

WOW AND ITS ENTIRE STAFF WISHES ITS LISTENERS A HAPPY AND PROSPEROUS NEW YEAR!

Basic  
NBC  
Network

# WOW NEWS TOWER

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

5000  
Watts  
590 Kc.

ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. 10—No. 4

OMAHA, NEBRASKA, JANUARY 1, 1946

PUBLISHED MONTHLY

## NEWSMEN GIVE 1946 FORECASTS

### NBC-WOW Stars Cop 15 Firsts Out of 25

NBC programs and personalities (all on WOW) scored 15 out of 25 first awards—more than all other networks combined—in Motion Picture Daily's 10th Annual "Fame" poll of radio editors, columnists and critics in the United States and Canada.

Top honors in the 1945 poll, just completed, went to NBC's Bob Hope. In addition to capturing the "Champion of Champions" designation, which is the highest program classification, for the fifth consecutive year, Hope was voted radio's best comedian and his "Pep-sodent Show" (NBC, Tuesdays, 9 p. m., WOW) was voted the "best comedy show."

#### Clean Sweep

The remaining awards in the "best comedian" classification went to Fred Allen, who placed second; Ed Gardner and Edgar Bergen, tied for third, and Jack Benny, fourth—effecting a clean sweep for NBC in this division. NBC also took every honor in the "comedy show" classification, with the Bob Hope program first, Fibber McGee and Molly second, and Fred Allen's show third.

Another perennial NBC winner was Bill Stern. His selection as the best sportscaster of 1945 marked the sixth time he has won this award.

#### Waring Wins

Additional highlights of the poll were the selections of H. V. Kaltenborn as the best news commentator, Fred Waring's musical show, which started its current morning series over NBC on June 4, 1945, as the best daytime program, and Bing Crosby's designation as radio's best master of ceremonies and most popular male vocalist.

Other NBC winners were Fibber McGee and Molly, best comedy team; John Charles Thomas, best male classical vocalist; Gladys Swarthout, best female classical vocalist; Dinah Shore, best female vocalist in the popular music class; Harry von Zell, best studio announcer; Arturo Toscanini, best symphonic conductor, and "Information, Please," best quiz show.

NBC was also well represented in honors for place and show, capturing nine awards for second place and 15 for third.

Results in all classifications, in order of popularity, are on page 3.

—WOW—

### Anniversary For Mr. and Mrs. North

The last week in December marked the third anniversary for the "Mr. and Mrs. North Show." With the broadcast of December 26, the program began its fourth year on NBC. Alice Frost and Joseph Curtin created the star roles of Pamela and Jerry North in 1942 and have been playing them ever since on this comedy-mystery series, which is one of the most popular in radio.

—WOW—

### OAC MUSICALE

The Allgaier Jewelry Co., Omaha Athletic Club, is presenting a quarter hour of Saturday evening dinner music by its Gold and Silver Trio direct from the club, at 6:30 p. m., just preceding its "Highlights and Sidelights of the News." The trio consists of Louise Seidl, harpist, Stan Rucker, violinist, and Don Larson at the piano.

### NEWS TOWER'S RADIO CHAMPS FOR 1945



To RAY CLARK of WOW for his scoop-of-the-year broadcast of an actual bomb-run over Japan, and generally for his work as a WOW war correspondent. He interviewed more than 300 WOW-Land boys in the Pacific theater—alleviated loneliness both on the home front and "over there."



To GLADYS SWARTHOUT, whose lovely mezzo-soprano on the "Voice of Firestone" (alternate weeks) and as a guest now and then for "The Telephone Hour" and other top musical shows, thrilled millions of listeners. She's a native of Deepwater, Mo.



To DINAH SHORE, whose "hiya, fellows" thrilled service men throughout the world, and who deserved her title, "The Sweetheart of the GI's." In addition to her "open house," the top NBC-WOW Thursday-nighter, she sang before 3,000,000 service men and women during the year of 1945.



To BARBARA FULLER for her work in the difficult role of "Claudia" in "One Man's Family" (first major cast change in 13 years!). The return of "Claudia" (and a villainous husband) to the script helped a lot in making Carleton E. Morse's great dramatic show an even greater hit.



To RAY OLSON of WOW for winning the H. P. Davis Memorial Announcer's Award for the second time in four years. The award marked Ray as one of the top five announcers on NBC stations, which of course, means the top five in the nation. Ray is Production Manager for Station WOW.



To FRÉD ALLEN, undoubtedly the comedian of the year. After a lay-off of 16 months from radio (and five years from NBC), Allen's rating immediately soared to near the top, pressing even such veterans as Hope, Benny and the Fibber McGees.

### DUCHIN TO KMH

Eddy Duchin, recently discharged from the Navy, returns to the air January 3 as a regular on the "Kraft Music Hall." Eddy will be featured throughout the script and will do piano spots, backed by John Scott Trotter's orchestra, on the program heard at 8 p. m., Thursdays, over NBC and WOW.

### WOW Buys M. M. Cole Recorded Library

The M. M. Cole library of American folk music has been purchased by Station WOW as an added service to its listeners.

The Cole library adds 380 selections to WOW's vast collection.

### LIBERAL CHARLIE

The fact that Charlie McCarthy has charms is well known, but the fact that Charlie is willing to give anything away, even charms, is news. Now, every female guest to appear on NBC's Charlie McCarthy show will be given a 14k gold Charlie McCarthy charm for their charm bracelets.

## 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 1/46, which means January, 1946.

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

### Disagree on UNO, Labor Strife and A-Bomb

(See page 7 for "Ten Biggest News Stories of 1945," as selected by WOW newsmen.)

Once again, at the start of a new year, the news commentators of the National Broadcasting Company (all heard on WOW) have prepared predictions for the next 12 months. Here they are!

#### LABOR ISSUE VS. ELECTIONS

ROBERT ST. JOHN, New York: "At home, there will be more and more labor-management conflicts, with this dominating the 1946 elections. Abroad, despite UNRRA help, there will be wide-spread starvation in Europe and some epidemics. There will be an improvement in Anglo-American-Russian relations."

#### UNIVERSAL TRAINING WILL FAIL

JOHN W. VANDERCOOK, New York: "Long before the end of 1946, most of the apparent causes for conflict among the big powers will have become a vague and unreal memory. All proposals for universal military training will have failed to get through Congress. Though there still will be sporadic skirmishes in China, that country will come within sight of a greater unity than it has ever achieved before, under a government no longer headed by Generalissimo Chiang kai-shek."

#### ARMED TRUCE WITH RUSSIA

MORGAN BEATTY, Washington: "Soviet Russia and the United States will write and keep an armed truce in the interests of re-establishing world law and order—and promoting peace through the UNO. A world trade congress will adopt an American program to re-establish commerce with a Russian amendment, favoring the cartel system."

#### FRANCO WILL BE OVERTHROWN

HENRY C. CASSIDY, Paris: "I predict wholesale turnover of western Europe political regimes in 1946. Franco will be overthrown by allied boycott followed by internal pressure. Leopold will be dethroned by the Belgian parliament. DeGaulle will encounter a crisis over a new constitution, but will retain presidency of France with reduced powers."

#### CHAOS WILL BE CONQUERED

MAX JORDAN, Switzerland: "Central Europe's politics and economics will regain a fair amount of stability and normality. Momentum of public opinion everywhere will continue to assert itself for peace and against every form of radicalism. Chaos will be conquered and order restored considerably."

#### WE MAY LOSE THE PEACE

ROY PORTER, Nurnberg: "Predictions about this area of occupied Germany most difficult, particularly since the lack of food and fuel renders civilian life almost unbearable. At the same time, Washington directives are wholly inadequate, although the American Army and military government are working as hard as possible. I predict that unless we get a new basis of operation from Washington soon,

(Continued on page 7)

# THE WOW NEWS TOWER

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## AS WE SEE IT! . *By* BILL WISEMAN

### 1945 REVIEW . . .

For my money, 1946 can't be anything but anti-climatic. Our mind, never over-capacious, just can't grasp the possibility of anything happening as big as the things that Old Man 1945 delivered.



Bill Wiseman

This News Tower, last of '45, is devoted largely to a review of the year just ending. A lot of things happened that will long be remembered by all the folks at WOW.

In January, Merrill Workhoven joined the staff . . . Robert St. John paid us a visit . . . and Tom Dailey (in a News Tower editorial) raised the question: "Can I Stand With My Conscience When the Victory Parade Passes By?" . . . Newsman Ted Hatch was killed in action.

In February, News Manager Soren Munkhof predicted the European war would end in the spring of 1945 "and the Jap war will last until 1952" . . . The good folks at St. Joe gave a thousand gallons of blood to the Red Cross to prove they loved Jack Benny.

In March, Foster May took off for Europe . . . Russ Baker won a field commission in India . . . Nebraska U students wrote a "model peace" formula (wonder what became of it?) . . . The Glenn Flynn's had their second baby.

April brought along WOW's 23rd birthday, with kind words on many top network shows (since then the big names have been hounded to death to acknowledge station birthdays!) . . . Harry Burke quit after 13 years at WOW to become a big show at KFAB . . . Clark got his okay to go overseas . . . on the 12th, the flash came of President Roosevelt's death—came during an Omaha electrical storm when WOW's transmitter was on the blink!

In May, the Germans yelled "mama" . . . the NAB directors came to town, and all of us were extremely proud of our boss, John Gillin . . . it was the first time the NAB bigwigs ever accepted an invitation to come west of Chicago . . . thirty hot-shot newsmen were trying to find human interest news at the San Francisco Conference . . . Clark was there and interviewed an American Indian—a "delegate who was a man without a country" . . . Hamburg radio claimed Adolph Schickelgruber was sizzling in Hades.

In June, Fred Waring returned to WOW, and NBC got Fred Allen's name on a contract . . . We hit 42, and life was two years late beginning . . . Harold Par joined the staff . . . Hope and Crosby came here to play golf.

In July, Munkhof went to sea (off New York) to meet returning service men . . . WOW hired a 12-piece "house band" . . . Ebener and Wells came home . . . "One Man's Family" came back . . . It wasn't any easier than in pre-war days to win at the Ak races . . . Clark's Ogaki broadcast.

In August, the Japs bowed out . . . Atomic energy was put to its first (and horrible) use . . . We caught a four-pound black bass at Manhattan Beach . . . Harry Truman said: "Radio must remain as free as the press" General Bradley gave R. Clark a terrific commendation . . . Waring recorded "The Whiffenpoof Song" . . . Oh, brother!

In September, Thomas Barnum Chase celebrated his 15th birthday at WOW . . . Bill Stern came out to do the put-put races . . . ASCAP signed . . . Patsy Clark went to work.

In October, there was the noisy welcome for Clark and the grand "City of Omaha" gang . . . One hundred listeners offered blood for an emergency case detailed on a single WOW newscast . . . Dailey was using our engineering department's new football "ouija board" . . . We lost a "fin" to Dailey on a bet that hockey wouldn't be back in 1945.

In November, Ralph Edwards here—a grand guy . . . Clark went a-touring—laid an egg in Sioux Falls . . . Ray Olson won the Davis award again . . . Too much Thanksgiving turkey.

And, in December, Bill, Jr., home—whoopee! . . . Flynn and Kotera back from another television school . . . KODY had a birthday . . . Barbara Bates left . . . Bill O'Halloran joined the staff . . . Another Merry Christmas . . . Too much turkey.

# OUR LEGACY FROM 1945

By The REV. R. R. BROWN, Pastor of the World Radio Congregation, WOW, 8:30 a. m., Sundays, and the Omaha Gospel Tabernacle of the Christian and Missionary Alliance.

(The symbolic figure of the bewhiskered old man known as "Father Time" moves slowly away as he closes the books on the strange and tragic year of 1945. As he passes the child, the illustrator's suggestion of the New Year, he hands him his Last Will and Testament. I thought I should like to open it and read. Father Time explained that he could not go into detail and enumerate many of the by-products of the major events. I open the document.)

"I BEQUEATH YOU the consequences of the most stupid war in human history. Millions of graves, countless thousands of starving people, proud cities devastated, billions of dollars wasted on destruction, hundreds of thousands of maimed and blind to be cared for and rehabilitated, social order dislocated, world economics distorted, hatred intensified, political intrigue and lust for power still prevalent.

"I BEQUEATH YOU a new war between classes. I leave you the problem confronting the social life of America, its lawlessness and intemperance, 38,000,000 social drinkers, one out of every 10 to end in the gutter, and 2,000,000 deaths from drunkenness. I leave you the problem of trying to educate a nation that is spending millions on gambling and indulgences while millions of others are starving or on the verge of starvation.

"I BEQUEATH YOU a record of industrial achievement, and the combined energy and sacrifice of a great people that hastened the end of the war.

"But as you come to 1946, I give to you the chance of restoring moral suasion as superior to military force; the value of discipline for the social good, rather than indulgence and lawlessness for the gratification of personal desires.

"I BEQUEATH TO YOU the human heart with it contrasting good and bad through which you must work if you are to save this civilization from extermination. I pass on to you the task of helping both capitol and labor to see the value of cooperation rather than conflict, and the necessity of developing a sense of responsibility to the public rather than making them always the inevitable victims of minorities.

"Finally, I BEQUEATH TO YOU, God, who is unchangeable; His Word that is immortal; the Redeemer, Christ, who is incomparable, able to meet human need; the church, our schools and every institution for good which should be invested to the fullest for the greatest good in 1946.

"I leave you Faith, Hope and Love. The greatest of these is Love."

May we wish all of you, our readers and our listeners, a very Happy New Year.



Rev. R. R. Brown

# 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.

### UNUSUAL REQUEST?

Omaha, Neb.—My request is just a little out of the ordinary, as it has to do with the earliest years of WOW broadcasting. My son, who is now Dr. F. J. Svoboda of Cozad, Neb., and three other young men of the Hillside Congregational Choir, sang on one of the early broadcasts on a Sunday night about 25 years ago.

Their songs were "The World Is Waiting for the Sunrise" and "Mrs. Winslow's Soothing Syrup." Their fresh young voices had a fine quality, and when they were through they hurried out, only to have requests coming in for more of their singing. But, they had already vanished into the night. All four of these young men have made good in the world, and are still more or less active in choirs, etc.

Two of these young men listen to the noonday broadcasts, so do not disappoint me.

Sincerely,

MRS. J. J. SVOBODA.

P. S.—In case the second song is not available, please sing "Let the Lower Lights Be Burning," as that was a hymn they sang beautifully.

—WOW—

### AND GENE EDWARDS

Missouri Valley, Iowa—(Falstaff Hour) We want to thank you for the wonderful program you have on the radio each week day. It was through your program that I learned that my son's outfit had arrived in New York and tomorrow he will arrive home discharged. I also want to thank WOW for the courtesy they extended to me when I phoned on Sunday to find out whether the 457th Ordnance Evacuation Company had arrived. WOW is our favorite station and, believe me, we will make ours Falstaff. MR. AND MRS. ALBERT GASPARATTO.

—WOW—

### ONE FOR LYLE

Omaha, Neb.—I want to thank you for the pleasure I receive from many of your broadcasts. Especially do I appreciate your master of ceremonies, Lyle DeMoss. I often hear him at 7:15 a. m. on his "Nutrena" program, and he really does a good job of it.

I have also enjoyed Merrill Workhoven when he came to give us news when Ray Clark went away. It seemed to me that there was a great similarity in the two newscasters, and that Merrill Workhoven has done a fine piece of work in giving news in a friendly, homey manner.

By the way, I hope we are going to be able to hear Ray Clark locally again soon—if just to give us a little talk like he's giving all around the territory. If he has already done this, I have missed it.

MISS BESS DARE.

—WOW—

### "LITTLE SUPERIOR"

Downs, Kans.—Please accept my thanks and appreciation for what you have done in giving us northern Kansas people the weather forecast for our state.

Of course, we get the weather from KSAL, WIBW and KFAB, but many of us would rather listen to WOW for entertainment and newscasts, also markets. In short, you fellows are just a little superior as broadcasters.

ALBERT H. YOST.

—WOW—

### IT'S TOO SHORT

Ashland, Neb.—Haven't any memory tune to request, but want you to know I always listen to "Supreme Serenade" and really do enjoy it. Must say it doesn't last long enough. Another thing, we use Supreme Salad Wafers and know they are everything you claim them to be.

MRS. JNO. P. WALSH.

—WOW—

### MISSES SALLY

Norfolk, Neb.—We enjoy your station and the fine work it does every day, but seldom tell you about it. Certainly miss Aunt Sally. I always felt she worked beyond her strength.

MRS. F. BRANDENBURG.

# AUNT SALLY'S CHAT

Dear Friends Across the Little Kitchen Table:



I cannot miss this opportunity to send you a starter offer for the New Year. You've been with me in spirit, as evidenced by your thoughtfulness and many kindly gestures, and your prayers have brought me through in a trying period.

May the New Year be a joyous one for you and yours is the wish from me and mine.

AUNT SALLY.

(Aunt Sally's regular column has been omitted this month due to her serious illness. She was able after her operation to dictate this year-end message, and is now well on the road to recovery.—Ed.)

## An Orchid to a Leader . . . .

Nebraska broadcasters owe a real debt of gratitude to W. Dale Clark, chairman of the State War Finance Committee and their boss on the War Bond drives. Mr. Clark induced all stations to pool their know-how, their physical facilities, and, at times, their money, to help sell War Bonds. He showed the broadcasters what they could do when they really got together on a real public service job.

### ONE FOR ALL

There's only one defense against an atomic bomb, says NBC commentator Alex Dreier (five-a-week 7 a. m., WOW), and that's a world government under which we can be sure of a permanent peace.

### STILL GRANDPA

Although NBC's Pat McGeehan graduated from announcing the Red Skelton show, he will do some post-graduate work on the program when he plays Red Skelton's grandfather from time to time.

# WELLS PICKS TOP TEN TUNES OF 1945

## Tastes SNAFU, Mirror War Jitters

By BILL WISEMAN

For more than a score of years we've written an annual story about the "Ten Top Pop Tunes of the Year."

This is it for 1945.

Only this year (we're gettin' smarter every day!) we let Morton Wells, the handsome WOW musical director, do the selecting. So, if you don't like the list, let him know and don't take your spite out on Yours Truly.

Morton Wells



Morton Wells

Mort wasn't as brave as we used to be. We used to pick 'em (come-ell-or-high-water!) in order. Without batting an eye we used to name the most popular tune of the year, but not Mortie. He just lists 10 and you'll have to worry along without his judgment on which was tops.

The order isn't too important anyway.

To me the important and interesting thing about these tunes is that they reflect the thinking, and to some extent the general, philosophy of life of that tremendous group of people who go to dances, listen to juke boxes—the bobby-soxers, the erstwhile jitterbugs—and a flock of we old ducks who wished we belonged in those classes.

To me it's quite significant that every one of these tunes deal with loneliness, fidgetiness, war-weariness—and yet there isn't an out-and-out war song in the bunch!

Most of the top 10 are "sweet" tunes—and some of them fairly drip with sentimentality.

Almost all of them were sung by Bing Crosby, and when Der Bingle sings a tune, it's made. He's a more important influence in popularizing a tune than all the bands, trios or singing groups put together.

Almost all of the top 10 are "movie tunes"—that is, somebody sang them, or they were written for a movie. Some of the movies they're from you've never heard of.

The tunes became so popular compared to the movie that it was strictly a case of the tail wagging the dog.

We hasten to explain that these were not necessarily tunes written in 1945. They are tunes, which, in Professor Wells' opinion, were most popular during the year. And, don't forget, before you jump too hard on Mortie that he was in the United States Navy for half of 1945, and every now and then he was too busy to keep tab on the new music.

(In case you don't recall some of the many top-notchers Mortie missed, you might inquire as to why he didn't include "Oh, What a Beautiful Morning!" and the two B. C. tunes, "Going My Way" and "Swingin' on a Star.")

—WOW—

## WOW Alumnus is Star in Chicago

WOW Alumnus Tommy Ports has scored a terrific hit as "the singing milkman" on the Bowman Dairy show on WMAQ, Chicago (11:30 a. m., Mondays through Fridays.)

Tommy received his discharge from the Army Air Corps on August 7, after four years of service, during which time he piloted the B-17 "Miss Liberty" on 37 missions over Germany. After a month's rest, he journeyed to Chicago, competed against 20 singers and won the Bowman job.

Before he went to the service, Tommy sang with the WOW studio orchestra, the Ted Fiorito, Henry Busse, Johnny Davis and Jimmy Joy bands.

—WOW—

George Ward has joined the cast of NBC's "Young Widder Brown" in the role of Christopher Stone.

## STAFF STUFF

By SOREN MUNKHOF

Reconversion is here for the WOW staff . . . and a lot of the old faces are showing up again. Six of the 20 service men (and woman) have already returned to work at the station.



Soren Munkhof

Three of them have returned to the News Department. The other three are Army-weary musicians. We've already told you that Horace Hammacher returned to the early morning (and bitterly cold) news-writing stint. Since our last column, Harold Baker has hung his Navy blue and gold away and returned to the night side. And, Jimmy McGaffin has just hung his master sergeant stripes (the coat, too) away and sprouted out in pre-war civies to go back on the local reporting run.

We told you previously that Freddie Ebener had returned—to transfer from music director to salesman, and that Mortie Wells had returned to take back the music director's job. Another musician has also returned. Don Larson, late of the U. S. Navy, is again playing the WOW Hammond organ.

We've added several girls to the staff. Viola Baish and Kay Sibbernson are on the night hostess shift and Marcia Parker is in the Music Department.

To get back to our returned servicemen. The WOW Promotion Department took a picture of four of the boys for use in this paper. Just before the boys lined up for the picture, your writer, interested solely in the way his three boys would look, borrowed a discharge button from the lapel of one Bill O'Halloran of the Continuity Department. The picture was taken—all three News Department boys wear a discharge button. Bill O'Halloran, in the same picture, wears none.

Cathie O'Connor, one of Bossman Johnny Gillin's secretaries, took her vacation the first part of December. She flitted out to San Diego for the wedding of her brother, Major Tom O'Connor, a Marine flier. Tom married a Navy nurse, who later received a discharge as a sort of a wedding-Christmas present from the government. Cathie told us about the wedding, but all your writer remembers is something about six cases of champagne for the wedding party. Oh, boy! Oh, boy! Oh, boy!

We seem to keep getting back to service men. Well, three other ex-WOWites are now also out, or nearly out of service. Eddie Butler, one-time organist, is now out of the Navy, but hasn't done anything about getting back to work yet. The same holds for Jack Sandler, whom hockey fans will remember as announcing Omaha's first hockey games via 590. He's now out of the Army.

Lieut. Bill Dunbar, ex-WOW engineer, is now almost ex-Navy, and will soon be back on the WOW control board.

Harold Par and Wally Sieh have been getting some strange calls lately. Harold, you know, is proprietor of the "Little Song Shop" (7:15 a. m., Tuesdays, Thursdays and Saturdays for C. A. Swanson and Sons) and Wally is a control operator. The two live together and keep rushing to the phone to get calls about sick dogs and cats. Their phone number is practically the same as the Omaha Dog and Cat Hospital.

And, while we are on the subject of mistaken identity, here's a little incident which happened some time ago. A long distance call came in for John Pihlstrom. A new night hostess refused the call because (Continued on page 6)

## NBC COPS AWARDS

(As determined by Motion Picture Daily Editors' Poll)

### CHAMPION OF CHAMPIONS

- Bob Hope.....NBC
- \*Fred Allen.....NBC
- \*Fibber McGee and Molly.....NBC
- \*\*Edgar Bergen-Charlie McCarthy.....NBC
- \*\*Lux Radio Theater.....CBS

### COMEDIAN

- Bob Hope.....NBC
- Fred Allen.....NBC
- \*Ed Gardner.....NBC
- \*Edgar Bergen-Charlie McCarthy.....NBC
- Jack Benny.....NBC

### COMEDY TEAM

- Fibber McGee and Molly.....NBC
- Jimmy Durante and Garry Moore.....CBS
- \*Amos 'n' Andy.....NBC
- \*George Burns and Gracie Allen.....NBC

### MOST PROMISING STAR OF TOMORROW

- Jack Smith.....CBS
- \*Jo Stafford.....CBS
- \*Marlin Hurt.....CBS
- Danny O'Neil.....CBS

### COMEDIENNE

- Joan Davis.....CBS
- Fanny Brice.....CBS
- Gracie Allen.....NBC

### MASTER OF CEREMONIES

- Bing Crosby.....NBC
- Harry von Zell.....NBC-CBS
- Bob Hope.....NBC

### FILM PLAYER ON THE AIR

- Lionel Barrymore.....CBS
- Ronald Colman (guest appearances).....NBC
- Bing Crosby.....NBC

### MALE VOCALIST (Classical)

- John Charles Thomas.....NBC
- Nelson Eddy.....CBS
- James Melton.....CBS

### FEMALE VOCALIST (Classical)

- Gladys Swarthout.....NBC
- Patrice Munsel.....CBS
- Lily Pons (guest appearances).....NBC

### COMMENTATOR

- H. V. Kaltenborn.....NBC
- Raymond Swing.....ABC
- Lowell Thomas.....NBC

### SYMPHONIC CONDUCTOR

- Arturo Toscanini.....NBC
- Andre Kostelanetz.....CBS
- Serge Koussevitzky.....ABC

### DANCE BAND

- Guy Lombardo.....ABC
- Tommy Dorsey.....NBC
- Harry James.....CBS

### DRAMATIC PROGRAM

- Lux Radio Theater.....CBS
- Theater Guild on the Air.....ABC
- Textron Theater.....CBS

### MALE VOCALIST (Popular)

- Bing Crosby.....NBC
- Dick Haymes.....CBS
- Perry Como.....NBC

### FEMALE VOCALIST (Popular)

- Dinah Shore.....NBC
- Jo Stafford.....CBS

### STUDIO ANNOUNCER

- Harry von Zell.....NBC-CBS
- Gen Grauer.....NBC
- Don Wilson.....NBC

### SPORTSCASTER

- Bill Stern.....NBC
- Ted Husing.....CBS
- Harry Wismer.....ABC

### SYMPHONIC ORCHESTRA

- New York Philharmonic.....CBS
- Symphony.....CBS
- Boston Symphony.....ABC
- NBC Symphony.....NBC

### DAYTIME PROGRAM

- Fred Waring Show.....NBC
- The Breakfast Club.....ABC
- The American School of the Air.....CBS

### COMEDY SHOW

- Bob Hope.....NBC
- Fibber McGee and Molly.....NBC
- Fred Allen.....NBC

### QUIZ SHOW

- "Information Please".....NBC
- "Take It or Leave It".....CBS
- "Truth or Consequences".....NBC

### MUSICAL SHOW

- "The Music of Andre Kostelanetz".....CBS
- "The Telephone Hour".....NBC
- "The Family Hour".....CBS

### NEW PROGRAM IDEA

- "Request Performance".....CBS
- "Queen for a Day".....Mutual
- BEST NEWS JOB IN RADIO IN 1945

CBS—for V-E Day, V-J Day, Japanese Surrender and President Roosevelt's Death. (\*Signifies tie)

## COMO AND JO STAFFORD ALTERNATE

NBC's "Chesterfield Supper Club" program, starring Perry Como (Mondays through Fridays, 6 p. m., WOW), celebrated its first anniversary on the air December 10.

The next day Jo Stafford joined the "Supper Club" cast as a regular member. She appears every Tuesday and Thursday as the program's singing emcee. Como is heard in this role on Mondays, Wednesdays and Fridays.

Other regular members of the cast are Martin Block, The Satisfiers and Lloyd Shaffer, conductor of the "Supper Club" orchestra.

The program is sponsored by Liggett and Myers Tobacco Co. for Chesterfield Cigarettes. Newell-Emmett is the agency.

—WOW—

Lesley Woods has joined the cast of NBC's "Barry Cameron" in the role of Vera Mosher.

## WOW Boys Beat Weapons Into Typewriters



Uncle Sam has released these four (and more to come) from service duties and they have joined WOW's staff. All are "returnees" except Bill O'Halloran, former combat reporter (extreme right), who is new to WOW's continuity staff.

The others, left to right, are Jimmie McGaffin, who served in Africa and Italy on Army radio stations; Horace Hammacher, who was in the Coast Guard, and Harold W. Baker, who served with the U. S. destroyer service and saw plenty of action.

# IT'S THE GAG THAT GETS THE "BOFF"

## Creating Jokes For Radio is a Big and Profitable Business

By LLOYD SHEARER

Reconversion is making life acutely miserable these days for radio's gag writers, the gallant little band of \$1,000-a-week serfs who toil day and night to make funny such normally serious men as Edgar Bergen, Jack Benny, Bob Hope, Milton Berle and Garry Moore.

Daily flagellated by employers who let them out of their cells only on Income Tax Day, the 30 gag-creators responsible for 90 per cent of all radio comedy are now faced with the ponderable task of discovering the transmissible humor in such weighty subjects as the returning service man, the abolition of rationing, the rebirth of washing machines and the Allied occupation of Japan.

This is no simple job, particularly since reconversion has not as



**EDDIE CANTOR . . .** "I know a farm boy who has spent so much time tying knots in the Navy that he's scared to milk a cow again."

yet brought to the fore many colorful personalities or basically humorous situations capable of being "gagged-up."

During the war, of course, the knife cut the other way. Such persons as Mrs. Roosevelt, Frank Sinatra, GI Joe and Winston Churchill, and such situations as the Scotch and housing shortages, the training camp fiascos, and the frequent military maneuvers lent themselves easily and naturally to the gentle art of quip-making.

It took Jack Rose, one of the most competent "punch-line" specialists in the writing game, only an hour to prepare for Bob Hope the following routine which the comic recited at the 1943 Gridiron Club dinner, the annual affair staged by the nation's Washington press corps:

"I finally found out what the D. C. after Washington means," Hope

### THANK YOU

The accompanying article, "It's the Gag that Gets the 'Boff,'" by Lloyd Shearer, which first appeared in the New York Times Magazine on October 21, 1945, is reprinted for your enjoyment in the WOW News Tower with the permission of the Times and Mr. Shearer.

cracked. "Damned Crowded." . . . I went into a hotel in Washington and I said to the clerk, "What are the rates?" He said: "It's a dollar-fifty if you sleep on your side. We can get more people in that way." . . . That hotel lobby was so jammed with women I had to pinch my leg three times to find out if it was my own. (PAUSE) My case comes up tomorrow . . . While I was here I was visiting the Pentagon Building. I never saw so much brass. Anyone below a lieutenant colonel runs the elevator.

Hope was a tremendous success with that routine. The late President Roosevelt, no mean political gag-man himself and an honored guest at the dinner, howled with laughter as he heard those jokes. To near-by friends he remarked that never before had Hope been wittier.

### Why Wartime Shows Weren't So Good

The typical radio comedy show during the war was so incredibly bad, so poorly written and so altogether dull, that one ingenious critic blandly suggested that the best way to punish Nazi war criminals would be to compel them to listen to United States radio programs and commercials 12 hours a day. The main reason why the comedy programs were such flops was that the nation's best gag writers were in the armed forces. Now that such men as Bill Morrow, Marvin Fisher, Jack Rose, Sherwood Schwartz, Dick MacKnight, Frank Galen and Al Lewis are on the way out of the Army, radio, if they return to it, will have to improve.

What the top gag writers in the business plan to do this fall is to capitalize on what is known in the trade as "the switch." They will take a tried-and-tested joke with wartime motif and adapt it to a peacetime situation.

For example, do you recall the 1943 gag about the refrigerator plant which was converted too quickly to the manufacture of airplanes? The American pilot who flew one of the company's planes, pressed his firing button in action, only to discover that his machine guns were discharging ice cubes. Well, in a month or so, you'll be hearing about the airplane plant which was reconverted to a refrigerator manufacturing factory. A lady who purchased one of the company's refrigerators pulled open the

door handle and the refrigerator took off.

In addition to "switches" and original gags of a higher caliber, the United States radio audience this year will tune in on many jokes concerning General MacArthur, Admiral Nimitz and the veteran who attempts to adapt himself to civilian life. The gag writers confess that one of the best stocks in trade is the lampooning of dignitaries. "It always gets a boff," they say (Boff is a professional term meaning much responsive laughter.)

Although gags will improve in the main this year, the outstanding



**JACK BENNY . . .** I once saw a colonel dancing with a girl and holding her so tight his shoulder eagles were hatching her earrings."

trend in radio humor for 1945-46 will be away from gags and toward situation comedy.

There are two types of radio comedy shows: The gag type, like the Jack Benny and Bob Hope programs, and the situation type, like the Aldrich Family and Fibber McGee and Molly. The gag type of show is dependent upon jokes or rapid-fire funny line for its success, while the situation type calls for a mildly humorous set of conditions—such as Henry Aldrich wearing his father's tuxedo without permission, or Ozzie Nelson locking himself out of his house and trying to break back in just as a policeman ambles by.

### Only One Allen, and Just One Benny

Most of the newer radio programs—Maisie, Ozzie and Harriet, and the Barry Fitzgerald show, just to mention a few, will revolve around humorous situations rather than a well-known comic equipped with a flock of sure-fire gags. The reason for this is twofold: (1) In 15 years radio has been unable to develop one truly top-notch comic of the Benny, Hope or Allen stripe; (2) it is easier to write situation than gag comedy.

Contrary to popular belief, gags aren't born funny. With few exceptions they are as normal as the people who listen to their works. They get born, attend school, marry, pay taxes—and even die. Naturally, a sparkling few, as in any other profession, are a bit more humorous in conversation than the average person, but that's only because the average person isn't an especially witty conversationalist.

Al Schwartz, chief of Hope's seven-man writing staff, is a lawyer. Frank Galen, author of many Burns and Allen routines, is a former lingerie salesman. Bill Morrow, ex-Jack Benny writer, used to do publicity for a third-rate orchestra. Marvin Fisher, Jack Carson's alter ego, is a one-time drummer. Two things that all gag writers have in common are their masculine sex and their keenly receptive senses of humor. Women, despite Clare Luce and Ilka Chase, have not as yet appreciably invaded the field.

Not one gag writer finds quip creating an easy process. Rather, it is the most difficult, irksome and frequently heart-breaking labor any

man can do. Its only reward lies in the substantial money it pays. Good original gags are very rarely the result of inspiration. Usually, they are the culmination of tireless word-juggling, endless thinking and superb comic rendition.

The most painstaking gag writer in the field today, and easily one of the best, is Sherwood Schwartz, a 29-year-old gagster with dark energetic eyebrows and an illimitable amount of patience. He has written for practically every comedian in radio. This is what he has to say about the art of creating a joke:

"There are two basic problems involved: One, the dreaming up of a funny idea and, two, the construction of it so that it draws the maximum amount of laughter. The first problem is so much a question of individual creativeness that generalities of any sort are extremely difficult to make. Suppose, just for example, however, that we decide to write a joke about a fat girl.

### How Radio Gags Are Developed

"We start to think about funny descriptions. She's as fat as an elephant. That's pretty trite and not at all funny, so we discard the thought. Suppose she looks like an elephant that lost its girdle. Improvement, but not good enough. Perhaps she looks as if someone had wrapped a skirt around Boulder Dam or like twins under one hat. That's fair, but still doesn't satisfy us.

"Let's try something timely. We ask ourselves, what are women doing these days? A lot of them are working in factories. Many of them have become welders. Okay, let's try and get a joke around welding. Maybe she became a welder, and she's so fat she doesn't need a welding outfit for the steel plates. She just sits down on the two ends and they're united forever. That gag suits us and we use it.

"Once we have a gag dreamed up, we're faced with the second problem—of presenting it correctly. In radio, the language must be simple and capable of being read aloud. Word combinations and tongue-twisters difficult to pronounce must be eliminated immediately. We must also bear in mind that in each gag, only one joke idea must be established. All confusing elements and unnecessary wordage must be discarded."

Naturally, each joke-maker has his own technique and his own particular way of preparing scripts. Bill Morrow, known in Hollywood as the young W. C. Fields, finds alcoholic stimulation necessary before he sits down at this typewriter. Dick MacKnight plays records, Jack



**BOB HOPE . . .** "The difference between Crosby's kids and Sinatra's kids is that the Crosby kids say, 'What a pair of shoulders!' Sinatra's kids say, 'What shoulders?'"

Rose chews on pencils, and so it goes. Each man to his own idiosyncrasy. Practically all gag writers, however, scribble their jokes in longhand for a first draft, and many of them consult humor anthologies, gag files, old scripts—even their mothers-in-law for a joke.

In addition to writing gags, the truly successful joke-coiner must also be a diplomat, a man of tact and charm who can get along with employers who are primarily "hams."

It is odd, but nevertheless true, that every comedian in radio today, even the quasi-illiterate, fancies himself an unequalled judge of humor. The average performer will take a script which a writer has sweated over for days, glance at it casually and then, pointing to certain lines, announce: "This gag



**EDGAR BERGEN . . .** "That guy has a lot of intestinal fortitude."  
**CHARLIE MCCARTHY . . .** "I know a quicker way to say that."

won't play. This one will fall flat on its face. We might get a small laugh on this."

For the most part, however, the comedian is wrong. He somehow has little objective critical sense and his suggestions about script rewriting are usually invalid.

The one comedian who really knows his material, and knows it undeniably well, is Fred Allen. A writer himself, the old hypochondriac has the uncanny knack of discovering on paper which routine will make the audience laugh and which one will make it heckle.

The most typical of the men who write gags is Jack Rose, a small, shy, wire-haired young man of 35. Reared in New York City, he attended the public schools here and then progressed to Ohio University, where, ironically enough, he majored in English literature and wrote poetry.

### How a Gag Writer Got That Way

Upon graduation, he went to work for a Broadway press agent. His job, like that of other beginning gag writers, was to create and attribute to the agent's clients brilliant cracks and witticisms. He would type out a list of these gags and send them around to such Broadway columnists as Walter Winchell, Ed Sullivan, Leonard Lyons and Louis Sobel. Each time a columnist printed one of his gags, crediting it, of course, to some  
(Continued on page 5)

—WOW—

### Sunday Evening Musical Treat

A delightful quarter hour of listening music has replaced the Walter Winchell show on WOW at 10:15 p. m., Sundays, by courtesy of the Murnan Rug and Curtain Cleaners. It's called "Show Time." The music consists of top melodies from Broadway shows and recent motion pictures. The show is written, produced and emceed by Thomson Holtz.

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# WOW HIT SERVICE PEAK IN 1945

## Gave Listeners Best News and Programs

Big things happened at WOW during 1945. It was undoubtedly WOW's greatest year of service.

The three top news events of the year—perhaps the biggest stories of all time—"broke" by radio. Two of these, the final surrender flashes from Germany and Japan had been anticipated, so that every WOW listener kept his ears to his loudspeaker for hours or weeks before they finally happened. The third big flash—the death of President Roosevelt—came as a complete surprise. There were many other tremendous news stories, but of them all the three mentioned above seem to have been the most important.

Perhaps WOW's greatest public service of the year was Ray Clark's trip overseas, during which time he interviewed nearly 300 WOW service men in the Pacific war theater. Ray's coverage of the San Francisco conference; his historic broadcast of his flight over Ogaki, Japan; his trip home on the B-29 "City of Omaha," and his speaking tour throughout WOW-Land constituted WOW's greatest exclusive service to its listeners.

### New Programs

Scores of new programs started on WOW during 1945, but three stand out like those big three flashes mentioned above. There was the return of Fred Allen to WOW's schedule on September 20. The Fred Waring morning show, which returned June 4, and the return of "One Man's Family" on July 15 seemed to have aroused the greatest interest among WOW listeners.

During the year WOW entertained a host of famous visitors, including Bob Hope and Bing Crosby, Ralph Edwards, Bill Stern, the Directors of the National Association of Broadcasters, Jack Benny and Alex Dreier.

Another activity during the year was the return of postwar sports-casts, in which WOW's Sports Editor Tom Dailey played an important role. Most interesting was the return of Ak-Sar-Ben's race broadcasts, Nebraska football broadcasts and the Ak-Sar-Ben hockey games to WOW's regular schedules. There were many other important happenings at WOW during the year.

### Big Birthday

During April, 10 top-notch NBC shows saluted WOW on its 23rd birthday.

During May, Foster May was dispatched to Germany as a war correspondent, reporting exclusively over WOW.

In mid-April, Harry Burke resigned as a top WOW executive to take over the general management of KFAB.

In October, Production Manager Ray Olson won the H. P. Davis announcers' award for the second time in four years.

A number of special public service campaigns were included among WOW's many civic activities. One was the "job relocation" campaign, in which WOW sought to unite displaced war workers with employers seeking peacetime help.

Another was the WOW-inspired move to relocate the Higgins boat-building industries in Omaha.

—WOW—

## The Stork Visits the Harry von Zells

The Harry von Zells are proud parents of a daughter, Linda, born at Lebanon Hospital in Hollywood on December 12. At birth she weighed 6 pounds, 12½ ounces.

The popular announcer of NBC's Dinah Shore's "Open House" and Eddie Cantor show rushed to the hospital as he signed off the air and arrived just a few minutes before the birth of the baby, another instance of that perfect von Zell timing. Von Zell would have preferred a boy, but Cantor would have been furious, and a job's a job, he said.

## ITS THE GAG THAT GETS THE "BOFF"

(Continued from page 4)



FRED ALLEN . . . "If they want to know what to do with Tojo—just let him listen to Portland for five solid minutes without an interpreter. He'd make sure not to miss shooting himself after that."

famous actress or society belle, Rose would receive a bonus.

Since his salary and bonuses combined were hardly enough to live on, Rose decided to try his hand at radio scripts. He wrote one for a program and it proved so funny that he was hired to write more. Five years ago he was introduced to Bob Hope in Chicago. Ever on the lookout for a good man, Hope asked him to write a sample script. Jack did, and the following week received the offer of a contract. Since then he has turned out such jokes as these:

Fred Allen: "Clare Boothe Luce wrote a book and she was elected to Congress."

Gypsy Rose Lee: "I wrote a book."

Fred Allen: "Well, Gypsy, I'd like to see you elected to Congress, too. And I want to be there when you put your first motion before the House."

Kay Kyser: "Well, shut mah mouth!"

Bob Hope: "There, in four words, is the dream of a nation."

As a matter of fact, that's a good point for all radio listeners to bear in mind. When you tune in on your favorite comedian this winter, and he lets go with a sensational, side-splitting routine all about reconversion and the returning service man and the congested automobile traffic, remember, there's a man behind him, virtually putting those words in his mouth. That man is the gag writer. By the same yardstick, when your favorite comedian lays an egg, don't blame him. Blame the man who hatched it.

—WOW—

## BURNS GETS BOAT

Bob Burns is feeling better because his sea-going boat ordered a long time ago from the Higgins Boat Building Company in New Orleans (which recently decided to go out of business because of labor troubles) will be delivered. So Bob has settled down to boning up on navigation between his air broadcasts. Bob says he got his first lesson in navigation from his Uncle Hod Durnit down on the Arkansas River.

—WOW—

## FOUR NEWCOMERS

Four recent cast additions to the NBC "David Harum" daytime serial are Katherine Raht, Joe Latham, Audrey Egan and John Thomas. They are heard in the respective roles of Sarah Powell, Tom Powell, Marjorie Mercer and Frederick Mercer.

—WOW—

Lou Krugman has taken over the role of Dan Roberts in NBC's "Woman in White."

## "Singin' Sam" Insists That All His Songs Be Old Favorites

You'll never hear a new tune "introduced" on "Reminiscin' with Singin' Sam" (6:30 p. m., Mondays, Wednesdays and Fridays on WOW).

For "Singin' Sam" doesn't believe in new tunes. He'll sing only those old familiar ballads, known and loved by everybody.

"Singin' Sam" has been singing for radio listeners for nearly 20 years. One of his claims to distinction is that he's never introduced a new tune.

The dean of the balladeers, who seems to get more popular as the years go by, is Harry Frankel, but only a few of his listeners ever heard his real name.

The new "Singin' Sam" series on WOW is sponsored by the Theo Hamm Brewing Corp., makers of "Preferred Stock" beer, and it replaces "Preferred Melodies."

Frankel, as "Singin' Sam" was one of the features on WOW in the early days when WOW studios were located atop the building at 14th and Farnam Streets.



GRACIE ALLEN . . . "A lot of men have things that George doesn't—money, fame, looks—but I admire George for his brains, because it's the little things that count."

## Carnation Named For Opera Star

When the carnation season rolls around, lovers of the spicy flower will meet a new beauty bearing the name of an operatic and radio beauty—Josephine Antoine, Metropolitan and Chicago Opera coloratura and star of the "Carnation Contented Hour" (NBC, Mondays, 9 p. m., WOW).

Antoine—the flower—is a delicate shell pink, extra large, and its spiciness is as delicate as the star's pianissimos. It's a sport of the famous carnation, Triumph, and was grown by Weiland Brothers in their experimental greenhouse in Aptikissic, Ill.

Miss Antoine—the star—was presented with the first bouquet of her namesake, after a recent broadcast, by H. J. Wolfe of Chicago, Executive Secretary of the Allied Florists Association.

—WOW—

## 2nd HONEYMOON

July Canova's current three-week sojourn in New York is in the nature of a second honeymoon for the NBC comedienne. Her husband, Chet England, just discharged from the Army, having business in New York, has made the trip with his wife.

## FOR WOMEN ONLY

Barbara Bates (Gundersen) is missing from the WOW staff. Her hubby came back from the service and she just up and left. WOW and the entire staff hope that her absence is just a leave of absence. Air personalities (and writers) like Barbara are scarcer than Nylons! —The Editor.

## BOB'S BACK AND BARBARA'S AWOL

"If it will make you happy, dear," the duke said to the duchess as he jumped into nearest bramble bush.

And here I am gamboling in said bushes as a particular favor to the News Tower editor, whose mother called him William just before Christmas! This, then, is Bill's Christmas present. My last column for a time at least.

Barbara Bates A column written between Christmas wrapping chores and lengthy explanations to my veteran husband about just what did happen to all those lovely ties he left at home when he dropped over to Berchtesgaden. It really is a special treat, though, to put a parting flourish on my corner of the News Tower. Here it is the end of an old year and the start of a new year. A year that promises great things for WOW listeners, for WOW (and since I have duly endorsed permission to be personal) promises some pretty nice things for me, too. "Yes, Bob, it's nice to have you back home and you act like a perfectly normal civilian, but I do not remember that you had anywhere near the amount of neckties you now speak of so vehemently."

## LET'S HOPE IT'S AU REVOIR!

If you should see a shifty-eyed peddler purveying a mysterious commodity to some eager and excited customer, it might just turn out that it was neither dope nor preserved turnips—but a nice radio job. Take it from me, a nice radio job is habit-forming. I knew, because I've been taking one and now I am trying to leave it alone. This is just about as easy an assignment as the one the duchess gave the duke. (Ed. Note.—See dynamic opening passages for this, no doubt, classical allusion.) "It's this way," I said to Mr. Gillin. "I like WOW very much. WOW is a wow!" I said. "But my veteran may have some ideas about my keeping house for him, so probably I had better turn in my typewriter and hand in my lapel microphone. In fact," I said nervously, "I had better go home and start hunting down a few neckties, which seem to have been mislaid in the last 15 months."

"All right, Barbara," said Mr. Gillin, who is a very reasonable gentleman. "You get about your homework, and if you don't find the neckties and Bob is as furious as I think he'll be, why just stop back and see us. There won't always be a light burning in the window, but something may flare up."

So that's the present box score reading. I'm not at WOW just now. But I do get to write a farewell column for the News Tower. And, who knows, one day soon I may pop back and do a column on "Hunting the Necktie in Corner, Cranny and Closet; or, Mopping and Moping in Monotonia."

## HERE AND THERE WITH THE GALS

Women broadcasting chores at WOW are being handled by a trio of girls you'll be knowing better and better. The "Memory Album" stint is voiced by Yvonne Cottingham, a black-eyed radio enthusiast, who learned tricks of the trade in the No. 1 radio school, Chicago's Northwestern. It's pretty Margaret Kelly (a Laplander, I am told) who

## Edwards Cited as Top Bond Peddler

Ralph Edwards, master of ceremonies of NBC's "Truth or Consequences," has been awarded the Distinguished Service Citation of the United States Treasury by Secretary of the Treasury Fred M. Vinson. The award was given to Edwards as the individual who sold the most E Bonds in the entertainment industry.

During the eight loan drives, Edwards and his show have sold more than \$500,000,000 in E Bonds, with the latest totals not yet computed. He has played 267 shows in 167 cities (including Omaha).

—WOW—

## TO NEW YORK

NBC's "Carnation Contented" program (Mondays, 9 p. m., WOW), heard from the NBC Chicago studios for the past 14 years, will originate from New York starting Monday, January 7, and every Monday thereafter.

The program is sponsored by the Carnation Company for Carnation Milk, through Erwin Wasey and Company, Inc.

—WOW—

Two Navy veterans, Fort Pearson and Bob Murphy, have returned to their announcing chores on the "General Mills Hour" (NBC, five-a-week, 1 to 1:45 p. m., WOW) on Monday, December 3.

you hear on "What's What Today" each Saturday morning at 8 a. m., and Melya Leiben is the voice of Aquila finery with the Joy Barton monicker. Irene Larson says "news room" with greater cheer than ever before, now that Al's part of the army has him close enough to drive home week-ends. Cathie O'Connor had herself a spin when she flew to the coast to attend Marine Brother Tom's wedding. Cissie Ward is latest to have the joyous word that her navy man is back home for keeps. Jean Pray says her New Year's resolution is to move into that new house before Christmas of '46. Alumni member Mary Claire Dickerson writes from L. A. that she and George Q. have just bought a house. Bill O'Halloren mourns because he isn't near as putty as Murgatroyd McGoo. Lyle DeMoss played Santa Claus so consistently, persistently and irresistibly that he is worn to a nubbin, and they now want him acting as Father Time. No more now. Gotta find some neckties!

# 18 BIG NBC SHOWS RENEW FOR A YEAR

## Fifteen Are Top Nighttime Features

Eighteen top NBC programs have been renewed by their sponsors recently—all for 52 weeks and all effective in late December or early January. They are:

"Can You Top This?" (Saturdays, 8:30 p. m., WOW), sponsored by Colgate-Palmolive-Peet Co. for Palmolive Brushless and Lather Shave Creams. Ted Bates, Inc., is the agency.

"Judy Canova Show" (Saturdays, 9 p. m., WOW), sponsored by Colgate-Palmolive-Peet Co. for Palmolive Soap and Colgate Tooth Powder. Ted Bates, Inc., is the agency.

"Colgate Sports Newsreel" (Fridays, 9:30 p. m., WOW), sponsored by Colgate-Palmolive-Peet Co. for shave cream. Sherman & Marquette, Inc., is the agency.

"Carnation Contented Hour" (Mondays, 9 p. m., WOW), sponsored by the Carnation for evaporated milk. Erwin, Wasey & Co., Inc., is the agency.

"Grand Ole Opry" (Saturdays, 9:30 p. m., WOW), sponsored by R. J. Reynolds Tobacco Co. for Prince Albert Tobacco. William Esty & Co. is the agency.

"Abbott & Costello" (Thursdays, 9 p. m., WOW), sponsored by the R. J. Reynolds Tobacco Co. for Camel Cigarettes. William Esty & Co., is the agency.

"The Westinghouse Program" (Sundays, 1:30 p. m., WOW), sponsored by the Westinghouse Electric Corps. McCann-Erickson, Inc., is the agency.

"Hour of Charm" (Sundays, 9 p. m., WOW), sponsored by the General Electric Co. Batten, Barton, Durstine & Osborn is the agency.

"Cavalcade of America" (Mondays, 7 p. m., WOW), sponsored by E. I. DuPont de Nemours & Co., Inc. Batten, Barton, Durstine & Osborn is the agency.

"Amos 'n' Andy" (Tuesdays, 8 p. m., WOW), sponsored by Lever Bros. for Rinso. Ruthrauff & Ryan is the agency.

"Bob Burns" (Thursdays, 6:30 p. m., WOW), sponsored by Lever Bros. for Lifebuoy Soap. Ruthrauff & Ryan is the agency.

"Sealtest Village Store" (Thursdays, 8:30 p. m., WOW), sponsored by National Dairy Products Corp. for Sealtest Ice Cream. M-Kee & Albright, Inc., is the agency.

"One Man's Family" (Sundays, 2:30 p. m., WOW), sponsored by Standard Brands, Inc., for Royal Desserts and Fleischmann's Yeast. J. Walter Thompson is the agency.

"Chase & Sanborn Coffee Program" (Sundays, 7 p. m., WOW), sponsored by Standard Brands, Inc., for Chase & Sanborn Coffee. J. Walter Thompson is the agency.

"The Fred Allen Show" (Sundays, 7:30 p. m., WOW), sponsored by Standard Brands, Inc., for Tender Leaf Tea and Blue Bonnet Margarine. J. Walter Thompson is the agency.

"Mr. District Attorney" (Wednesdays, 8:30 p. m., WOW), sponsored by Bristol-Myers for Ipana and Vitalis. Doherty, Clifford & Shenfield, Inc., is the agency.

"The Eddie Cantor Show" (Wednesdays, 8 p. m., WOW), sponsored by Bristol-Myers for Sal Hepatica and Trushay. Young & Rubicam, Inc., is the agency.

"Lora Lawton" (Mondays through Fridays, 9 a. m., WOW), sponsored by B. T. Babbitt for Bab-O. Duane Jones Co. is the agency.

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## Omaha Medical Student Wins Raleigh Chevrolet



Ray Clark with winner and bride atop a new Chevrolet.

For finishing the simple sentence, "We should all buy Victory Bonds because—," Frank Darwin Sundstrom, an Omaha GI Bill of Rights medical student at University Hospital, won a brand-new Chevrolet, a fortnight ago, in Raleigh's "A Chevrolet-a-Day" contest.

The youth, who prefers "Darwin," and Betty, his bride of six months, were presented with the keys to the car during a broadcast ceremony which took place at the Opitz Chevrolet Co. in the presence of civic and Victory Loan officials.

Maude Finney, druggist at 38th and Leavenworth Streets, was presented with a \$100 Victory Bond for having sold Darwin the Raleighs package sent in with his entry.

The presentation was made by L. E. Kimbel, sales executive of the Brown & Williamson Corp. It was broadcast, with WOW's Ray Clark at the microphone.

Darwin said he would "find good use for the car when I become a practicing physician and have to make a lot of calls." His pretty wife, Betty, squealed with glee when she saw the shiny new 1946 model in the Opitz show room.

Darwin received the congratulations of Acting Mayor Carl Jensen, Mrs. Mark Fowler, Chairman of the Women's Division of the Victory Loan drive, and many others. All present "won" a carton of Raleighs, compliments of Mr. Kimbel.



Scene at presentation of Omaha's first Raleigh Chevrolet award ceremony at Opitz Chevrolet Co. Left to right: Acting Mayor Carl Jensen, John Opitz, Mrs. Mark Flower, Chairman, Women's Division,

War Finance Office; Steve Mann, Opitz Co.; L. E. Kimbel, Raleigh sales executive; the winner and his bride, Mr. and Mrs. Frank D. Sundstrom; Maude Finney, druggist, and Floyd Payne, Raleigh city salesman.

## Womens' Groups to See Betty Crocker Film

Omaha homemakers will get an opportunity during January and February to see the unusual film, "400 Years in Four Minutes," a General Mills presentation, which explains the Betty Crocker method of making cake.

WOW has arranged for several prints of the technicolor sound film to be made available to Omaha groups and organizations without charge.

The film will be shown as a part of the Omaha schools' adult education programs, under the direction of Mrs. Elizabeth Riner, supervisor of homemaking education, and her staff.

"400 Years in Four Minutes" will be used first as part of Mrs. Riner's visual education project in the Omaha high schools. It will be shown before domestic science and other classes.

Mrs. Riner will also arrange private showings of the film for adult education classes and any other type of women's group on request. She may be contacted at the Board of Education offices, Joslyn Castle, Atlantic 3140.

The film has caused almost a sensation nationally in home economic circles. After viewing it, almost any child can bake an excellent cake.

—WOW—

## Author Dies Before Song Becomes Hit

There's a story behind "Josephine, Please Don't Lean on the Bell," which NBC's Eddie Cantor premiered on the air recently.

The song, written by Ed Nelson, Duke Leonard and the late Harry Pease, was introduced by Vaughn Monroe's band at the Strand Theater recently, and was an instant hit. Pease was lying in a coma at that time and subsequently died of a cerebral hemorrhage without knowing that he had produced his first hit song since "Peggy O'Neil" and "Ten Baby Fingers," both about 20 years ago.

—WOW—

## STAFF STUFF

(Continued from page 3)

there was no one at WOW by that name. Later it all came out. John Pihlstrom is John Leslie (Pihlstrom).

The same kind of an accident happened one other time, when a call came in for "Barbara." "Barbara" wasn't at the station, another new hostess kept telling increasingly worried parents. And, all those hours, Bobbie (Barbara) Lamberton was quietly working away at her desk.

But, we have two girls at the station whose names are different enough that there should be no confusion (when you're in the know). Phyllis Murphy's name (you'll never believe it) is Philomena Mary Huhleen Murphy. And, on the other side of the balcony, that little girl from Plattsmouth, who answers to the name of Wilma, is really Wilhelmina Swatek.

But, what's in a name—or in a word. Ask Lyle DeMoss what he thinks of that old show line, "He laid an egg on that show." Because, Lyle did just that on the "Supreme Serenade" (12:30 daily for Supreme Salad Wafers) just before Christmas. Of course, it was all a gag, and one the radio audience wasn't let in on.

Your writer (silly boy) slipped into the studio during the show and whispered to Lyle: "Stand up a second." He did. Whereupon Munkhof leaned over his chair and gleefully pointed out to the rest of the cast the egg (hardboiled) that Lyle had just laid. Your writer refused to say where he got the egg or whether he drank beer with it.

## HOUSE OF BEAUTY

Newest and most popular records by such famous stars as Bing Crosby, Frank Sinatra, Dinah Shore and the great top dance bands is featured on the new "House of Beauty" show, 11:30 a. m., Sundays, on WOW.

The new feature is a presentation of the Lorenzo Beauty Salon in the Brandeis store.

Ray Olson, WOW's Davis-award announcer, is master of ceremonies, and the program is written by Bill O'Halloran.

—WOW—

## NEW RELEASES

A half hour of newest and most popular Columbia records will be heard on WOW at 5 p. m., Saturdays, starting January 12, and continuing for 39 weeks during the year. The entire half hour will feature standard phonograph records as they are released through local music store.

## WOW Helps a G. I. Locate His Dead Buddy's 'Missing' Mother

Every time a radio man addresses a microphone, he subconsciously asks himself, "How many persons are listening?"

Occasionally that radio man gets a startling answer to his question.

A few days ago WOW received a call for help from ex-GI Alonzo Odbert, Jr., of Long Pine, Neb. He wanted to locate a Mrs. Simpson of Omaha, whose soldier son, Tommy, died in May, 1942, in the Philippines.

"When Tommy died I promised him I would deliver his ring to my buddy's mother," Odbert wrote. "I haven't been able to find a trace of her."

Herb Lee and John Leslie, who do the "Highlights and Sidelights" (6:45 p. m., Mondays, Wednesdays, Fridays and

Saturdays), wrote a brief item about Odbert's problem, and Leslie used it on the air.

Within eight minutes after the broadcast, a dozen persons had called!

There was Tommy's former employer, his brother-in-law, his girl friend's sister and several other friends of the Simpson family.

Most of the callers identified Tommy's mother as Mrs. Gladys Simpson, 511 Hyde Park Place, Inglewood, Calif. Even after the information wanted was procured, and sent to Odbert, the calls still came in.

—WOW—

Muriel Starr and Edgar Stehli have been added to the cast of NBC's David Harum in the roles of Henrietta Harper and Ira Thomas.

# RADIO'S GREAT VISITED WOW IN 1945

## Hope, DeMille and Stern Aired in Omaha

WOW was host to a flock of important folks during 1945.

In February, four of the nation's top television experts came to Omaha for "WOW Night" at the Omaha Advertising Club. They were the Navy's Captain Bill Eddy, RCA's Dick Hooper, G-E's Steven Pozgay and Billboard's Cy Wagner.

Commentator Robert St. John dropped in, and during an interview tossed a delightful bouquet at WOW's Ray Clark.

In March, Jack Benny invaded WOW-Land with his show at St. Joseph, Mo.; gave an exclusive interview to WOW, and enjoyed Omaha-made chop suey.

Cecil B. DeMille was here, too. In May, WOW's John J. Gillin, Jr., was host to the directors of the National Association of Broadcasters—22 of the nation's top radio execs. They came to Omaha as a tribute to Johnny, who's worked with this group for many years.

In June, Bob Hope and Bing Crosby were here to aid the PGA's "Pitch-and-Putt" fund drive for disabled veterans.

In July, Alex Dreier came to Omaha as a guest speaker for a Chamber of Commerce public affairs luncheon.

In September, NBC's Bill Stern came here to describe the Carter Lake boat races and attend a dinner for 100 sports authorities.

"Ad" Schneider, assistant director of NBC's Special Events Department and a former Omaha police reporter, dropped in for a visit.

In November, Ralph Edwards brought his "Truth or Consequences" show to Omaha to help put over the Victory Loan drive.

Margaret Cuthbert, NBC's director of women's and children's programs, came to Omaha to attend Omaha U's book review clinic.

In December, the Cornhusker's new coach, Bernie Masterson, dropped in for an exclusive interview.

Dorothy Lewis, women's director of NAB, attended a meeting of the Omaha Radio Council.

### IN NEW POST

LeRoy Shield has been appointed music contractor for NBC, New York. The appointment is effective as of Monday, December 10. Shield goes to New York from Chicago. Shield is well known in Omaha radio circles. He was once a guest conductor when Union Pacific's "Your America" was on NBC from Omaha.

## SO JOHN LESLIE DECIDED ON RADIO



JOHN LESLIE

year at Minnesota.

John first had a taste of radio as the winner of an announcers' contest while still in high school, but refused the job offered to continue his education. Later in Minneapolis he auditioned, pounded the pavement, auditioned again until, with the helpful coaching of Hal Lansing, one of the Twin Cities top announcers, he got a part-time job announcing at Station KDGJ. A year later he quit this job to join the staff of KOBH, Rapid City, S. D., where he handled news and special events. The highlight of the two and a half years at KOBH was covering the rescue of the parachutist from Devil's Tower for the radio station and the Associated Press. He joined the staff of Radio Station WOW in 1942.

Sports are John's hobby—any and all kinds ("lettered" three years in basketball and football, one year in track). His relaxation is reading current events and detective stories. He has no ambition other than to continue in radio.

The Leslies have been married six years and to date have one daughter, aged 2½ years. Of course, we might make some predictions, but, well . . .

Doctor, lawyer, merchant, chief! Isn't that the way the rhyme goes that little girls recite when they skip rope? And John Leslie, WOW chief announcer, has either been, or at least leaned toward, all of them—as pre-med student, holder of B.S.L. degree, seller of shoe shines de luxe and radio time, and, of course, attaining the "chief" prefix in his present position.

John was born in Eveleth, Minn., March 28, 1917, and received the greater part of his education in his home town. (High school and two years junior college). Leaving junior college, his pre-med course completed, he entered the University of Minnesota still undecided about a career, but at the end of one year had made up his mind, forsook the thought of medicine and enrolled in the U. M. Law School. He emerged two years later with a Bachelor of Science in Law degree.

While still in school in Eveleth, John became very suddenly and forcefully acquainted with the young lady who later became Mrs. Leslie. An ardent golfer, John had just made one of those beautiful drives that you'd swear would keep going forever, when the trajectory of the ball was quite abruptly

broken by the comely curves of a Miss Patricia Hughes, who was going exactly the wrong direction to ever possibly see the ball and get out of the way. The two of them went through Eveleth Junior College and the university together, and were married during their last

## THE SPORTS EYE

By TOM DAILEY  
WOW Sports Editor

Hello, good sports!

This is the way I heard the story—and I believe it.

The old man sat down, sighed heavily, motioned the youngster to his side and began to talk.

"The story of sports in 1945?" He showed the slightest of a grin among his wrinkles as he continued: "Well, let's see. We had the world series, but I heard tell that the brand of playing was not up to the usual standard of years before the war. But, I guess

the lads did all right, because both sides were equal. "Byron Nelson won just about all the money they put up at the golf tournaments. I tell you that feller can knock a squirrel's eye out at 90 paces with that two iron of his. The only time he cooled down was when Sam Sneed got released from the Navy and proceeded to take some of the titles away from Nelson. You understand, though, son, lots of the other golfers were still in uniform.

"You should have been here for some of the football games we had. Some of the derndest fightin', root-in'-tootin' kids you ever saw out there of a Saturday afternoon. Just kids, ya understand—17 and 18, not like Nile Kinnick and Al Blozis and the others off to war, but just the same the kids still had the old spirit. Silliest situations you ever saw, too. Minnesota beat Nebraska 61 to 7. Iowa beat Minnesota 20 to 19, and then what happened? Nebraska beat Iowa with points to spare. It happened all over the country like that.

"Oh-h-h-h," the old man looked weary now. "I could go on telling you about the sports of 1945. But you're better acquainted with players in every sport—the stars I mean for later on. Get what I mean, son?"

"I think I do, sir," said the young man. "You spoke of the world series, the golfing tournaments, football and the other sports. But their success in 1945 and in other years to come were overshadowed by greater happenings in the world. In your book here I see the story of open-collared Douglas MacArthur as he stood on the deck of the battleship Missouri and pointed to the table. To the table went some little men clad in striped mourning pants and signed. Then he said something like 'these proceedings are now closed'.

"In the Pacific and in Europe—in all parts of the world—were the real heroes. Some came back and some didn't. But those who did come back will help to put sports back on the big-time pre-war level. These boys are with me. You don't know them, sir. From the seas and the skies they come. From the mud and blood of a battlefield they now walk the streets of America and proudly display that highly-honored discharge pin.

"Sports were all right in 1945. At least Americans loved fair play and tough competition enough to keep them going. But, before I forget it, let me congratulate you upon a job well done under the handicaps of war. Wish you could stick around to see what peacetime sports will be like, because you missed most of that. Frankly, sir, they're going to be terrific."

The old man picked up his cane and hobbled into the mist of the morning, leaving the youngster in his place. Mr. 46 took over for Mr. 45.

—WOW—

Jerry Walter has been added to the cast of NBC's "The Guiding Light" as Bill Brown, assistant to the Rev. Frank Tuttle.



Tom Dailey

## Newsmen Make 1946 Forecasts

(Continued from page 1)

we are going to lose the peace as definitely as our fighters won the war."

### INEVITABLE CATASTROPHE

W. W. CHAPLIN, New York: "Atom bomb agreements will be made, but violated, and a production race will begin, with international distrust heading us toward the inevitable catastrophe. Labor difficulties at home will ease after a serious crisis and prosperity will open the doors to inflation, with depression expected by 1947. English-speaking countries will form unofficial mutual protection bloc, with Russia strengthening eastern European buffer fringe and leaning toward direct alliance with China.

### A MILD DEPRESSION

ROBERT McCORMICK, Washington: "For the first half of the year, a relatively mild depression. Then a boom, during which we'll have perhaps 5,000,000 unemployed, but those of us who do have jobs will have comparatively big incomes. In foreign affairs, confused policies will present the UNO from becoming a powerful world force. And we will one day suddenly find other countries are making atom bombs."

### WORLD WAR III COMING UP!

LEIF EID, Washington: "International—the seeds of World War III will be sown in 1946 at a peace conference establishing spheres of influence, buffer states and island bases. National—prices will rise in an inflationary spiral—labor troubles will be frequent despite passage of the Truman mediation measure—unemployment will increase—the housing shortage will grow more acute—Republican labels will be changed for Democratic ones following most of the state elections."

### NAZIISM WILL REMAIN

ALEX DREIR, Chicago: "Nazism will remain substantially alive as a political force. Germany will have central government despite objections by the French—the Rhineland and Ruhr will remain part of the Reich. Communists will suffer additional setbacks in free elections and Franco will be assassinated or thrown out. The Big Three—in a broad sense—will achieve hoped-for cooperation and coordination not only in Europe, but also in Asia and the Pacific. China will have a coalition government, including the communists. Japan will increase

her "soft-soaping" attitude. Germany will remain sullen, difficult to govern. In this country, major labor strikes will all be out of the way by summer and production will hit its peak by the end of 1946, with industrial Dow Jones averages around 200. Stassen will loom larger as the 1946 Republican presidential candidate."

### MORE TO THE LEFT

CLIFTON UTLEY, Chicago: "At home—severe strikes through July, with rising anti-labor sentiment in Congress. However, November elections will show the country farther to the left than most think. Internationally, improvement in China, with a drop in Russo-American tension there. Continued chaos in central Europe."

### ANTI-STRIKE LEGISLATION

BERT SILEN, San Francisco: "The year 1946 will see (1) freedom of Philippines. (2) Start of unity in China—rise of two-party system and ousting of Chiang kai-Shek. (3) Abdication of Hirohito, with son ruling under regency controlled by us. (4) complete subjugation of Indonesians and re-establishment of Dutch domination of East Indies. (5) Legislation in this country controlling and eliminating strikes."

### TOP TEN

WOW's three top newsmen agree on the five top stories of 1945, but are divided on the second five. Ray Clark, chief newscaster and director of special events; Soren Munkhof, news manager, and Herb Lee, chief news writer, offer as the top five:

1. Use of atomic energy.
2. War's end, Germany.
3. War's end, Japan.
4. Roosevelt's death
5. War criminal trials.

Munkhof and Lee agree that strikes, the UNO Conference at San Francisco and the Potsdam Declaration should be included in the second five.

Clark's second five were "fight for lasting peace," the air war on Japan, reconversion, the occupation of Japan and Germany, and the Battle of Okinawa.

Lee's second five included the death of Mussolini and reported death of Hitler.

Munkhof tossed in his second five the battle of returning veterans for housing and transportation, and the crash of that bomber into the Empire State building.

Clark will make a series of talks on his "top 10," the first before the combined Omaha Kiwanis clubs, January 4.

## LATE NEWS

Jimmy McClain reports that Detroiters are the nimblest-tongued folks he's ever encountered on his NBC "Dr. I. Q." program. It's the only city where he got three thought-twister winners in a row.

Nora Martin, Sylvia Field and William Hollenbeck have joined the cast of NBC's "Young Widder Brown in the roles of Claudia Townsend, Sherry Stone and Ivan Stone.

According to Red Skelton, the 32 musicians he has in the orchestra on his new NBC show are the 32 second lieutenants he promised jobs while he was in the service.

A bunch of American service men in China have voted NBC's Connie Haines the "girl they would like most to help them make their postwar dreams come true."

Newcomer to the cast of NBC's "Ma Perkins" is Ken Griffin, now heard in the role of Jeffrey Powell.

With Cass Daley at the helm, the Sunday night "Bandwagon" series rates among the top dozen shows in popularity, in Pacific network ratings made public recently. The series has just been renewed for 52 weeks by its sponsor.

## WOW NEWS SCHEDULE

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

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

# WOW'S JANUARY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "1/46" Means This Is Your Last Issue!

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

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

## MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call.....	Daily except Sun.
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.
6:35 A. M.—Smilin' Ed McConnell—American Poultry Journal.....	Mon., Tue., Wed., Thu., Fri.
Markets.....	Sat.
6:55 A. M.—Reveille—Fair Store.....	Daily except Sun.
7:00 A. M.—Alex Dreier—Skelly News.....	Daily except Sun.
News Summary, NBC.....	Sun.
7:05 A. M.—Sunrise Serenade.....	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.
Boone County Neighbors, NBC.....	Sun.
7:45 A. M.—Reveille Roundup—Groves Cold Tablets.....	Mon., Wed., Fri.
Happy Hank—Little Crow Milling.....	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.
8:05 A. M.—Musical Grab Bag.....	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—Little Doghouse.....	Sat.
News Highlights and Sidelights—Tek-Seed Hybrids.....	Sun.
8:30 A. M.—Special Delivery—Aquila.....	Mon., Wed., Fri.
Daytime Classics.....	Tue., Thu., Sat.
Chapel Service, Rev. R. R. Brown.....	Sun.
8:45 A. M.—Songs of Praise—Malt-O-Meal.....	Mon., Wed., Fri.
Pleasure Parade—Beaumont 4-Way.....	Tue., Thu., Sat.
9:00 A. M.—Robert St. John, News.....	Mon., Tue., Wed., Thu., Fri.
Homemakers Club—Nebraska Power.....	Sat.
9:15 A. M.—Lora Lawton—Babo.....	Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Road of Life—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.
Adventures of Archie Andrews.....	Sat.
Omaha's Front Page.....	Sun.
9:45 A. M.—Joyce Jordan—P. & G.....	Mon., Tue., Wed., Thu., Fri.
Cheer Up Time—Iowa Master Breeders.....	Sun.
10:00 A. M.—Fred Waring.....	Mon., Tue., Wed., Thu., Fri.
WOW Jamboree.....	Sat.
WOW News Tower—Kilpatrick's, Perfex.....	Sun.
10:15 A. M.—Gems and Jottings—Zales Jewelry.....	Sun.
10:30 A. M.—Barry Cameron—Manhattan Soap.....	Mon., Tue., Wed., Thu., Fri.
Smilin' Ed McConnell—Buster Brown.....	Sat.
Furs on Parade—Herzberg.....	Sun.
10:45 A. M.—David Harum—Babo.....	Mon., Tue., Wed., Thu., Fri.
Solitaire Time—Campana.....	Sun.
11:00 A. M.—Strictly Instrumental.....	Mon.
Hymns of All Churches—Gen. Mills, Softasilk.....	Tue., Wed., Thu., Fri.
Betty Crocker—Gen. Mills, Softasilk.....	Sat.
World Front—Bunte Bros., Candy.....	Sun.
11:15 A. M.—Melodic Moods.....	Mon., Tue., Wed., Thu., Fri.
Music in Three-Fourth Time.....	Sat.

11:30 A. M.—Aunt Mary—Kitchen Kraft Flour.....	Mon., Tue., Wed., Thu., Fri.
Atlantic Spotlight.....	Sat.
House of Beauty—Lorenzo.....	Sun.
11:45 A. M.—Life Can Be Beautiful—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
Canary Pet Shop—Hartz Mountain Products.....	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.
University of Nebraska.....	Sun.
12:45 P. M.—Noonday Forum—McKesson-Robbins.....	Daily except Sun.
Mitchell and Utley—American Dairy Association.....	Sun.
1:00 P. M.—Guiding Light—General Mills.....	Mon., Tue., Wed., Thu., Fri.
Farm and Home Hour—Allis Chalmers.....	Sat.
Harvest of Stars—International Harvester.....	Sun.
1:15 P. M.—Today's Children—General Mills.....	Mon., Tue., Wed., Thu., Fri.
1:30 P. M.—Woman in White—General Mills.....	Mon., Tue., Wed., Thu., Fri.
The Baxters.....	Sat.
Westinghouse Concert.....	Sun.
1:45 P. M.—Judy and Jane—Folger Coffee.....	Mon., Tue., Wed., Thu., Fri.
Constant Invader—Nebraska T. B. Association.....	Sat.
2:00 P. M.—Woman of America—P. & G. Soap.....	Mon., Tue., Wed., Thu., Fri.
Orchestras of the Nation.....	Sat.
Sheaffer World Parade.....	Sun.
2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
2:30 P. M.—Pepper Young—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.
Orchestras of the Nation.....	Sat.
One Man's Family—Standard Brands.....	Sun.
2:45 P. M.—Right to Happiness—P. & G. Ivory Bar.....	Mon., Tue., Wed., Thu., Fri.
3:00 P. M.—Backstage Wife—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.
Doctors at Home.....	Sat.
The National Hour.....	Sun.
3:15 P. M.—Stella Dallas—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
3:30 P. M.—Lorenzo Jones—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.
World of Melody.....	Sat.
Nebraska-Iowa Quiz—Listerine Tooth Paste.....	Sun.
3:45 P. M.—Young Widder Brown—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
4:00 P. M.—When a Girl Marries—General Foods.....	Mon., Tue., Wed., Thu., Fri.
Music of the Moment.....	Sat.
General Motors Symphony of the Air.....	Sun.
4:15 P. M.—Portia Faces Life—General Foods.....	Mon., Tue., Wed., Thu., Fri.
4:30 P. M.—Just Plain Bill—Anacin.....	Mon., Tue., Wed., Thu., Fri.
John W. Vandercook—Oldsmobile.....	Sat.
4:45 P. M.—Front Page Farrell—Kolyos and Bisodol.....	Mon., Tue., Wed., Thu., Fri.
Tin Pan Alley—Leaf Gum.....	Sat.
5:00 P. M.—Young Dr. Malone—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.
Columbia Recordings.....	Sat.
Catholic Hour, NBC.....	Sun.
5:15 P. M.—Music Room.....	Daily except Sun.
Swing Time.....	Sat.
5:25 P. M.—Memory Album—Vicks.....	Mon., Tue., Wed., Thu., Fri.

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