

**Basic  
NBC  
Network**

# WOW NEWS TOWER

**5000  
Watts  
590 Kc.**

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

ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. 11—No. 4

OMAHA, NEBRASKA, JANUARY 1, 1947

PUBLISHED MONTHLY

## NEW TELE-CAMERAS, SETS, HERE

### "Big Muddy" Film Ready For Release

An impressive group of persons directly interested in Missouri River development previewed "Operation Big Muddy," WOW's new sound-color movie, recently, and agreed unanimously, as one person said, that "every person interested in the future of the valley should see it."

The 25-minute film will be made available by WOW to schools, civic groups and others during the next few months.

Brigadier General Lewis A. Pick, chief of the army's engineering staff for the entire multi-million-dollar Pick-Sloan project, and his staff headed the select group who attended the preview.

Also present were members of the Omaha Chamber of Commerce's various waterways groups, the Peabody Awards Committee of the Omaha Area Radio Council, and the preview committee of the Omaha Public School's Audio-Visual Education Committee.

"Operation Big Muddy" gives a bird's-eye view of the entire Big Muddy project from Fort Peck Dam in Montana downstream 1500 miles to the flood walls and dikes at Kansas City. It is based on a series of seven memorable broadcasts made over the big project by WOW's Ray Clark, Director of Special Events.

The series of broadcasts and the film constitute the first attempt made by any major station to give the overall story of the big plan which will mean so much to the economy of the entire mid-west.

"Operation Big Muddy" shows the current status of the huge dam projects, the flood walls, dikes and other activities which will conserve top-soil, eliminate flood hazards, and water supplies, and provide scores of new recreation spots.

Both the broadcasts, in album form, and "Operation Big Muddy," plus a 3,000-word explanatory pamphlet will be made available free by WOW for class-room study in upper grades and high schools.

Scores of service clubs, reclamation groups and study organizations have requested showings and booking will be made in the order in which they are received by Harold Storm, WOW Publicity Manager, who produced the film.

WOW is submitting the Clark broadcasts, and the film to the Peabody Awards National Committee, to be considered for a public service citation.

—WOW—

### WITH KAY AGAIN

Harry Babbitt will return to the College of Musical Knowledge as featured vocalist on Wednesday, January 1, 1947 (NBC, 9:30 p. m., WOW).

Babbitt recently finished a night-club engagement in Omaha, and was a guest on WOW's "Jamboree."

—WOW—

### OMAHAN WINS

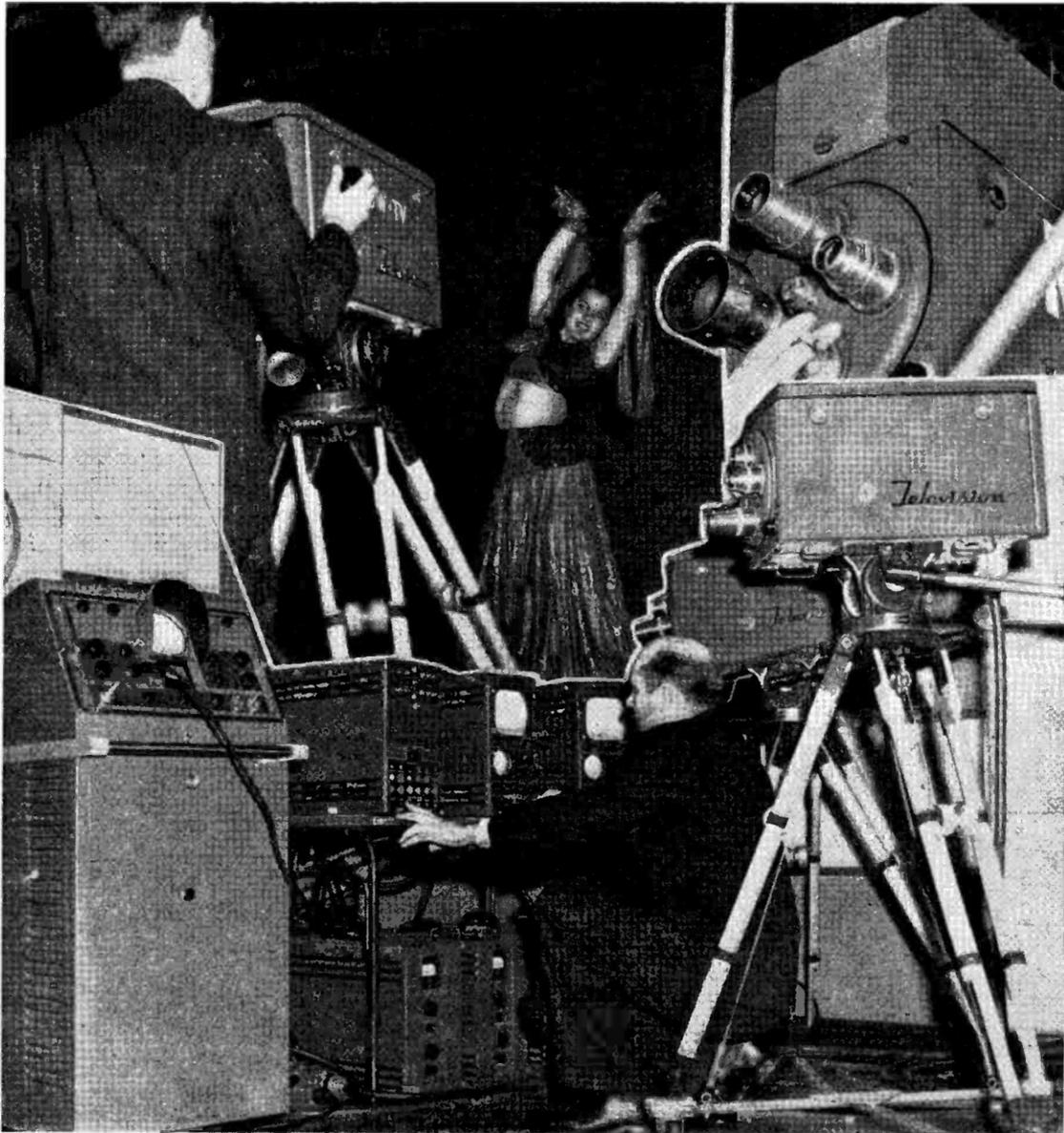
Miss Agnes O'Malley, 2546 California Street, Omaha, was a \$300 winner on the Mars' Dr. I. Q. show December 16. Her biographical sketch on Robert E. Lee was used on the program.

—WOW—

### SIGNS WITH DAY

Jess Kirkpatrick has been signed to do the role of Mr. Willoughby on NBC's new A Day in the Life of Dennis Day series.

### BEHIND SCENES IN WOW TELEVISION LAB



Most of WOW's new television equipment, the most modern and up-to-date in the nation is shown in the lower photo above being inspected by Chief Technical Supervisor Joe Herold. He is facing three "monitor" instruments. At the left is an instrument to check the efficiency of other instruments. At the

right are the two new Image-Orthicon cameras. Above, right, is the turret head of the new camera. At upper right, Chief Engineer Bill Kotera is focusing on Nancy Hughes, a Creighton student. Note other photos, page 7 and old (home made) camera and lights, page 6.

### Experimental Work on at Creighton

WOW's preparation for television stepped forward in Seven League Boots just before Christmas when engineers unpacked two RCA Image-Orthicon television cameras, four standard television receivers and other equipment.

This equipment which is the most modern available will be used by WOW engineers and production workers for experimental television work at the Creighton University auditorium. Within the next few months WOW's engineering staff will have an opportunity to practice with the new equipment and WOW program men will study actual production of television programs.

Creighton University students will have front row seats in WOW's television laboratories and will participate in every phase of the experimental work.

Under the arrangement with Creighton the WOW television staff will work with "wired" television entirely, that is, the television cameras will be attached to the receivers by cable and no actual broadcasting will be involved.

Joe Herold, chief technical supervisor for WOW, said that in a few weeks the work will have progressed to a point where small groups of the general public can be invited to watch the experimental work. He added that for the present, however, the public will not be admitted to see the work.

The Creighton tie-up will enable the WOW television men to attempt to televise dramatic features, musical groups, and athletic events. It is tentatively planned to attempt to televise a Creighton basketball game in the near future and to permit students in the Creighton auditorium to see the game via the wired television.

The new Image-Orthicon cameras and other equipment cost about \$40,000. They are in use in four or five places in the country where television is now on the air. WOW is one of the first groups in the country to receive this new equipment for experimental purposes.

The cameras are extremely sensitive—almost as sensitive in fact as the human eye. They produce good quality pictures and without the aid of special lighting.

—WOW—

### Reynolds Renews

#### Two NBC Shows

The R. J. Reynolds Tobacco Corporation, Winston-Salem, N. C., has renewed its two National Broadcasting Company programs for an additional 52 weeks.

The shows are "Grand Ole Opry" (Saturdays, 9:30 p. m., WOW) for Prince Albert Smoking Tobacco, and the Abbott and Costello show (Thursdays, 9 p. m., WOW) for Camels.

—WOW—

### ROSE BOWL TILT

NBC again has obtained exclusive rights for broadcast of the Rose Bowl football game in Pasadena, Calif., on New Year's Day, Wednesday, January 1 (3:45 to 6:30 p. m., WOW).

Bill Stern will report the annual football classic which this year will be between UCLA and Illinois.

## LAST-MINUTE FLASHES FROM THE NBC NETWORK

David Forester, leader of the 37-piece orchestra on NBC's Red Skelton show, spends his spare moments leading a symphonic jam session at one of Hollywood's high schools.

—WOW—

Kay Renwick, John McGovern, and Helen Carewe have been added to the cast of the National Broadcasting Company serial "Just Plain Bill" (Monday through Friday, 4:30 p. m., WOW).

—WOW—

NBC will remain on the air till 3 a. m. CST, New Year's Eve, to provide late music by top bands for revelers from coast to coast.

As the clock strikes midnight in each of the four time zones from east to west, NBC will describe the midnight celebrations in New York, Chicago, Denver and San Francisco.

Orchestras in the special late programs, beginning at 10:30 p. m. CST, will include those of Guy

Lombardo, Tex Beneke, Joe Reichman, Victor Lombardo, Russ David, Aaron Gonzales, Art Mooney and others.

—WOW—

Jack Benny, who has returned to radio for his 15th season over NBC, will broadcast from Palm Springs, Calif., several times during the winter.

### A Few Left...

WOW still has a few copies of the tabloid issued recently which includes all programs for the Omaha network stations (WOW, KFAB, KOIL and KBON).

A copy will be sent free to any listener requesting it.

The tabloid is a great aid to listeners who can't remember when to tune in, and on what station to hear their favorite program.

For the 16th consecutive season, the Carnation Contented Hour (NBC, Mondays, 9 p. m., WOW), has been renewed on the full NBC network by the Carnation Company, effective January 6, 1946, for 52 weeks.

—WOW—

Whitey Ford, the Duke of Paducah of NBC's Grand Ole Opry, has been presented the Silver Award, highest Treasury Department citation to a civilian, in recognition of his services to the department during the war.

—WOW—

Thirteen is definitely not an unlucky number for the cast of the Ma Perkins show (NBC, five-a-week, 2:15 p. m., WOW). The show celebrated 13 years on the network with its program of Wednesday, December 4.

—WOW—

Bill Wiseman, WOW Sales Promotion Manager, will visit NBC in New York in mid-January.

# 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

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BILL WISEMAN, EDITOR HAROLD STORM, 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

### HAPPY NEW YEAR, FOLKS!

Individually, and collectively the 80 persons who make up WOW's organization, through me, wish you a very happy and prosperous New Year.

Somehow the turn of the year puts us in a philosophical mood. It's time to look back and see what we (meaning WOW) have accomplished, and what's ahead for 1947.



Bill Wiseman

It's comforting to all of us to know that during the entire year WOW has again carried the best programs on the air anywhere in the world! Week in and out the national Hooperatings have shown that from 10 to 13 of the top-rated programs have been those carried by WOW.

It's also a pleasure to report that more listeners are tuned to WOW regularly, now than ever before in its history. The "sets-in-use" figure is up 7 to 12 per cent over a year ago and WOW got more than its

share of the increase.

WOW's public service record in 1946 was the best in this station's (nearly) 23 years of operation.

Business has been good and future prospects are excellent, despite an advertising rate increase made necessary by increased operating costs.

So, to put it briefly, WOW, its owners and its workers have every right to be extremely happy as 1947 rolls around.

To all our friends, we repeat:

**"May the MOST that you'll WANT be the LEAST that you'll GET in 1947."**

And we all mean it, sincerely!

—WOW—

### LOOKING BACK OVER 1946 . . .

It's pretty hard to pick out highlights of 1946. However, here goes (and these are only my own ideas):

**BEST SPECIAL EVENT:** Ray Clark's series, "Operation Big Muddy," the story of the true importance of the Missouri River development project.

**GREAT PUBLIC SERVICE ACTIVITY:** The employment of Mal Hansen as director of WOW's farm department and the wonderful specialized service he has given farm and city listeners alike.

**BIGGEST THRILL:** Arrival of WOW's new experimental television equipment, especially the ultra-sensitive Image-Orthicon cameras.

**BEST NEW PROGRAMS:** Quiz Kids, Dennis Day show, Singin' Sam, Roy Rogers.

**BEST NEW LOCAL PROGRAMS:** "Company's Coming" and "Jamboree."

Perhaps you'll want to argue about some of the above. If so, we'll be delighted to hear from you.

—WOW—

### BEWARE OF PHONIES . . .

During the past few months several WOW listeners have been victims of "phoney" prize-award calls. Two ladies were told they had won automobiles. Two others were told (all by telephone) they had won large cash awards.

Obviously, this is all very embarrassing to WOW, and it could be that's the reason these phonies are operating. Then again these calls are often made by practical jokesters who have a bum sense of humor.

If anyone advises you by phone that you are a prize winner be sure to get full information—name of program involved, time it was on the air, station, sponsor and especially full identification of person notifying you. If you ask all these questions you'll probably trap the "phoney" in the act. If the call still seems genuine, telephone WOW immediately. If the award is genuine, WOW will no doubt know full details.

## Truer Words...

The Richest Man  
Cannot Buy For  
Himself What The  
Poorest Man Gets  
Free By Radio!

—DAVID SARNOFF

## 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

The great Apostle Paul said of himself, "Forgetting those things which are behind. . ." If we start the New Year right, we will do well to remember his determination to forget the things which are behind to go forward to new achievements and attainments. It will be necessary to forget not only our successes, but our failures. Forgetting is an art. We all need to cultivate it. But as we look forward to 1947, we realize that there are some great tasks which will confront our nation, and that means all of us.



Rev. R. R. Brown

All nations face the task of re-establishing confidence in governments. We have had enough of rule by men instead of by principles. Power-seeking individuals or self-constituted minorities can not be favored if we are to bring chaos out of our present confusion. The world is getting weary of debates of incidentals and diplomatic scheming for advantages politically and economically, and they are ready to demand that humanity be given consideration so that peace will speedily come.

Next, there must be a restoration of peace between capital and labor. The employer must see the hired hand as a partner—not merely as an industrial slave. The good will of this partnership will be industry's greatest asset. The employee must learn that he cannot deny the investors profitable returns and have a normal economic condition. Furthermore, that he can not expect wages and not give a fair return in labor. Society will have to face reality if it is going to emerge from 1947 stronger and better than it now is.

We cannot continue to violate the laws of morals and not reap a harvest of despair.

We cannot continue to make a joke out of home and marriage, or feed the minds of this generation with risqué stories and pornographic literature, glorify intemperance, and boast of our independence of religion and not commit moral suicide.

The Church must begin 1947 with a determination to be more creative and dynamic in its leadership. The ministry in the Church can not con-

tinue to be occupied with institutional and organizational work to the neglect of the proclamation of the great truths of the Bible. The supreme task of the Church is to win men to Christ. In 1947 we should have a great spiritual awakening of the Church if the Church is to contribute to the restoration of God-consciousness, which means the bringing back of spirituality, new moral tone, and Christian ethical standards to the life of the nation. Let us forget and press on to these and many other great responsibilities.

To WOW, the News Tower readers, and the listeners to our Sunday Morning Chapel Service, we wish you all a Happy, Blessed New Year.

## C-H-A-T-S With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK!  
MAY I COME IN?

Hi, neighbors, Happy New Year to everybody, everywhere. May 1947 make all your dreams come true.

If it's the pot of gold at the end of the rainbow, I hope it shows up for you.

There isn't time today for me to wax poetical or talk about such lovely things as rainbows and pots of gold. I must discuss the business of the moment with everyone who participated in any way in, what we call, Christmas adoptions.

First there comes a message of gratitude from my heart to all the fine neighbors who took hold of the situation so admirably and saw to it that the wish of my heart was carried out and every shut-in, every Silver Mother and Silver Dad were adopted at Christmas time to have one or more of their wishes come true.

I have no doubt that everyone of our shut-in members and elderly ones had a grand Christmas. Each of them had one wish granted and some had all three wishes supplied. That part of the game was out of my hands for when the name of a shut-in was sent out upon request, the three wishes of that person were sent along. Quite often the good



Aunt Sally

neighbor would write back immediately to say she was happy to take care of all three wishes of the one she was adopting. Now what could this Santa Claus do in a case of that kind but sit back and smile knowing that one member of my big family would be unusually happy?

I have a secret joy in my heart when I hear that a bed has been piled high with packages and cards stacked upon the table.

How can I express in mere words my thanks to all of you listeners and old time friends who stood by again and helped bring so much happiness to those who sit behind wistful windows. I am truly grateful.

Now tell me please you should receive a note of thanks from your shut-in by January 15. Some of our members are unable to write but most of them should have written to you by that time about the package they received.

And now a message to my dear children, young and old. I know you had a wonderful Christmas and I want to hear all about it. I want to know what you received and just how happy you were about everything but keep your letter down to not more than two pages please.

Now before you write to me I would like to know that you have sent a note of thanks to the person who was so kind to think of you and endeavor to make you happy. All letters of thanks should be sent by the 15th of this month. This is important. If you are unable to

(Continued on page five)

## 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.

### THANKS, PAL

New York, N. Y.—Since January, 1946, I have been subscribing to the WOW News Tower Magazine. I hereby wish to congratulate you and your staff for such a swell paper. You are rendering real public service, especially in the last two issues by publishing the program schedule of all the networks. Even though we can't hear your (local) shows here in New York we still enjoy the WOW News Tower immensely. By the way I heard your program a few months ago on NBC's Saturday Showcase and I recorded it on my recording machine. Whenever friends drop in I am proud to play it and they all agree it's showmanship at its best. Enclosed is money for a renewal for another year. Best of luck to you and your staff.

MAX ENGEL.

### —WOW—

### ONE FOR MAL

Waverly, Neb.—Been wanting to write for some time and tell you how much we enjoy that complete farm program every morning at 6:30 with Mal Hansen. It's what we've wanted for a long time and Hansen is a good guy for the job too.

IVAN ALTHOUSE.

### —WOW—

### ONE FOR WARING

Hartington, Neb.—The two special Fred Waring Christmas programs were the most beautiful programs I have ever heard on the air.

I used to listen every morning without fail to another network show at 10 a. m., but now I am a confirmed Waring fan, and I never miss one of his programs.

I hope Mr. Waring's "A Christmas Story" was recorded. What a wonderful idea it would be to give it in recorded form to every church and school in America! I'd give most anything to own such an album myself.

MRS. FRED WILLIAMS.

Note: Thanks for the kind words. Your letter is being forwarded to Mr. Waring along with many others who agree with you.—The Editor.

# NBC "OLDSTERS" ARE 1946's BEST!

## They Seem to Improve With the Years

By HAROLD STORM

WOW begins 1947 carrying the lion's share of the most popular network programs—both nighttime and daytime.

The miracle of it all is that its been true for years and years—and these programs continue to hold and increase their popularity.

The most popular nighttime network shows include:

1. Fred Allen
2. Jack Benny
3. Bob Hope
4. The McGees
5. McCarthy
6. Lux Theater
7. Phil Harris
8. Winchell
9. Red Skelton
10. Amos 'n' Andy
11. Screen Guild
12. Mrs. D. A.
13. Burns and Allen
14. Duffy's Tavern
15. Take It Or Leave It.

These are taken from the National Hoopers for the last week in November. As of now the top two or three may change slightly, also the last program or two on the list, but essentially this is the way the weekly list has looked for many months, with 11 to 12 of the "top 15, NBC shows, all carried by WOW.

The day-time picture is limited by Hooper (same period) to the "Top Ten" and here it is:

1. Backstage Wife
2. Right to Happiness
3. When a Girl Marries
4. Young Widow Brown
5. Life of Helen Trent
6. Breakfast in Hollywood (part one)
7. Just Plain Bill
8. Stella Dallas and Aunt Jenny (tied)
9. Breakfast in Hollywood (part two)
10. Portia Faces Life.

The regular WOW daytime listener will see at a glance that seven of these programs are WOW programs, one (in two parts) is on another net, and a third net carries two.

It is a real miracle the way some NBC programs stay on year after year and yet increase in popularity. Take the Jack Benny show, for instance—15 years in radio, always on NBC, always at or near the top of the list. And who will deny that Benny's show this season is far and above the best its ever been!

Among those other so-called miracles which can be pointed to at this, the beginning of 1947, is that of Fred Waring and his music. In June, 1945, NBC began an experiment in providing top nighttime talent for daytime listeners by booking Fred Waring and his Pennsylvanians, long a radio evening feature, in a morning spot. In December the Motion Picture Daily's annual "Fame Awards" recognized the Waring show as radio's best daytime program. Now in December of 1946 again the program rated the same distinction from the Daily. Not only has Mr. Waring turned in a revelation in daytime listening, he also went overboard to produce an evening show which was used to replace the high-Hoopered "Fibber McGee and Molly" show for Johnson's Wax during the summer.

Speaking of Fibber and Molly, here again is a team to which the industry bows as one of the all-time greats. Countless recognitions have been tossed their way—best commercial program and best comedy team in the 1945 Motion Picture Daily poll—best comedy team in the 1946 voting, same poll, many others and of course, best of all for them, the listeners choice, indicated by one of the consistently top Hoopers in the country.

(Continued on page 5)

## Stars In New Mid-Winter WOW Shows

### STAFF STUFF

By JEAN & STORMY

**WASH THE SLATE**—turn the hour glass over. That new kid in the front row is "your boy." He's 1947 and the way he turns out is entirely up to you! Your WOW staff has been right in the middle of some mighty important events that have taken place during the past year but judging from all the signs, some startling developments are in the mill for them and for this fascinating business of radio in 1947.

**HOLIDAY COMMUTORS**—a few of the staff made out-of-town trips over Christmas. Elinor Dillman spent several days with her folks who live in McCook. Dorothy Balle helped Santa out for the little Aalfs in Sioux City and Viola Baish rode the bus to Spencer, Iowa for a visit with her folks, returning Christmas night. The longest jaunt was made by Frances Farnsworth—Franny spent her holiday with her parents in Riverton, Wyo.—that's 850 miles from Omaha. It was her first trip home for a year. Wilma Swatek spent hers in Plattsmouth.

**SUFFIXES**—can cause more confusion—and there are some sort of grammatical rules that govern them too—but not this kind. You see, last issue of the News Tower introduced you to Elaine "Jabenek." That was wrong. It is Elaine Jabenis. We are sorry, Elaine. Speaking of introductions, Aunt Sally has a new helper. She is Genevieve Worthing and has been doing a great deal to take the terrific Christmas-time load off Sally's shoulders.

**SNOW AND COLDER**—and the termination of the hunting season has put an end to staff "gun-totin'" but there was one incident which must be mentioned. Lyle DeMoss and good friend Doc Kenny went duck hunting . . . borrowed a blind because a broken boat-oar prevented crossing the river . . . water had receded leaving no place for decoys but on dry land . . . temperature, low . . . wind velocity, practically a thousand miles an hour . . . no ducks flying—and to cap the climax, after all day of this, the unhappy pair returned to the car Lyle placed his gun on the ground and Doc accidentally backed the car over the barrel. Now instead of going hunting, DeMoss says he's out to "round up" a few ducks.

**THE YOUNGER SET**—feature prominently in this month's Staff Stuff. Ray Olson's little daughter of 2 years took a pretty bad spill down the basement steps last month. So hard, in fact, that she fractured her skull—don't worry tho' she's coming along fine. Good news too from the DeMoss household. Bobby is up and around again after six weeks in bed with rheumatic fever. Bob Wiseman had an emergency appendectomy but is back in the swing of things again. All the rest of the "staff kids" are in fine fettle, producing the usual amount of sly sayings and display of talent.

**RESOLUTIONS**—we must have. George Bernstein, WOW Sports News-man, despite his wife's serious illness, resolved to keep grinning and doing the very swell job that he always has done . . . Russ Baker to become industry's best television producer . . . all the guys and gals on the staff to do a bigger and better job to bring you the finest radio in the country . . . and resolved to a better "Staff Stuff" are

JEAN and STORMY.

—WOW—

### STERN RENEWED

The Colgate-Palmolive-Peet Company, Jersey City, N. J., has renewed the "Colgate Sports News-reel" on the National Broadcasting Company for 52 weeks (Fridays, 9:30 p. m., WOW).



Vivacious Beryl Vaughan, plays opposite Olan Soule, in the new feature "Grand Marquee" which will be heard on WOW via NBC on Thursdays at 10:30 p. m. for Rayve Shampoo. This dramatic feature was a summer substitute for the "Amos 'n' Andy" show.



Comic Eddie Foy, star of the revived "Red Mill" on Broadway, replaces Edward Everett Horton as a regular star of the Kraft Music Hall (Thursdays, 8 p. m.) on January 1. He's one of the seven offspring of the famed vaudeville comic, Eddie Foy, Sr.



The young film starlet Catherine McLeod will get her big radio opportunity on a future "Skippy Hollywood Theater" drama, new series (Tuesdays, 6:30 p. m., WOW). Apparently she's a Skippy Peanut Butter fan, as well as a talented dramatic actress.

### Old Friends at Bergen Birthday

Celebrating their 10th anniversary on the airwaves, Edgar Bergen and Charlie McCarthy have invited Dorothy Lamour, Rudy Vallee, Don Ameche and Nelson Eddy to join in the festivities, Sunday, January 19 (NBC, 7 p. m., WOW). The four guests were on hand 10 years ago to wish Edgar and Charlie luck on their initial broadcast.

Consistently one of radio's top-ranking programs, the Bergen-McCarthy combine was introduced to the kilocycles by Rudy Vallee, NBC star, who has been instrumental in bringing so many talented—but unsung—entertainers to recognition and stardom.

—WOW—

### THREE RENEWED

Standard Brands, Inc., New York, has renewed for 52 weeks its three National Broadcasting Company programs, "One Man's Family" (Sundays, 2:30 p. m., WOW), the "Chase and Sanborn Coffee program starring Edgar Bergen and Charlie McCarthy" (Sundays, 7 p. m.) and "The Fred Allen Show" (Sundays, 7:30 p. m.).

### 10 TOP TUNES

The dashing "Mayor of South Omaha," Morton Wells, WOW's musical director, again sticks his neck out by attempting to name the "Ten Most Popular Tunes of the Year."

No doubt you will disagree with his selections, but remember more folks have danced to Mortie's music in these parts in 1946 than to all other bands combined, and he should be an authority.

Anyway, here's Mortie's selections:

1. "Let it Snow, Let it Snow"
2. "Sioux City Sue"
3. "Personality"
4. "Prisoner of Love"
5. "Day by Day"
6. "I Can't Begin to Tell You"
7. "The Gypsy"
8. "Doin' What Comes Naturally"
9. "Oh, What It Seemed to Be"
10. "To Each His Own."

Mortie said it was pretty hard to leave out "Five Minutes More" and "Surrender."

If you think Mortie's judgment is punk write to him and let him know!

### Skippy Salesmen Hear New Show

Climax of an all-out campaign by the Skippy Peanut Butter Company to further strengthen the powerful advertising support given its product is a new "Skippy Hollywood Theater" which took to the air Tuesday, December 31, 6:30 p. m., on WOW. Replacing C. P. MacGregor as producer of the new Skippy Peanut Butter series is Les Mitchel, director of network favorites such as "Masquerade," "Dreft Star Playhouse," and "Lucky Strike Hit Parade." Top-flight screen names, including Lynn Bari, Adolphe Menjou, Nigel Bruce, and Margo, have been signed to star in original radio plays written by dramatists of "Lux Radio Theater," "Screen Guild," and productions of similar calibre.

William Sachse, president of the Eldridge Brokerage Company, Skippy distributors, and his staff were guests of WOW at a luncheon recently when the first program of the new Skippy series was auditioned.

—WOW—

Cliff Soubier has joined the cast of the Ma Perkins program in the role of Clay Bryant.

## A Horn! A Horn! My Kingdom For a Horn!

A good many young men are torn between two desires when it comes to the selection of a life work—but it isn't often that the choice is to be made between a horse and a horn.

Morton Wells, musical director of WOW, found himself in just such a position when he graduated from high school. Mort's grandfather was a prominent horse fancier and from the time his young grandson was old enough to be around the stables the old gentleman insisted that Mort was the one to carry on in the business of raising horses. As much as Mort loved the beat of a horse's hoofs however, it was the "down beat" that finally got him and started him on his musical career.

Morton Wells was born in Omaha. He attended South High where he organized his first dance band—the "Joy Boys"—(two of the original group still play with his band). Upon graduation from high school, he entered Omaha University. He was a student at Omaha "U" for just half of the semester, then the "bright lights" got in his

eyes and he left school to join Paul Specht's band in New York City.

After three years with Specht's outfit, he joined a fellow (then unknown), by the name of Orrin Tucker. He stayed with Tucker for



MORTON WELLS

seven years as featured vocalist and first trumpet player.

Two of the many highlights of this seven years was a 47-week stretch on the "Hit Parade" and making a picture at Paramount. In 1941 Mort came to WOW as a featured vocalist with the WOW station orchestra then under the direction of Fred Ebener. He became musical director for the station when Fred left for the army. In 1944 Mort himself went into the service and was placed in charge of a Treasury Department band. This same band, under Mort's supervision appeared in 26 television broadcasts. Just before release from the navy in 1945, he was with Meridith Wilson in the Armed Forces Radio Service.

Mort Wells comes by his music aptly enough. His father was a trumpet player, his mother plays the cello, a sister the piano and a brother the saxophone. There was a "family" orchestra for many years—and Mort got his first taste of radio years ago playing on a small local station.

(Continued on page 7)

# WOW'S "1946 Parade" Passes in Review

Winner... Grocer... Eleanor

## WOW "Diary of 1946" Shows Fine Record

Mauler... "Oldsters"... Forum



A bride of six months, Mrs. Sundstrom was "thrilled to pieces" when she learned that her husband, Frank Sundstrom, a medical student under the GI Bill at University Hospital had won them a new Chevrolet in Raleigh Cigarette's "Car a Day" contest.

**JANUARY**—WOW News Tower carried resume of 1945—one of the most eventful years in American history . . . NBC newsmen made 1946 predictions . . . Ray Clark made series of talks on his "top ten" news stories of 1945 . . . Omaha medical student won new Chevrolet in Raleigh Cigarette contest—Frank Darwin Sundstrom, lucky ex-GI . . . Betty Crocker film, "400 Years in Four Minutes," was shown to Women's Groups . . . WOW helped GI locate "missing" mother of dead buddy . . . WOW staffers returned to station—Jimmie McGaffin, Horace Hamacher and Harold Baker back from the wars . . . Bill O'Hollaren joined staffers as new continuity chief . . . 18 big NBC shows renewed on WOW for 1946 . . . WOW saluted 1945 radio great—Ray Clark and Ray Olson stand-outs.



It was the old Manasa Mauler" who turned out to be "Mr. Hush" on Ralph Edward's "Truth or Consequences" show. An Arkansas sailor identified Jack Dempsey's voice, it will be remembered, and won himself prizes valued at several thousands of dollars. Here Jack squares off with Tom Dailey, WOW Sports Editor.

**FEBRUARY**—NBC programs and personalities, all heard on WOW, won 14 of the 24 firsts in Radio Daily's All-American Certified Poll . . . Three WOW listeners won \$100 Victory Bond, each in the "I don't like Jack Benny because . . ." contest . . . Fred Waring was signed for a year's sponsorship by American Meat Institute for two days a week . . . WOW president, John J. Gillin, Jr., was re-elected director for the 10th district of the National Association of Broadcasters . . . WOW Office Manager, Al Larson, came back from the army . . . NBC's Red Skelton was discharged and returned to the air . . . 28 WOW folks won awards in Bob Hope jeep contest . . . New comic hit the popularity jackpot—"Senator Claghorn" rose to fame on "Fred Allen Show" . . . Jack Dempsey turned out to be "Mr. Hush" on "Truth or Consequences" show—sailor won prizes valued at \$10,000 . . . Planter's took sponsorship of Ray Clark's "Noonday Forum."



Lyle DeMoss turned grocer for a new series, "Meet Me at Hinky-Dinky." Here the popular emcee conversed to great length with Miss Patty McGrath about the youngster's shopping for mother at the Hinky-Dinky store.

**MARCH**—Lyle DeMoss turned grocer to present "Meet Me at Hinky-Dinky" over WOW . . . Two new locally produced morning shows started airing over WOW—"Jamboree" and "8:07 Special" . . . Fibber McGee and Molly started their twelfth year on NBC and WOW . . . Two more of the "boys" returned—Dick Peck and Bill Dunbar, both engineers . . . Cities Service Company began their 20th year on WOW . . . Congress considered Lea bill to "slap down" Caesar Petrillo, music czar . . . WOW broadcasted press conference from National Farm Institute—Henry Wallace and Clinton P. Anderson were quizzed on the air by newsmen . . . WOW expanded their market service, added commodity reports to the service . . . Standard Oil Company took over sponsorship of "Highlights and Sidelights of the News"—and Wesley I. Nunn, Standard Oil's advertising director was in Omaha for an impressive launching.



Four of the five WOW members of the "Twenty Year Club" were present when congratulations were offered to President John J. Gillin, Jr., on WOW's 23rd birthday April 2. They are Lyle DeMoss, Bill Wiseman, Tom Chase, and Mr. Gillin himself. Bill Kotera, chief engineer is the fifth 20-year veteran.

**APRIL**—WOW made public its Television plans—Joe Herold's report to Gillin claimed the move to be closer than people think . . . A survey by the National Opinion Research Center showed that 8 out of 10 people in the United States believed that radio was doing a good job for the community . . . WOW listeners changed their listening habits due to "time change" . . . Five members of the WOW staff were designated as members of H. V. Kaltenborn's "Twenty Year Club" . . . Bill Stern was chosen America's "Favorite Sport's Announcer" in Billboard Poll—many other WOW-NBC stars won recognition . . . "Mystery Chef" returned to the air as a morning feature over WOW . . . John Alexander, KODY manager, was honored by being the only radio man in the state to receive the war bond medal . . . Tom Dailey broadcast the U. S. Hockey League playoffs . . . WOW began its 24th year "in public interest."



The "Noonday Forum" with Ray Clark enjoyed many celebrities as guests in 1946. Former first lady Eleanor Roosevelt was among those interviewed during the year by Clark.



Everett Mitchell, "Voice of the Dairy Farmer" travelled to Omaha for an impressive send-off for the Dairy Month promotion. Here "Ev" is interviewed by Ray Clark and Mal Hansen.

**MAY**—Ray Clark interviewed Eleanor Roosevelt on the "Noonday Forum" (Continued on page 6)

# "GIVE SPONSOR A BREAK"...SKELTON

## "ON THE BACK FORTY"

with

**MAL HANSEN**

WOW Farm Service Director

This is not a column about New Year's Resolutions. Not that we aren't vulnerable to them . . . or that we don't need a good, long list. It's just that we don't believe it does much good. In fact, this column will offer one year's subscription to the News Tower for the first reader who writes offering adequate proof that he or she makes and keeps New Year's resolutions faithfully. That person should go into some hall of fame. And we'll dub him "Strength of Character for 1947" or some such title. Why not? We've got titles for everything else.



Mal Hansen

Is your Christmas tree down yet? In our home, that's one of the sad moments of the year. For the first time in years we're living in a house with a high ceiling so we broke the bank for a large tree. Which leads me to wonder how many farmers this year were able to supply a Christmas tree from their own farm. Not many, we wager. But if you have to pay two or three dollars for a tree, maybe it wouldn't be bad to grow a few Christmas trees . . . better yet, it might be a project for the children. Then when they move off the home place to town and 1960 rolls around, you can coax them back to the home farm to chop down that Christmas tree they planted in 1947.

When I was a youngster, we started on a vast Christmas tree venture one year. We vacationed in Minnesota, the land of lakes and pines. We decided to import a few of those pines and spruce to Iowa. We had a lot that needed trees. (This was in the days before there were laws about such things.) So Dad and the kids found tin cans and every sort of container imaginable. We dug up about 200 or so prospective Christmas trees and transported them south 600 miles. From those 200 trees, just one is growing today. The one that survived was sickly. We put it in the shade because it wasn't worth the sunlight. All of those in the sun had too much heat. But that one tree that survives brings us many memories of those Minnesota lakes, so it was worth the effort.

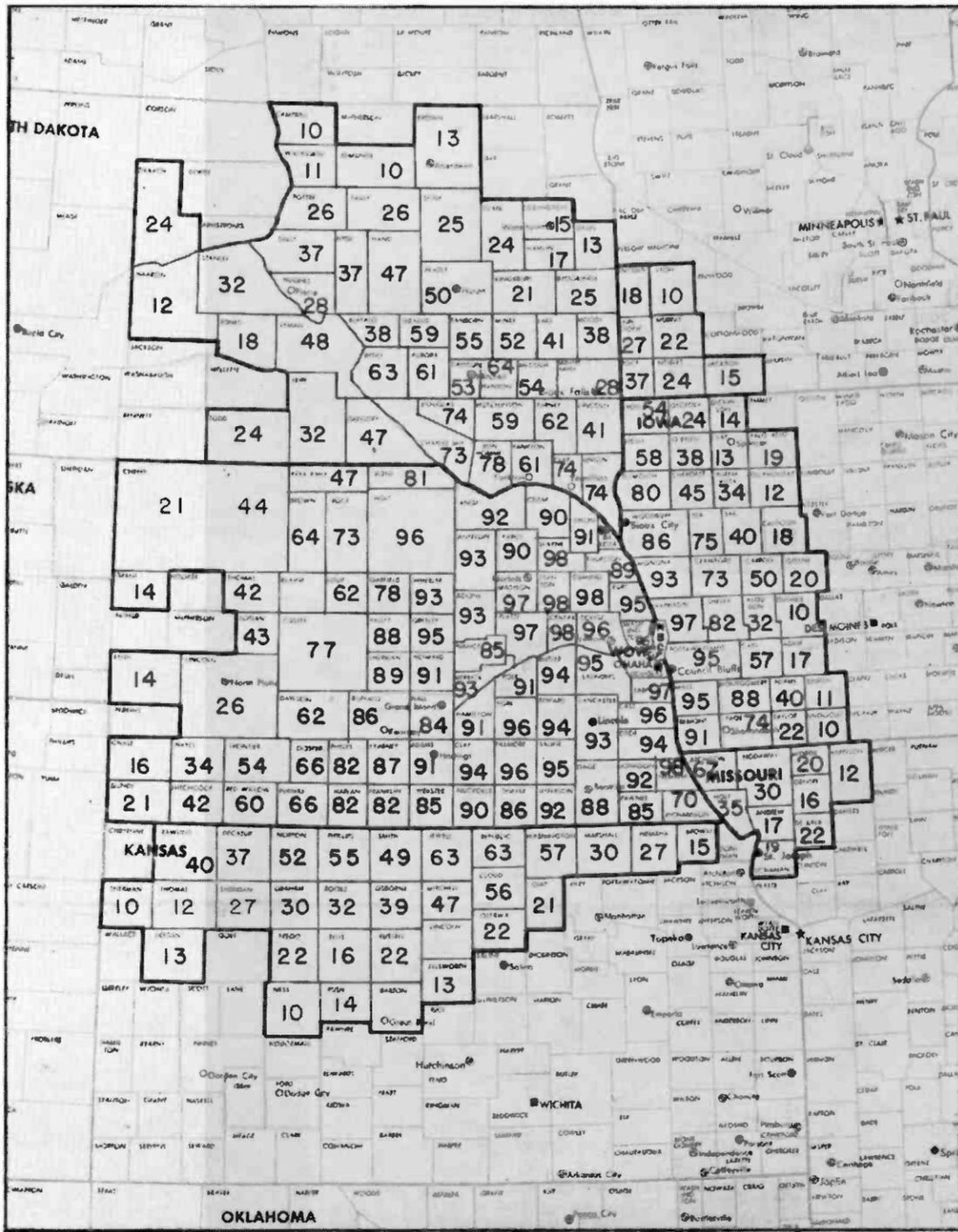
### Vacations

Farm people usually don't find the time to vacation in spots like Minnesota. Largely because those northern wonder lands are most agreeable in the summer months when the farmer can ill afford to leave the home place. Its winter months when the farmer can get away from home if he doesn't have too much stock around the place or if he's got a dependable hired man, son or neighbor. So for a good vacation, the farmer must travel south. We've heard of a few farmers going to Florida and California this year now that travel restrictions are off and times are good. Of course it's a bit expensive . . . but the only trouble is that when vacations are cheap, there isn't much money around on which you can take a vacation . . . so you can't win.

But it's our impression that farm people take too few vacations. The city cousin manages to get a couple of weeks off, why not the farmer? A lot of mid-west farmers went to San Francisco this year for the Farm Bureau convention. That's a good idea. It gives one a good excuse for a vacation. It's like the weekly livestock auction in the home town. It gives the family an excuse to go . . . even if Dad doesn't do anything but look when he gets to the sale.

We've noticed something new in

## DENSITY OF WOW'S NIGHTTIME "BMB"



### BMB GIVES WOW 437,670 NIGHTTIME FAMILIES

The Broadcast Measurement Bureau Credits WOW with 437,630 nighttime families. These are families who listen in 205 counties, 34 in Iowa; 29 in Kansas; 7 in Minnesota; 9 in Missouri; 78 in Nebraska; and 48 in South Dakota at least once a week.

BMB (the industry's official measuring agency, supported by AAAA's, ANA, and NAB), credits

WOW with 90% circulation in 44 counties; 80% or more in 64 counties; 70% or more in 76 counties; 60% or more in 90 counties; 50% or more in 106 counties, and 10% or more in all 205 counties. Detailed breakdowns by counties are available at any or all of the nine levels. (WOW's daytime circulation picture was covered in the December News Tower and details are available free.)

farm life. When reading a farm magazine the other evening, we came across a 4-H girl who won an important championship with a baby beef. And now the youthful farmer-ette is endorsing a well known breakfast food in advertisements. So 4-H-ers are now such important personages that they recommend products just as the ball players recommend cigarettes, and the society debutantes suggest the proper soap. Our first question was, "How will the 4-H officials feel about the club members going commercial?" So we read the advertisement a second time. There's no mention of 4-H clubs in the article so the girl and the company are playing safe.

### ? 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. "1/47" means January, 1947. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

### OLDSTERS BEST

(Continued from page 3)

There are many "standouts" to which radio as a whole pays tribute as it looks back down the 26 years of its history. And along 19 of the years the name of Cities Service. Since February 18, 1927 this sponsor has been on NBC and WOW. When the program went on the air NBC was just three years old. WOW itself had been on the air but four years, thus the Cities Service program is almost as old as radio.

Another of the "oldsters" and an all-time popular dramatic show is Carlton E. Morse' Sunday afternoon "One Man's Family." Fourteen years ago Morse discovered the formula for writing realism into a radio show and for telling the story of life as it really is to the average American family. In the years, the Barbour family has grown from a scant half dozen to fourteen. Five of the original cast still appear on the program. All of the acting is superb but much of the credit, radio agrees, goes to Carton E. Morse for his splendid writing and a fine job of production.

### Boys Town Choir

#### On NBC Network

Father Flanagan's famous Boys Town choir, which recently returned from a nation-wide concert tour of leading music halls throughout the middle west and east, was heard in a special Christmas Eve broadcast over a coast-to-coast network of NBC stations, direct from the Dowd Memorial Chapel at Boys Town via Radio Station WOW, Omaha.

The Boys Town choristers, under the direction of the Rev. Francis P. Schmitt, were heard from 11:03 p. m. to 11:15 p. m. Omaha time, immediately following the singing of "Silent Night" by Helen Traubel, Metropolitan Opera star, which has become a traditional Christmas feature over the NBC network.

—WOW—

The Wildroot Company, Buffalo, N. Y., has been named by Metro-magazine "the most progressive sponsor in radio" for its sponsorship this year of the King Cole Trio on the National Broadcasting Company and its sponsorship last year of the Woody Herman band

## "Commercials Are Truly Worth Hearing"

A deluge of telephone calls, telegrams and letters has swamped NBC since Red Skelton's broadcast

this week (December 10), asking for copies of the comedian's talk on radio commercials. Here it is, written by Skelton himself (NBC, Tuesdays, 9:30 p.m., WOW).



Red Skelton

"At this point, ladies and gentlemen, you usually get Rod O'Connor and a commercial, but tonight, at my own request, you get me. I've had something on my mind for a long time and because it's on the level, I hope you'll listen.

"While I was in the army I had a chance to talk to a lot of fellows about their likes and dislikes on various shows and products, and I might add they didn't pull any punches. Then when I got out of service, I took my list of 'beefs' and paid a visit to our sponsors and advertising agency.

"First on my list came the commercials. At one time or another we've all complained about radio commercials. They were too long. They should be eliminated entirely. Something had to be done about them. We've even been guilty of turning off our sets till the show started again. And since the commercial spot on our show has never been a part of my job, I've been one of the biggest squawkers.

"But I've changed my mind.

"In everything, turnabout is fair play. I'm convinced that our sponsors, in fact all radio sponsors, have a case. It stands to reason that without you folks who do the buying, there wouldn't be any products. But have you ever thought of the time, effort and money spent yearly to hold your approval?

"Believe me, with general costs and competition so high it amounts to plenty. For example, hundreds of thousands are spent yearly on radio entertainment, and in return for their (the sponsors) efforts to please you, they are permitted to use 3 minutes of every half-hour radio network time to tell you of their product.

"The long commercial that we hear on every nighttime show never exceeds 1 minute. The balance of their time is used for quickies. And the other 27 minutes is turned over to you in the form of free entertainment. When you stop to think of it, 3 minutes isn't very long. Yet we kid about it—we get annoyed.

"Not one request that I presented to our sponsors was thrown out. Every single one has been discussed and tried. Your request for good music brought newcomer David Forester and his 32-piece orchestra to our show; and our singing star—one of the best—Anita Ellis; and the loveliest of grandmothers—Verna Felton.

"Meantime, when you hear a commercial, pay that sponsor the courtesy of listening. They're only permitted a few seconds, and what they have to say is truly worth hearing. Let's give all sponsors a break. It's the cheapest box office admission in the world for good entertainment.

—WOW—

### YOUR AUNT SALLY

(Continued from page 2)

write I am sure some member of the family or a friend will be glad to do the task for you.

There is still much to do with our holiday mail but we hope to have everything in order by the first of next month so that we can really pay attention to all of our members and friends who have been so wonderful to us.

With all good wishes to your house from my house!

'Bye for now,

YOUR AUNT SALLY.

# WOW'S "1946 Parade" Passes in Review

Jockey...Plowman...Execs

Greatest Year  
"In the Public  
Interest"

Television...Ditto...Bride

(Continued from page 4)

Forum" . . . Fred Waring readied a big nighttime show as a summer replacement for "Fibber McGee and Molly" . . . Rev. R. R. Brown, Pastor of the WOW World Radio Congregation was presented with a "mike" made entirely of coins for his twenty-third anniversary on the air . . . Voluntary Nurses Air Corps capped Announcer Thomson Holtz as a "Bed Pan Commando" . . . Chief Engineer, Bill Kotera published an article, "How to Tune Up Your Set" in the News Tower . . . Tech High Bobby Soxers started a "Mort Wells Fan Club"—elect Wells their own "Hubba-hubba man" . . . Congress passes the Lea bill . . . Happy Cowboy Slim Everhart joined the WOW musical staff . . . Red Foley joined the cast of "Grand Ole Opry"—WOW-NBC . . . A recap of sponsor spending showed that \$564,250 a week was being spent for WOW net shows . . . Male members of WOW staff participated in pie baking contest—Tom Chase named winner . . . NBC-WOW stars led popularity poll conducted by the Milwaukee Journal.

JUNE—Mal Hansen joined the staff of WOW as director of the station's new Farm Service Department . . . Everett Mitchell, "Voice of the Dairy Farmer" came to Omaha for the kick-off of the Dairy Month Promotion . . . Bill Stern delivered the Commencement Day address at Boys Town . . . Summer replacement shows began showing up on the broadcast schedule . . . Directors of the NAB, including WOW president John J. Gillin, Jr., had a confab with President Harry Truman at White House . . . Falstaff signed for sponsorship of the Ak-Sar-Ben races . . . NBC Niles Trammell decried U. S. bureau control—said, "Let listeners censor radio" . . . Nebraska Agriculture leaders met new WOW Farm Director, Hansen at dinner in Lincoln . . . Standard Oil agreed to sponsorship of Nebraska football games with Tom Dailey over WOW, KODY and KGKY . . . Bob Hope was in Omaha—Betty Cox named "Cinderella Girl" and appeared with Hope at Ak-Sar-Ben show.

JULY—WOW issued 72 "Extra Hooper Bonus Checks" to sponsors, stars and ad-men for a higher WOW-Omaha rating than the national average . . . Judith Waller, director of NBC's central division public service represented the network at Creighton University's Radio Education Institute in Omaha . . . The Kraft Music Hall renewed for another year on WOW . . . Joe Herold, WOW Chief Technical Advisor broadcasted a series, "The Truth About 'FM' and 'AM' Radio" . . . Bulova watches were given as additional prizes on Listerine Toothpaste's "Nebraska-Iowa Quiz" . . . WOW Special Events Crew covered the "World's Fair of Aviation"—Ray Clark blacked-out during a broadcast from a XP-51 jet—crew made scoop broadcasts of two crack-ups . . . Mal Hansen visited outstanding farm events . . . Ray Clark received citation from U. S. Navy for work as a Foreign Correspondent . . . WOW "counted ears" in seven outstate cities with area survey . . . Mal Hansen originated farm broadcasts from harvest areas . . . Willie Bailey was champ jockey at Ak Race Meet.

AUGUST—WOW staged "Fun Night" at Fremont 4-H Club Fair . . . Joe Herold answered more FM-AM questions . . . Ray Clark gave away sponsor's products during his "Man On the Street" broadcast . . . WOW broadcasted atom bomb series, "Fifth Horseman" . . . NBC sent six top-notch correspondents to Paris to cover the 21-nation peace conference . . . Broadcast Measurement Bureau issued 1946 radio family figures . . . Mal Hansen set up two new five-minute weather features over WOW . . . Staff members traveled to Iowa

(Continued on page 7)



Wee Willie Bailey, champ jockey at Ak-Sar-Ben's spring meeting was the winner of the Falstaff Trophy presented last day of the races by Charles Schmidbauer, Omaha Falstaff Manager. Wee Willie is pictured above with Tom Dailey at the microphone during the presentation ceremonies.



Ezra Neben, a farmer from Murdock, Neb. was selected by the state conservation service and sponsored by WOW as the Cornhusker entry in the Corn Belt Plowing Match at Knoxville, Iowa. Mal Hansen chatted on the air with Neben just as he completed his contour in the contest.



The men behind the Standard Oil broadcasts of the Nebraska football games are Wesley Nunn, Advertising Director and John Hay Omaha division manager. Mr. Nunn (looking over Herb Lee's shoulder) and Mr. Hay (extreme right), discuss another Standard Oil program on WOW, "Highlights and Sidelights of the News" with John Leslie and Herb Lee.



Many WOW staff members went to Des Moines for the Iowa State Fair—particularly interested in visiting the television exhibit. In the picture, WOW Engineer Al Maller mans the camera while RCA Production men are interviewed for a "Forum" broadcast by Ray Clark.



Another first for WOW. It was announced that the station's television equipment was to be installed at Creighton University and that WOW's extensive experiments were to be carried on from there. Typical scene in the WOW television laboratory shows Miss Dundis, before the camera.



On December 2, wedding bells rang for WOW's Betty Cox, popular songstress on "Company's Coming." Betty was the "Cinderella Girl" selected by Bob Hope and appeared in the Hope show at Ak-Sar-Ben in June. The groom, Capt. Edward Purdy helped his bride cut the wedding cake as Louise Seidl, WOW harpist, who was maid of honor, stood by.

# "PUBLIC SERVICE" ON WOW IN 1946

## THE SPORTS EYE

By TOM DAILEY  
WOW Sports Editor

Hy'ya Good Sports!

What did you bring along with you, Mr. 1947? I mean, for the sports world?

"Well—here's a nice, shiny quarterback for Bernie Masterson—and he'll be every bit as good as Frankie Albert or Bob Waterfield. And I also brought him the Big Six football title."



Tom Dailey

Let us trust, little man—that you're not kidding. How about things for other people?

"Oh, there are lots of nice gifts here in the '47

bag. For instance here's one for Mud Bruneteau of the Omaha Knights. It's the Northern Division title in the U. S. Hockey League. He should appreciate that, especially after the hard playoffs they'll endure."

That's O. K.—but how about the final league playoff against the Southern Division. Did you bring that for Omaha too?

"Nope. They gotta work for that one. Besides, I think you would like to broadcast a game or two from the new Will Rogers rink in Fort Worth. Right Dailey?"

Sure I would. And it could be, too. What's that you've got there in the green package?

"It's for a fellow named Bert Murphy. Mr. '46 passed the word along to me from way back to ol' man '89 of the good work he has done in sports around these parts. And I'm instructed to give Uncle Bert good health and happiness for the year I hang out around here."

Well, I know he'll appreciate it. We have lots of good people in sports around here Mr. '47. Ever heard tell of any of the others?

"Oh yes. I have a list here. I want to bring good fortune to such people as Eddie Hickey, Skip Parrang, Clink Clair, Eddie Lawler, Dave Noble, John Goodman, Stanley Davies, and all the other people of sports who have meant so much to this territory. I understand I'm stepping into one of the years of the Golden Era. What does that mean?"

It means something like a boom in sports. Big crowds, great contests, scalping of Annie Oakleys.

"Who's she?"  
That's another name for a ticket. Oh, you'll learn as you get older. But I think you'll enjoy it.

"Ol' '46 told me as he hobbled out that you got a new child while he was here. Anything you wish me to do along that line?"

There sure is Mr. '47. Come over here to the side. Now listen. That new one made four, and four is enough, so I tell you what. (---)

Okay?

"It's a deal."  
—WOW—

## SOUTH FOR WINTER

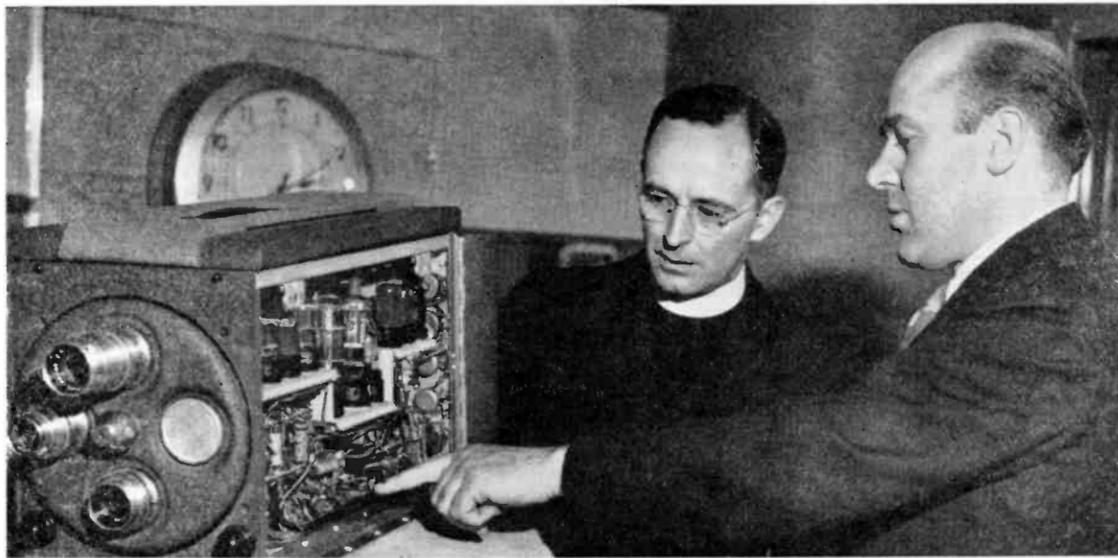
Max Hill, NBC reporter, is accompanying Rear Admiral Richard E. Byrd's expedition to the Antarctic.

William F. Brooks, NBC vice president in charge of news and international relations, announced that Hill will remain with the expedition for the duration of its Antarctic exploration. The expedition is scheduled to return to the U. S. at the end of February.

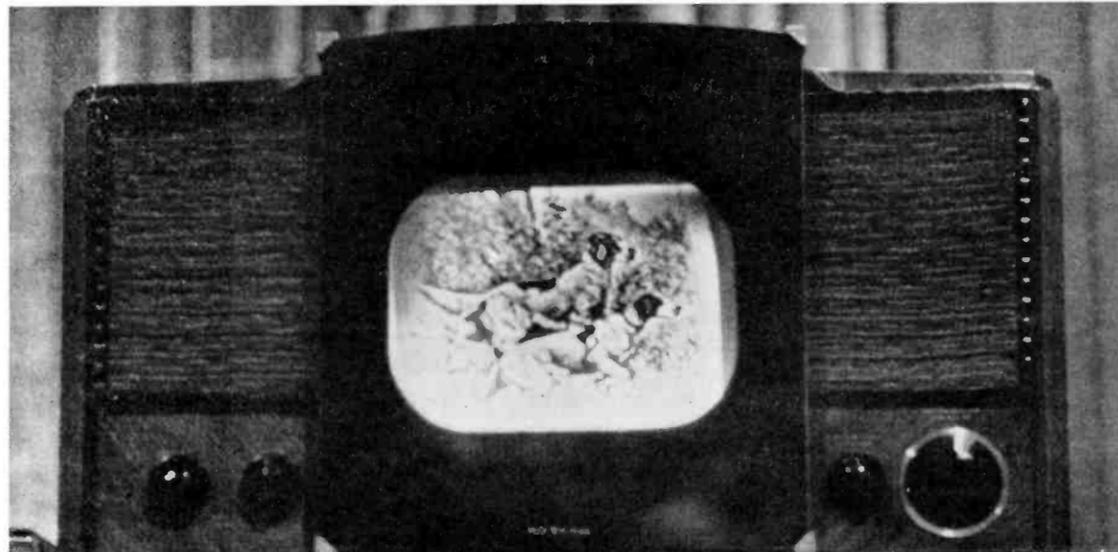
## CAVALCADE RENEWS

"Cavalcade of America," sponsored on the full National Broadcasting Company network by E. I. duPont de Nemours, has been renewed on NBC for 52 weeks (Mondays, 7 p. m., WOW).

## Close-Up of "Image-Orthicon" and Receiver



"Chief" Joe Herold of the WOW television staff explains the intricacies of the Image-Orthicon camera to the Rev. R. C. Williams, S. J., who heads Creighton's television activities. The "Orthicon" camera is one of the scientific marvels of the postwar "television age."



This is one of the new RCA-Victor standard television models (630TS) with a photo of hunting dogs in the screen. WOW owns four of these sets, has two more on order. This model retails for \$350 installed. Eastern "lookers" are reported offering as high as \$1,500 for this set.

## WOW's 1946 Parade Passes in Review

(Continued from page 6)

State Fair to see the Television exhibit . . . Lyle De Moss was laid up with a siege of pneumonia . . . Sherman County, Neb., boy was honored with W. G. Skelly Agricultural Award . . . Mal Hansen and Ray Clark broadcast direct from the Iowa State Fair . . . Soren Munkhof saluted WOW news department correspondents.

SEPTEMBER—WOW put on another party for the 4-H Club boys and girls—1400 were fed and feted at the Nebraska State Fair . . . Mal Hansen interviewed 4-H movie queen . . . Ray Clark made series of six broadcasts covering the activity on the main stem of the Missouri River in connection with the Missouri River Development Project . . . Merrill Workhoven named to do color for Nebraska "U" football broadcasts . . . NBC stars returned as daylight saving time went off in the east . . . C. A. Swanson & Son took over sponsorship of "Company's Coming" . . . WOW offered its facilities gratis to aid Omaha's Community Chest drive . . . Jack Berch show started on WOW for Prudential Insurance Company . . . WOW sponsored Ezra Neben, Murdock, Neb. farmer as the Cornhusker state entry in the Corn Belt plowing match at Knoxville, Iowa . . . Nebraska Cornhuskers went down to the Minnesota Gophers as Dailey did first football broadcast of the season from Minneapolis . . . The Florida Citrus Commission accepted sponsorship of the Fred Waring show for the three days not held by AMI.

OCTOBER—New BMB figures were released—gave WOW over 445,000 radio families in 228 counties . . . WOW entertained 4-H exhibitors at Ak-Sar-Ben Live Stock Show with another big feed and fun night . . . "Aunt Mary" returned to the air in a new series over WOW for Kitchen Craft Flour . . . Bill Wiseman was elected to the board of directors of the "Downtown Kiwanis Club" . . . WOW filed application for an FM station . . . Announcement that WOW's Television equipment will be installed at Creighton University was made . . . News Tower carries complete nighttime and Sunday afternoon program schedule for all radio net works . . . "Dusty" Rhodes, "Truth or Consequences" contestant visited Omaha . . . Mal Hansen added a third weather forecast . . . More NBC-WOW stars returned to air following summer hiatus . . . Ray Clark doubled for Alex Dreier on the network.

NOVEMBER—WOW broadcasted the election returns . . . The News Tower printed the complete schedule for the daytime listening on all networks . . . Team from WOW staff defeated a similar team from WHO on the Nebraska-Iowa Quiz . . . RCA released announcement of all-electronic color-television . . . Tom Dailey was proud father for the fourth time—all four boys . . . NBC's Niles Trammell claimed advertising an aid to free speech—said, "It is an aid to economy" . . . WOW published its

BMB coverage map . . . Denver poll declared that "public likes and trusts U. S. radio" . . . Francis P. Matthews, WOW vice president received medal of merit from President Harry Truman . . . Tom Dailey and Merrill Workhoven traveled to California to broadcast the Nebraska-UCLA football game for Standard Oil . . . "Grand Ole Opry" began its 22nd year on the air. November Hooperatings showed 11 of the "top 15" nighttime programs were on WOW . . . The radio industry celebrated its 26th anniversary with National Radio Week.

DECEMBER—WOW hit peak of service "in the public interest"—time used for public interest announcements and programs on WOW during 1946 valued at \$102,639 . . . Bible Dramas returned to WOW—"Light of the World" back on the air, sponsored by General Mills . . . Association of Women's Directors sponsored "What I Think About Radio" contest . . . Mal Hansen went to the International Live Stock Exposition in Chicago . . . WOW film, "Operation, Big Muddy"—story of the development of the Missouri River, was released for showing . . . Wiseman called to Washington for BMB meet . . . WOW published new Broadcast Measurement coverage maps and BMB estimate of station's circulation . . . NBC copped 12 of 25 firsts in Motion Picture daily poll—Fred Waring top in daytime listening . . . Many sponsors renewed for 1947. Betty Cox, "Company's Coming" songstress weds.

WOW neared the end of 1946 with an impressive record of "public service"—that is program, newscast and announcement time used to aid "communal, eleemosynary or religious causes."

With the end of the day on December 18 (13 days to go) WOW's 1946 record showed 2690 announcements used and 915 programs used for "public service" as defined above. The figures do not include public service announcements or time on NBC network programs carried by WOW or on WOW newscasts after November 27. Neither do the figures include scores of programs and announcements of high public service value carried by WOW in sponsored (commercial) time periods. The value of the time and announcements used for public service, based on WOW's General Rate Card No. 5 (one-time rates) was \$117,609. It was estimated this figure would be well above \$150,000 by year's end. The records showed that 1,579 of the public service announcements were "chain breaks," that is, the high-value 20-to-35-second periods between network programs. A total of 1,011 were 1-minute announcements. The announcements used in the daytime totalled 1,932 and at night 658. Of the 915 programs given to public service, 503 were 5-minute programs, 292 were quarter hours and 120 were half-hours (or longer).

## Time and 'Spots' Aided Many Causes

—WOW—

## "A Horn! A Horn!"

(Continued from page 3)  
He is married (1935 to Helen Butler of Tulsa, Okla.). They have two children, Ronald, age 8, and Cynthia, age 6 months. Both of the kiddies are musically inclined like their talented pappy—Ronnie has started on the piano and is doing fine—Cynthia, despite her tender age, will soon be playing on the linoleum.

Now after quite a few years, Mort is having the chance to realize his "second choice"—the horses. As the result of a "podner-ship" with WOW's Slim Everhart he is embarking on an "equi-venture." The two already have five fine colts. And grandpa, had he not already passed to his reward, would have smiled about the whole thing and said, "I told ya' so, son, you just can't get it out o' your blood."

## FITCH RENEWS

The F. W. Fitch Company has ordered a 52-week renewal of the Fitch Bandwagon starring Alice Faye and Phil Harris on the full NBC network effective December 29. The Bandwagon, a husband-wife domestic comedy program, is heard on Sundays from 6:30 to 7 p. m., WOW, with Harris and his wife, Alice Faye, in the leading roles.

—WOW—  
Margaret Whiting, singing star on NBC's Eddie Cantor Show, used to sit on Cantor's knee when she was a tiny tot.

## ? Your Last Copy ?

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