

**Basic
NBC
Network**

WOW NEWS TOWER

**5000
Watts
590 Kc.**

(Reg. U. S. Pat. Off.)
ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. 10—No. 8

OMAHA, NEBRASKA, MAY 1, 1946

PUBLISHED MONTHLY

"D.S.T." BRINGS MANY CHANGES

\$564,250 a Week Paid for WOW Net Shows

Sponsors spend a cool half million dollars plus, each week for the programs heard on WOW—and that total doesn't include what those sponsors pay for time.

The show business magazine Variety (February 27) lists all network shows and gives their estimated costs which are explained as including "production expenses, actors, musicians, writers, royalties, freelance directors, transportation, prizes, etc., but not radio time."

The cost figure for the shows heard on WOW (almost entirely NBC shows) was given as \$564,250 covering 78 network shows heard in a typical week.

A year ago Variety published a similar list covering network shows for the 1944-45 period. At that time there were 76 network shows on WOW which cost sponsors \$465,550 weekly.

This indicates that sponsors are paying more than \$100,000 more per week this year than they did a year ago.

Again this year the most costly show on the air was the Jack Benny program—\$22,500 per week. The Edgar Bergen and Fred Allen shows were next with costs of \$20,000 per week each. Abbott and Costello came next at \$18,000 a week. The Hope and Crosby shows tied at \$17,500 each weekly. Other high-cost shows included Fibber McGee, Burns and Allen, and Eddie Cantor at \$15,000 each per week.

There was one \$20,000 show not on NBC, and three which cost \$17,500 each.

The Variety story lists 86 programs on the Columbia Broadcasting System which cost \$546,350 weekly; 49 programs on the American Broadcasting Company net which cost \$203,200 weekly; and, 30 programs on the Mutual Broadcasting System which cost \$93,850 weekly.

Thus in the aggregate network sponsors spend more than \$1,400,000 for 243 program costs every week.

If it were possible to estimate the amount spent by 900 stations for local and other shows, even this huge figure would probably be doubled.

The complete Variety list of shows heard on WOW each week, the point where the show originates (H for Hollywood, N for New York and C for Chicago) and the costs (as defined above) follows:

PROGRAM	ORIG.	COST
Date With Judy	H	\$ 3,500
Abbott and Costello	H	18,000
Fred Allen	N	20,000
American Album	N	5,000
Amos 'n' Andy	H	12,500
Backstage Wife	N	2,000
Jack Benny	H	22,500
Edgar Bergen	H	20,000
Burns and Allen	H	15,000
Bob Burns	H	10,000
Barry Cameron	N	2,000
Can You Top This	N	5,000
Judy Canova	H	10,500
Eddie Cantor	H	15,000
Carnation Hour	N	7,500
Cavalcade of America	H	8,500
Carmen Cavallero	C	2,000
Supper Club	N	12,500
Stella Dallas	N	1,750
Doctor I. Q.	C	5,600
Duffy's Tavern	H	8,500

(Picture on page 7)

WOW's Male "Betty Crockers" CAN Bake Pies!



They aren't as pretty as Mack Sennett bathing-beauty pie-slingers of old, but they CAN bake pies—these mere male members of the WOW staff. Each man baked the pie he's shown with above—except band leader Mortie Wells who made his of mud and sand, thus winning the booby prize on a recent WOW "Jamboree" program (10 a. m. Saturdays) competition.

Front row left to right are Chief Transmitter Engineer Tex Glanton, Program Manager Lyle DeMoss, Announcer T. Barnum Chase, "King of Crust;" Band Leader Morton Wells, Production Manager Ray Olson. Back row left to right, Announcer John Leslie, Continuity Chief Bill O'Hollaren, Promotion Man Harold Storm, Jamboree Emcee Thomson Holtz, and News Manager Soren Munkhof.

NBC Picked as Champ of Comedy

The National Broadcasting Company has been named "comedy champion of broadcasting" in the first observance of National Laugh Week, sponsored by the Gagwriters Protective Association. In addition to the citation to the network, several NBC stars were named as winners of the "Silver Smile Emblems" offered by the gagwriters' organization.

Kenny Delmar, the Senator Claghorn of the Fred Allen Show, was honored for "the clearest contribution to comedy in 1945." Bob Hope was designated as "the king of smiles."

Additional "Silver Smile Emblem" certificates "for their long and continuous services in behalf of laughs" were won by Eddie Cantor, Fred Allen, Jack Benny, Amos 'n' Andy, Fibber McGee and Molly, Burns and Allen, Edgar Bergen and the Can You Top This? threesome—Harry Hershfield, Joe Laurie, Jr., and Senator Ford.

National Laugh Week started April 1.

WORKHOVEN ILL

After nearly six weeks in the hospital due to a series of complications following surgery, Merrill Workhoven, the WOW announcer is well on the road to recovery and is expected to resume his duties in the near future. For brief periods during his hospitalization, Merrill's condition was considered critical.



THE WINNAH! T. Barnum Chase was named "King of Crust" when the judges, headed by Wilma Swatek, News Department Secretary, singled out Tom's lemon meringue as the best of nine "serious" entries.

TO COLUMBUS, OHIO

Bill O'Hollaren, continuity chief, and Bill Wiseman, promotion manager, will attend the 16th Institute for Education by Radio, Columbus, Ohio, May 3 to 6. About 1,300 radio broadcasting executives will attend.

Alexander Heads Kody-Land Rotary

John Alexander, manager of station KODY, "WOW's little brother" has been elected president of the Rotary Club of North Platte. He is also a director of the North Platte Chamber of Commerce and a district official in the Boy Scouts.

BOY SCOUT BAND

Fred S. Ebener, WOW sales department, is organizing a city-wide 70-piece Boy Scout band which will be featured at the Boy Scout Circus May 3 to 6. Before leaving Omaha for the service Fred was a prominent orchestra leader.

"FAMILY" FILM

NBC's "One Man's Family," will come to life on the motion picture screens of the nation.

Agreements to film the famous "family" were signed recently at Hollywood's Radio City by the National Broadcasting Company, Carlton E. Morse Productions and Cinema Century Productions.

BILL STERN HERE

Bill Stern, NBC's sports director, and the "Colgate Shave-Cream Man" on WOW on Friday nights, has accepted an invitation to deliver a commencement address at Boys Town early in June.

Most Programs Move Ahead One Hour

Broadcasting's biggest postwar reconversion headache—the return of the networks to Daylight Savings Time operation—will cause many program changes in WOW's schedule starting Sunday, April 28.

Generally (but with some exceptions), WOW's NBC shows will be heard one hour earlier until September 26.

THIS WOW NEWS TOWER WAS ISSUED ONE WEEK EARLIER THAN USUAL SO READERS WOULD HAVE A COMPLETE, CORRECT SCHEDULE AFTER THE TIME CHANGE. (See page 8.)

Daylight time will go into effect in all of five states, and in parts of 18 others. Parts of Missouri (local option) will "go daylight," but all of the other WOW-land states will remain on Central Standard Time.

All of WOW's evening programs will be heard ONE HOUR EARLIER except those in the 6:30 to 7 bracket (weekdays) and 9 to 10 slot across the board.

The Chesterfield Supper Club will be heard at 9 p. m., Mondays through Fridays (instead of 6 p. m.).

A new program, Robert St. John's popular "Facts and Faces" will be heard at 9:15 p. m., Mondays through Fridays.

The 9:30 p. m. period across the board will include NBC programs formerly heard at 7:30 p. m.: Mondays, "Voice of Firestone;" Tuesdays, "A Date with Judy;" Wednesdays, "Hildegard;" Thursdays, Bob Burns (from 6:30 p. m.); Fridays, "Duffy's Tavern;" Saturdays, "Life of Reilly" (from 7 p. m.); and Sundays, "Harvest of Stars" (from 1 p. m. Sundays).

The RCA Victor Show (formerly heard at 10:30 p. m. Thursdays will be heard at 9 p. m. Sundays.

All other Sunday programs from 12:30 p. m. to 9 p. m. will be heard one hour earlier than usual. Thus the Sunday schedule will be 12:30 p. m. John Charles Thomas, followed by Shaeffer World Parade, One Man's Family, The National Hour, Nebraska-Iowa Quiz, NBC Symphony, Catholic Hour, Gilder-sleeve; Benny, Cass Daley, Edgar Bergen, Fred Allen, Manhattan Merry-Go-Round, American Album of Familiar Music, Hour of Charm, Meet Me at Parkys, and the RCA show and Harvest of Stars.

All of WOW's station-sponsored newscasts will remain in their regular spots, as will Monday through Friday programming during the noon hour and prior to 8:30 a. m. and after 10 p. m.

On Monday through Friday afternoons the programs usually heard from 1 p. m. to 2 p. m. will be moved to 4 p. m. to 5 p. m. Thus the weekday afternoon lineup (after the Noonday Forum will start with "Woman of America" (One hour earlier than usual, and will be followed in order by "Ma Perkins," "Pepper Young's Family," "Right to Happiness," "Backstage Wife," "Stella Dallas," "Lorenzo Jones," "Young Widder Brown," "When a Girl Marries," "Portia Faces Life," "Just Plain Bill," "Front Page Farrell," then starting at 4 p. m. the General Mills programs, "The Guiding Light," "Today's Children," "Betty Crocker," "Woman in

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(Continued on page 6)

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



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AS WE SEE IT! . . . By BILL WISEMAN

PROOF OF LEADERSHIP . . . !

About 15 per cent to 25 per cent of the 700,000 families in the area served by WOW live in Omaha and Council Bluffs. The other 85 per cent to 75 per cent live within a radius of 150 to 200 miles from Omaha in all directions.



Bill Wiseman

Three times a year C. E. Hooper, Inc. measures the listening habits in Omaha and Council Bluffs. There are no "Hooperatings" outside the two-city area (except in Lincoln).

From these three 5-month reports (they overlap in December, January and February) Hooper makes "indicative" reports each month covering two-month periods, and often Hooper lifts out one month's figures and issues a "special indicative report" for a given month.

Twice during each year (usually during January and August) Hooper interviews in Council Bluffs so the five-month reports can be said to cover both cities.

When the network changes were made last November there was a violent (but probably temporary) shake up in Omaha-Council Bluffs listening habits. Listeners switched dials often. The indicative and "special" Hooperating bounced up and down like a rubber ball.

One local station stuck its neck out and publicity claimed it had "captured the daytime audience"—a claim based largely on a new-found popularity for two of its network morning programs.

When the five-month regular report came out (the local station's face was a bit red and it had to do some backtracking!) WOW's audience was shown to have held pretty much in line.

In the totals of "all rated periods" WOW was shown to have 44.1 per cent of the audience. WOW showed increased audience of 4.8 per cent over the same period a year ago.

WOW was given 24.5 per cent of the morning (Monday through Friday, 8 to 12) ratings. This was an increase of 1.2 per cent over a year ago.

In the afternoon (12 to 6, Mondays through Fridays) WOW was off a few points but it still retained 43.3 per cent of the total audience.

In the evenings (6 to 10, Mondays through Fridays) WOW had 53 per cent of the total Omaha-Council Bluffs audience—a gain of nearly two points over a year ago.

On Sunday afternoons 12 noon to 6 p. m.) WOW had 36.7 per cent—about a point better than a year ago.

The WOW ratings for Omaha and Council Bluffs—despite the network changes which made many additional programs available to listeners—show WOW's continued and unquestioned leadership in the two cities in question.

New surveys are being made outside of Omaha—the first of which indicate that WOW's leadership extends into Norfolk, and Sioux City and of course, to points in between in those directions (both far outside the area served by Omaha locals).

WOW is pleased to see more and more good programs become available to listeners in this area. What's good for the listener is good for all broadcasting!

As long as WOW continues to carry 30 to 35 of the top 50 of all rated programs, and 10 to 12 of the "top fifteen," as it has for the past four or five years, this station will continue its dominance and leadership.

—WOW—

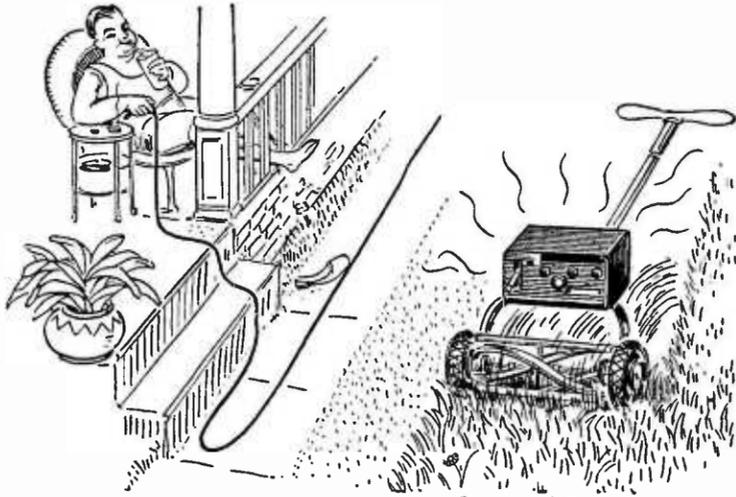
MEMORABLE REMARKS

When Chairman Paul A. Porter of the FCC was recently boosted upstairs to OPA Administrator, he left behind several memorable remarks (noted by Broadcasting Magazine) among them:

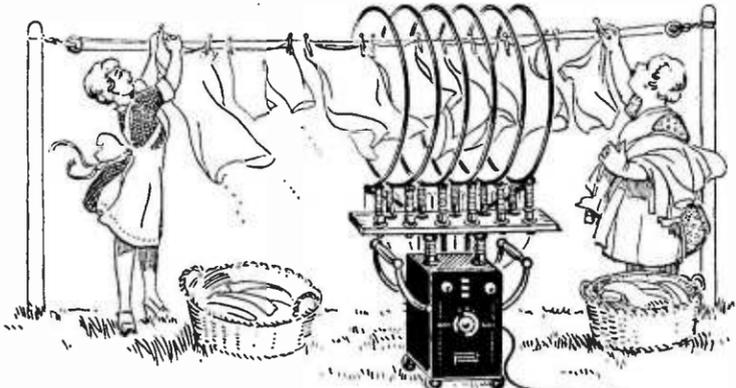
You can put sound up to the moon but Petrillo would want to charge for the echo.

Television is like a bowl of peanuts on a bar. You just can't keep your fingers out of it.

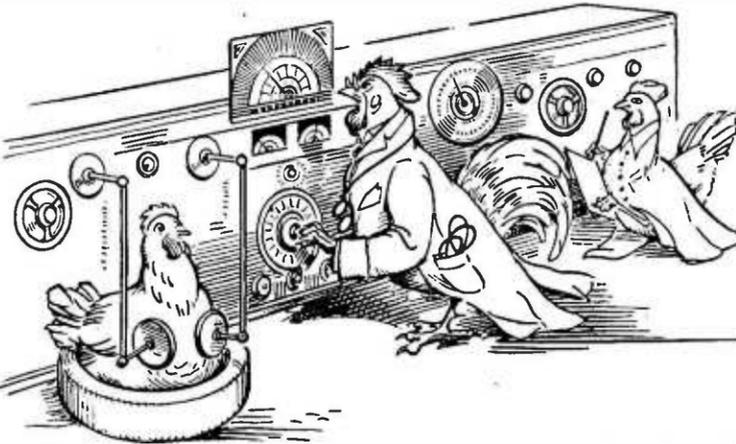
There's a Great Day Comin'!



Papa mows the lawn with a radio-directed lawn mower controlled from his easy chair on the porch.



Mama dries the clothes in 3 minutes flat with a Brooklyn inventor's radio dryer.



The Head Man of the flock steps up egg production with radio therapy set!

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

Will the UN be able to mold the nations of the world into a stable, efficient, cooperating organization? This is the big question. All are agreed that the objective is worthy of success. All sane people want peace. Furthermore, the ideals of the Atlantic Charter with their high moral qualities should be the basis of their procedure. These great leaders have a plan and a pattern as well as an objective. We wonder some-



Rev. R. R. Brown

times whether they have ever looked at the plan in predictive prophecy. Sometimes it seems as though they were working at their job like a man trying to put a puzzle together, attempting to force things, but when the secret is discovered it is all very simple.

Instead of one, there are two groups of nations to take form in the closing dispensation of world governments. The one has its geographical center in Europe and the other in Russia which will include a good deal of the Far East. When the great king had his dream as recorded in the second chapter of Daniel, he saw this final world setup in the feet of the colossus as iron and clay. Here was the prediction that governments with different political ideologies would be combined in a great federation. This is man's final and most glorious attempt to establish a world order to secure peace.

But another great power in the north will be formed that will covet economic domination of Europe and of Asia. These groups will eventually clash. The prophecy says, "In the last days of those kings shall the God of heaven set up a kingdom." No matter how we look at it, God is our only hope. His king-

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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.

ONE FOR HAROLD

Blair, Neb.—I wish to thank Harold Par for the lovely hymn he sang at my request last week. It was so very beautiful. "I Love to Tell the Story" is my favorite and Mr. Par sang it to perfection. I wish to thank him and to tell him I certainly did appreciate it. I always listen to his program.

MARGORETHA VON LANKEN.

—WOW—

KUDO FOR HOSTESS

Lincoln, Neb.—While in Omaha the other day we had the privilege of being shown around the WOW Broadcasting Station. Your charming hostess (Jackie Lee), captured the hearts of us all by her courtesy and thoroughness in conducting us around. It was a treat and perhaps of special interest because our dial on the radio is always tuned to WOW.

More power to the little girl and to your station.

THE INGALLS.

—WOW—

WARING CONTEST

(To National Broadcasting Co.) Omaha, Neb.—This is to express appreciation for the lovely Fred Waring musical program I just heard through our local station WOW. Had refrained from tuning in this station at this time of day, over a period of many months or years, and must say this was a most delightful surprise.

MRS. HELEN RATHBUN.

—WOW—

"Part of the unexpected may be contained in Postmaster General Hannegan's denial that President Truman has said he would not be a candidate for reelection in 1948. Nevertheless, it's common knowledge, in Washington, that Truman does not want to run."—ALEX DREIER on NBC's Skelly News program.

—WOW—

"It's really been cold lately. The other day I had to walk down the street backwards because my sheepskin coat kept turning its tail into the wind."—FIBBER MCGEE on NBC's Fibber McGee and Molly.

dom is the only form of government that will ever assure permanent peace. This kingdom begins in the hearts of men, but it will become literal when He returns again.

EDUCATIONAL MEET

The writer represented Station WOW at the National Educational Conference at Pittsburg, Kans. during the past month. He participated in a panel on "Radio and the Home, School and Church." Although the attendance was not large at this particular panel discussion, yet those attending were intensely interested and expressed amazement at what radio, local stations and national chains were doing for the home, school and church. If education and the church is to properly use these facilities, they must take advantage of the best prepared minds in building a program for a listening audience.

OUR 24TH YEAR

We passed our twenty-third milestone on April 7 and are now on the way toward our twenty-fourth year. We appreciate the following communication received from the President of WOW, Inc., Mr. John J. Gillin, Jr.: "The Board of Directors of WOW, Inc., and the entire staff join me in congratulating you on your twenty-third year of continuous service with the World Radio Congregation of our Station. Best wishes for your future ministry, because we know it is doing one of the greatest, outstanding jobs of its type or character in the United States."

Tune in each Sunday morning, 8:30 to 9:30 o'clock.

CONGRESS SPANKS "CZAR" PETRILLO

Solons Pass Lea Bill by Big Margin

James Caesar Petrillo, "czar" of Union Music (AFL) was given a sound legal spanking by the Congress of the United States a fortnight ago.



J. C. Petrillo

Congress, showing obvious disapproval of Petrillo's "dictation" to radio broadcasters, passed the so-called anti-Petrillo bill by an overwhelming majority.

The Senate passed the bill 47 to 3 after the House had approved it 186 to 16. President Truman signed the bill on April 17 and it became a law.

The congressional action was completed just as Petrillo was about to begin a series of "talks" with President Justin Miller of the National Association of Broadcasters on broadcast industry music matters.

The action came also a few days before Petrillo made demands on the movie industry in which he asked for a 100 per cent increase in pay for movie musicians and a limitation of their work to 10 hours per week.

The bill passed by both houses originated with Senator Arthur Vandenberg of Michigan in the senior chamber and with Congressman Lea in the House. It was revised in committee but came to be known as the Lea Bill before final passage.

The bill calls for penalties up to a year in prison and a \$1,000 fine for the use of force, threats, or intimidation intended to compel broadcasters to:

1. Hire more musicians than they actually need.
2. Pay money to a union for services not performed.
3. Halt foreign programs or any type of non-commercial, educational or cultural programs.
4. Pay unions for using phonograph records, or to pay again for sending out a transcription of a program previously broadcast.

Point one was designed to bar Petrillo from setting arbitrary musicians quotas for stations. Point two would bar Petrillo from insisting on "standby musicians." Point three would permit foreign stations to broadcast music to America, whether or not the musicians used were union members. Point four would stop Petrillo's union from being paid twice or more often because a record they made happened to be used more than once.

—WOW—

NBC Issues F. D. R. Documentary Album

"Rendezvous With Destiny," a special two-hour documentary program, was presented by WOW recently in tribute to the memory of Franklin Delano Roosevelt on the first anniversary of his death.

The program was a history of the era 1932-1945, as reflected in the speeches of the late President.

—WOW—

John Gibson has been added to the cast of NBC's Just Plain Bill in the role of Arthur Britton.

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MORTY'S SWOON CLUB



Bobby-soxers from the Morton Wells Fan Clubs at North, Benson and Tech highs were special guests at a recent "Jamboree" program—the day of the pie-baking contest. They're shown examining Morton's booby-prize pie, made of mud, cement and sand.

Bobby-Soxers Dub Morton Wells Their Own "Hubba-Hubba" Man

"You're our Hubba-Hubba man . . . until we die!"

And Morty Wells, the Mayor of South 14th Street, goes reeling about the studio like he'd fallen out of a tree, muttering, "To Sinatra, I knew it could happen—to me—it isn't possible!"

It all started when Morton Wells, WOW Musical Director received a fan letter from a group of "Bobby Soxers" who had started a "Morty Wells Fan Club."

Mort insisted that it was all a gag—until three members of the club showed up in person at a broadcast of the Saturday Jamboree. They caught up with "Mayor" Wells just as he left rehearsal and stayed right on through the broadcast.

When Mort sang, they "oh-ed" and "ah-ed"—they squealed and swooned—they even took him out, bought him a "coke," held his chair for him and escorted him back to the studio.

Now Mort can be seen often perusing his pocket copy of the "jive" dictionary. He says that this is a "solid platter of soup" and that some one had better "get hep"—just as though we didn't know what he means, the "square."

—WOW—

SHEEPING ROOMS

Parkyakarkus, star of NBC's Meet Me at Parky's, says that as soon as materials are available, he's going to build a hotel exclusively for guests suffering from insomnia. "Each room will come equipped with a flock sheep," Parky explains.

Red Foley Star of Grand Ole Opry

Red Foley, singer of mountain ballads, recently joined the cast of NBC's "Grand Ole Opry" (Saturdays, 8:30 p. m., WOW) as featured vocalist and master of ceremonies.

Foley was born in Tucumcari, N. M., 32 years ago, and grew up in Berea, Ky. He made his radio debut in 1930 over station WLS, Chicago. Since then he has broadcast over WLW, Cincinnati, as a member of the "Renfro Valley Barn Dance," and on the "National Barn Dance" over WLS. He also is the author of several hit songs, and has won recognition as a recording artist.

"Grand Ole Opry" is sponsored by the R. J. Reynolds Tobacco Company for Prince Albert tobacco.

—WOW—

NBC Exec Says Color Television Far Away

Color television is far from ready for public acceptance at this time, said John F. Royal, NBC vice president in charge of television, in an address recently before the Greater Cleveland Federation of Women's Clubs.

"There are some who—crying in the wilderness—are suggesting that television should wait for color," Royal said. "I feel that to be an absurd statement. Our country has not made great by waiting. Progress never waits."

The NBC executive declared that when good and practical color in television is ready for the homes of the nation, the NBC network will have it.

—WOW—

Fibber & Molly Get Americanism Award

Jimmy Fidler's award for good Americanism recently went to Fibber McGee and Molly (NBC, Tuesdays, 7:30 p. m., CST).

In presenting the award, Fidler said:

"This week's awards for good Americanism go to the radio team, Fibber McGee and Molly. With their homespun philosophy and clean humor, Fibber and Molly have done a great job of 'selling' plain, old-fashioned Americanism on the air."

Bill Aspires to Write Great American Novel

By Harold Storm

Just mention Puerto Rico . . . go ahead. . . just mention it and see what happens, especially if Bill O'Hollaren, WOW continuity chief is within ear-shot. The phenomenon will begin with a sigh that sounds like a combination of Elsie, the Borden cow taking her foot out of the mud and the air brakes on a Los Angeles bus. This will be followed by a glazing of eyes and the evidence of goose pimples between the collar band and hair line. Then come diaphramatical murmurs that gradually take on the resemblance of spoken words like, ". . . black hair . . . black eyes . . . skin like cream . . . about 'so' high . . . sunshine . . . shadow . . . orchids . . . cerulean sea (blue that is), . . . salt breezes . . ." In about three hours this eulogy rises to a mighty crescendo and at the end of five hours fades into unintelligibility with, ". . . an ambition to settle down in the mountains of Puerto Rico (most beautiful place on earth) and live on bananas and coconuts, in a bamboo hut."

Bill is a native Nebraskan. He was born August 3, 1918 at St. Libory, Neb., and received his entire education at the hands of Nebraska educators. He attended grade and high school at Grand Island and graduated from Creighton University with a degree in journalism in 1939. He embarked immediately upon a career of radio writing, joining the staff of KGNF, North Platte (now KODY, which



Bill O'Hollaren

WOW fondly calls its "little brother"). In June, 1940, he accepted the position of continuity head at Station KMA, Shenandoah, Iowa, where he remained until he went to the army in May, 1942.

Army life for O'Hollaren was colorful—one year in Puerto Rico (henceforth to be remembered as "the San Juan Incident" or "Fortnit at El Morro")—and the balance of his service as combat correspondent

for the 44th Infantry Division. During the latter period Bill filed over 700 combat stories for the Division, the highlight of which was the story about the G. I. who, in February, 1945, appeared at 44th Division Command Post in a Russian officer's uniform and announced himself as vanguard of the Russian army. The story was a sensation. All press associations carried it. He was discharged from the army in October, 1945 and holds the Bronze Star. In November of 1945, Bill joined the staff of Radio WOW as head continuity writer. He writes the script for the "WOW Jamboree" and many other WOW programs.

Bill has a brother and a sister—both younger than he. He hates traveling (20,000 miles of it in the army). Fred Allen is his favorite radio personality. He is unmarried but has never been immunized. His hobby is writing (serious stuff, he says, that nobody will ever read—Bill, you remember, writes the hilarious "Jamboree" and the "8:07 Special").

This O'Hollaren is a great guy to know. He'd give you his shirt in a minute—even with the shortage. He's unselfish and goes out of his way to be helpful—to anyone and there's a lot of mighty deep water beneath his infectious grin. Yep, O'Hollaren is a swell guy—someday he's going to write the great American Novel!—in a bamboo hut in Puerto Rico.

STAFF STUFF

By SOREN MUNKHOF

Came over to the desk the other day our secretary, Wilma Swatek, with a vase full of white violets.



Soren Munkhoff

"Smell, she said. Your writer did, found the odor nice and looked at "Willy" with a perplexed frown. "Oh," she answered the frown, "I know they don't usually smell, but I got tired of having everyone sniff them and mutter about 'no smell, so I put perfume on them."

That's news department ingenuity. And, Willy needed some ingenuity some time later. She answered the phone and someone asked what was burning, up north. She relayed the question to the newsroom and then, without thinking, relayed Jimmy McGaffin's casual answer: "most likely something made out of wood."

Miracle Man

A major feat of local news was made by Slim Eberhardt, WOW's early morning cowboy singer. Slim came to town and . . . believe it or not . . . rented a place. He rented himself a small acreage about 13 miles out on Center street road. He's going to raise a garden and chickens.

Sports news of the month was Mail Clerk Phyllis Murphy's bowling. It appears that several of the WOWites went bowling during lunch hour—as is their wont. Phil started wheeling her ball down the lane and right in the groove—gutter that is. Finally, an embittered pin boy set the pins up as usual, then casually moved one of the pins into each gutter. From then on, Murphy scored a pin on each try.

Congrats, Harold

The vital statistics news of the month concerns one item from March 15 and one from March 27. Born on March 15 at 7:47 p. m., 19:47 navy time, to Harold W. and Virginia Baker—female, weight 7 pounds 8 ounces, blue eyes, hair (negligible says her father—brown says her mother). Name of Barbara. No other statistics available, says Harold, because she hasn't started wearing shoes yet. Baker returned recently to the WOW news department from a tour of duty as a navy destroyer officer.

Born on March 27 at (correspondent failed to inform us of the time), to Ray and Nancy Zimmerman at Billings, Mont.,—male, weight 8 pounds 7¼ ounces. Name of Kenneth Ray. No other statistics are available because Billings is too far away to send a reporter and the Zimmermans didn't send any more dope. Nancy was formerly your writer's secretary.

Since Harold Storm joined the promotion department Bill Wiseman is calling his section the "Storm and Strife Department."

Add Didja Know? dept.: J. Francis Chase, brother of Tom Chase, is one of America's foremost magazine illustrators.

Shopping News

Easter shopping is tough—we hear—but not for Cathie O'Connor, secretary to Prexy Johnny Gillin. She just sits at her desk and handles the problem of a new Easter hat. And thereby hangs a tale. Jean Pray, Bill Wiseman's secretary, went shopping on her lunch hour recently. She returned with a new hat and tried it on. Gwen Hennings didn't like it. The other girls joined in Gwen's disparaging remarks. And, Jean became discouraged.

Cathie tried it on—on her it looked good and she bought it. Solved that little shopping problem for her.

Newsmen are notoriously casual about stories of sudden death. But, (Continued on page 6)

HOW TO IMPROVE YOUR RECEPTION

Expert Tells How to Tone Up Your Set

By W. J. KOTERA
Chief Engineer WOW

Occasionally WOW receives complaints of poor reception from listeners, particularly those located 40 or more miles from Omaha. It has been my duty to investigate such complaints. The results of these investigations suggest that it would be timely to pass on a few suggestions to those who experience interference to programs from WOW.

Some listeners have complained of interference from stations on adjacent channels. In our case that would be stations on 580 and 600 kilocycles. Listeners occasionally write in saying that such and such a station is wandering off its frequency and interfering with WOW. May I say that such an occurrence is practically impossible. All stations are assigned a definite frequency and must maintain it within 20 cycles. This is a very close tolerance, considering that each channel is 10,000 cycles wide. The Federal Communications Commission maintains a monitoring service which constantly polices the air waves and any station drifting out of bounds would very quickly and emphatically be notified of the fact.

Sets at Fault

I have investigated several complaints of adjacent channel interference and invariably have found that the fault lies in the receiver or antenna system. Due to ageing of component parts the receiver circuits become misaligned and the receiver will respond to more than one station at a certain point on the dial. Also on many receivers employing push button tuning the mechanism becomes misadjusted during prolonged use and the receiver will many times tune between stations.

Most of our receivers are now four or more years old due to the war and it is remarkable that they perform as efficiently as they do. Tubes and parts have been almost impossible to obtain and service men equally scarce, having been called to service in the armed forces.

It appears that new radios may not be available for some time, due to industrial strikes, reconversion problems and other factors. Therefore I offer a few hints to make the old set function just a bit longer until new receivers, incorporating the improvements resulting from wartime experience are available.

Service Men

Service men are steadily returning to their shops and the best thing to do is to consult one of them when reception is poor.

If the trouble is of minor nature it may be possible to improve the

"BED PAN COMMANDO"



Thomson Holtz, Radio WOW, Omaha, emcee of the Iowa-Nebraska Quiz and producer of "Show Time" over WOW, is the first radio man in Nebraska and perhaps the entire country to be made an honorary member of the Nurses Aid Corps and capped by the Corps as "Bed Pan Commando" in recognition of their organization. Holtz was presented with his Voluntary Service Pin (the safety pin), his cap, bearing the embroidered inscription, "Bed Pan Commando," and given the lighted candle symbolizing the carrying on of the tradition of good nursing. Participating in the candle lighting ceremony is Nurses Aid Betty Babcock. The award was made at the 4th Annual Banquet of the Voluntary Nurses Aid Corp of Nebraska.

situation through the following procedure:

Where an aerial is required be sure that one is used and that it is of the length recommended by the manufacturer. Often a short piece of wire is connected to the set and tucked under the rug. This may serve well enough for local reception but will not do justice to the receiver's capability on long distance reception. Be sure the insulators are in good shape and all connections, leadin, etc., are solid.

The ground connection should be made as short and direct as possible, preferably to a water pipe or a long pipe driven into the earth, using a soldered connection or a ground strap or clamp. By all means use an approved lightning arrestor with outside aerials.

Have the tubes tested. Most radio dealers will be glad to do this free of charge even though

EITHER WAY

"Suppose you are a supporter and members of the CIO Political Action Committee, you would say that the President's program . . . is a good forward-looking domestic policy. If you are a conservative, you would say that President Truman's program is definitely leftist."—RICHARD HARKNESS, NBC Washington reporter, guest observer on World Front.

they do not maintain a service department.

Do not place the receiver near a radiator or other source of heat. Also be sure to provide adequate ventilation by making certain that louvres or open-back of the receiver are not obstructed.

With receivers having self-contained aerials reception may be improved by rotating the receiver with respect to the direction of the desired station.

We can do nothing about natural static arising from storms and other atmospheric conditions

Another serious cause of interference arises from man-made static. Many appliances such as vacuum cleaners, mixers and motors of all sorts may be its source. Also neon signs and defective house wiring or nearby power lines may be the cause. The individual listener can do very little to remedy such a condition and a competent service man should be consulted. In many communities the local power company is equipped to detect the source of such interference and will be glad to do so and take steps to eliminate it if notified.

It is to each broadcasting station's best interest to insure that its transmitter is operating efficiently at full power, maximum modulation and proper frequency. Testing and measuring equipment valued at hundreds of dollars is installed and used constantly. When reception troubles arise, make sure that the fault is not in the receiver or aerial system before calling the station, but remember we are always willing to help if other measures fail.

Raleigh Renews NBC Shows

The Brown and Williamson Tobacco Corporation, through Russell M. Seeds Company, Inc., have renewed both the Red Skelton and People Are Funny programs for a period of 52 weeks, it was announced today by Paul McCluer, sales manager of the NBC Central Division.

The Red Skelton program, starring the carrot-topped Hollywood comedian, with Songstress Anita Ellis and David Forester and a 32-piece orchestra, is heard from 8:30 to 9:00 p. m., CST, on Tuesdays on the full NBC network. The renewal contract was effective April 23.

People Are Funny, a psychological stunt program with Art Linkletter as emcee, is aired Fridays from 7:00 to 7:30 p. m., CST, on the full network. Renewal was effective April 26. Both programs advertise Raleigh cigarette and tobacco products.

—WOW—

"Dr. Ruthledge" Back in "Guiding Light"

The little community of Five Points, mythical locale of The Guiding Light (NBC, five-a-week, 4 p. m., CST) is preparing a welcome home week the first week of April, celebrating the return of its beloved minister, Dr. John Ruthledge, played by Arthur Peterson.

For the past two years, Peterson has been serving with the armed forces overseas and his radio character, Dr. Ruthledge, has been with the services, too—serving as chaplain.

Peterson created the role of the kindly minister in 1937, when The Guiding Light was first broadcast.

—WOW—

Four Join Cast of Lone Journey

Four additions have been made to the cast of Lone Journey, dramatic serial which returned to the air, Monday, April 1 (NBC, five-a-week, 10 a. m., CST).

Joan Alexander is to play Lynn Alexander, Bess McCammon will be Mrs. King, Genelle Gibbs will play Leila Matthews and John Gibson will portray Jim Matthews. Staats Cotsworth and Charlotte Holland have been previously announced as the leads.

THEY SAID IT ON WOW!

"I adore movies, they're so gay—Boris Karloff strangling Peter Lorre, Boris Karloff carving Bela Lugosi, Boris Karloff torturing Sydney Greenstreet."—DIGGER O'DELL on NBC's Life of Riley.

—WOW—

"Two sad lovers were parted for weeks
Though not by her father or mother—
But she was on one picket line,
And he wuz on another."

—PAT BUTTRAM on NBC's National Barn Dance.

—WOW—

"I just can't understand why the boys have been avoiding me lately. I just bought some new perfume called 'DuBarry's Dangerous Temptation' which I ordered by the initials DDT. I haven't had a bit of luck with it."—CASS DALEY on NBC's Fitch Bandwagon.

—WOW—

"I'm crossing a pig with a horse for Bing Crosby. He wants a nag that'll bring home the bacon."—BOB BURNS on NBC's Bob Burns show.

—WOW—

"I'm no Don Juan, but I'm a Don sight Juaner than Mortimer Snerd is."—CHARLIE MCCARTHY on NBC's Charlie McCarthy show.

TECHNICAL INFO

By GLENN FLYNN
WOW's Chief Control Operator

BIG BOYS APPROVE BLACK AND WHITE TELEVISION

A recent article in the New York Herald Tribune indicates that a great majority of the leading television set manufacturers plan to concentrate on the manufacture of black and white television receivers.



G. Flynn

Consensus of opinion among these manufacturers is that color television will still require considerable research and the public deserves to have television as soon as possible. Emerson, Philco, Crosley, Dumont, Majestic, RCA, and Stromberg Carlson are among those planning immediate production of black-and-white sets.

—WOW—

SMALL STRIKES TIE UP TUBE MATERIALS

Radio receiver tubes are still hard to get.

RCA in one of its trade bulletins reports the shortage is due to lack of raw materials and parts supplied by smaller companies.

It seems that many small strikes are still in progress and as a result large manufacturers are unable to obtain much needed materials.

—WOW—

TELEVISION AT ATOM BOMB TESTS

Television will be used to cover the coming atomic bomb tests in the Pacific. Six major television companies will send cameramen who will go along on the expedition to make films of the proceedings. The films will be rushed back to the United States, checked by the Navy, and then put on the air.

—WOW—

TELEVISION TRAINING

WOW is making extensive plans for training its personnel in television programming, production and operation. With the arrival of equipment expected for May it will be possible to simulate actual television programs.

Much of the effort will be concentrated on the special event type of program with pickups from race tracks, boxing matches, etc.

—WOW—

RECORDERS HELP HINKY-DINKY SHOW

The recording department at WOW has been busy the past month handling the new "Meet Me at Hinky-Dinky" program. This program is produced at various Hinky-Dinky stores in and near Omaha three days each week.

The programs are recorded at 10 a. m. and put on the air over WOW at 11:30, an hour and a half later.

Recording the programs for later playback allows the shoppers not only to see a broadcast but to also hear it.

"My boy friend has teeth like sparkling water, one down and seven up."—JUDY CANOVA on NBC's Judy Canova Show.

—WOW—

"Now that the atom has been split, why should anyone get so excited when an infinitive is split."—JACK HALEY on NBC's Village Store.

—WOW—

"If Russia, a strong power, wants no second strong power on her southern Asiatic border that would explain the apparent dumping of the Chinese communists last August."—CLIFTON UTLEY on weekly NBC commentary.

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.

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

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

A PENNY A WEEK FOR REV. BROWN

C-H-A-T-S

With Your Own Aunt Sally of WOW

**KNOCK . . . KNOCK!
MAY I COME IN?**

Hi, neighbors. . . . Once more it is time to say that teary-eyed April has gone over the hill and smiled shyly at lovely



Aunt Sally

May just come in with her warm smile and an armful of gay tulips and golden daffodils. And now I stand at your door to offer an enchanting May basket filled with wee, velvety, violets, bright little pansies with smiling faces, a sprig of purple lilac and deep in the heart of the basket are the good wishes from all of us at WOW to all of you in radio-land for the best summer you've ever had.

I hope you are already for summer, the winter trappings put away in moth balls, house cleaning all done so that you may enjoy the delightful months to come.

Neighbors seem to come to life in the spring. Houses open their doors and people appear that were never seen all winter long. Now in every yard and garden there are neighbors in old slacks and comfortable shoes busy with rake and hoe, and friendly chatter while painting the porch furniture or filling new flower boxes.

Sunshine Gift

Down-towners hurry home these days to change from city clothes and start to putter around the place . . . anxious to bathe in the fresh air and sunshine.

Speaking of sunshine, we delivered quite a large package of it to a young lad last month and there is one boy who thinks he has found the end of the rainbow where all our dreams come true.

One day a young policeman drifted into my office to tell me about his ambition to aid handicapped people. I advised the young man that he had dialed the right number and had found station s-u-n s-h-i-n-e and the business of the SUNSHINE SERVICE was to hold out a hand to the "fellow who needs a friend" and we were always glad to meet anyone who had the same interest.

The young man told me he knew someone who needed a friend and proceeded to tell me about Jimmy.

Gets New Limb

Jimmy is a lad of 28 who had lost a leg a few years ago and since that time had found the going rather tough because of that handicap. Work that he could do while getting around on crutches was scarce so he started selling papers which gave him an income for food and cheap lodging but would allow nothing toward an artificial limb.

Working out of doors in all kinds of weather didn't improve the one and only suit the boy had so he was at a stand-still as to improving his condition.

Well we rubbed the old lamp and today you wouldn't know Jimmy. He stands on two feet and gone are the crutches he has leaned upon so long. Instead of a shabby suit, Jimmy steps forward in a new suit and all the trimmings. He's ready to go on from there with a better job and we're going to rub the lamp some more to find that too.

Jimmy's story but proves that any day we may meet opportunity coming 'round the corner and that tomorrow is another new day.

Tomorrow is another new day in the SUNSHINE SERVICE and we are grateful for another chance to help somebody who needs a friend.

Well, 'bye for now!

YOUR AUNT SALLY.

Stu Irwin in New Comedy

"Phone Again, Finnegan," a new comedy-drama program starring Stuart Erwin, started on WOW and the NBC network recently in the 3 p. m. Saturday spot, under sponsorship of the Household Finance Corporation. Shaw-Levally, Inc., is the agency.

Erwin portrays the title role of Finnegan, manager of The Welcome Arms, an apartment hotel, around which the story is centered. Other members of the cast are Harry Stewart, Florence Lake, Lou Merrill and June Foray. Ken Niles will announce.

The new show will be produced by Frank Ferrin, directed by Hobart Donovan and written by Donovan, Leslie Edgley and Harry Stewart.

—WOW—

NEW CHILD STAR

Patsy Bolton, 14-year-old singer, who made her professional debut when Eddie Cantor introduced her as his surprise guest on the Eddie Cantor show recently, is now heard regularly on the program (Wednesdays NBC, 7 p. m.)

Patsy has had no professional training and had made no professional appearances previous to the Cantor show. Response to her first radio performance has justified Cantor's opinion of himself as a star-finder.

—WOW—

John Graham has been added to the cast of NBC's Young Widder Brown. He has the role of Hugh Gleason.

ON HIS OWN

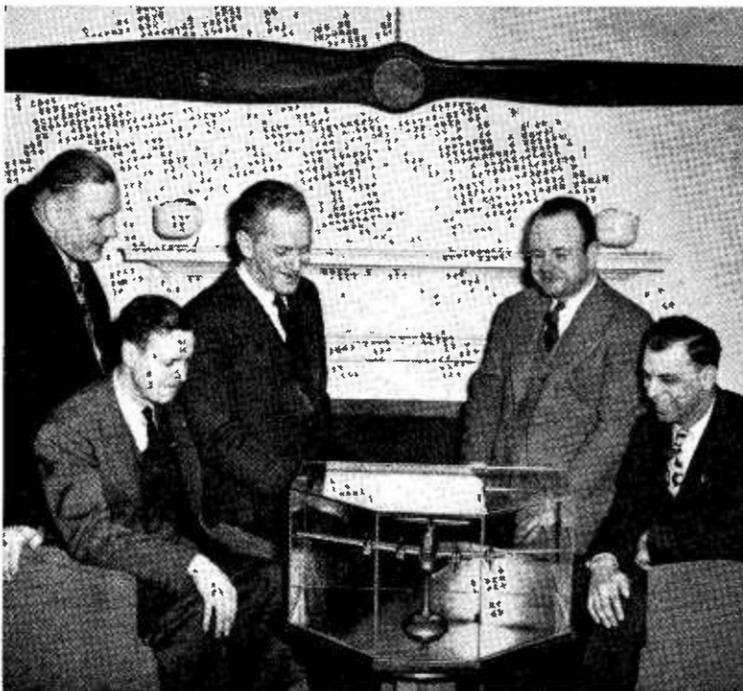


Jimmy — is happy—mighty happy. Jim for the first time in a long time can "stand on his own feet." You see, he is an accident victim who now has an artificial limb made possible by WOW's Aunt Sally and the contributors to her "Sunshine Club." Aunt Sally is heard on WOW, Monday through Friday at 6:15 a. m.

? 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. "5/46" means May, 1946. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

AIR-MINDED WOW MEN



Five air-minded WOW Staffers get together in the club rooms of the National Aeronautic Association to discuss matters of interest to those who are hitting the flight line. Left to Right: Soren Munkhof, Al Larson, Roy Glanton, Fred Ebener and Al Maller. Larson holds his private pilot license, Ebener's interest is a carry-over from his work as a captain in the air force, Maller and Glanton are working for their licenses. Munkhof is a first lieutenant in the CAP.

THE BAXTERS

Stressing emphasis on child psychology, juvenile delinquency, national safety and other educational programs will be the theme of NBC's The Baxters series Saturdays at 1:30 p. m., on WOW in the next few weeks.

The May schedule will comprise "Let's Play it Safe" (National Safety Council) May 4; "The Danger Signs of Delinquency" (juvenile delinquency) May 11; "Education Need Not End" (adult education program) May 18, and "Temper and Tantrum" (child psychology) May 25.

The two programs listed for June will see "The Baxters Go Places" (summer vacation) June 1, and "Bud Succeeds at Failure" (sportsmanship) June 8.

—WOW—

NEW IN FAMILY

Anne Whitefield, 7-year-old NBC actress, has just signed for another important role. Anne, who is heard on NBC's One Man's Family, has been signed for the role of Bunny, Stuart Erwin's niece on the Phone Again, Finnegan program.

Set New Doctors

at Home Series

The adventures of Dr. Tom (Sidney Breese) Riggs of NBC's Doctors at Home series will take him into the realms of cancer research, allergies poisonings and other scientific fields during an eight-week period which began April 20.

Programs for April included "The Sneeze Before the Wheeze" (allergies) "The Road to Danger" (tuberculosis) on April 27, both at 3 p. m., on WOW Saturdays.

During May and June this series will be heard at a new time, 2:30 to 3 p. m. The schedule will cover "Problem Parents" (children's behavior problems), May 4; "A Snake in the Grass" (mushroom poisoning), May 11; "Coroner's Report" (highway safety), May 18; "This Little Pig Went to Market" (trichinosis), May 25 (originally scheduled for April 6); "What You Don't Know Might Hurt You" (health education in the schools), June 1; and "Medicine in the Crystal Ball" (frontiers of medicine), June 8.

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.
- 6:55 A. M.—News Tower 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.—Midwest Report Sun.
- 10:00 A. M.—News Tower Sun.
- 11:15 A. M.—World Front Sun.
- 12:00 Noon—Four-Bell News Roundup Daily except Sun.
- News Tower Sun.
- 1:00 P. M.—Sheaffer World Parade Sun.
- 2:00 P. M.—National Hour Sun.
- 3:30 P. M.—John W. Vandercook Sat.
- 5:15 P. M.—News of the World, NBC Mon. Thru Fri.
- 5:30 P. M.—Four-Bell News and Sports Daily except Sun.
- 6:45 P. M.—Highlights of News Mon., Wed., Fri., Sat.
- 9:15 P. M.—Robert St. John Mon. Thru Fri.
- 10:45 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

Pastor Gets Odd Birthday Present

It's the nicest present I ever received in my life," said the Rev. R. R. Brown, pastor of WOW's World Radio Congregation. He referred to a replica of an old-fashioned microphone presented to him by the young people of his congregation at the Omaha Gospel Tabernacle.

The old-type mike replica was made up of "pennies from heaven." Its stem consists of 1,196 pennies—one for each of Mr. Brown's broadcasts on WOW—since he started on April 8, 1923.

Around the rim of the mike itself were 23 half-dollars—one for each year of Mr. Brown's ministry.

The idea for such a unique gift originated with Arlon Fischer, one of the active members of the church's young peoples' association.

It bears two microphone call-letter signs, one "WOAW," as the station was called when Mr. Brown first started, and on the other side "WOW."

The World Radio Congregation's birthday was also observed by a special "hymn-sing" on the air in which the Tabernacle choir broadcast old-time hymns. During the program 32 selections were sung, many by request.

The Rev. Brown's weekly WOW service is at 8:30 a. m. Sundays.

PENNY MIKE



The Rev. R. R. Brown and his unusual birthday gift, made of 1,196 pennies and 23 half-dollars.

—WOW—

BEST DRESSED TOO

Perry Como, singing star of the Chesterfield Supper Club (NBC, five-a-week, 9 p. m., WOW) has been selected by the Custom Tailors Guild of America as one of the 10 best dressed men in the country.

Others chosen were Edward Stettinius, Jr., chairman of the American delegation to the UN Council; Ray Milland, movie star; Guy Lombardo, orchestra leader; Morton Bernstein, vice president of a large silver manufacturing company; society's Alfred Gwynne Vanderbilt; baseball's Hank Greenberg; John Brownlee, Metropolitan Opera baritone; Alfred Lunt, of the theater, and Henry R. Luce, publisher.

WARING READIES BIG NIGHT SHOW

"Glorious Music" to Sub For McGees

Shattering all precedent in summer programming, Fred Waring and his entire company of Pennsylvanians will replace "Fibber McGee and Molly" for 15 weeks beginning June 18 (NBC, Tuesdays, 7:30 p. m., WOW). The S. C. Johnson & Company, Inc., continues as sponsor. The "Fred Waring Show" will continue to be heard as well in its daytime programs Monday through Friday at 9 a. m. on WOW.

Needham, Louis & Brorby, Inc., is the agency handling the Johnson account. The Tuesday and Thursday broadcasts of Waring's daytime program will continue under the sponsorship of the American Meat Institute.

Pioneering

Last June, Clarence L. Menser, NBC vice president in charge of programs, and Fred Waring pioneered in putting Waring's elaborate musical show into a daytime program period. Again this year they are pioneering in placing radio's largest popular musical organization in a summer series.

Waring's orchestra and glee club and soloists Joan Wheatley, Jane Wilson, Gordon Berger, Walter Scheff, Gordon Goodman, Stuart Churchill, Mac Perrin, Jodja, "Honey and the Bees" and the Twin Trios will be featured on the half-hour musical variety program.

First Big Step

Menser described the program as the "first big step in continuing NBC's 'Parade of Stars' into the summer period."

Waring had one of the most popular evening music shows on the air for a number of years. Returning to an evening spot gives both daytime and evening listeners the opportunity of hearing "The Fred Waring Show." "Fibber McGee and Molly" will resume October 1.

—WOW—

NBC-WOW Stars

Lead Popularity Poll

With Bing Crosby setting the pace, NBC programs heard on WOW and stars rolled up a landslide margin in the 16th annual radio popularity poll conducted by the Milwaukee Journal. NBC programs and personalities won 10 of 14 possible first places, according to results announced by Bea Pepan, radio editor of the Journal.

Crosby won with ease in the Favorite Program, Favorite Radio Personality and Male Popular Singer classifications. Other NBC champions are Fibber McGee, Favorite Comedian; Hour of Charm, Concert Program; Fred Waring, Daytime Show; Dinah Shore, Girl Popular Singer; Bill Stern, Sports Announcer; Harry von Zell, Studio Announcer, and Truth or Consequences, Favorite Quiz Show.

NBC quiz programs took the first five places in the Favorite Quiz Show division. They are Truth or Consequences, People Are Funny, Dr. I. Q., Information Please and Kay Kyser's College of Musical Knowledge, in that order.

In addition to Fibber McGee, Bob Hope, Fred Allen, Edgar Bergen, Abbott and Costello, Red Skelton and Jack Benny gave NBC seven of the first 10 places under Favorite Comedian. Fibber McGee and Molly (second), Hope, Allen, Great Gildersleeve and Skelton placed high under Favorite Program.

Other NBC places included Hope (tied for second), Allen, Skelton and Benny in Favorite Radio Personality; John Charles Thomas and NBC Symphony, Concert Program; Perry Como and Larry Stevens, Male Popular Singer; Jo Stafford (second), Frances Langford, Hildegard and Anita Gordon, Girl Popular Singer; Waring, Tommy Dorsey, Kyser, Carmen Cavallaro and Wayne King, Dance Orchestras; Harlow Wilcox, Bill Goodwin and Kenny Delmar, Studio Announcers.

"WISTFUL VISTA" MAESTRO



The maestro himself—Fred Waring, boss of the NBC morning headliner, heard on WOW at 9 a. m., Mondays through Fridays, is now all set to replace Fibber McGee show for the summer. Fred started his musical career as a member of a Boy Scout fife and drum corps. He organized his first band at Penn State, where he was an engineering student. Now his organization includes 69 members, who hail from nearly every state in the Union.



A press pass, a lot of nerve and a great voice landed Jane Wilson her job as a singing star with Fred Waring's Pennsylvanians. She crashed a theater where Waring was playing, insisted on an audition, got the job. Above she's shown with Singer-Guitarist Jimmy Atkins, the Nebraska boy, who is with the great musical group heard every weekday morning, Mondays through Fridays, at 9 a. m., on WOW, and who will be heard all summer on the Fibber McGee replacement Tuesday nights

"My Uncle Slug must have been born under the sign of Pisces, the fish. He's always had a whale of a time, he's quite a card shark and he's a little hard of herring."—BOB BURNS on NBC's Bob Burns show.

Madeleine Lee, as Jackie Woods, has joined the cast of NBC's Lora Lawton.

—WOW—

Linda Reid has been added to the cast of NBC's Stella Dallas in the role of Julia.

PROGRAMS MOVE AHEAD

(Continued from page 1)

White," followed by "Judy and Jane" and "Young Doctor Malone." The Alka-Seltzer News of the World program will be at 5:15 p. m. Mondays through Fridays.

On Monday through Friday forenoons the changed NBC program schedule will start off at 8:30 a. m. with "Road of Life" and be followed by "Joyce Jordan," Fred Waring's music, Barry Cameron, David Harum, Lone Journey (from 9 a. m.), and 10:15 Lora Lawton (from 9:15).

The Aquila's "Special Delivery" with Joy Barton and Ray Olson will be in a brand new spot, 10:30 a. m., on Mondays, Wednesdays and Fridays.

Vicks 5-minute "Memory Album" will shift from late afternoon to 10:45 a. m.

General Mills "Masquerade" will remain at 11 a. m. Tuesdays through Saturdays.

"Meet Me at Hinky-Dinkys" will remain unchanged at 11:30 a. m. Mondays, Wednesdays and Fridays, and "Mystery Chef" will continue on Tuesdays and Thursdays same time.

"Life Can Be Beautiful" will continue to be heard at 11:45 a. m. just preceding the Midday 4-Bell News Roundup, the Supreme Serenade (12:30 as usual), and The Noonday Forum at 12:45 p. m.

The Saturday morning schedule will remain "as is."

The Saturday afternoon schedule will remain "as is" until 2:30 p. m. when "Doctor's at Home" will be one-half hour earlier than usual, followed by "Phone Again" at 3 p. m., John W. Vandercook at 3:30 p. m., Tin Pan Alley at 3:45. Martin Block's Record Shop will be at its usual time, 5 p. m.

In the Sunday morning schedule "Cheerup Time," sponsored by Iowa Master Breeders moves ahead 15 minutes to 9:30 a. m., "Solitaire Time" moves an hour ahead to 9:45 a. m., The American Dairy Association's program moved from 12:45 p. m. to 11 a. m., and the Bunte Brothers "World Front" feature will be heard at 11:15 a. m. Lorenzo's "House of Beauty" moves from 11:30 a. m. to 11:45, just preceding the noon news.

—WOW—

It Pays to Listen to "The Life of Riley"

William Bendix, who is always getting into a jam on his Life of Riley program (NBC, Saturdays, 9:30 p. m., CST) got an Atlanta, Ga. boy out of the worst jam he was ever in.

Indicted for robbery, the boy was acquitted when he proved that he had been at home listening to The Life of Riley at the time the crime was committed.

—WOW—

STAFF STUFF

(Continued from page 3)

two of the boys were just a little too casual one day. And, they were definitely in an anticipatory mood.

Your writer was flying to Lincoln for a meeting of the wing staff of the Civil Air Patrol. There was a strong, gusty wind—ranging up to 70 miles per hour—much too much wind for flying in a Cub.

Said Harold Baker gleefully, "we'll make the story of your crash a lead on the 5:30 news." Chimed in Jim McGaffin: "Say, we might even get a half day off." A week later Jim started on the 5 a. m. news shift.

—WOW—

John Manning has been added to the cast of NBC's Backstage Wife in the role of Rodger Pearson.

? 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. "5/46" means May, 1946. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

Thanks, Otto!



Omaha's fast-skating Omaha Knights paid a touching tribute just before they left town to W. Otto Swanson, president of the Nebraska Clothing Company, for his many kindnesses to the members of the team. Coach Tommy Ivan presented Otto with a beautifully hand-lettered scroll signed by every Knight, as the boys' way of saying "thanks for everything." Among many things, Mr. Swanson made possible WOW's hockey broadcasts.

—WOW—

Original "Dr. I. Q."

Will Return in June

Lew Valentine, the original Dr. I. Q., who carried the role for two years before entering the armed forces, once again will become the Mental Banker, Monday, June 3 (NBC, 8:30 p. m., CST), replacing Jimmy McClain, who is retiring to devote his full time to the ministry.



Valentine

Both Valentine and McClain will headline the May 27 show which will originate from the stage of Loew's theater in Indianapolis, when Jimmy will bid farewell to his radio career and turn over the Dr. I. Q. chores to its former conductor.

Valentine, who directed the Dr. I. Q. show for two years, donned his khaki garb in 1942 and was discharged last October after putting in a three-year-hitch, 19 months of which were served in the Aleutian Islands.

Prior to entering the service, Valentine spent more than 10 years in radio, which saw him branch out from a local station producer and director to directing and narrating many top network shows. He was born in San Benito, Texas, in 1912 and made his radio debut in 1930 over Station WOAI (San Antonio).

After completing his run from the stage of the Albee Theater in Cincinnati, McClain began his final I. Q. run in the Loew Indianapolis theater on April 22.

The retiring Dr. I. Q. has been attending the Seabury Western Theological seminary in Evanston, Ill., for the past two years and will be ordained a rector in the Episcopal Church next fall.

—WOW—

MAYOR IS BACK

As a result of a vast number of inquiries received by Parkyakarkus asking what had happened to the pompous mayor on his NBC show, Meet Me at Parky's, the comedy star and Writer Hal Fimberg are putting the character back into the script. The mayor is portrayed by Arthur Q. Bryan, veteran character actor.

CELEBRITIES VISIT NOONDAY FORUM

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Hy'ya, Good Sports.

I've been looking at the sports picture and it's as pretty as a spotted dog under a red wagon in the shade of a newly-painted barn.



Tom Dailey

During war time we kept hearing stories and comments about the Golden Era of sports which would follow the war. Some of the sages said five years, others ten years. But let me present the opinion that the Golden Age is here—now!

In the Rings

Mike Jacobs is tagging his ring-sides for the Louis-Conn show at a cool century note—one-hundred dollars. The rest of the house is scaled accordingly. And if he doesn't clean up on that one there's not a shamrock in Ireland. It is still legend of how fight fans paid over a million to see Dempsey and Tunney square off back in the lush 20's. Promoters had never heard of so much money. But in this one they'll take in so much that the bank will sink two feet into its foundation. I wonder how long it would take to count about three-million frog skins. Oh well—there's one thing this breezer doesn't have to worry about.

On the Links

Byron Nelson and his divot-digging skillclubbers are doing their part to prove the point that the Golden Era is upon us. Check the gallerites at the big tournaments. Thousands of them! And it's booming the purses of the boys who play for pay, too. Don't be surprised to see a \$100,000 Open any day now. Fellows such as George May in Chicago will stop at nothing, let alone money, to put on the biggest show. And games will get sharper as the purses bulge bigger, with professionals moving into real dough for their abilities on the golf courses. But there again is something which can never worry this graying head. Leastwise, not me and my 114—which by the way is the same as my bowling score.

Mutual Music

When we stand atop Ak-Sar-Ben grandstand this summer and yell, "They're off and they're running," our remarks will have been prefaced by the sweetest song ever sung by mutual machines. The win, place and show machines should in this Golden Era stand right up on their hind legs and scream with joy as they try and serve the "experts" who line the window-paths. Here we have the purses going up like a P-38. Which should make for better races and more interest among the handicappers. Said handicappers will be trying to cash more winning tickets and many thousands of them will. But, my horse? See that one way back in the dust? He's mine. All mine.

And It's Welcome

Americans are happy that the Golden Age is upon us. Through the terrible war years we dreamed of it and wondered how it would be. Well, baseball parks will be jammed and other sports events are already turning people away. In New York recently a sports writer said to me: "When do you think the G. A. will arrive?" My reply was: "Look around you, brother—it's here!"

—WOW—

GET BRONZE PLAQUE

Bud Abbott and Lou Costello, NBC comedians, have been honored by the National Association of Professional Baseball Players, with the presentation of a bronze plaque for their interest in juveniles and sports.

Guest Leaders For Symphony

Three outstanding conductors have accepted invitations to conduct the spring and summer concerts of the NBC Symphony orchestra, in addition to Dr. Frank Black, NBC general music director.

Franco Autori, Leonard Bernstein, Fabien Sevitzky, Vladimir Golschmann and Black will direct the orchestra on the "General Motors Symphony of the Air" (Sundays, NBC, 3 p. m., WOW). They will conduct on the following dates:

April 28, May 5, 12 and 19, Frank Black; May 26 and June 2, Leonard Bernstein; June 9, 16, Fabien Sevitzky; June 23, 30, Vladimir Golschmann, and July 7, 14, 21 and 28, Frank Black.

Bernstein came to public notice when he took over a performance of the New York Philharmonic when the regular conductor became ill. He since has become one of America's most promising young artists.

—WOW—

GARDEN QUOTA

A goal of 20 million victory gardens, 10 per cent more than last year, has been set for 1946 by the National Garden Conference to help ease the world food shortage, it was reported by John Baker, radio chief of the Department of Agriculture, on a recent National Farm and Home Hour broadcast (NBC, Saturdays, 1 p. m. on WOW).

Mrs. F. D. R. . . . Just a Farmer



The nation's former First Lady, Eleanor Roosevelt, had just remarked that she is "just a farmer" when this photo was taken recently when she was being interviewed by Ray Clark on the Noonday Forum. Mrs. Roosevelt came to Omaha to speak before the Jewish Community Center Forum about her experiences as a UN-London conference delegate.

Ray Clark Catches 'em All, Plus Specials

The seemingly endless parade of "big names in the news" continues to wind its way to Ray Clark's Noonday Forum microphone.



Ray Clark

In the past few weeks that parade included such celebrities as: Eleanor Roosevelt; General Gilbert, the army's top recruiter; Dr. Allan Nevins, professor of History at Columbia University; Banker and do-gooder Walter W. Head; and Colonel Wallace Graham, Omaha who is personal physician to President Truman.

Of course there were many others—an expert on cancer, a mountaineer from Alaska, and Fred Zimmer, editor of the Cedar County (Neb.) News, who had lots of ideas on world peace, inflation, labor unions and food-conservation.

Clark's program, aired at 12:45 p. m. weekdays (Mondays, Wednesdays and Fridays for Planter's Nuts), is looked forward to every day by listeners who ask themselves the question: "Who's visiting Omaha today?" They almost always find out when they tune to Ray's program.

The Forum, however, often includes special event broadcasts too. Recently Ray described a huge government surplus property sale. On a couple of other days he used special transcriptions made for WOW in Tokyo and telling how midwest boys, still overseas, are getting on. Just a short while ago Ray covered the ground-breaking ceremonies at Kansas City for the multi-billion dollar Pick-Sloan Missouri River development plan.

GIT, DOGGIE!

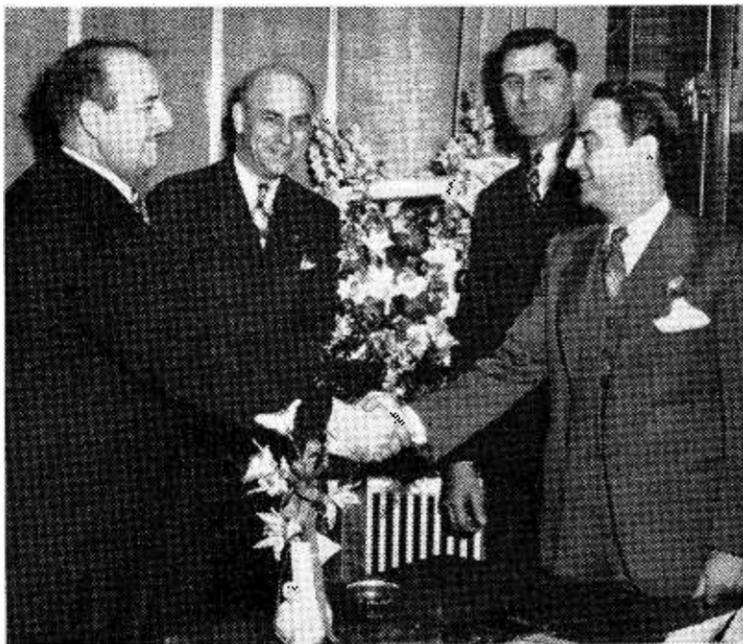


It's Slim Eberhardt, WOW's Happy Cowboy, and his 4-month-old Cocker Spaniel, Rusty, at the microphone. Slim, who is heard over WOW at 6:35 a. m., Monday, Wednesday and Friday and at 7:45 a. m., Tuesday, Thursday and Saturday, is giving Rusty to the child who sends in the best last line to a jingle.

—WOW—

Michael Douglas, featured vocalist with Kay Kyser's orchestra, is rapidly becoming Hollywood's number one mimic. Recent questions on NBC's College of Musical Knowledge have Douglas imitating the Ink Spots, Frank Sinatra, Morton Downey, Perry Como, Andy Russell and Bing Crosby.

Oldsters Note WOW Birthday



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.

20 YEARS AGO ON WOW

Twenty years ago today (May 1) WOW's (WOAW, then) program schedule included:

- 6:45 p. m.—Every Child's story hour conducted by Grace Sorenson, editor Every Child's Magazine.
- 7:10 p. m.—Invitation to ladies to participate in Ladies Missouri Valley Golf Tournament, Field Club, June 7-12, by Mrs. Blaine Young.
- 7:30 p. m.—Creighton Education Period. Lecture on "The Psychology of Child Raising," John Donavan, Professor of Education.
- 8 p. m.—Fred Smith's "Radario" (dramatic sketch) "Jealousy" presented by WOAW Players, directed by Mrs. A. S. Harrington.
- 8:30 p. m.—Golf Lesson by Pete Lowdon, Dundee course professional.
- 10 p. m.—Frank Hodek and His Nightengales orchestra direct from Roseland Gardens.
- 11 p. m.—Organ Jubilee, Elks Club rooms.

\$564,000 a Week

(Continued from page 1)

McGee and Molly	H	15,000
Fitch Bandwagon	H	9,500
Front Page Farrell	N	1,700
Grand Ole Opry	N	3,000
Great Gildersleeve	H	10,500
Guiding Light	C	3,000
David Harum	N	2,500
Jack Haley	H	11,000
Harvest of Stars	N	10,000
Highways in Melody	N	5,000
Hildegard	N	10,500
Honor the Barber	H	13,500
Bob Hope	H	17,500
Hour of Charm	N	6,000
Information Please	N	11,000
Lorenzo Jones	N	1,750
Joyce Jordan	N	2,000
Just Plain Bill	N	1,500
Kraft Music Hall	H	17,500
Kay Kyser	H	13,500
Life Can Be Beautiful	N	2,750
Life of Riley	H	8,000
Lora Lawton	N	2,500
Ma Perkins	C	3,300
Merry-Go-Round	N	4,250
Masquerade	C	2,500
Meet Me at Parky's	H	6,500
Mr. and Mrs. North	N	4,500
Mr. D. A.	N	5,500
Mystery Theatre	N	3,000
National Barn Dance	C	5,000
Nat'l Farm and Home	C	3,000
NBC Symphony	N	10,000
One Man's Family	H	9,500
People are Funny	H	3,000
P. M. Follies	N	7,500
Portia Faces Life	N	2,500
RCA Victor Show	N	10,000
Right to Happiness	N	2,250
Road of Life	N	2,750
Dinah Shore	H	9,500
Red Skelton	H	10,000
Bill Stern	N	2,000
Telephone Hour	N	8,500
John Charles Thomas	H	12,000
Tin Pan Alley	C	1,850
Today's Children	C	2,500
Truth or Consequences	H	9,000
Rudy Vallee	H	14,000
Voice of Firestone	N	6,500
Waltz Time	N	3,500
When a Girl Marries	N	2,500
Woman in White	C	2,500
Woman of America	N	2,500
Young Dr. Malone	N	2,000
Young Widder Brown	N	1,600
Pepper Young	N	2,200
Total		\$564,250

—WOW—

"If you want to make yourself scarce, just pretend you're a pound of butter."—RED SKELTON on NBC's Red Skelton program.

WOW'S MAY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "5/46" Means This Is Your Last Issue!

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

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.
 6:00 A. M.—WOW News Tower—Staley Milling Daily except Sun.
 6:15 A. M.—Aunt Sally Mon., Tue., Wed., Thu., Fri.
 Lee Farm Hour—Poultry Remedy Sat.
 6:30 A. M.—Markets (Remote) Mon., Tue., Wed., Thu., Fri.
 Time and Times Sat.
 Sunrise Serenade Sun.
 6:35 A. M.—Happy Cowboy Mon., Wed., Fri.
 Time and Tunes Tue., Thu.
 Markets Sat.
 6:55 A. M.—Reveille—Fair Store Daily except Sun.
 News Sun.
 7:00 A. M.—Alex Dreier—Skelly News Daily except Sun.
 Revival Hour, Gospel Broadcasting Association Sun.
 7:15 A. M.—Lyle, Stan and Company—Nutrena Mon., Wed., Fri.
 Little Song Shop—Swanson's "Ever-Fresh" Foods Tue., Thu., Sat.
 7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul
 Daily except Sun.
 7:45 A. M.—Reveille Roundup—Groves Cold Tablets Mon., Wed., Fri.
 Happy Cowboy Tue., Thu., Sat.
 8:00 A. M.—World News Review—National Biscuit Mon., Tue., Wed., Thu., Fri.
 What's What Today?—Metropolitan Utilities Sat.
 Al Williams Health System Sun.
 8:07 A. M.—Eight-O-Seven Special Mon., Tue., Wed., Thu., Fri.
 8:15 A. M.—Little Doghouse Sat.
 Midwest Report Sun.
 8:30 A. M.—Road of Life—P. & G. Duz Mon., Tue., Wed., Thu., Fri.
 Morning Musical Sat.
 Chapel Service, Rev. R. R. Brown Sun.
 8:45 A. M.—Joyce Jordan—P. & G. Mon., Tue., Wed., Thu., Fri.
 Musical Grab Bag Sat.
 9:00 A. M.—Fred Waring—American Meat Institute Mon., Tue., Wed., Thu., Fri.
 Homemakers Club—Nebraska Power Sat.
 9:30 A. M.—Barry Cameron—Manhattan Soap Mon., Tue., Wed., Thu., Fri.
 Archie Andrews Sat.
 Cheer Up Time—Iowa Master Breeders Sun.
 9:45 A. M.—David Harum—Babo Mon., Tue., Wed., Thu., Fri.
 Solitaire Time—Campana Sun.
 10:00 A. M.—Lone Journey—Carnation Milk Mon., Tue., Wed., Thu., Fri.
 WOW Jamboree Sat.
 WOW News Tower—Kilpatrick's, Perfex Sun.
 10:15 A. M.—Lora Lawton—Babo Mon., Tue., Wed., Thu., Fri.
 Gems and Jottings—Zales Jewelry Sat.
 10:30 A. M.—Special Delivery—Aquila Mon., Wed., Fri.
 Music Tue., Thu.
 Smilin' Ed McConnell—Buster Brown Sat.
 This Bright World—Herzbergs Sun.
 10:45 A. M.—Memory Album—Vicks Mon., Tue., Wed., Thu., Fri.
 10:50 A. M.—Musical Grab Bag Mon., Tue., Wed., Thu., Fri.
 11:00 A. M.—Strictly Instrumental Mon.
 Masquerade—General Mills, Sofasilk Tue., Wed., Thu., Fri., Sat.
 Mitchell and Utley—American Dairy Association Sun.

11:15 A. M.—Melodic Moods Mon., Wed., Fri.
 Roundup Time Tue., Thu.
 Music in three-quarter time Sat.
 World Front—Bunte Bros. Sun.
 11:30 A. M.—Meet Me at Hinky-Dinky Mon., Wed., Fri.
 Mystery Chef—Metropolitan Utilities Tue., Thu.
 Name Speaks Sat.
 11:45 A. M.—Life Can Be Beautiful—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.
 Victory View Sat.
 House of Beauty—Lorenzo Sun.
 12:00 Noon—Four-Bell News, Markets Daily except Sun.
 WOW News Tower—Kilpatrick's, Perfex Sun.
 12:15 P. M.—Farm Magazine of the Air—Yager Seed Company Sun.
 12:30 P. M.—Supreme Serenade—Merchants Biscuit Mon., Tue., Wed., Thu., Fri.
 Ben Adams Family—Robinson Seed Sat.
 Westinghouse Concert Sun.
 12:45 P. M.—Noonday Forum—Planters Peanuts Daily except Sun.
 1:00 P. M.—Woman of America—P. G. Soap Mon., Tue., Wed., Thu., Fri.
 Farm and Home Hour—Allis Chalmers Sat.
 Sheaffer World Parade Sun.
 1:15 P. M.—Ma Perkins—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.
 1:30 P. M.—Pepper Young's Family—P. & G. Camay Mon., Tue., Wed., Thu., Fri.
 The Baxters Sat.
 One Man's Family—Standard Brands Sun.
 1:45 P. M.—Right to Happiness—P. & G. Ivory Bar Mon., Tue., Wed., Thu., Fri.
 Veterans Advisor Commander Ty Krum Sat.
 2:00 P. M.—Backstage Wife—Sterling Products Mon., Tue., Wed., Thu., Fri.
 Horse Races Sat.
 The National Hour Sun.
 2:15 P. M.—Stella Dallas—Phillips Chemical Mon., Tue., Wed., Thu., Fri.
 2:30 P. M.—Lorenzo Jones—Sterling Products Mon., Tue., Wed., Thu., Fri.
 Doctors at Home Sat.
 Nebraska-Iowa Quiz—Listerine Tooth Paste Sun.
 2:45 P. M.—Young Widder Brown—Phillips Chemical Mon., Tue., Wed., Thu., Fri.
 3:00 P. M.—When a Girl Marries—General Foods Mon., Tue., Wed., Thu., Fri.
 Phone Again Finnegan—Household Finance Sat.
 General Motors Symphony of the Air Sun.
 3:15 P. M.—Portia Faces Life—General Foods Mon., Tue., Wed., Thu., Fri.
 3:30 P. M.—Just Plain Bill—Anacin Mon., Tue., Wed., Thu., Fri.
 John W. Vandercook Sat.
 3:45 P. M.—Front Page Farrell—Kolyos and Bisodol Mon., Tue., Wed., Thu., Fri.
 Tin Pan Alley—Leaf Gum Sat.
 4:00 P. M.—Guiding Light—General Mills Mon., Tue., Wed., Thu., Fri.
 Rhapsody in Rockies Sat.
 Catholic Hour Sun.
 4:15 P. M.—Today's Children—General Mills Mon., Tue., Wed., Thu., Fri.
 4:26 P. M.—Betty Crocker—General Mills Mon., Tue., Wed., Thu., Fri.
 4:30 P. M.—Great Gildersleeve—Kraft Sun.
 4:32 P. M.—Woman in White—General Mills Mon., Tue., Wed., Thu., Fri.
 4:45 P. M.—Judy and Jane—Folger Coffee Mon., Tue., Wed., Thu., Fri.
 5:00 P. M.—Young Dr. Malone—P. & G. Duz Mon., Tue., Wed., Thu., Fri.
 Martin Block's Record Shop Sat.
 Jack Benny—Lucky Strike Sun.
 5:15 P. M.—News of the World—Alka Seltzer Mon., Tue., Wed., Thu., Fri.

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