

Radio
Station
WOW

RADIO NEWS TOWER

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

5000
Watts
590 Kc.

Complete Radio Program News From Radio Station WOW

VOL. V—No. 4

OMAHA, NEBRASKA, JANUARY 1, 1941

PUBLISHED MONTHLY

WOW GOES WEST WITH HUSKERS

Radio Set Sales Up 25 Per Cent During 1940

Thousands of WOW listeners, who received new Christmas radio sets, helped to swell the radio audience of the United States past the 50,000,000 mark.

Industry statisticians estimated, late in December, that radio set sales for 1940 will be 25 per cent ahead of 1939. The slide rule experts (figuring the 1940 increase) report that by January 1 the total number of sets in use was slightly over 50,000,000, or an increase of approximately 5,000,000 in the past year.

Orestes Caldwell, editor of "Radio Today," estimated the radio set sales for 1940 at 11,200,000, as compared with 9,000,000 in the calendar year of 1939.

"Like the horizon which is never reached, the dimensions of radio's audience seem to expand constantly in the direction of previously incredible totals," Mr. Caldwell wrote. "Each year the gross figures shoot upward. Thus sales of sets produce an ever-widening audience, which in turn attracts a seemingly illimitable prosperity to radio as a medium of communication."

"Radio Today" estimated that there were a million more automobile sets in use in 1940 and 900,000 more portable "battery" radio sets.

Telltale comparative figures in table form were issued by Mr. Caldwell as follows:

Radio Sets Sold at Retail	
1939—	9,000,000
1940—	11,200,000*
Total Sets in Use	
1939—	45,200,000
1940—	50,000,000
Auto Radios in Use	
1939—	6,500,000
1940—	7,500,000
Battery Portables	
1939—	900,000
1940—	1,800,000

*Last two weeks estimated.

Likewise, the use of radio as an advertising medium showed a sizeable increase. In 1939 the sale of radio time amounted to \$170,000,000. In 1940 it amounted to \$212,500,000.

Network statisticians pointed out that the increase in the number of sets in use made the cost of delivering an advertising message to the radio listener smaller, or in effect reduced radio advertising rates.

Today the cost of reaching a radio listener is:

Smaller because radio sales are now running 25 per cent ahead of a year ago, which was then an all-time high. (Sales of time by broadcasters in 1939 was \$170,000,000.)

Smaller because during 1940, 11,200,000 radio sets were sold. (Double the sales of 1929—in 1939, 9,000,000 sets were sold.)

Smaller because right now the number of radios in use in the U. S. is at least 50,000,000. (In 1939, 45,200,000 sets were in use.)

Smaller because 7,500,000 auto radios are in use now. (In 1939, 6,500,000 auto radios were in use.)

Smaller because 1,800,000 battery portables are now keeping listeners in constant touch with radio wherever they are. (In 1939, 900,000 battery portables were in use.)

Official government figures, based on the 1940 census, are expected to confirm these estimates when they are released late in January or February.

HORMEL RENEWS

Hormel, Inc., has announced renewal of the Burns and Allen program for another 13 weeks. The program is heard on WOW at 9 o'clock on Monday nights.

With the "Huskies" in the Valley of the Sun



Basking in what the Phoenix Chamber of Commerce calls the "Valley of the Sun," were WOW's Foster May and Tom Dailey, as they "covered" exclusively for WOW listeners the Huskers' Rose Bowl preparations.

Photo above shows the Husker squad at a chuck-wagon feed on the desert.

Below: Dailey



and May at Camel Back Inn.

Dailey's reports were heard on his Falstaff Sports programs; May's on his Chevrolet "Man on the Street" feature.

The WOW crew traveled 5,000 miles. They were to return to Omaha January 6.

Engineers Bill Kotera and Joe Herold also made the trip.

May and Dailey Join Trek to Rose Bowl

As this was written, WOW was scoring the most spectacular special events "scoop" of 1940 with a series of broadcasts by Foster May and Tom Dailey from the west coast.

May and Dailey were with the University of Nebraska Cornhuskers at Phoenix, Ariz., during their preparations for the Rose Bowl game January 1 with Stanford University.

The "double-feature" WOW special events crew arrived in Phoenix late December 20, in time to cover for WOW listeners the arrival of the Cornhusker special train and the enthusiastic welcome ceremonies.

May's broadcasts were sponsored by the Omaha Zone Chevrolet Dealers Association, and were presented on his regular "Man on the Street."

Dailey's reports came to WOW listeners by courtesy of the Falstaff Brewing Corporation of Omaha on his regular "Sportstime With Falstaff" programs.

The Arrival

The first broadcasts from Phoenix included the actual voices of each player on the Nebraska squad and addresses of welcome by Mayor Reed Shupe of Phoenix and John C. Murphy, President of the Phoenix Chamber of Commerce.

A great cheer went up when "Butch" Luther appeared at the microphone still wearing lipstick (carefully preserved) resulting from the Lincoln farewell, at which time the famous Nebraska halfback "hung his pin."

Shupe described the Cornhuskers as "beautiful young giants." He promised mothers and sweethearts back in Nebraska that Phoenix would care for their every need.

WOW's coverage of the Cornhuskers' stay in Phoenix also included a description of the Christmas party given for the team and daily reports from the practice field describing the condition of the players as they prepared for the big game.

"Spotter" Dailey

Major "Biff" Jones, coach of the Cornhuskers, told the WOW audience that he was especially pleased that Tom Dailey had been selected as a spotter for Bill Stern, the NBC expert, who was to describe the Rose Bowl game. As a spotter, Dailey was to help Stern identify Nebraska players.

Following the eight-day period in Phoenix, the Cornhusker squad was to attend the Festival of the Roses at Pasadena, and several interesting broadcasts by May and Dailey were to be made from there.

The final broadcast of the series was to be from a post-game New Year's dinner party to be given for the squad by Robert Taylor, who is a former Nebraskan (Arlington Brugh).

The double WOW special events crew expected to travel more than 5,000 miles by automobile to make the two series available to midwest radio listeners. May and Dailey were accompanied by Chief Engineer W. J. Kotera and Chief Recording Engineer Joe Herold of the WOW staff.

During Tom Dailey's absence the Falstaff hockey games were broadcast by Jack Sandler, press representative of the Omaha Knights.

The Rose Bowl special events expedition was scheduled to return to Omaha about January 6.

CAST WON'T MOVE

Plans to move the entire cast of the Oxydol show, "Ma Perkins," to California for the winter have been changed, and the production of the show will continue from Chicago.

Seven of 10 "Bests" Heard on WOW

Seven of the 10 favorite radio programs and 8 of the 10 favorite individual radio entertainers on the air this year are heard regularly on WOW.

This is revealed in the annual "Radio Daily" poll of radio editors and writers throughout the nation.

Best programs, in order, were given as the Jello program, with Jack Benny; the Pepsodent show, with Bob Hope, and "Information Please" for Lucky Strikes, with the "Kraft Music Hall," fifth; "Charlie McCarthy," sixth; Fibber McGee and Molly, seventh; Kay Kyser's "Kollege of Musical Knowledge," a Lucky Strike show, in 10th.

Favorite individual entertainers, in order, were listed as Jack Benny, Bob Hope, Bing Crosby, fourth; Edgar Bergen, fifth; Fibber McGee and Molly, sixth; Kay Kyser, seventh; Fannie Brice, ninth, and Alee Templeton, 10th.

COMBINATION

A radio trade publication says the newest "combination" for 1941 will be an instrument which will be a grand piano, a phonograph and radio, all in one.

FLASHES

Radio listening will reach a peak in the next three months (January, February and March), according to a study of listening habits by a national survey agency. February, January and March (in that order) are peak-audience months.

—wow—

Attention, Promoters! A British War Relief Charity Golf Match series, teaming Bob Hope and Bing Crosby against two British stars, is about to be conducted on a nation-wide tour.

—wow—

So that listeners in far western Nebraska could hear, too, WOW arranged with NBC for KGKY at Scottsbluff and KGNF at North Platte to broadcast the Rose Bowl football game.

GILLIN NAMED

John Gillin, Jr., General Manager of WOW, has been appointed to the National Radio Committee for the celebration of the Birthday Ball for the President. Announcement of the appointment was made by Keith Morgan of New York City, National Chairman.

Cities Service Soon to Start 12th Year

The Cities Service Concert, on WOW, Friday nights, has been renewed for another year, effective January 3. This will make the 12th consecutive year for this program, the oldest network program on the air.

BURKE ON P. A.

Program Manager Harry Burke of WOW was drafted to announce several Ak-Sar-Ben Knights hockey games over the public address system at the Coliseum.

SKINNER RENEWS

The Skinner Manufacturing Company of Omaha, makers of Raisin-Bran and macaroni products, has renewed its radio advertising on WOW for the year of 1941.

BAND CHANGE

Variety reports that Skinnay Ennis may take over Hal Kemp's band. Kemp died recently from auto accident injuries.

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

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

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 1/41, which means January, 1941.

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

BURKE ATTENDS SCHOOL MEET

Says Teachers Now Sold on Radio

Program Manager Harry Burke of WOW returned recently from the fourth annual School Broadcast Conference at Chicago, where he witnessed many interesting demonstrations of educational radio programs. About 1,400 educators, including 1,250 teachers from 30 midwest states, participated.



Harry Burke

Burke said the teachers showed a marked enthusiasm about the use of radio as an educational medium.

"Apparently the job of selling teachers on the value of radio and education has been completed," Burke said. He observed that the first three years of this annual conference were devoted to selling radio to educators, but that this year the conference devoted almost all of its sessions to actual demonstrations of how radio is now being used. The conference gave its first Award of Merit to Judith Waller, Educational Director of NBC in Chicago.

Chairman of the conference was Harold Kent of the Chicago public schools.

Cities credited with making greatest advances in the use of radio for educational purposes were Detroit, Chicago, Akron, Ohio, and Indianapolis.

In conjunction with the conference, educational directors of NBC and Columbia held a meeting to discuss network radio educational plans.

Other midwestern radio men who attended the conference included Woody Woods, WHO, Des Moines; L. Von Linder, WMT, Cedar Rapids; Ed Browne, KMBC, Kansas City, and Max Karl, WCCO, Minneapolis.

Distinguished speakers at the

Elaine Barrie is Cast in New Role

The little vamp, Violet Shane, who is creating a new "complication" in Welch's "Dear John" series, starring Irene Rich, is Elaine Barrie, whose real-life career has presented a few complications itself. Elaine is heard in the Violet Shane role on the program each Saturday at 6:45 p. m. on WOW.

Miss Barrie was in "Katy Did-So What" when her romance with John Barrymore began, and she quit her college career at that time to devote herself to the theater. Since then, she has appeared in radio, stage and motion picture productions.

Miss Barrie's first radio appearance was in New York in Rudy Vallee's show, "Twentieth Century." At that time she played opposite Barrymore.

Later she appeared on the NBC Shakespearean series, the "Camel Caravan," and other network shows. She has played stock in Gifford, Conn.; Maplewood, N. J.; at Harvey's Lake, Pa.; Atlantic City, N. J., and in the Brighton Theater in Brooklyn. Among the legitimate plays in which Miss Barrie has appeared are "My Dear Children," "Katy Did-So What" and "What Every Woman Knows."

Elaine is 5 feet 6 inches, weighs 118 pounds and has brown hair and eyes. She was born in New York City on July 15, 1915.

PRONUNCIATION AID

The news and special events division of the National Broadcasting Company, in New York, has prepared a pronunciation guide for announcers who are not familiar with the languages spoken in the countries surrounding the Mediterranean. A copy of the guide has been supplied to WOW. Members of the WOW staff who are called on to broadcast news have been ordered to study the guide carefully.

meeting included Dr. Brooks Eney, Robert Aura Smith, Dr. Crane Johnstone, Franklin Dunham, Edward Bernays, William Benton, Georgia Denny, Lyman Bryson, Raymond Gram Swing and C. A. Siepmann.

NO DOG HOUSE



"Uncle Walter" (Tom Wallace) is in the "Dog House" only on Tuesday nights, 9:30, on WOW. Here he is with his fine family in his own home. Reading down are Tom, Jr., Mrs. Wallace, "Uncle Walter" (Vice President Russel M. Seeds Co.), Marge Ann and George. From this snapshot no one would ever know "Uncle Walter" had just returned from hearing the plight of "some suffering brother."

Msgr. Fulton J. Sheen on "Catholic Hour"

The Rt. Rev. Msgr. Fulton J. Sheen has returned to the air on "The Catholic Hour," and will be heard each Sunday at 5 p. m. on WOW, via NBC Red net, until after April 13.

The new series of sermons is under the general title of "Guilt," and the opening sermon, December 15, was entitled "The Spirit That Makes War." The next two in the continuity were "War and the Shattering of Illusions" and "The Alpha and Omega."

Continuing, the future titles are: Jan. 5—Conditions of a Just War. Jan. 12—War as a Judgment of God. Jan. 19—The Universality of the Judgment.

Jan. 26—What Are We Fighting For?

Feb. 2—Is Our Program Reactionary or Liberal?

Feb. 9—Democracy and Religion.

Feb. 16—The Masses and God.

Feb. 23—Papacy and International Order.

Mar. 2—Anti-Christ.

Mar. 9—The Reality of Sin.

Mar. 16—Our Inner Conflict.

Mar. 23—The Spirit of Penance.

Mar. 30—The Spirit of Faith.

Apr. 6—Redemption.

Apr. 11—The Crucifixion (Good Friday).

Apr. 13—Hope (Easter).

A FREE RADIO

At affairs celebrating radio broadcasting's 20th birthday recently, two significant utterances were reported:

"... democracy cannot tolerate any attempts at domination or control by the government of the free and open avenues of public information." — President Franklin D. Roosevelt in a letter praising radio, sent to Neville Miller, President of the National Association of Broadcasters.

"... a free radio, along with a free press constitutes the cornerstone of a system of free men." — Wendell L. Willkie in a similar letter to Miller.

Bread Spreads Will Pep-Up Those Lagging Winter Appetites

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

Did someone say that the jelly shelf has grown empty? That so often happens after a busy-foods season. Summer, with an over-abundant supply of fruits adaptable to jelly-making, inspires the homemaker to make a great variety of jellies and jams. The fruit cabinet looks well filled, and that homemaker wonders if she hasn't been too enthusiastic in her preparation of winter foods. But, not so, once you start feeding these luscious spreads to a hungry family. That supply seems to have just melted away, and midwinter finds the shelf growing emptier day by day. Now, that situation should not

be alarming, with the markets filled with possibilities for a variety of sweets that the family will enjoy.

Citrus fruits lend themselves to many different recipes, alone, and in combination with other fruits. Cranberries are ever present, and their contents are a great aid in furnishing necessary food elements for better health during cold weather. Or, here's another suggestion: You can buy the so-called gallon cans of various kinds of fruits, some commercial pectin, and plenty of sugar, and you can fill that empty shelf in short order.

Following are a few recipes for quick marmalades and jams that will replenish your stock should you realize a sudden shortage:

Cranberry Marmalade

- Two oranges.
- One and one-half cups water.
- Two cups cranberries.
- Six cups sugar.
- One-half cup liquid pectin.

Peel the oranges and slice the skin of one of them thinly, or run it through a food chopper. Cook in the water in a covered saucepan until tender. Add the oranges and the cranberries, which have also been put through the food chopper, and boil this gently for about 10 minutes. There should be three cups of fruit pulp. Add water if necessary to make up this amount. Add sugar, bring to a full boil and boil rapidly for two minutes. Remove from heat, add the pectin and stir well. Pour into clean hot glasses and seal with paraffin.

Dried Fruit Jam

- One pound dried fruit.
 - Three cups sugar.
 - Juice of two lemons.
- Wash fruit thoroughly, cover with cold water. Heat slowly to boiling. Simmer until soft. Press through sieve, add sugar and lemon juice and simmer slowly, stirring frequently until thick. Seal in jars.



Martha Bohlsen

WOW

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Bill Wiseman, editor.

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C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK!
MAY I COME IN?

Happy New Year, Everybody!
I suppose all the columns in the News Tower will start out in just that way this month, but we of WOW mean that greeting down deep in our hearts for you readers and our vast audience in radio-land.



Aunt Sally

Let us pause on the threshold of the new year in retrospection. To some of you the past 12 months have been very wonderful, but to others those months brought disillusion, frustration of plans and schemes, impatience because of your shortcomings, lack of balance, errors.

You have made mistakes, but so long as your errors were good lessons learned, were instructive for future conduct and inspirational for better living, then look back with no regret for the mistakes of 1940.

The man has yet to be born who will make no mistakes.

To a man or woman of character and principle, mistakes are but stepping stones to success.

From the ashes of failure many a monument has arisen.

The year 1940 may not have brought all you hoped for, neither has it brought all you feared.

The past year has been a splendid year for the Sunshine Chain of WOW.

A productive, progressive, glorious year. Productive of happiness for hundreds of people who might have been forgotten, progressive in the addition of many new members, workers and friends.

Glorious is the feeling of accomplishment and satisfaction that comes from labor in the Master's service.

What you hear on the radio when Aunt Sally makes her breakfast-time call at 6:15 every morning, will but give you an idea of the outer edges of the huge circle of sunshine. It would be gratifying, indeed, to take you inside that circle and make you realize the happiness which comes to all the shut-ins and the aged ones who happen to get within reach of its warmth.

Perhaps you recall the case of Joy Brown, who was a helpless invalid, with no chance, 'twas said, of ever walking again. Perhaps you know that Joy Brown is out in the world now, walking without a crutch or brace, and busy in the Sunshine work herself. Joy Brown walks today partly because of the assistance the WOW Sunshine Chain gave.

Perhaps you know that we have another girl, Judy Simpson, in a Des Moines hospital at the present time, in casts, being treated that she, too, may walk again after 10 years in bed and wheel chair.

The year 1940 gave Judy her chance to walk, and we have every right to believe that 1941 will give her the power to walk from that hospital as Joy Brown did.

After Judy Simpson gets on her feet we have another girl to enter the hospital, and 1941 may see her walking again after many years in bed.

Those are the BIG things we of the WOW Sunshine Chain concern ourselves with, and in addition there are hundreds of other ways that we send sunshine into the lives of those who are on the inside looking out.

These facts would make a good-sized book, and I hope some day to bring enough information before the world to make everybody realize what joy can be put into the lives of the less fortunate by sharing, ever so little, of the blessings God gives to us.

If the WOW Sunshine Chain sends out as much happiness in 1941 as it did in 1940, there will be plenty to be glad about and proud of, but with our health and strength, and God willing, our efforts and results will be tripled.

Well, 'bye for now.
YOUR AUNT SALLY.

Rev. R. R. Brown's Chat

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

Nineteen forty-one is upon us! The doors of a new year have swung open. "Father Time" bids farewell to 1940 with bowed head and drooping shoulders as he looks back upon the record of a year that has brought destruction, misery and death, as well as the blessing of peace, prosperity and plenty. What a record man has made for himself in the year that has closed!



Rev. R. R. Brown

As the portals of the new year open, man will be straining the eye of vision in an attempt to discern the future, which appears for the most part unpredictable. Many of the predictions we read are more "wishful thinking" than hopeful promises. Someone asked a great writer this question: "Can you tell what will be in the next 10 years?" He replied: "Either I shall be dead or I shall be locked up in an asylum for the insane."

Men will tell you that the political, economic and social life of the nation is unpredictable. Are we being led by aggressor nations to a new form of governmental set-up? Is it to be quite largely socialistic in form? Certainly the social life of people will be affected by political and economic changes. Shall we emerge from all this stronger, purer and more brotherly, or will life take on coarser aspects? One of the hopeful indications of the situation is that the people in free countries are grateful for their liberties and

they are doing all they can to preserve peace. We must all pray and think sanely and soberly, so that we may not become involved in war, which never settled anything permanently.

There is, however, the brighter outlook for the new year. As individuals, we may have our personal faith, courage and consecration. We all should begin the new year by confessing our faith in the unchangeableness of God, in the authority of His work and in the certainty of His eternal program. It was in Omaha that a publisher of a great magazine said that religion was the only hope of our day, and although he had grieved his father by turning away from it, he was now coming back to it. In fact, he said: "I am running back to it as fast as I can." While man's predictions are only guesses, let us fix our faith in the imperishable promises of God.

Let us resolve to keep unshaken faith in our democracy and refuse to allow propaganda, or the futile Utopian promises to intrigue us into accepting some new political formula, which will eventually mean selling out to a dictator.

Let us keep faith in one another. Let us believe in and be faithful to the unchangeableness of the common moralities.

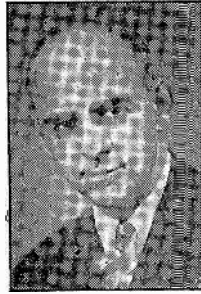
Personally, we begin the new year with a deeper sense of our dependence upon God, as well as with gratitude for every privilege granted by WOW in the past, and for your fellowship. Be sure to tune-in to WOW on Sunday morning at 8:30. Tell others about the service. When in Omaha, don't fail to visit our chapel studio in the Tabernacle at 2006 Douglas Street.

Didja Know? . . .

By BILL WISEMAN

HAPPY NEW YEAR, FOLKS!

We don't want to get formal about it, but certainly the correct way to start off this month's effort is to wish every WCW listener a Happy and Prosperous New Year. What we have in mind is best summed up in the language of a greeting card we received which read like this:



Bill Wiseman

"May the most that you want be the least that you'll get—in 1941."

This is not a me-to-you wish. It's from the entire staff of WOW—all 72 of us, all 200 of our part-time associates, and all the officers and employees of our parent company, the Woodmen of the World Life Insurance Society.

HIGHLIGHTS OF 1940 . . .

Looking back over 1940 and WOW's record, there are some pleasant memories and a few headaches.

In retrospect we might recall: **Best Special Event:** The WOW Golden Spike Days panorama broadcast. This one-hour feature included pickups from North Platte, Kearney, Grand Island, Columbus—and ended with the arrival of the Gracie Allen Special in Omaha. That race across Nebraska ahead of the Special was a memorial to enterprise.

Most Popular Tune: "I'll Never Smile Again." Significant was the fact that you liked "torch tunes" best in 1940. It looked like everybody was carrying a torch!

Finest Omaha Production: A five-minute program from Ak-Sar-Ben Coliseum's Ice Rink in connection with the Birthday Ball for the President (January 30). On 462 stations throughout the world, this short feature, arranged by Foster May, included a ballet on skates around a huge birthday cake. Ended with a chorus singing "Where Else But Here?" Very effective!

Best Radio Promotion: Omaha Food Show. Record (over capacity) crowd came to see "Show Boat," "Truth or Consequences" and "National Barn Dance" shows—all brought to Omaha by WOW.

Best New Program Ideas: General Mills' "Light of the World," dramatization of the Bible, and Ivory Soap's "Truth or Consequences."

Most Unusual Gift Offer: A real \$2,000 airplane each week, by Brown & Williamson's "Wings of Destiny"

Biggest Thrill: WOW's November fifth, election night coverage "scoop."

COMING UP FOR 1941 . . .

Trying to predict intelligently what may happen tomorrow (literally) in radio is as tough as trying to pick the winner in Europe's war. Things happen with lightning speed in radio, and with little or no advance notice.

There are some things on the 1941 agenda that can be discussed.

Reallocation: Scheduled for around March 1, is the nation-wide shake-up in radio wave lengths. Many listeners may have to adjust their "push-button" tuning buttons. There will be no change in WOW's wave or location on your dial.

BMI vs. ASCAP: WOW will add thousands of new tunes, and thousands of old ones will be revived as a result of this controversy. You may hear a lot about this battle over music copyright performance rights. And then again it may be ended any day.

Frequency Modulation: This is the new so-called "staticless" system of radio transmission. WOW has asked permission to test it experimentally.

GLAMOUR BOY . . .

Tom Dailey will scream, but if you want to have some fun just call him "Sis." He annexed this new nickname the other day when he was required to put on feminine makeup for "closeups" in a movie short.

DAILEY REVIEWS 1940 SPORTS

IN NEW ROLE



A favorite actress of thousands of WOW listeners, Mercedes McCambridge, shown above, is heard again in a new role—that of Father Barbour's Secretary in "One Man's Family." You hear this Tenderleaf Tea program on WOW, Sundays, at 7:30 p. m.

Former Omahan in NBC Service Position

Walter Preston, Jr., former Omaha insurance man, has been named director of the new Public Service Division of the National Broadcasting Company in New York City. He was formerly assistant to the Vice President in charge of education programs in NBC's New York program department.

His new duties will include supervision of women's and children's activities, religious and educational broadcasts.

Russ Baker to M-C Ideal Series

WOW's Russ Baker, whose talents as a master of ceremonies have found no real outlet in recent months on WOW, has been assigned to produce a new radio program under the sponsorship of Wilson & Company for Ideal Dog Food.

The program will be heard at 9:15 a. m., Mondays, Wednesdays and Fridays, beginning January 13. It will be of the Musical Clock type, with recorded music and many special service features.

Baker is an actor of distinction, having participated in Community Play House productions and on the New York stage.

Included on the program will be details of a Wilson and Company offer, which will make many valuable premiums available to WOW listeners. Also available to listeners who respond to this program will be a 100-page booklet, called "The Dog Guide." This booklet contains full information and pictures about 34 popular breeds of dogs and cats. Every family which has a dog will profit by accepting the offers on this new Ideal Dog Food program.

WEDDING BELLS

WOW's studio orchestra and many members of the WOW staff took part in a charivari following the recent wedding of George Round of Lincoln and Miss Margaret Thiele of Alliance, Neb.

Round is the Extension Editor of the University of Nebraska School of Agriculture, and as such has been active in the "Farm Facts and Fun" program on WOW Saturday afternoons.

Soon after the wedding Mr. Round and his bride departed for the west coast on a honeymoon, which was to include the Rose Bowl football game New Year's Day.

COFFEE-TIMER



Maxwell House "Coffee Time" starts the new year with a new cast lineup, including Frank Morgan, the famous movie star, shown above. "Baby Snooks" and "Daddy" will continue to headline this Thursday night show.

"Double Feature" for Woodbury Period

Listeners will hear a "double feature" starting New Year's Day in place of the "Woodbury Playhouse," 7 p. m., Wednesdays, on WOW.

The first quarter hour will be the singing star, Tony Martin, with David Rose's orchestra. At 7:15 p. m. an unusual program, called "How Did You Meet?" will follow.

The latter program will offer weekly prizes for the best letters on the subject of its title.

Red Letter Year for Hockey and Football

By TOM DAILEY

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

Hello, good sports! These foolish little things remind me of you, or . . .

Remember the 1940 football season?

It was the year Starford rose from rags to riches on the magic wand of has-been Clark Shaughnessy.



Tom Dailey

Joe Mernik's place kicks booted Minnesota into the Big Ten and probable national championship.

Cornell lost to Dartmouth on Monday morning.

Army went down before Notre Dame, but the cadets got the ball used in the game and all the glory.

Holy Cross almost upset Boston College, and Texas did upset the Texas Aggies.

Nearly every kickoff was preceded by the playing of "The Star-Spangled Banner." A lot of them were followed by "Hail Columbia."

Notre Dame started like a house afire and ended like a house burned down.

Homicide Harmon trimmed Wrecker Reagon.

Even Alice Marble picked an All-American team.

Great backs were a dime a dozen. Harmon, Franck, Kimbrough, Evashevski, Reagan, O'Rourke, Albert, Saggau, Francis and Hopp—not forgetting Knolla. Of all the prizes Harmon got, the most publicized was a crate of raspberries.

Three thousand miles of hot dogs were eaten every Saturday afternoon.

Yessir, quite a grid year, 1940. The new crop of co-eds was prettier than ever, and they wore bigger chrysanthemums.

Verily, it was a wonderful football season. Will you ever forget it? Two-to-one you can't name half the All-American team three months from now! But it was fun while it lasted.

Forget-Me-Nots

'Twas great to have Henry McLemore of United Press on Sportstime. Quipped Henry: "It would take a typewriter with 114 keys to write my Georgian dialect."

Dempsy, the Manassa Mauler, traveling through Omaha and a guest on Sportstime, but worried over daughter Barbara's sore throat.

And how could we ever forget the "carpet of torn tickets" that covered the paddock at Ak-Sar-Ben's splendid racing season! Every color of the rainbow.

The cities of Omaha and Lincoln went stark-staring mad on two occasions during old 1940. Once when the Omaha Knights hockey team entered the finals with the St. Louis Saints and in Lincoln when the Cornhuskers got an "invite" to the Rose Bowl at Pasadena.

My most embarrassing moment: Met the Michigan football team at the airport. Walked up to a young man and said: "I want to interview some of the first-string men. Where will I find them?" Young man answered: "Well-I-I, my name's Tom Harmon. Will I do?"

More Memory Shorts

Hay Emm's temper that melts ice . . . Roy Petsch's swell blocking . . . Stu Baller of Omaha U. and Ed Hickey of Creighton, fine basketball coaches . . . When the top blew off my car driving to Lincoln. Engineer Herold threatened to walk rest of way . . . Butch Luther's running . . . Knolla's running . . . Seabiscuit's running and Don Lash's running . . . also Willie's running.

But, seriously, let me close my chat with you at the beginning of this new year by saying: May your new year be filled with PEACE, SUCCESS and HAPPINESS!

"It isn't that you won or lost, but how you played the game."

Lyle De Moss in Role of "Musical Grocery Boy" for United Foods New Early Morning Six-a-Week Show

Hundreds of WOW housewives have a new "grocery boy."

He is a jolly fellow, and he arrives via the loudspeaker in WOW homes 7:45 each week day morning, by courtesy of United Foods and King Kash grocers.

"Your Musical Grocery Boy" is Lyle De Moss, Production Manager of WOW and long-time conductor of morning "Musical Clock" programs. On the air only since December 15, Lyle's friendly "It's a Shurfine morning, folks!" has already become a household phrase. Regardless of weather conditions, every morning is a "Shurfine" morning as far as Lyle and his new program is concerned, for Shurfine is one of the leading brands advertised on the "Your Musical Grocery Boy" program.

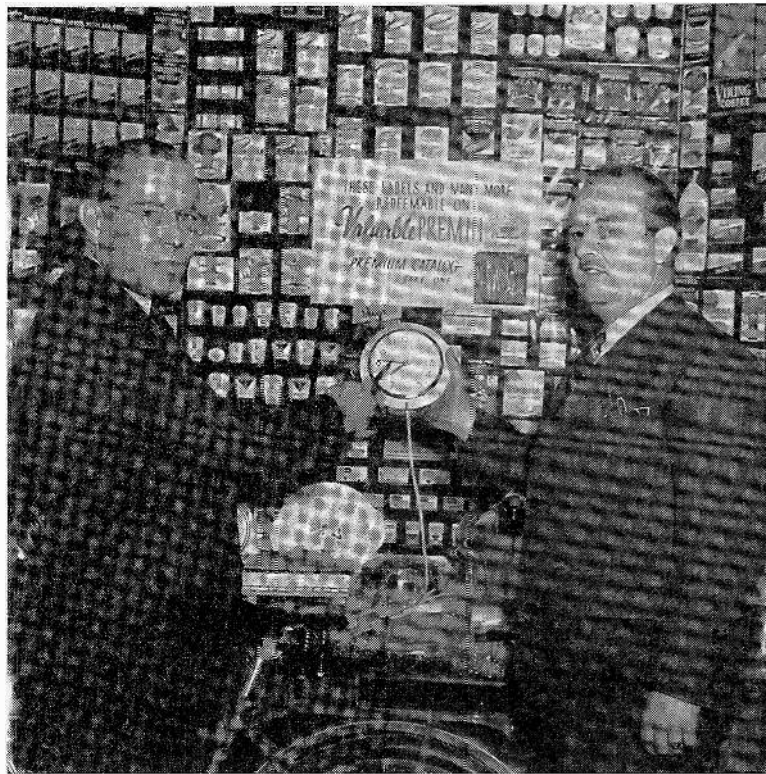
Other leading brands publicized on this program are Energy, Looking Glass Cellophane, Gypsy Soap, Dawn Fresh Frosted Food, Mity Fine, Anchors Aweigh Salmon, Tastewell, Elmdale, Roxey Dog Food, Viking, Purity Cheese Products, Soflin Paper Products and Royal Arms.

Lyle is very well qualified to discuss these brands, because A. G. Paxson, General Manager of United Foods, insists that the De Moss family sample at its own dinner table each of the products about which Lyle talks. Ever since the program started the De Moss family has been well supplied with these lines of groceries.

?? MOVING ??

Please, please, please don't forget to send to WOW your change of address when you move from one location to another.

Simply write a postcard, giving your old address and your new address, so that you will be sure to receive your WOW News Tower magazine without delay.



Only "Oscar" is missing from this picture about the new "Your Musical Grocery Boy" program on WOW week days at 7:45 a. m. Photo shows Lyle De Moss, right, and A. G. Paxson before a table of label redemption gifts and a background of United Foods and King Kash labels.

The new radio program has been unusually successful, because the free delivery service of the United Foods and King Kash stores has been very convenient for housewives during the recent bad weather.

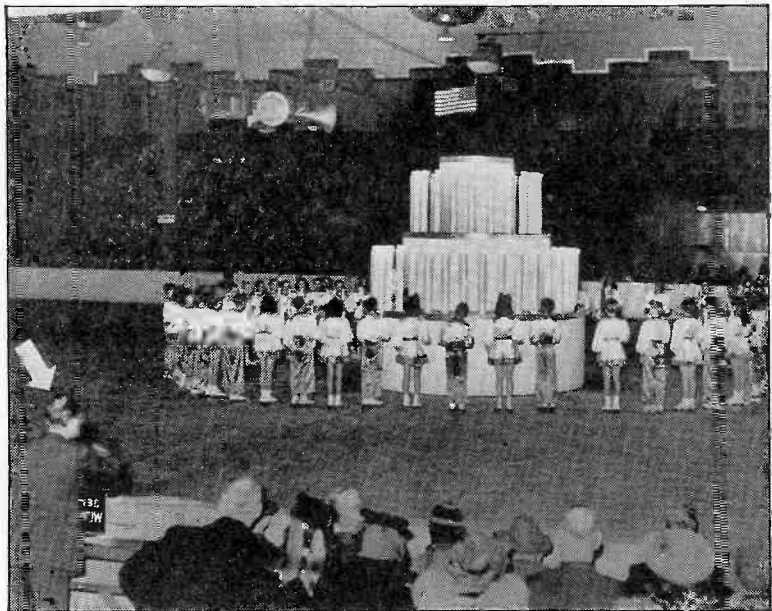
United Foods and King Kash stores, in Omaha and vicinity, are a part of a national organization which includes 21,000 grocery stores.

Listeners have shown a great in-

terest in the new label redemption plan which is in effect wherever these brands are sold. Under this plan more than 600 valuable gifts are available, free, to housewives who save these labels. A catalog of these gifts may be obtained from any United Foods or King Kash grocer. Listeners may telephone AT-lantic 9229 for the location of the nearest United Foods grocer or to have a gift catalog sent by mail.

RADIO WOW HIGHLIGHTS OF 1940

F. D. R. BALL... ON 462 STATIONS



JANUARY—Millions of listeners throughout the world heard the **WOW** broadcast pictured above from Ak-Sar-Ben Coliseum. Arrow points to Foster May describing Omaha's part in the 1940 Birthday Ball for the President. The broadcast was heard over 462 American and many short wave stations. Highlight: Child skaters from 57 schools in ice ballet. As background, the chorus sang "God Bless America."

Another 7,300 Hours of WOW Service!

At the stroke of one January 1, 1941, **WOW** completed within 12 months another 7,300 hours of broadcast entertainment and enlightenment.

The year of 1940 brought new successes and new achievements to **WOW's** service record.

Some of the highlights of the year are enumerated chronologically in pictures and words on this and the opposite page.

JANUARY

1. **WOW** purchased an \$1,800 Hammond Electric Organ, with new "floating tone" speaker.
2. **WOW** entertained managers and other representatives of 28 stations at 10th District NAB meeting.
3. Chief Engineer W. J. Kotera announced that during all of 1939 **WOW** lost only 1 hour, 2 minutes and 32 seconds by transmitter failure.
4. The **WOW** News Tower reprinted, in full, the University of Chicago Roundtable broadcast devoted to "propaganda" and offered reprints to **WOW** listeners.
5. World Telegram, Radio Daily and Variety's midwinter "best programs" compilation showed that **WOW** carried in this territory 8 of the 10 best network programs on the air.
6. **WOW** produced a part of the network Birthday Ball for the President's broadcast, which was carried by 462 American stations and to audiences of several short-wave stations around the world. Participating were children from 57 Omaha schools, on skates, grouped around a huge birthday cake, each carrying lighted candles. Description of the ice ballet, and the **WOW** chorus singing "Happy Birthday to You" and "God Bless America," was done by Foster May, **WOW's** special events chief.

FEBRUARY

1. **WOW's** special events crew covered the Henshaw hotel fire at 3 a. m., including actual description of rescues and interviews with surviving victims. The broadcast was transcribed and repeated at noon.
2. Chief Engineer W. J. Kotera and Chief Control Operator Joe Herold were sent to the third annual Engineering Conference of the National Association of Broadcasters at Columbus, Ohio.
3. At a huge Junior Chamber of Commerce luncheon, honoring the Woodmen of the World, **WOW's** parent company, figures were released showing:
 - (a) **WOW** regularly employs 72 persons.
 - (b) The Woodmen spent, for maintenance of its radio station in 1939, \$146,000.
 - (c) **WOW** gives annual temporary employment to more than 200 persons.

MARCH

1. **WOW** employed Tom Dailey of Tulsa, Okla., and began a vigorous new year-round sports program, which during the year included hockey, horse racing, baseball, football and all minor sports.
2. **WOW** carried 12 direct broadcasts from the fourth annual National Farm Institute in Des Moines, including exclusive interviews with Dr. Adolph A. Berle, Milo Perkins, Howard Coonley, Philip Murray and many others.
3. **WOW** carried an exclusive interview with Herbert C. Hoover, and originated a network broadcast from Omaha.
4. **WOW** was host to 40 educational and civic leaders at a luncheon for Mrs. Edwin C. Lewis, Vice Chairman of the newly-formed Radio Council on Children's Programs. **WOW** assisted in organizing a local chapter.

APRIL

1. **WOW** covered the April 9 primary election, giving its listeners conclusive results within 45 minutes after the polls closed. This was accomplished by sending 50 Western Union messenger boys to the polling

(Continued on page 5)

DE MOSS PILOTS ZEPHYR



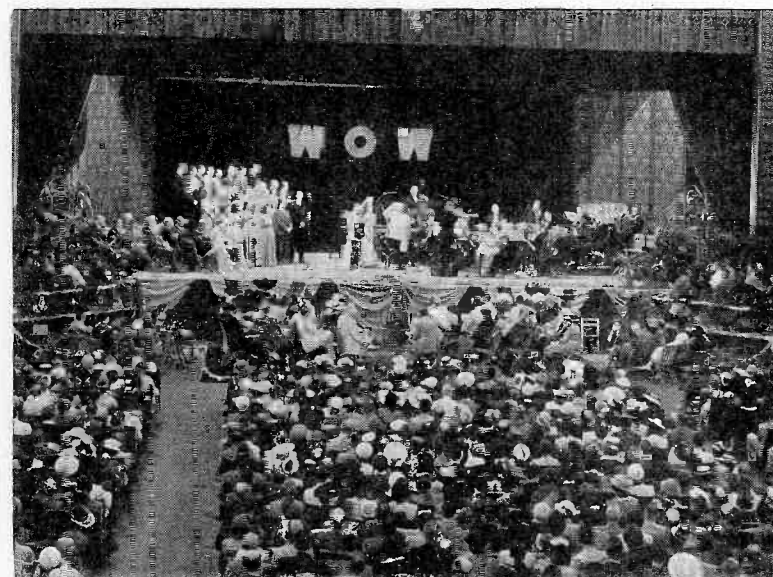
APRIL—Highlight of this month was the special event by Lyle De Moss from the cab of the Burlington's Silver Streak, on its maiden run between Omaha and Kansas City. As the stainless steel Zephyr breezed along at 90 miles an hour, De Moss vividly told **WOW** listeners how it felt to pilot the "Silver Streak."

GOLDEN SPIKE SPECIAL EVENTS



MAY—Golden Spike Days broadcasts! **WOW** listeners will not soon forget the fleet of **WOW** special events cars which covered Golden Spike Days in North Platte, Kearney, Grand Island, Columbus and Omaha. Every phase of Omaha's gala celebration was included in more than 20 special broadcasts about Golden Spike Days.

WOODMEN BIRTHDAY PARTY



JUNE—This was a banner month in the history of the Woodmen of the World. June 6, 4,000 persons gathered at the City Auditorium and 400,000 others assembled in 8,000 Camps throughout the nation in observance of the Society's Golden Anniversary. The event was broadcast coast to coast by **WOW** and 89 NBC stations. Photo shows the broadcast in progress, with President Bradshaw at the microphone.

LABOR...INDUSTRY...FARMING



FEBRUARY—From Des Moines National Farm Institute **WOW** carried exclusive interviews with the three foremost figures in American political life, pictured above. Left to right: Philip Murray, now President of the C. I. O.; Howard Coonley, President (then) of the National Manufacturers' Association, and Chester Davis, Federal Reserve Board Member, former A. A. administrator and (now) also a member of the President's Defense Commission.

DAILEY JOINED WOW STAFF

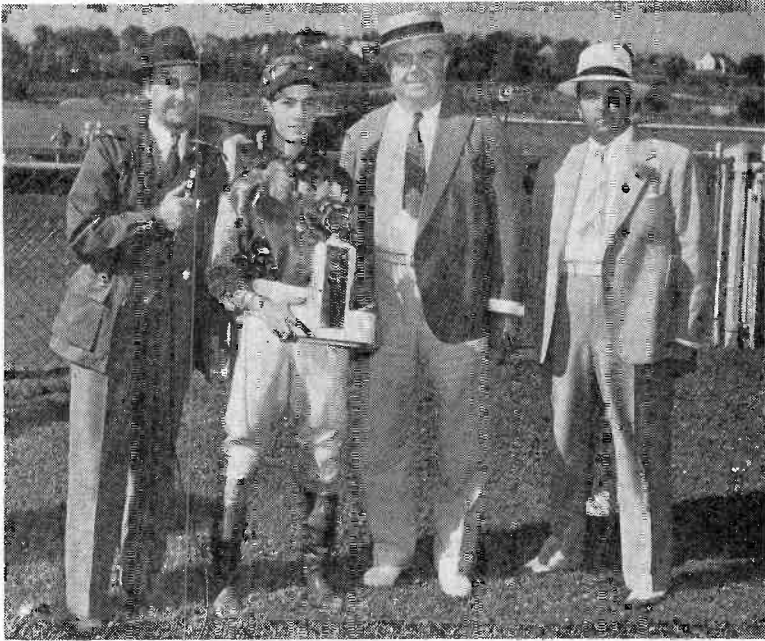


MARCH—Falstaff's Tom Dailey came to **WOW** in March to negotiate one of the most complete and successful sports programs on the air. Dailey has since distinguished himself as a hockey, football, baseball and minor sports authority. He is pictured here with Hap Emms, playing coach for Omaha's Ak-Sar-Ben Knights hockey team, and Goalie Nelson.

CHECK PAGE 8 } FOR THE DATE YOUR NEWS TOWER EXPIRES NOW!

RADIO WOW HIGHLIGHTS OF 1940

"AK" RACES FOR "WHEATIES"



JULY—The glorious Fourth brought the conclusion of the Ak-Sar-Ben spring race meet and a historic series of broadcasts sponsored by General Mills. Photo shows General Manager John Gillin, Jr., with microphone; Jockey Willie Cassidy, Mayor Dan B. Butler and Harvey Foster, WOW race expert, when Cassidy was awarded the Wheaties trophy as the champion jockey of the meeting.

BIG-WIGS MEET IN 'FRISCO



AUGUST—1940's hottest month found WOW's high officials in San Francisco at the annual meeting of the National Association of Broadcasters. Photo shows (left to right) John Gillin, Jr., General Manager of WOW (rear); William Hedges, NBC Vice President, New York; William Ruess, Chairman of the Auditors and Personnel Director of WOW; Don Gilman, NBC Vice President at San Francisco, and Niles Trammell, President of NBC, New York.

FOOD SHOW BREAKS RECORDS



SEPTEMBER—This was the month WOW brought more than 100 NBC stars to Omaha, in person, for the Omaha Food Show. Record-breaking crowds (see picture above) came every night to see the Avalon "Show Boat" troupe, Ivory's "Truth or Consequences," with Ralph Edwards, and the Alka-Seltzer "National Barn Dance" gang. It was the third year in a row that WOW carried the Food Show promotion burden.

Races, Food Show, in 2nd Half of 1940

(Continued from page 4)

places and setting up an elaborate system to receive their returns by telephone, tabulate these returns and put them on the air.

2. WOW sent seven representatives on the Omaha Chamber of Commerce Good Will Tour, which visited 80 towns in southern Nebraska, northern Kansas, northeastern Colorado and western Wyoming.

3. WOW promoted a special train, carrying 600 Omahans, to St. Louis for the broadcast of the semi-final play-offs of the American Hockey Association.

4. WOW promoted two special trains to the finals of the American Hockey Association at St. Paul. More than 900 persons made the trip. The broadcast was carried by WOW.

5. WOW began a series of institutional programs called "The Parade of Progress," and featuring "The man at work," each designed to pay tribute to some Omaha industry.

6. The WOW World Radio Congregation observed its 17th anniversary as the oldest, continuous non-sectarian radio church service on the air.

MAY

1. Using five special events crews, working from North Platte, Neb., eastward in five cities, WOW covered Golden Spike Days for the entire state, including the Gracie Allen-George Burns fete in Omaha. While this was a Columbia network feature, WOW moved in and stole the show because of its great civic interest. WOW used five automobiles, painted white and labeled "WOW Golden Spike Days Special Events Car," and created wide attention throughout the state.

2. WOW broadcast the Ak-Sar-Ben races for the second time, under sponsorship of Wheaties.

3. Special exclusive interviews on WOW were broadcast with Walter T. Cline, Wichita Falls, Tex., Imperial Potentate of the Shrine; Two-Ton Tony Galento and Alexander Woolcott.

4. WOW, by request, explained its "Farm Facts and Fun" regional network agricultural program before the University of Ohio's radio educational conference.

JUNE

1. WOW produced and originated a program on 88 stations, calling attention to the Golden Anniversary of the Woodmen of the World Life Insurance Society.

2. WOW applied to the Federal Communications Commission for frequency modulation high-frequency channel.

3. WOW equipped 12 members of its special events and announcing staff with green airplane cloth uniform jackets. These jackets, for use on all special events outside the radio station, by engineers, announcers, etc., contain a huge "Radio WOW" on the back, "NBC" on the sleeve, the individual's name on the breast pocket and WOW letters on the coat lapel. The jackets are weather-proof. Since WOW crews started wearing the jackets, they have appeared in dozens of newsreel and newspaper pictures throughout the country.

JULY

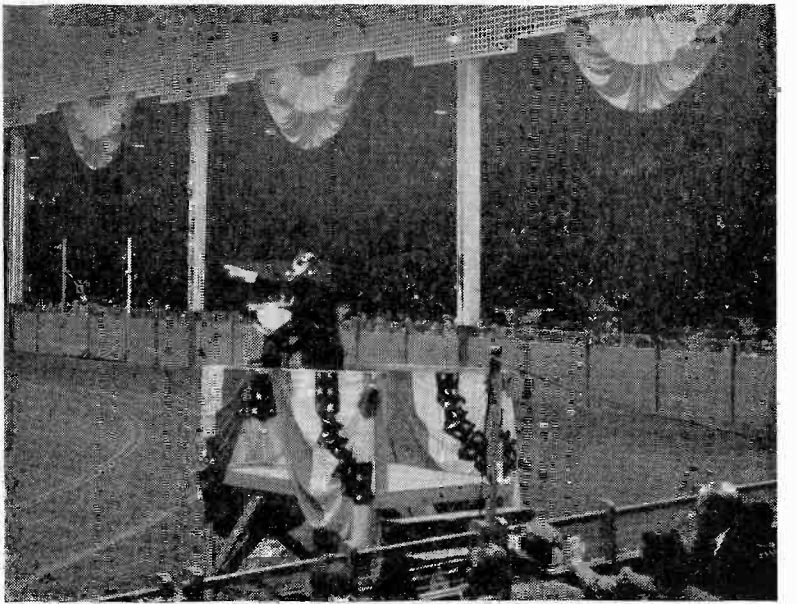
1. Program Manager Burke announced that WOW talent costs for the first six months of the year averaged over \$3,000 a month.

2. WOW conducted the Flit Fly Hunt, and Omaha was the first city in which there was a \$500 "Big Butch" winner. This secured national publicity.

3. The Skinner Manufacturing Company released a voluntary testimonial to WOW, announcing they had increased the sale of Raisin-BRAN in the first five months of the year in the Omaha market 173 per cent ahead of the same period in 1939. WOW was the only advertising medium used.

(Continued on page 6)

"DR. I. Q." WOW'S 'EM AGAIN



OCTOBER—The famous "Dr. I. Q." came to Omaha for five days, upon WOW's invitation, to be the star of the annual Ak-Sar-Ben Livestock and Horse Show. The Mars mental banker broadcast nightly on WOW. Crowds at the Coliseum were the largest in history. Seven WOW announcers assisted "Dr. I. Q." and hundreds of silver dollars were passed out. His visit included trips to Father Flanagan's Boys Home and the Masonic Home for Boys.

WOW'S NEW MUSIC LIBRARY



NOVEMBER—WOW established a huge new musical library, to accommodate thousands of musical compositions acquired from the new Broadcast Music, Inc. Photo shows Program Manager Harry Burke with Librarian Miss Helen Whitney, before the library's filing cabinets. During November more than 40,000 musical selections were acquired for the library and thousands more had been purchased for future use.

CAPT. HERNE VISITS OMAHA



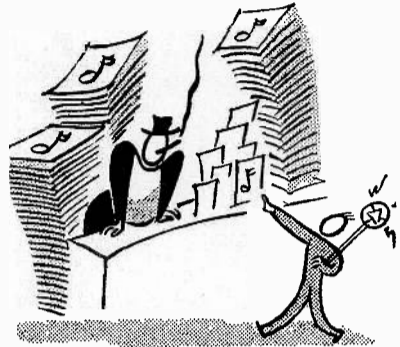
DECEMBER—Famed Captain E. D. C. Herne, the Skelly news commentator, paid a visit to WOW and midwest Skelly dealers. Arrow points to Captain Herne, at dinner given by Hymie Milder of the Milder Oil Company. On Captain Herne's left is Frank Ferrin, Vice President of Henri, Hurst & McDonald, Chicago, and Art Taylor, Advertising Manager of the Skelly Oil Company.

ASCAP "THE PROTECTOR" IS

Broadcasting stations are being asked what is behind the rumor that an organization called ASCAP intends to bar from the air some of the popular music you have been listening to—unless radio agrees to pay \$9,000,000 a year for its use.

Whether or not this threat materializes, radio listeners are entitled to the facts in the case.

ASCAP (short for American Society of Composers, Authors and Publishers) is technically a copyright "pool." Ostensibly it is a "protective" organization, whose



Broadcasting to get the right to play certain "popular" tunes . . .

function is to prevent the unauthorized commercial use of music without royalty payment to the composer or lyric writer. In reality, it is a private club which has gained control of the copyrights of a small but important group of American song-writers.

When, in the early 1920's, radio emerged from wireless telegraphy, a vast new field for music was opened up. Broadcasting then, as

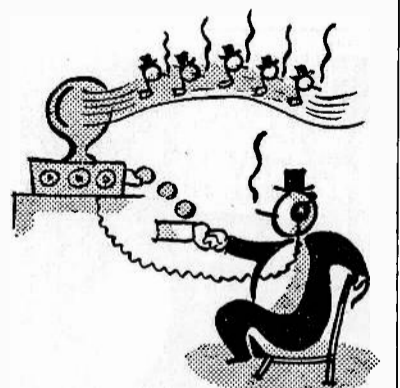


. . . had to pay for ASCAP music.

always, wanted to buy the best it could get of all kinds of music—"popular" as well as "classical" music.

ASCAP, even at that time, controlled much of the popular music of the day—the music America liked to hum and sing.

Of course, there are thousands of copyrighted songs which ASCAP did not control then and does not control now. And there is always a vast body of music which belongs to everybody, since after a period of years all music becomes "public domain" music. No one, for ex-



As radio grew and improved, ASCAP demanded more and more.

ample, could seize copyright control of the great symphonies of Beethoven, Brahms or Tschaiakowsky—or of the lovely songs of Stephen Foster.

But in 1923 broadcasting very much wanted (and still wants) ASCAP's "popular" music. It included then (and still includes) the works of some of Broadway's best-loved song-writers.

In order to buy ASCAP's music, radio stations had to agree to a "blanket" contract.

Under a "blanket" contract a radio station cannot buy and pay just

PORTRAIT OF A PROTECTOR

The special article on this page (and page 7) is a reprint of a booklet entitled "Portrait of a 'Protector'."

This booklet was published by The National Association of Broadcasters, an organization consisting of hundreds of radio stations, big and little, and a large majority of all stations.

The purpose of this article is to tell the true facts in the controversy between ASCAP and the industry.

THE EDITOR.

for the music it wants to use, but must pay for ALL the music ASCAP controls.

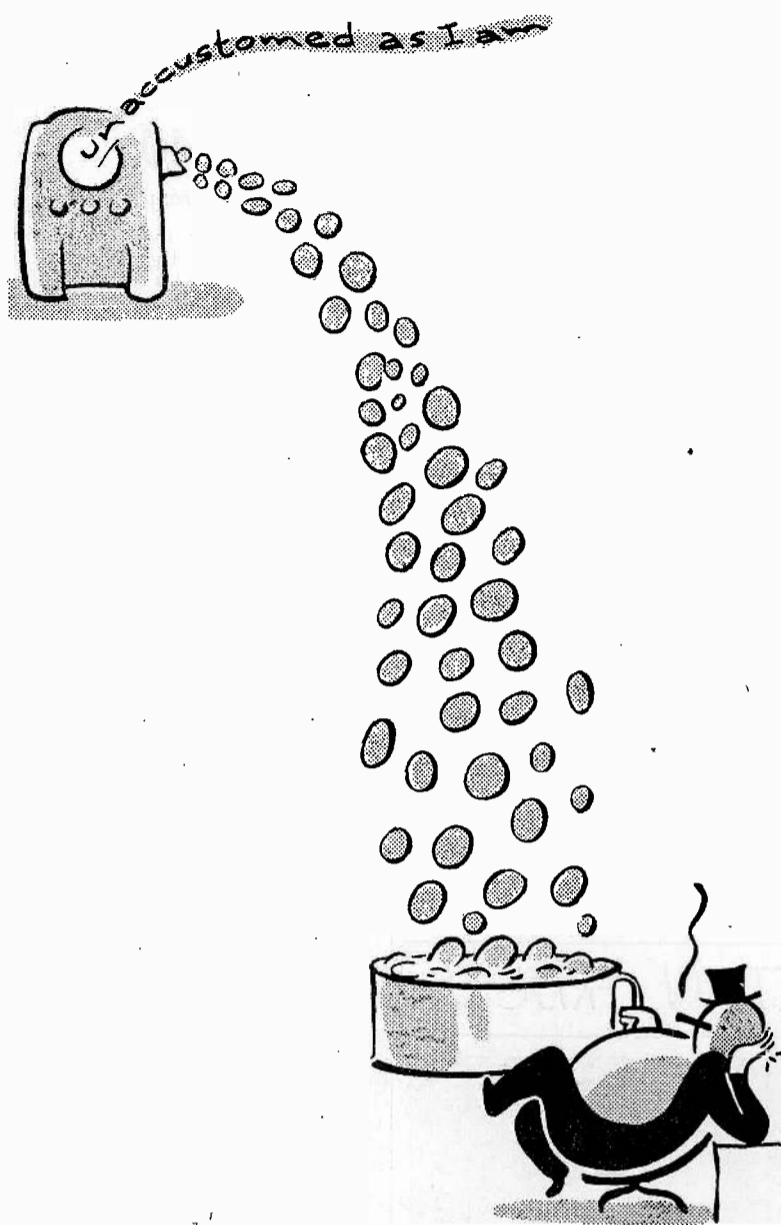
The end of the "toll-road" which broadcasting was forced to take then was not foreseen. The effect of the "blanket" contracts was to create a monopoly. Having bought and paid for ASCAP's supply of music, broadcasting stations could buy very little other music, too. That would have meant paying twice for music—and radio stations could not afford that luxury.

So almost the ONLY "popular" music played over the radio was ASCAP music. And the more popular ASCAP music became (thanks to the tremendous popularizing force of radio), the more money ASCAP demanded.

And then, in 1932, ASCAP invented a new device. It demanded that broadcasting pay, not in proportion to its use of music or of ASCAP music, but in proportion to radio's total income. ASCAP wanted a percentage of broadcasting's income—from ALL programs—even programs using no music at all.

Radio broadcasting was not prepared for this sudden holdup. It had to yield once more to ASCAP's threat to pull its music off the air.

ASCAP, meanwhile, had grown rich through its monopoly. During



Radio was finally forced to pay ASCAP for ALL programs, even news broadcasts, speeches and other PROGRAMS USING NO MUSIC.

the 17 years between 1923 and 1940, ASCAP had collected \$47,000,000, of which \$26,000,000 was paid by broadcasting. In one year broad-

casting paid ASCAP more than \$4,000,000.

Now, in 1940, ASCAP again sky-rockets its demands. This time it

says that if radio stations want to play ANY ASCAP-controlled music during next year, they must pay approximately \$9,000,000!

And when another contract period ends, ASCAP may ask \$18,000,000 or any other fabulous sum. It is quite clear now that this private club seeks to use its control of music copyrights, not just to get royalties for its members, but to cut in on the business profits of all of the hundreds of broadcasting stations in this country—no matter how little or how much ASCAP music is used.

By the control of one of radio's many "raw materials," ASCAP seeks to control the whole radio industry.

Ever since it was organized, ASCAP has kept its membership to a minimum. One hundred and forty-one of its members are not composers, but publishing corporations, some owned and controlled by the movie industry.

If you are a composer or a songwriter, you cannot become a member of this exclusive club until you have had five songs published successfully—and not then unless ASCAP directors let you in.

When you become a member you sign away all performing rights to your past, present and future work for a period of 10 years.

And you are guaranteed nothing in return for that. You serve a probationary period as a Non-Participating Member. During this period (usually one year) you get no share of the royalties your music has earned. What, if anything, you will receive after that depends upon what a board of directors decides to pay you. (There are no fixed rules. You are not paid, for example, in proportion to the number of times your music is played or sung.)

The directors are elected by each other. They are a monopoly within a monopoly. They cannot be replaced or ousted by dissatisfied members—and what they say goes.

During the only year for which payments to members have ever been disclosed, song-writer members of the board averaged nearly eight times as much for each performance as they voted to the rest of the song-writer members of ASCAP.

(Continued on page 7, column 1)

HIGHLIGHTS OF 1940 ON WOW

(Continued from page 5)

SEPTEMBER

1. WOW became a member of Broadcast Music, Inc.
2. WOW's "Man on the Street" visited the Nebraska State Fair at Lincoln; the Norton County Fair at Norton, Kans.; a Labor Day celebration at Winner, S. D.; Atkinson, Neb.; Hay Days; Griswold, Iowa's Old Soldiers' Reunion; Sidney, Iowa, championship rodeo; a community celebration at Elk Point, S. D., and the Iowa State Fair at Des Moines, Iowa.
3. A special events crew, headed by Foster May, broadcast daily for a week the army maneuvers at Camp Ripley, Little Falls, Minn.
4. WOW completed arrangements to carry direct unsponsored broadcasts of all University of Nebraska football games and all 1940-1941 Ak-Sar-Ben Knight's hockey games.
5. WOW News Tower devoted a full page to giving the news period schedules for all stations within the WOW territory. This was considered a matter of public service in view of the great interest in news.

and the Ivory "Truth or Consequences" show; Captain Barney's Avalon "Show Boat" and the Alka-Seltzer "National Barn Dance" cast of 60—both from Chicago. More than 40,000 persons attended the Omaha Food Show, shattering all previous attendance records. At the show, WOW originated four coast-to-coast Red network NBC broadcasts. Concurrently WOW merchandised vigorously Ivory Soap, Brown & Williamson Cigarettes and Alka-Seltzer, making the Food Show doubly profitable to the sponsors of these three programs. On the final night of the Food Show nearly 3,000 persons were turned away. An afternoon feature of the Food Show was George Rector, famous food consultant.

3. WOW carried by direct wire the Minnesota-Nebraska football game from Minneapolis.

4. WOW flashed to its listeners the first 100 Omaha men whose names were called in the selective service draft. As soon as the serial numbers were announced over the air, WOW, using 20 Western Union messenger boys, checked the serial numbers at each district draft office for identification of the draftee. Twenty-four hours later local newspapers carried the same information.

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OCTOBER

1. WOW News Tower Magazine reproduced in full, "An American's Creed," as suggested by Paul Barbour in the "One Man's Family" program.
2. WOW's roving microphone and "Man on the Street" made appearances at Sioux City, Iowa; Ponca, Neb.; Battle Creek, Iowa; Plankinton, S. D., and Phillipsburg, Kans. Direct broadcasts were made from each town.
3. WOW broadcast first interview with Wendell Willkie in this territory.
4. WOW's Sophisticated Rangers and Lyle De Moss participated in a two-day Good Will Tour, sponsored by South Omaha livestock interests. The tour visited 40 Nebraska towns.

1. WOW arranged for "Dr. I. Q." to come to Omaha and make five personal appearances at the Ak-Sar-Ben Horse Show. Promoted by WOW, the Ak-Sar-Ben Show this year broke all previous attendance records. WOW conducted an extensive Mars, Inc., merchandising campaign in connection with "Dr. I. Q.'s" visit, and sales of Mars candy bars soared.

2. WOW, for the third year, took over the complete promotion burden for the Omaha Food Show, in behalf of Omaha grocers. For this occasion WOW brought to Omaha, from New York, Ralph Edwards

contest was described by Foster Dailey and Tom Dailey. It was Dailey's first opportunity to observe America's greatest sports event.

3. WOW established one of the most complete radio musical libraries in the United States, and employed Miss Helen Whitney as librarian.

4. Special guests on Chevrolet's "Man on the Street" programs included Edgar A. Guest, the poet, and John Cudahy, United States Ambassador to Belgium; also Major Al Williams, famous aviator.

DECEMBER

1. Captain E. D. C. Herne visited Omaha, and was guest news broadcaster on WOW.

2. A new musical instrument, known as the Solo-Vox, was added to WOW's standard equipment. This enabled WOW musicians to produce an organ effect on a piano.

3. "No Time for Dreaming" was the title of an original Christmas drama, by Miss Harriett Harris, presented Christmas Eve by courtesy of the Nebraska Power Company.

4. Program Manager Harry Burke journeyed to Chicago to attend a national radio educational conference.

5. Sports Editor Tom Dailey and News Editor Foster May accompanied the University of Nebraska football team to Phoenix, Ariz., for its pre-game practice, and later attended the Rose Bowl game at Pasadena.

6. General Manager John Gillin, Jr., attended the directors meeting of the National Association of Broadcasters. He was also appointed to serve on the National Radio Committee for the celebration of the President's Birthday Ball.

NOW DE-BUNKED BY THE N. A. B.

(Continued from page 6)

ASCAP has only itself to blame for the growing public inquiry about it. By "cornering" the "popular" music supply, it has made it virtually impossible for the large number of composers outside ASCAP to gain a hearing on the air. It has refused to reach out and take under

3 per cent went to about 825 members!

Briefly, then, 137 publishers got 33 cents out of every dollar and 825 creative artists got 1 cent.

That is what ASCAP calls "protection."

And that is the private club which has cornered the copyrights on "popular music."

Broadcasting stations have been playing ASCAP music under a license which expires December 31, 1940. After that date they cannot play ASCAP music without violating the copyright law. To renew the license, ASCAP demands that every radio station in the country pay ASCAP a substantial percentage of all its income—whether that income is from music programs or news broadcasts and other programs which use no music at all. These demands exceed \$9,000,000 for one year. Unless these demands are met, ASCAP's music is to be "pulled" off the air.

Whether ASCAP will risk public attention by carrying out its threat, no one knows. It may bar all of its music from the air. It may, in addition, try by publicity to make the vast radio audience aware that it is not hearing ASCAP music.

(ASCAP spends hundreds of thousands of dollars each year publicizing itself as a defender of the "poor" composer.)

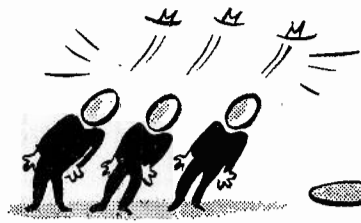
The issue, as we see it, is clear. It is music monopoly. Should any small group of men anywhere have the vested right to dictate what kind of music America is to hear on the air?

Broadcasting wants to give its radio listeners all of the best of all kinds of music—including music represented by ASCAP. And broadcasting believes that song-writers should be paid when their music is used on the air. That is what copyright laws are for.

But broadcasting believes that one of its duties is to keep radio's opportunity an opportunity for all composers and authors. That includes members of ASCAP to whom ASCAP's management is not passing on the royalties radio has been paying. It includes also those thousands of composers and authors who have been barred from adequate hearing simply because they have not been elected to ASCAP's private club.

Meanwhile, broadcasting is prepared this time for such an emergency. All of the music of the people who are not members of the ASCAP club, all of the music of other licensing agencies, dozens of whole catalogues of music have been made available to radio's orchestra leaders and program directors.

And in order to amplify and make



ONE-FOURTH of the artists get 32 PER CENT!

this music more readily available to the public, broadcasting stations have, at their own expense, organized Broadcast Music, Inc., which is gathering and publishing a great new catalogue of music. A mutual undertaking by 600 radio stations, Broadcast, Inc., will do the job ASCAP has consistently refused to do, namely, provide an open door to radio audiences for all composers and song-writers who can claim the right to a hearing on the air.

Broadcast Music, Inc., filled so obvious a need that it has become a great force almost overnight. Hundreds of composers and lyric writers are flocking to it. Already available to its subscribers are more than 140,000 musical numbers. And already several song-writers—ineligible for ASCAP membership and unlikely to have a chance at any income from ASCAP for years even if admitted to its membership—have started on the road to fortune as well as fame.

Monopolies usually destroy themselves eventually, especially when they have had plenty of opportunity to grow stronger and when they have a clear record of acting against the public interests.

ASCAP may take its tunes off the air. You will still hear the great music which you love and which belongs to America's cultural tradition. And you will hear fine new exciting music. Perhaps we are entering a new period in radio's history when radio audiences will have the thrill of watching a whole new group of young American composers make their bid for fame and fortune through popularity on the air.

NATIONAL ASSOCIATION OF BROADCASTERS.



THREE-FOURTHS of the artists got only ONE PER CENT!

These midwestern radio stations, members of The National Association of Broadcasters, have already subscribed to broadcast Music, Inc.:

- Nebraska—KGFV—Kearney, KFAB—Lincoln, KOIL—Omaha, KOWH—Omaha, WOW—Omaha, KHAS—Hastings, KFOR—Lincoln
- Colorado—KFEL—Denver, KFKA—Greeley, KIUP—Durango, KFXJ—Grand Junction, KLZ—Denver, KOA—Denver, KVOB—Denver, KVOR—Colorado Springs

- Idaho—KRLL—Lewiston, KFXD—Nampa, KSEI—Pocatello, KTFI—Twin Falls

- Iowa—WMT—Cedar Rapids, WOC—Davenport, KRNT—Des Moines, KSO—Des Moines, WHO—Des Moines, KGLO—Mason City, KMA—Shenandoah, KWLC—Decorah

- Kansas—KGGF—Coffeyville, KGNO—Dodge City, KSAL—Salina, WIBW—Topeka, KANS—Wichita, KFBI—Wichita, KFH—Wichita

- Minnesota—KATE—Albert Lea, WCCO—Minneapolis, WDCY—Minneapolis, WTCN—Minneapolis, KROC—Rochester, KFAM—St. Cloud, KWLM—Willmar, KWNO—Winona

- Missouri—KMBC—Kansas City, WDAF—Kansas City, KMOX—St. Louis, WEW—St. Louis, WIL—St. Louis, KFEQ—St. Joseph

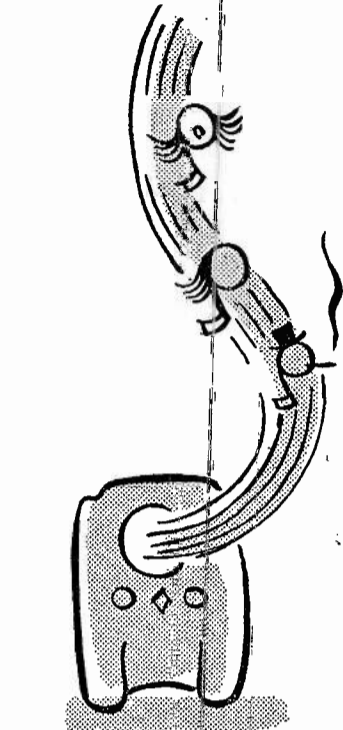
- Montana—KGVO—Missoula

- North Dakota—KFYR—Bismarck, KDLR—Devils Lake, WDAY—Fargo, KGCU—Mandan

- Oklahoma—KGRC—Enid, KOCY—Oklahoma City, KOMA—Oklahoma City, KTOK—Oklahoma City, KVOO—Tulsa, WKY—Oklahoma City, KTLU—Tulsa

- South Dakota—KABR—Aberdeen, WNAX—Yankton

- Wyoming—KDFN—Casper, KWYO—Sheridan



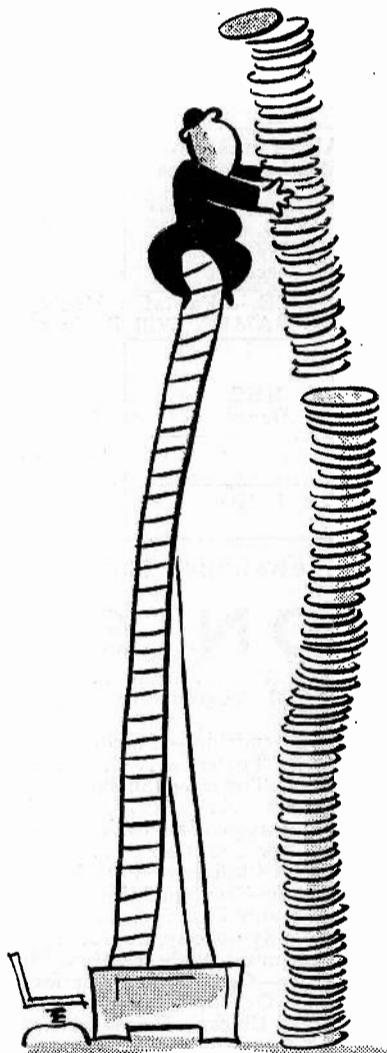
Radio wanted to give its listeners ALL of the BEST music of all kinds.

its "protective" wing the vast majority of creative artists for whom, presumably, it was organized. It has kept a tight hold on its monopoly for the benefit of the few—and in so doing it has gone a long way toward destroying opportunity for tens of thousands of young creative artists.

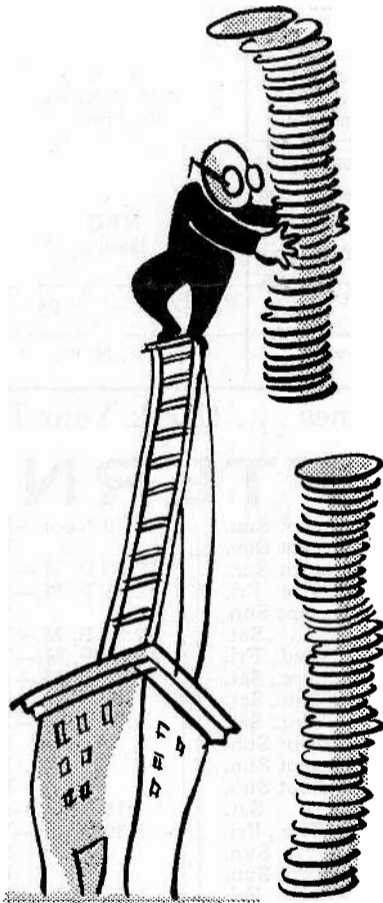
That ASCAP has changed its original character, is quite obvious. It still boasts that it is "unincorporated" and "non-profit-making." The value of being unincorporated is clear enough. It cannot be forced to publish financial statements. Its bookkeeping methods are a "closed book." Whether or not it is quite so "non-profit-making" as the phrase seems to suggest, may be seen from the following facts based on the sworn testimony of ASCAP's President during a 1938 lawsuit.

In 1938, about one-third of ASCAP's income went to its management. Of its net income, after expenses and operating costs, about half went, not to creative artists, but to a group of 137 publishers—and 8 or 10 big Hollywood publishing corporations got the lion's share.

The remainder (one-third of the total income) went to ASCAP's "protected" creative artists, but even here there are some strange facts. Ninety-seven per cent of the creative artists' share went to about 280 members (selected by the self-perpetuating board of directors) and



ASCAP management took ONE-THIRD!



Publishing corporations took a THIRD!

LEARN HOW TO TALK

By MILTON A. RIECK (Author-Director of Butter-Nut's "The Other Woman" and well-known Omaha speech teacher)

Do you have any difficulty being understood? Can you always be heard? Do folks interrupt you by saying, "I beg your pardon! What did you say?"

A clear-speaking voice is a prime requisite in every field of activity today. The business as well as the social world demands a well-placed speaking voice with correct pronunciation and distinct enunciation. When one realizes that positions are oftentimes denied because of rasping voices of the applicants, he is aroused to take advantage of the opportunities offered to remedy these deficiencies.

There are numerous ways in which unwittingly some persons place hindrances upon the organs of speech and thus inhibit the speech tones. A large majority of persons talk with the middle of the

tongue instead of with the tip. Some talk entirely with the back of the tongue and then wonder why people cannot understand them. Some breathe incorrectly or just enough to keep themselves alive. Some stiffen the upper lip or set the lower jaw, thus preventing the sounds from coming forth clearly. Many pitch their voices too high, especially when speaking or reading before the public. Each of these faults may be easily remedied, but the individual must take note of his fault and endeavor to overcome it with definite exercises, as well as by constant watchfulness.

So many people make no attempt to open their mouths when speaking, and, naturally, they aren't heard or understood. Usually the first word a youngster learns to say is "mama," and they generally say it in such a manner it brings immediate attention.

Just try saying the word "mama." You couldn't possibly say the word

and be understood without opening your mouth. Did you notice, too, how it relaxes your jaw? Saying the word "papa" will do the same thing.

How about taking a deep breath and counting aloud to five, and keep repeating the exercise until your breath is exhausted? Open your mouth as far as you can when you say "five." Now repeat the exercise and whisper it in the same manner.

This simple exercise is just a starter, but I'll be with you again next month, and in the meantime try and remember to OPEN your mouth when you talk.

? 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. "1/41" means January, 1941. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

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Omaha, Neb.

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RADIO NEWS TOWER

WOW'S JANUARY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "1/41" Means This Is Your Last Issue!

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:45	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	5:30—Beat the Band Kix
6:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Palladium Orchestra NBC	Jack Benny Jello
6:15	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	
6:30	WOW Orchestra	WOW Orchestra	Cavalcade of America Dupont	Bob Crosby's Camel Caravan	WOW Orchestra	NBC	Fitch Bandwagon
6:45						Irene Rich's "Dear John" Welch's Grape Juice	
7:00	The Telephone Hour Concert	Johnny Presents Philip Morris	Tony Martin— How Did You Meet?— Woodbury Products	Maxwell House Coffee Time	Cities Service Concert Gas and Oils	Knickerbocker Playhouse P. & G. Drene	Chase & Sanborn Hour
7:30	Voice of Firestone Concert	Horace Heidt—Tums Treasure Chest	Plantation Party Bugler Tobacco	Aldrich Family Jello	Information Please Luckies	Truth or Consequences P. & G. Ivory	One Man's Family Tenderleaf Tea
8:00	Dr. I. Q. Mars Candy Bars	Battle of Sexes Molle	Eddie Cantor Sal Hepatica and Ipana		Waltz Time Phillips Milk of Magnesia	National Barn Dance Miles Laboratories Alka-Seltzer	Manhattan Merry-Go-Round Dr. Lyons
8:30	Show Boat Brown & Williamson Avalon Cigarettes	Fibber McGee & Molly Johnson Wax	Mr. District Attorney Vitalis	Kraft Music Hall	Everyman's Theater P. & G. Oxydol		American Album of Familiar Music Bayer Aspirin
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Kollege of Musical Knowledge Lucky Strike	Rudy Vallee Sealtest	Wings of Destiny King-size Wings	Uncle Ezra Camel Cigarettes	Hour of Charm General Electric
9:30	Burns and Allen Hormel	Uncle Walter's Dog House Raleigh Pipe Tobacco		Musical Americana Westinghouse (Jan. 16 last)	Alec Templeton Miles Laboratories	Rainbow Room Orchestra NBC	Chamberlain Lotion Serenade to Loveliness
10:00	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	Rock Island WOW News Tower Kilpatrick
10:15	NOTE.—Important special events, such as war speeches, news and comments, political speeches, hockey games, etc., will be heard frequently at 10:15 p. m. on WOW. Events like this are usually scheduled within a short time before they go on the air. Listen for announcement on WOW regular newscasts, or consult you newspaper for details daily.—The Editor.				NOTE.—Falstaff's Hockey Broadcasts, ALL GAMES, Will Begin at 10:15 P. M.		Walter Winchell Jergens Lotion
10:30					NBC Dance	NBC Dance	NBC Dance
10:45							
11:00	A. P. News	A. P. News Aunt Sally	A. P. News	A. P. News	A. P. News	A. P. News	

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

MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies.....	Daily except Sun.	12:00 Noon—Markets.....	Mon., Tue., Wed., Thu., Fri
6:00 A. M.—Early Morning News Tower.....	Daily except Sun.	Local Musical Program.....	Sat., Sun.
6:15 A. M.—Aunt Sally.....	Daily except Sun.	12:10 P. M.—Transcriptions.....	Daily except Sun.
6:30 A. M.—Markets.....	Mon., Tue., Wed., Thu., Fri.	12:15 P. M.—Sparks of Friendship—Haskins' Spark.....	Mon., Tue., Wed., Thu., Fri.
6:35 A. M.—Time and Tunes.....	Daily except Sun.	WOW News Tower.....	Sun.
6:40 A. M.—Markets.....	Sat.	12:30 P. M.—WOW News Tower—Manchester—Peter Paul Candy.....	Daily except Sun.
6:45 A. M.—Lyle and Eddie—Nutrena.....	Mon., Wed., Fri.	12:40 P. M.—Transcriptions.....	Daily except Sun.
Time and Tunes.....	Tues., Thurs., Sat.	12:45 P. M.—Man on the Street—Chevrolet Dealers.....	Daily except Sun.
6:55 A. M.—Smith Mother Nature Brooder.....	Tue., Thu., Sat.	Social Security Program.....	Sun.
7:00 A. M.—WOW News Tower—Roberts Milk and Peter Paul.....	Tue., Thu., Sat.	1:00 P. M.—Hymns of All Churches—Gen. Mills Softasik.....	Mon., Tues., Thu.
WOW News Tower—Vicks Vapo Rub.....	Daily except Sun.	Betty Crocker—General Mills.....	Wed., Fri.
7:11 A. M.—Transcriptions.....	Daily except Sun.	Farm Facts and Fun.....	Sat.
7:15 A. M.—Musical Clock.....	Daily except Sun.	NBC String Symphony.....	Sun.
Kiddoodlers.....	Sat.	1:15 P. M.—Arnold Grimm's Daughter—Gen. Mills Kix.....	Mon., Tue., Wed., Thu., Fri.
7:30 A. M.—Captain Herne—Skelly.....	Mon., Tue., Wed., Thu., Fri.	1:30 P. M.—Valiant Lady—Gen. Mills Wheaties.....	Mon., Tue., Wed., Thu., Fri.
Gene and Glenn.....	Sun.	New Yorker Orchestra.....	Sat.
7:45 A. M.—Your Musical Grocery Boy—United Foods.....	Daily except Sun.	University of Chicago Roundtable.....	Sun.
8:00 A. M.—Light of the World—Gen. Mills Flour.....	Mon., Tue., Wed., Thu., Fri.	1:45 P. M.—Judy and Jane—Folger Coffee.....	Mon., Tue., Wed., Thu., Fri.
Associated Press News—NBC.....	Sat.	2:00 P. M.—Mary Marlin—P. & G. Ivory Soap.....	Mon., Tue., Wed., Thu., Fri.
European Situation—NBC.....	Sun.	Southwestern Serenade—NBC.....	Sat.
8:15 A. M.—The Other Woman—Butter-Nut Coffee.....	Mon., Tue., Wed., Thu., Fri.	Martha Tilton.....	Sun.
Dorothy Bennett Players—Kilpatrick.....	Sat.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
Kiddoodlers.....	Sun.	H. V. Kaltenborn.....	Sun.
8:30 A. M.—The O'Neills—P. & G. Ivory.....	Mon., Tue., Wed., Thu., Fri.	2:30 P. M.—Pepper Young—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.
Police Bulletins.....	Sat.	Paul Laval Orchestra—NBC.....	Sat.
Chapel Service, Rev. R. R. Brown.....	Sun.	Cameos of New Orleans—Illinois Central.....	Sun.
8:45 A. M.—Road of Life—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Vic and Sade—P. & G. Crisco.....	Mon., Tue., Wed., Thu., Fri.
Little Dog House—Aunt Sally.....	Sat.	Bob Becker's Chats About Dogs—John Morrell & Co.....	Sun.
9:00 A. M.—Houseboat Hannah—NBC—P. & G. Lava.....	Mon., Tue., Wed., Thu., Fri.	3:00 P. M.—Backstage Wife—Watkins Products.....	Mon., Tue., Wed., Thu., Fri.
Lincoln Highway—Shinola.....	Sat.	Campus Capers.....	Sat.
9:15 A. M.—Wilson & Co. (begins Jan. 13).....	Mon., Wed., Fri.	WOW News Tower.....	Sun.
9:30 A. M.—Ellen Randolph—Colgate Supersuds.....	Mon., Tue., Wed., Thu., Fri.	3:15 P. M.—Stella Dallas—Phillips Milk of Magnesia.....	Mon., Tue., Wed., Thu., Fri.
U. S. Government Reports.....	Sat.	Musical Program.....	Sun.
Stories of Romance, Tom Terriss—NBC.....	Sun.	3:30 P. M.—Lorenzo Jones—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Guiding Light—P. & G. Naptha.....	Mon., Tue., Wed., Thu., Fri.	A Boy, a Girl, a Band.....	Sat.
Markets.....	Sat.	Pageant of Art—NBC.....	Sun.
Stories of Romance.....	Sun.	3:45 P. M.—Young Widder Brown—Bayer Aspirin.....	Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Man I Married—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—Girl Alone—Quaker Oats.....	Mon., Tue., Wed., Thu., Fri.
Concert Music.....	Sat.	World Is Yours.....	Sat.
WOW News Tower—Bathasweet.....	Sun.	Metropolitan Auditions of the Air—Sherwin-Williams Co.....	Sun.
10:15 A. M.—Against the Storm—P. & G. Ivory Soap.....	Mon., Tue., Wed., Thu., Fri.	4:15 P. M.—Lone Journey—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.
Rhapsody of the Rockies.....	Sun.	4:30 P. M.—Guiding Light—P. & G. Naptha.....	Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Kitty Keene—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.	Curtis Institute.....	Sat.
Homemakers' Club—Nebraska Power.....	Sat.	Dreams Come True—Quaker Oats.....	Sun.
American Youth Music—NBC.....	Sun.	4:45 P. M.—Life Can Be Beautiful—P. & G. Ivory Soap.....	Mon., Tue., Wed., Thu., Fri.
10:45 A. M.—David Harum—B. T. Babbitt Bab-O.....	Mon., Tue., Wed., Thu., Fri.	5:00 P. M.—Meet Miss Julia—Stanco.....	Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Adopted Daughter—J. C. Penney Co.....	Mon., Tue., Wed., Thu., Fri.	Headlines Ahead.....	Sat.
Creighton Program.....	Sat.	Catholic Hour.....	Sun.
Emma Otera.....	Sun.	5:15 P. M.—The Goldbergs—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
11:15 A. M.—Toby and Susie—Peter Pan Bakeries.....	Mon., Tue., Wed., Thu., Fri.	Hotel Lincoln Orchestra.....	Sat.
11:30 A. M.—Right to Happiness—P. & G. Crisco.....	Mon., Tue., Wed., Thu., Fri.	5:25 P. M.—Associated Press News.....	Sat.
Call to Youth.....	Sat.	5:30 P. M.—Local Musical Program.....	Mon., Wed., Fri.
Local Musical.....	Sun.	Creighton University.....	Tue., Thu.
11:45 A. M.—Woman in White—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.	Religion in the News.....	Sat.
Junior Roundtable.....	Sat.	Beat the Band—General Mills Kix.....	Sun.