIES

WOW studio engineers, under the direction of Joseph Herold, technical supervisor, have recently completed installation of new equipment in the WOW control room. Three complete channels are now in service. Any one of these channels can be used to feed the WOW transmitter, the recording room or any number of audition speakers. The new equipment will permit smoother control room operation and will take care of the greater volume of programs, auditions and recordings now being handled.



G. Flynn

COLOR VIDEO AGAIN DELAYED

The first public demonstration of the often-talked of, but seldom seen, CBS color television has again suffered a setback. Due to the illness of several members of their engineering staff, the demonstration set for January 7 was put off until a later date.

—WOW—

"CHRISTMAS" RADIOS ARRIVE IN OMAHA

New postwar receivers promised for Christmas by the receiver manufacturers are just now starting to come on the market in small numbers. Many difficulties held up the production of receivers, including lack of raw materials, OPA troubles and labor unrest. However, by summer of this year you should be able to buy any of the smaller models without much trouble.

—WOW—

HEROLD ATTENDS IRE SESSIONS

Joseph L. Herold, Technical Supervisor of WOW, has just returned from New York City, where he attended the annual winter technical meeting of the Institute of Radio Engineers. He also spent some time in Camden and Princeton, N. J., discussing WOW's television plans with RCA officials.

—WOW—

WOW TO USE "ORTHICON" TUBE

NBC television is now using the new super-sensitive camera pickup tube, known as the Image Orthicon. This is the device that is used to actually turn light or pictures into (Continued on page 7)

HANDY NEWS TOWER ORDER BLANK

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.

----- CLIP HERE -----

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 one year (12 issues) to

Name.....

Street address..... R. F. D. No.....

City, Town..... State.....

Name.....

Street address..... R. F. D. No.....

City, Town..... State.....

Name.....

Street address..... R. F. D. No.....

City, Town..... State.....

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.

"NUTS TO YOU" SAYS RAY CLARK

Rickenbacker Star of New Air Show

Dramatizations of the "great moments" in American aviation, with Eddie Rickenbacker as the star, will be heard on WOW when Longines presents "The World's Most Honored Flights" starting February 2.

The program will be heard at 10:30 p. m., Mondays, in place of the current Longines "World's Most Honored Music" series, which will continue to be heard on Wednesdays and Fridays, same time.

Built mainly around Captain Rickenbacker's own colorful contacts with air pioneers, and dramatizing the vivid human pattern of American air progress from Wrights to rockets, the half hour radio plays are written and produced by Colonel Christian Adamson.

Captain Rickenbacker accepted the assignment "because the series serves a permanent historical purpose." His talent fees will be turned over to help needy AAF widows and orphans, he said, "because I am not in commercial radio."

The new Longines series is directed by Lester Vail and announced by Ray Morgan. In the dramatizations, Gary Merrill, ex-staff sergeant, AAF, portrays "Young" Rickenbacker.

The highlights of the series (starting February 4) are as follows:

1. "Down to the Sea in Rafts" Part One. Captain Rickenbacker's 1942 mid-Pacific crash portrays how airmen react when they "fly off the map."
2. "Down to the Sea in Rafts" Part Two. Faith brings strength to Captain Eddie and his companions while adrift for 24 days.
3. "Milestones in the Sky." Cradle days of flight when the Wright Brothers tried to convince a doubting world that man can fly.
4. "Wings for the Navy." Idea leading to birth of aircraft carrier comes to Glen Curtiss through forced landing on 1910 Albany-New York flight.
5. "Klondike in the Clouds." Life and death of Lincoln Beachey, leader of the daredevil pilots who flew to thrill the crowds.
6. "He Saw Eagles in the Sky." General Billy Mitchell, air prophet, who spoke too soon and died before his air-power visions were realized.
7. "Planes Across the Sea." Navy's 1919 Atlantic flight, urged by Curtiss and sponsored by F.D.R., succeeds against heavy odds.
8. "Wings Around the World." Trail-blazing global flight in 1924 when Army pilots spun the first slim strands of "round-the-world" airways network.
9. "Over the Roof of the Globe." Amundsen and Ellsworth escape from grip of polar ice after crash on 1925 Arctic flight.
10. "What Goes on Below." Antarctica yields many geographical secrets when Byrd maps new areas on 1929 South polar flight.
11. "They Fly Through the Air." Career of Multi-Million Miler Merrill, ace transport pilot, dramatized as inspiration to air-minded youth.
12. "Women With Wings." The human triumph and heroic tragedy of Amelia Earhart presented as a tribute to the Ladies of the Air.
13. "Flight Into Tomorrow." A pre-blueprint glimpse into the Split-Second Era when man will fly faster than the speed of sound.

CLARK'S PLAN GARDEN WITH FREE SEEDS



"O wind! If winter comes, can spring be far behind?" quoted Noonday Forum-ist Ray Clark as he and his two youngsters—Jimmie, 4, and Bobbie, almost 3—planned their spring flower garden. The activity got under way when Ray's new sponsor, Planter's Peanuts, sent him a sample pack of the first seed offer of the season on WOW. (See next column for details.)

But Ray Means PLANTERS: of Course

Spring's just around the corner and Ray Clark has annexed a new nickname.

Around the studios Ray is now known as the "peanut vendor." Ray acquired his new title when his new co-sponsor became the Planters Nut and Chocolate Company, best known for its product, Planters' Peanuts.

The new sponsorship brought with it a sure sign of spring—the first seed offer of the season. The program is offering six packets of florists' seeds, valued at \$1 retail, for 25 cents and the label from a can of mixed nuts.

A sample of the seeds was sent to Ray and he immediately began planning his own flower garden.

The Planters Peanuts sponsorship applies on Mondays, Wednesdays and Fridays at the usual time, 12:45 p. m. The program will continue to be heard on Tuesdays, Thursdays and Saturdays.

Some of the "Noonday Forum" programs are being conducted under the "Man on the Street" format from the corner of 16th and Farnam Streets in downtown Omaha.

—WOW—

Here's a Wedding Papas Approve

Strains of "Lohengrin" and Mendelssohn are floating through the NBC Chicago musicians' room these days, where a 20-year friendship between John Wolf, trumpeter, and Bernard (Whitey) Berquist, pianist-conductor, has culminated in a romance between their children.

Berquist and Wolf became fast friends nearly two decades ago, when they both became NBC staff musicians and were signed to the old "National Farm and Home Hour." Since then they have appeared regularly in network orchestras, both have served for 14 years on the NBC "Carnation Contented Hour," and Johnny is trumpeter in the current "National Farm and Home Hour" orchestra which Berquist directs (NBC, Saturdays, 1 p. m., WOW).

Their families, during the years, have visited back and forth, and when Whitey's son, Bruce, age 20, went overseas with the air corps, Joan Wolf, age 19, corresponded with him faithfully. Recently the surprised families saw Bruce present Joan with a diamond ring and heard their beaming youngsters announce their engagement.

The proud fathers gave their blessing.

Captain Eddie



Captain Eddie Rickenbacker, "America's No. 1 Voice of Aviation," who acts as host and narrator on Longines "World's Most Honored Flights," a dramatized human interest history of American flights and fliers from Wrights to rockets. Program is heard Mondays, 10:30 p. m., on WOW.

TECHNICAL STUFF

(Continued from page 6) electrical impulse and is a development of the Radio Corporation of America. This new "electronic eye" solves many of the major problems of illumination in television and permits pickup of outdoor events where visibility is poor. The sensitivity of the tube is almost equal to that of the human eye.

WOW expects to be one of the first television stations in the mid-west to employ this new type of tube.

—WOW—

EVELYN CITED

Evelyn, concert mistress and violinist in Phil Spitalny's all-girl G-E orchestra and featured artist on "Hour of Charm" (NBC, Sundays, 9 p. m., WOW), will be awarded a citation by the Legion of Women Veterans of World War II. The commendation—for her work in USO camp shows and appearances at military hospitals.

? Your Last Copy ?

Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "2/46" means February, 1946. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

Helen Van Tutle has joined the cast of NBC's "Ma Perkins" in the role of Mrs. Mattie Henderson, Paulete's great-aunt, who has just arrived in Rushville Center.

WOW NEWS SCHEDULE

(NOTE.—WOW will instantly interrupt any program at any time for important news flashes or bulletins.)

6:00 A. M.—News Tower.....	Daily except Sun.
7:00 A. M.—Alex Dreier.....	Daily except Sun.
7:30 A. M.—News Tower.....	Daily except Sun.
8:00 A. M.—World News Review.....	Mon. Thru Fri.
8:15 A. M.—WOW News Tower.....	Sun.
9:00 A. M.—Robert St. John—News.....	Mon. Thru Fri.
9:30 A. M.—Midwest Report.....	Sun.
10:00 A. M.—News Tower.....	Sun.
11:00 A. M.—World Front.....	Sun.
12:00 Noon—Four-Bell News Roundup.....	Daily except Sun.
News Tower.....	Sun.
2:00 P. M.—Sheaffer World Parade.....	Sun.
4:30 P. M.—John W. Vandercook.....	Sat.
5:30 P. M.—Four-Bell News and Sports.....	Daily except Sun.
6:15 P. M.—News of the World, NBC.....	Mon. Thru Fri.
6:45 P. M.—Highlights of News.....	Mon., Wed., Fri., Sat.
10:00 P. M.—News Tower.....	Daily
11:00 P. M.—News.....	Sun.
11:30 P. M.—News.....	Daily except Sun.
11:55 P. M.—News.....	Daily
12:55 A. M.—News.....	Daily

WOW'S FEBRUARY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "2/46" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
5:30	4-Bell News—Sports Phillips "66" Smith Bros. Studebaker Falstaff Overland Greyhound American Home Prod.	4-Bell News—Sports Phillips "66" Studebaker American Home Prod. Fairmont Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Smith Bros. Studebaker Falstaff Overland Greyhound American Home Prod.	4-Bell News—Sports Phillips "66" Studebaker American Home Prod. Fairmont Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Smith Bros. Studebaker Falstaff Overland Greyhound American Home Prod.	4-Bell News—Sports Phillips "66" Studebaker American Home Prod. Fairmont Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker American Home Prod. Fairmont Falstaff Overland Greyhound	Great Gildersleeve Kraft
6:00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Seven Up Club of the Air	Jack Benny Lucky Strike	
6:15	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	Dinner Music Nebraska Power	Fitch Bandwagon Cass Dailey	
6:30	Singin' Sam—Hamms	Skippy Hollywood Theater—Skippy Peanut Butter	Singin' Sam—Hamms	Bob Burns Lifebuoy	Singin' Sam—Hamms	Music, Allgaier	Charlie McCarthy Show Chase & Sanborn	
6:45	News	Philip Morris Follies of 1946	News	Burns and Allen Maxwell House	News	News, Allgaier	Fred Allen Show Tenderleaf Tea	
7:00	Cavalcade of America Dupont	A Date With Judy Tums	Mr. and Mrs. North Woodbury Products	Dinah Shore's Open House Birdseye	Cities Service Highway in Melody	Life of Riley Teel	Manhattan Merry-Go-Round Dr. Lyons	
7:30	Voice of Firestone Concert	Amos 'n' Andy Lever Rinso	Hildegard Raleighs	Bing Crosby Kraft Music Hall	Duffy's Tavern Vitalis Minit Rub	Truth or Consequences Duz	American Album of Familiar Music Bayer Aspirin	
8:00	Telephone Hour Bell Telephone	Fibber McGee and Molly Johnson Wax	Eddie Cantor Show Sal Hepatica	Sealtest Village Store	People Are Funny Raleighs	National Barn Dance Alka-Seltzer	Hour of Charm General Electric	
8:30	Information Please Socony-Vacuum	Bob Hope Pepsodent	Mr. District Attorney Ipana—Vitalis	Abbott and Costello Camels	Waltz Time Phillips Milk of Magnesia	Can You Top This? Palmolive	Meet Me at Parkys Old Gold	
9:00	Contented Hour Carnation Milk	Red Skelton Raleighs	College of Musical Knowledge	Drene Show Rudy Vallee	Mystery Theater Molle	Judy Canova Show Palmolive	WOW News Tower Kilpatrick's Perfex	
9:30	Dr. I. Q. Mars, Inc.	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	Colgate-Palmolive- Peet Co.	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	Bill Stern—Colgate	Grand Ole Opry Prince Albert	Show Time Murnan	
9:45	C. B. & Q. WOW News Tower Paxton & Gallagher Lever Bros.	Sports Nebraska Clothing	C. B. & Q. WOW News Tower Paxton & Gallagher Lever Bros.	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	Talks	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	Pacific Story	
10:00	Sports Nebraska Clothing	His Honor the Barber Ballantine	Sports Nebraska Clothing	Sports Nebraska Clothing	C. B. & O. WOW News Tower Paxton & Gallagher Lever Bros.	Sportstime	Wildroot News	
10:15	Honored Flights Longines	Midnight Revue Falstaff Beer	Symphonette Longines	RCA Victor Show	Sports Nebraska Clothing	Orchestra		
10:30	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Symphonette Longines	Midnight Revue Falstaff Beer		
11:00	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer		

YOU'LL ENJOY WOW'S MUSICAL AND COMEDY PROGRAMS—MIDNIGHT to 1:00 A. M.

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call..... Daily except Sun.	11:30 A. M.—Art Van Damme Quartet..... Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—WOW News Tower—Staley Milling..... Daily except Sun.	Atlantic Spotlight..... Sat.
6:15 A. M.—Aunt Sally..... Mon., Tue., Wed., Thu., Fri.	House of Beauty—Lorenzo..... Sun.
Lee Farm Hour—Poultry Remedy..... Sat.	11:45 A. M.—Life Can Be Beautiful—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.
6:30 A. M.—Markets (Remote)..... Mon., Tue., Wed., Thu., Fri.	Canary Pet Shop—Hartz Mountain Products..... Sun.
Sunrise Serenade..... Sun.	12:00 Noon—Four-Bell News, Markets..... Daily except Sun.
6:35 A. M.—Smilin' Ed McConnell—American Poultry Journal..... Mon., Tue., Wed., Thu., Fri.	WOW News Tower—Kilpatrick's, Perfex..... Sun.
Markets..... Sat.	12:15 P. M.—Farm Magazine of the Air—Yager Seed Company..... Sun.
6:55 A. M.—Reveille—Fair Store..... Daily except Sun.	12:30 P. M.—Supreme Serenade—Merchants Biscuit..... Mon., Tue., Wed., Thu., Fri.
7:00 A. M.—Alex Dreier—Skelly News..... Daily except Sun.	Ben Adams Family—Robinson Seed..... Sat.
Revival Hour, Gospel Broadcasting Association..... Sun.	University of Nebraska..... Sun.
7:15 A. M.—Lyle, Stan and Company—Nutrena..... Mon., Wed., Fri.	12:45 P. M.—Noonday Forum—Planters Peanuts..... Daily except Sun.
Little Song Shop—Swanson's "Ever-Fresh" Foods..... Tue., Thu., Sat.	Mitchell and Utley—American Dairy Association..... Sun.
7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul..... Daily except Sun.	1:00 P. M.—Guiding Light—General Mills..... Mon., Tue., Wed., Thu., Fri.
7:45 A. M.—Reveille Roundup—Groves Cold Tablets..... Mon., Wed., Fri.	Farm and Home Hour—Allis Chalmers..... Sat.
Happy Hank—Little Crow Milling..... Tue., Thu., Sat.	Harvest of Stars—International Harvester..... Sun.
8:00 A. M.—World News Review—National Biscuit..... Mon., Tue., Wed., Thu., Fri.	1:15 P. M.—Today's Children—General Mills..... Mon., Tue., Wed., Thu., Fri.
What's What Today?—Metropolitan Utilities..... Sat.	1:26 P. M.—Betty Crocker—General Mills..... Mon., Tue., Wed., Thu., Fri.
Al Williams Health System..... Sun.	1:30 P. M.—The Baxters..... Sat.
8:05 A. M.—Musical Grab Bag..... Mon., Tue., Wed., Thu., Fri.	Westinghouse Concert..... Sun.
8:15 A. M.—Little Doghouse..... Sat.	1:32 P. M.—Woman in White—General Mills..... Mon., Tue., Wed., Thu., Fri.
News Highlights and Sidelights—Tek-Seed Hybrids..... Sun.	1:45 P. M.—Judy and Jane—Folger Coffee..... Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Special Delivery—Aquila..... Mon., Wed., Fri.	Veterans' Advisor Commander Ty Krum..... Sat.
Daytime Classics..... Tue., Thu., Sat.	2:00 P. M.—Woman of America—P. & G. Soap..... Mon., Tue., Wed., Thu., Fri.
Chapel Service, Rev. R. R. Brown..... Sun.	Orchestras of the Nation..... Sat.
8:45 A. M.—Songs of Praise—Malt-O-Meal..... Mon., Wed., Fri.	Sheaffer World Parade..... Sun.
Pleasure Parade—Beaumont 4-Way..... Tue., Thu., Sat.	2:15 P. M.—Ma Perkins—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Robert St. John, News..... Mon., Tue., Wed., Thu., Fri.	2:30 P. M.—Pepper Young—P. & G. Camay..... Mon., Tue., Wed., Thu., Fri.
Homemakers Club—Nebraska Power..... Sat.	Orchestras of the Nation..... Sat.
9:15 A. M.—Lora Lawton—Babo..... Mon., Tue., Wed., Thu., Fri.	One Man's Family—Standard Brands..... Sun.
9:30 A. M.—Road of Life—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Right to Happiness—P. & G. Ivory Bar..... Mon., Tue., Wed., Thu., Fri.
Adventures of Archie Andrews..... Sat.	3:00 P. M.—Backstage Wife—Sterling Products..... Mon., Tue., Wed., Thu., Fri.
Midwest Report..... Sun.	Doctors at Home..... Sat.
9:45 A. M.—Joyce Jordan—P. & G..... Mon., Tue., Wed., Thu., Fri.	The National Hour..... Sun.
Cheer Up Time—Iowa Master Breeders..... Sun.	3:15 P. M.—Stella Dallas—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Fred Waring..... Mon., Tue., Wed., Thu., Fri.	3:30 P. M.—Lorenzo Jones—Sterling Products..... Mon., Tue., Wed., Thu., Fri.
WOW Jamboree..... Sat.	World of Melody..... Sat.
WOW News Tower—Kilpatrick's, Perfex..... Sun.	Nebraska-Iowa Quiz—Listerine Tooth Paste..... Sun.
10:15 A. M.—Gems and Jottings—Zales Jewelry..... Sun.	3:45 P. M.—Young Widder Brown—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Barry Cameron—Manhattan Soap..... Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—When a Girl Marries—General Foods..... Mon., Tue., Wed., Thu., Fri.
Smilin' Ed McConnell—Buster Brown..... Sat.	Music of the Moment..... Sat.
Furs on Parade—Herzberg..... Sun.	General Motors Symphony of the Air..... Sun.
10:45 A. M.—David Harum—Babo..... Mon., Tue., Wed., Thu., Fri.	4:15 P. M.—Portia Faces Life—General Foods..... Mon., Tue., Wed., Thu., Fri.
Solitaire Time—Campana..... Sun.	4:30 P. M.—Just Plain Bill—Anacin..... Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Strictly Instrumental..... Mon.	John W. Vandercook..... Sat.
Masquerade—Gen. Mills, Softasilk..... Tue., Wed., Thu., Fri., Sat.	4:45 P. M.—Front Page Farrell—Kolynos and Bisodol..... Mon., Tue., Wed., Thu., Fri.
Betty Crocker—Gen. Mills, Softasilk..... Sat.	Tin Pan Alley—Leaf Gum..... Sat.
World Front—Bunte Bros., Candy..... Sun.	5:00 P. M.—Young Dr. Malone—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.
11:15 A. M.—Melodic Moods..... Mon., Tue., Wed., Thu., Fri.	Columbia Recordings..... Sat.
Music in Three-Fourth Time..... Sat.	Catholic Hour, NBC..... Sun.
	5:15 P. M.—Music Room..... Daily except Sun.
	5:25 P. M.—Memory Album—Vicks..... Mon., Tue., Wed., Thu., Fri.

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