

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. 6

OMAHA, NEBRASKA, MARCH 1, 1946

PUBLISHED MONTHLY

New Shows Pep-up Spring Mornings

"Marian and Jim" to Start 12th Year on WOW

Fibber McGee and Molly, in private life, Mr. and Mrs. Jim and Marian Jordan, will put 11 birthday candles on their cake next month as they start their 12th year on NBC and WOW for the same sponsor (S. C. Johnson & Son, Inc.).

As a birthday present they have received a brand new contract for another 52 weeks' work at the same stand—8:30 p. m., Tuesdays, right after "Amos 'n' Andy" and just before Bob Hope.

The Jordans begin their 12th year with their popularity at an all-time peak with a national Hooperating of 31.5 (February 15). For most of their years on the air their show has been in either first or second place among all radio programs.

Jim and Marian met at choir practice in their home town of Peoria, Ill., when Jim was 17 and Marian, 16. There followed a year of courtship as Jim, having been graduated from high school, worked in a wholesale drug store and Marian gave piano lessons.

In 1918, when World War I was raging, Jim then a mail carrier, and Marian, still teaching piano, decided to get married. Five days later (August 31, 1918) Jim was on a troop train bound for Camp Forrest, Ga. And only a few weeks later Private Jordan landed in France. Trouble upon trouble followed the Jordans after Jim's return. They tried show business time after time but usually had to return to other occupations to keep their little world together. They had two children, a boy and a girl, and they tried travelling together with and without the children. Finally they tried radio, in which they could stay in one spot.

Could Do Better

From the moment the Jordans listened to a broadcast of music, the story of the couple from Peoria took an upward swing. Jim said just what thousands of listeners frequently say: "We could do a better job singing than anyone on that program."

The Jordans drove to Station WIBO that very night, told the station manager they could sing, and were on the air! The next day they had a sponsor, at \$10 a broadcast once a week.

In 1931 they met Don Quinn, a discouraged cartoonist, who thought he could write for radio. The Jordan-Quinn combination created "Smak-out," a five-time-a-week NBC serial. Quinn has been writing the Jordans' material ever since.

Early in 1935 the Johnson's Wax makers decided that the Jordans were just about what they were looking for, and "Fibber McGee and Molly" were born. What followed has been better than they'd ever dared hope it would be, and the Jordan's good fortune has finally balanced all the trials and heartaches experienced in earlier years.

Fibber and Molly are thankful and happy.

—WOW—

SPORTCAST IDEA

An editorial writer for the Nebraska City News-Press, irked by a radio description of fights at a hockey game, asks: "Why not try bull-fighting for a change, if blood is what's needed to build up athletic prowess in the land?"

DeMoss Turns Grocer at Hit Show Preview



"You shouldn't've snapped my picture," smiled Mrs. L. H. Morris, when Lyle DeMoss accosted her on the first "Meet Me at Hinky-Dinky's" rehearsal.



An ardent Fred Waring fan, Lyle was attracted to the meat counter with larceny in his mind, but Butcher Ray Earnst and his cleaver had the upper hand.



"Nuts to you, too" said M. M. Oppelfelt when Lyle showed him the Planters line. Mr. Oppelfelt used to be a grocer in Lyle's home town, York.



Always a killer-diller with the ladies, Lyle got nowhere with 10-year-old Patty McGrath whom he tried to flirt with at the Ever-Fresh display.



Mrs. Oppelfelt, the ex-York grocer's wife thought it was right funny the store had a new employee as Lyle tried his hand as a "checker."



"Shoppers after my own heart," mused Lyle when he caught Mrs. Gertrude Woodhead and Jeanette Kolacny with Butter-Nut and Coco-Wheats in their cart.

WOW'S SCORE

The new "Guide to Good Listening" prepared from time to time by the Radio Council of the Omaha Area recommends 49 WOW programs to "everyone interested in making effective use of radio listening time."

The Guide recommends 38 programs on KOIL, 35 on KFAB, 24 on KBON, and 15 on KOWH, or 160 programs total.

The Radio Council, headed by Mrs. W. F. Ottman, is made up of representatives of 34 organizations, 20 individuals, and representatives of Omaha stations.

—WOW—

WINS FARM AWARD

Arnold Rinne of Otoe County, Neb., who, with the aid of a winning combination of his wife and three small children, has established a record of sound and intelligent farming, will receive the 165th W. G. Skelly Agricultural Award on the Skelly News program, Saturday, March 2 (NBC, 7 a. m., WOW).

—30—

The staff of the News Tower notes with sincere regret the death of Frank W. Mokry, Sr., one of our faithful printers. Frank was more than a printer. He was an important member of the News Tower's editorial staff.

—The Editor.

CROSBY SIXTH

Bing Crosby, after being back on the Kraft show only two weeks chalked up a sixth place 25.0 rating in the national Hoopers, February 15.

NBC shows (all on WOW) copped 12 of the "top 15" with Hope, McGee, Allen, Benny, McCarthy, Crosby, and Skelton taking the first seven places in order. Jack Haley placed tenth and from 12th to 15th in order were Mr. D. A., Truth or Consequences, Amos 'n' Andy, and Abbott and Costello.

RADIO CONFAB

Nearly 500 broadcasting officials have registered for the University of Oklahoma's Annual Conference on Radio Problems, March 6 to 10, at Oklahoma City. One session will be addressed by Bill Wiseman, WOW promotion manager. Wiseman will lead a panel discussion of a group of advertising agency men on "Serving the Client."

—WOW—

PONS IS GUEST

Lily Pons, coloratura soprano, will return to the Telephone Hour as guest artist, Monday, March 4 (NBC, 8 p. m., WOW), with Donald Voorhees and the orchestra. The soprano will leave shortly for France to appear in opera there.

—WOW—

BERGENS RE-WED

The church wedding which Mrs. Edgar Bergen "had always promised her mother she'd have" was performed in Los Angeles recently by Dr. Willsie Martin.

Laughs and Music In Forenoon Features

Three hilarious new morning shows—all locally created and produced, but strictly of network caliber—have added spring zest to WOW's schedules.

All three utilize WOW talent, and two of them the full WOW studio orchestra, directed by Morton Wells.

Newest of the "A-M-ers" is "Meet Me at Hinky-Dinky's" a sort of a cross between the types of shows put on by People Are Funny, Truth Or Consequences, and familiar comical man-on-the-street formats. It is aired at 11:30 a. m., Mondays, Wednesdays and Fridays, direct from neighborhood Hinky-Dinky food stores.

Lyle DeMoss is master-of-ceremonies and star of the new Hinky-Dinky feature. The broadcasts originate in a different store each day at 9:30 a. m., with 1,000 "audience-participation" angles and generous prizes both to listeners and to housewives who attend the "store shows." Each quarter-hour is transcribed so the store participants may hear themselves at the 11:30 a. m. time.

A second new daytime feature "Eight - Oh - Seven Special" stars Thomson Holtz with either Merrill Workhoven or John Leslie as stooges and is aired mornings as its names indicated at 8:07 o'clock weekdays except Saturdays. (For further details see page 5.)

Jamboree Clicks

The third new daytimer already has amassed a terrifically large and enthusiastic audience. It is called "The WOW Jamboree," and is aired at 10 a. m., Saturdays.

The "Jamboree" (a new name is being sought for it) enlists all the talent on WOW's payroll and many outsiders in a full-scale, big-time variety show. Its master-minds are Program Director Lyle DeMoss, Production Manager Ray Olson, and Writer Bill O'Halloran, with nearly everybody else on the staff having a finger in the pie.

The "Jamboree" has been on the air, without much fanfare for several weeks. After the February 9 broadcast, which included selections by the WOW Announcer's quartet, 15 listeners called with the same plea, "Give us more!"

Hundreds of listeners have responded to a plea for a new name for "The Jamboree."

'Journey' Back

Another favorite morning show "Lone Journey," which left the air in 1944, will return on April 1, via NBC to WOW's across-the-board 9 a. m. slot. It will be sponsored by the Carnation Company which also presents the "Carnation Contented Hour" at 9 p. m., Mondays, on WOW.

It was only last month that the popular Fred Waring show (10 a. m., on NBC and WOW) was renewed for another year, under partial sponsorship of the American Meat Institute.

—WOW—

BEGINS 12th YEAR

With its 2,793rd broadcast Monday, February 25, "Backstage Wife" begins its 12th year on the air over the NBC network (Mondays through Fridays, 3 p. m., WOW). It is sponsored by The Cummer Company for Energine Cleaning Fluid on Thursdays and Fridays, and the R. L. Watkins Company for Dr. Lyon's Tooth Powder on Mondays, Tuesdays and Wednesdays.

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.

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!

THE WOW NEWS TOWER

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BILL WISEMAN, EDITOR SOREN MUNKHOF, ASSISTANT



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AS WE SEE IT! . By BILL WISEMAN

UGHT-TO-BE-A-LAW-DEPT. . . .

Next month (April 28), the networks will start operating on Daylight Savings Time. This will cause serious confusion to the listener, because the times of many, many, programs will have to be changed.



Bill Wiseman

The use of D.S.T. will be particularly annoying to listeners in the Central (that's us!) and Mountain time zones. Generally speaking, it means for us that all network shows will be moved ahead one hour. However, by a lot of fancy juggling WOW will probably be able to retain its newscast schedule "as is"—all its programming, in fact, during the breakfast, noon and dinner hours.

Radio broadcasting, as an industry, is not opposed nor in favor of Daylight Time.

It does favor a uniform time, that is, the same time for all parts of the country the year around. The confusion of various times should be eliminated by a national law or uniform state laws.

As a listener you should agree with broadcasting's position. It's for your benefit. Next time you're discussing your views with your congressman, tell him what you think on this subject.

—WOW—

FARMERS AIN'T HICKS! . . .

We repeat (for the 'steen-millionth time!) that Farmers Ain't Hicks . . . and we offer more proof.

WOW's new farm circulation figures show that 48 per cent of the farmers in 300 WOW-land counties listen to WOW in the daytime, and 54 per cent at night.

That should be pretty convincing evidence that farmers like WOW programs—and WOW programs are not "farm stuff" (i. e., musical saws, hill billies, etc.).

—WOW—

BENNY STRUCK OIL . . .

The "I-Can't-Stand-Jack-Benny-Because . . ." contest is still being discussed and cussed by the master minds of radio promotion. The contest "pulled" 277,000 entries for \$10,000 in prizes.

That figures 27.7 letters for each prize dollar. This is one of the all-time miracles of radio.

The critics of the stunt swore it would undermine Jack's popularity, but it didn't. Nearly every entry received (and they were very carefully checked) was written in the same vein of humor as the contest itself.

At the end of Benny's 535th broadcast, February 3, Benny's Hooper stood at 26.8, highest of this season, four points better than a year ago and exactly the same as it was ten years ago!

—WOW—

BIG PAY, BUT . . .

The very idea of:

- \$10,500 per week (talent only) for Fibber McGee and Molly!
- \$15,000 per week for Bob Hope!
- \$22,500 per week for Jack Benny!
- \$14,500 per week for Edgar Bergen!
- \$12,000 per week for Fred Allen!

And, yet —

The sponsor pays only:

- 34 cents per thousand to amuse listeners to Fibber's show . . .
- 50 cents per thousand for Hope's listeners . . .
- 74 cents per thousand for Benny's listeners, and
- 49 cents per thousand for entertaining Allen's audience.

Big pay? Sure, but they do entertain a tremendous number of people!

WOW Subscribes

to A STATEMENT of ADVERTISING PRINCIPLES

1. Good Advertising ★ aims to inform the consumer and help him to buy more intelligently.
2. Good Advertising ★ tells the truth, avoiding misstatement of facts as well as possible deception through implication or omission. It makes no claims which cannot be met in full and without further qualification. It uses only testimonials of competent witnesses.
3. Good Advertising ★ conforms to the generally accepted standards of good taste. It seeks public acceptance on the basis of the merits of the product or service advertised rather than by the disparagement of competing goods. It tries to avoid practices that are offensive or annoying.
4. Good Advertising ★ recognizes both its economic responsibility to help reduce distribution costs and its social responsibility in serving the public interest.

Advertising Federation of America

JANUARY 8, 1946

Rev. R. R. Brown's Chat

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

The Bible tells us about a man who killed the lion and then killed the bear. His first victory gave him courage for his next and larger conquest. The climatic test came when the great giant challenged an ancient people. The king and his army trembled and hid when Goliath roared his challenge. But a lad fortified by the experiences of the past took a sling shot and felled this boastful hulk of humanity.



Rev. R. R. Brown

This generation must meet its enemies. Three things will have to be conquered: suspicion, covetousness, fear.

Labor suspects capitol. The UNO is suffering now from conflicts caused by suspicion. Society is seeing the home demoralized because of mistrust. "Fact Finding" committees may have some compensating value, but they convey the impression that the printed reports of big business and their public declarations do not reflect an honest appraisal of their financial condition. Industry is suspicious that labor is trying to play a political game in quest for power rather than increase for wages. Great Britain suspects Russia. Russia isn't sure of the Britisher. The smaller nations are wondering what the big powers will do as they push them around. Here is a lion that has to be slain. We are tempted to suspect everybody and everything. All of us get taken in occasionally. Because my office is downtown, I think I was the "prize sucker" in Omaha during the less prosperous days. We begin to wonder whether we can believe any man's story. There must be more honest dealing and transparency in our commitments. We are going to be crying "Peace, peace" where there is no peace unless the nations come to open agreements. The

UNO may heal some of the open sores, but we will never cleanse the system of international relations until we get rid of suspicion.

The second beast is covetousness which breeds discontent. Unhappy with our lot. It isn't always that we want something because we need it, but we want it just because we want it or we don't want anybody else to have it.

Both of these breed the spirit of fear. The result is that people are jittery and jumpy. What's going to happen now? The Bible has a text with a perfect method of dealing with fear: "Perfect love casteth out all fear." When suspicion and covetousness go, fear will be dissipated. We will have restful confidence and life will be safer, fuller, and consequently more enjoyable. The test involves all of us. Let us destroy our suspicions with a spirit of trust. Let us expel our covetousness by displacing it with contentment, and destroy our fear by living in the spirit of love.

Tune in each Sunday morning at 8:30 to America's first non-denominational radio service and the most continuous program, religious or secular, in the world. Sunday, April 7, we will celebrate our twenty-third anniversary with WOW.

—WOW—

INTO THE FUTURE

"These jet-propelled planes that flew from the Pacific Coast to the Atlantic Coast in 253 minutes were doing more than flying from west to east. They were flying out of the past into the future."—MAJ. GEN. FREDERICK L. ANDERSON on NBC's World Front (Sundays, 11 a. m., WOW).

? 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. "3/46" means March, 1946. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

COMMENTS and LETTERS

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

OKAYS "ET"

Sioux City, Iowa—I think you should be congratulated on allowing Aunt Sally to give her early morning program by transcription rather than having it presented in person.

Her work is so important that it is much better to give it by transcription and make it possible for her to continue.

The Sunshine Service is a wonderful project and many people are grateful to WOW for the years of service given by Aunt Sally through your station.

MRS. FRED HADLEY.

—WOW—

THE WINNAH

Alliance, Neb.—Could you please repeat prize-winning entry in Jack Benny contest?

MRS. ALBERT PEASNER.

Sure. Here 'Tis:

"He fills the air with boasts and brags

"And obsolete, obnoxious gags.

"His cowardice alone, indeed,

"Is matched by his obnoxious greed, "And all the things that he portrays "Show up my own obnoxious ways."

The winner was Carroll P. Craig, Sr., Pacific Palisades, Calif.

—WOW—

GLAD TO SERVE YOU

(To The Falstaff Hour)

Belleville, Kans.—Whenever anyone, in the future, mentions Falstaff Beer to me I shall always think kindly toward your product.

Reason: The joy you have brought to the "gals" with your redeployment news each evening. By listening to your program each night we knew when that necessary person was going to land in the States. Your service kept us from sitting unnecessarily by the 'phone for days—this way we knew the night before when and where their ship would dock.

Many of our friends have listened to this same program for the same reason. Even though we don't all take time to write and thank you for this service—be content in knowing that you are doing a fine thing for us here.

Many thanks.

MRS. FRED O. MORNS.

—WOW—

THANK YOU

Spencer, Neb.—Please find enclosed \$1.00 to renew my subscription for two years since it expires with the March issue and I do not want to miss an issue as I still insist it is my favorite reading matter.

I enjoy the writeups about different staff members, as of Tom Chase this month, and I did especially like the picture of Clark and his two "little peanut vendors" except it lacks his plucky little wife. Thank you for a grand magazine.

MRS. W. LANDHOLM.

—WOW—

TELEPHONE COMMENTS ON THE WOW JAMBOREE

Council Bluffs—I think the quartet was "pretty hot." Wish they would sing more.

WARREN WHITLOCK.

Omaha—The quartet on the WOW Jamboree was very good.

MRS. MARTIN.

Omaha—Wish the quartet would sing more often on the Jamboree.

MRS. GUY.

Omaha—Everybody has such fun on the program—the Jamboree is a fine show and should be sponsored. If I were buying time, I'd rather have a piece of that program than a lot of other things we hear on the air."

MR. MARVIE HICKS.

Omaha—I am a convert to WOW now that you have such a splendid morning program as Fred Waring. . . . I think it's marvelous.

MRS. JOHN RATHBUN.

CITIES SERVICE IN 19TH YEAR ON WOW

Is the "Oldest" NBC Show on WOW

An important milestone was reached in February, when the Cities Service Company started its twentieth year of broadcasting over WOW via the NBC network. In a special way, the story of this program is also the story of twenty years of NBC (and almost of WOW!)



Paul Lavalle

The National Broadcasting Company was only three months old when Cities Service, on Friday, February 18, 1927, began the series which now ranks as the oldest sponsored program on the air. The NBC log of that day for WEA, states unhappily that it went off the air for three minutes at the start of the program "due to a fuse blowing out." It is probable, therefore, that the radio audience was deprived of the pleasure of hearing Goldman's 40 piece band playing the opening strains of Marche Militaire.

Station WOW was nearly four years old when Cities Service placed its "chain" program on the air for midwesterners. At this time WOW (first network station west of the Mississippi) had been associated with NBC just four months. The Cities Service feature has been on WOW continuously since that date—February 17, 1928

It required a bit of pioneering courage plus vision to undertake a program of such quality in those early days of broadcasting.

Graham McNamee was first announcer on the Cities Service program. The Goldman Band remained a feature of the programs until June, 1927, when Rosario Bourdon came on to direct an orchestra in a wide range of semi-classical music. It was in 1930 that the program introduced Jessica Dragonette. For six years she was the featured soloist.

During the years the program itself underwent slight changes. Brief dramatic sketches were added. The Revelers became part of the ensemble, replacing the Cavaliers, and Lucille Manners replaced Miss Dragonette as soloist. A number of notable guests made intermission appearances. Amelia Earhart Putnam was the first of these, speaking on the first anniversary of her flight across the Atlantic.

In 1936, the Cities Service radio program celebrated its 10th year on the air and was judged the best program of light music in radio by the Women's National Radio Committee in one of this organization's first awards.

Dr. Frank Black, general music director of the National Broadcasting Company, became conductor of the Cities Service Orchestra on February 5, 1937. He had already achieved a brilliant radio career since making his debut on the air in 1934. Dr. Black explained the success of the concerts by saying, "It's the music that the people want to hear—not what we think they ought to hear."

Paul Lavalle became director of the Cities Service Orchestra in October, 1944, and the program changed its name at the same time, becoming Highways in Melody. Paul Lavalle's career has moved steadily along with radio. He played clarinet in the first Cities Service Orchestra.

—WOW—

NEW BOOK

"Who Threw That Coconut?" is the title of a witty book by "Prof." Jerry Colonna that has just been published by the Garden City Publishing Company of New York.

New Stars Pep-up NBC's Spring Schedules



Mr. Wimple, Old-Timer or just plain Bill Thompson. Whichever he is, he's most entertaining and, recently discharged from the Navy, may be heard regularly on NBC's Fibber McGee and Molly program.



Chick Amy Arnell is the new singer on NBC's "Abbott and Costello" show. This Virginia-born-and-bred lovely once was a secretary, and sang in church choirs.



Johnny Desmond, recently honorably discharged from the Army, is singing star of NBC's "Philip Morris Follies on Tuesday nights. Johnny, a sergeant, was vocalist with Glenn Miller's AAF band.

STAFF STUFF

By SOREN MUNKHOF

The WOW staff is definitely air-minded. Among the air enthusiasts is Pilot Al Larson, office manager of the station. Larson holds his private pilot's ticket and is a first lieutenant in the Civil Air Patrol.



Soren Munkhof

Two engineers are studying flying—working for their pilot's licenses. Among them is Al Maller who mutters to himself that as a pilot he's a good truck driver. Transmitter Chief Roy Glanton has also been hitting the flight line.

Time Salesman Fred Ebener, of course, carries his interest in aviation over from his work as a captain in the air forces.

Two other flying enthusiasts who just haven't piled up much in the way of flying time yet are your writer who is a Senior Warrant Officer in the Civil Air Patrol and Control Room Chief Glenn Flynn who is in the radio section of CAP.

Engineers Back

Before we drop the subject of engineers, Controlroom Operators Dick Peck and Bill Dunbar have both started back to work. Dick came back from the army, having served in the signal corps in Italy. Dunbar has just finished a tour of duty as a lieutenant in the navy—in the radio and radar sections.

Incidentally, Technical Super Joe Herold rushed back east again during February. This is not a repeat on the mention in last month's column. Joe came home and then left again for a special color television showing. Flynn and Chief Engineer Bill Kotera are also spending a large part of their time these days on the subject of television.

Careful Horace

One of the chuckles of the month was Newsman Horace Hamacher shopping all over town for, of all things, "a noncommittal valentine" for a girl friend.

Aunt Sally says we don't love her anymore. All I said in last month's column was that Aunt Sally was back. Says Sally in an injured tone: "Why couldn't you have said, 'we're glad Aunt Sally is back'." Okay, we say it, "We're glad Aunt Sally is back with us." Forgiven now, Sally?

Three ex-staffers were back on a visit during the month—strangely enough on the same day. Irene O'Hara Something, and Marian Stitt Something Else both stopped in. (Apologies for not remembering their married names.) So did Laura York Avery. Her married name I remember because ex-WOW announcer Gay Avery, Laura's husband, was a friend of mine.

Staff Changes

New night hostess is Anne Marie Katusin (neat, too). Another new staff member is Patricia Carter who replaced Wilma Swatek on the balcony when Wilma moved to the more hectic atmosphere of the newsroom. Among the departed staffers is Night Hostess Kay Sibbersen, leaving for another job.

Also leaving during the month was Ruth Jones who quit to get ready to get married to a newly returned serviceman. 'Tweren't sudden, though, they've been planning it for a long time.

That's another one quitting to get married. Tom Chase and I lose more girls that way.

Storm, Subsides

Sports news last month was featured by little, blond Gwen Hennings of the promotion department. Gwen beat Harold Storm at bowling. And, Stormy wears a bowling medal. He alibis: "I haven't bowled

(Continued on page 7)

Washington on Television Network

The first long-distance television broadcast from Washington to New York was made recently in a telecast of the capital's observance of Lincoln's Birthday. Carried in New York by NBC's television station WNBT and by the DuMont station WABD, the program was also seen by viewers in Schenectady through the facilities of Station WRGB, which picked up the broadcast from WNBT.

—WOW—

'CLEAN COMEDY'

Hal Peary, star of NBC's "The Great Gildersleeve," this week received a letter of commendation from the California Congress of Parents and Teachers, representing more than 154,000 members, "for presenting a family-type comedy program which meets with the approval of mothers and fathers."

—WOW—

Bud Abbott and Lou Costello are looking forward to seeing old cronies and new shows on Broadway this spring. Plans are being discussed to take their Thursday NBC program to New York during mid-April and continuing from there through May and June.

Beep! Beep!

Want to know how to set your watch so that you'll have the correct time—right down to a gnat's eyebrow?

On the even hour between east-coast-originated network shows you will hear a brief "beep" tone.

Listen for it. You can depend on that tone giving you the correct time, for it's the signal which synchronizes the times of all stations on the network at the time.

Chicago Set For Radio Comeback

Clarence L. Menser, vice-president in charge of programs for the National Broadcasting Company, announced today that his department is taking several steps to restore Chicago to "its proper place in the radio picture," including the origination of additional network programs from that point.

"First of all," Menser said, "we are budgeting the sum of \$100,000 for 1946 to be allocated solely to talent development. This amount is to be distributed among our M&O stations throughout the country, and Chicago will be given a considerable proportion. The money will be used not for sustaining programs but solely for the development of radio talent of all types.

—WOW—

DRAMA STAR

J. Carroll Naish will star in Van Sant's "The Garden of Kilkrany Lane" on The Skippy Playhouse (6:30 p. m., WOW) March 12th. Another flicker starlet, Hilliary Brooks will be featured in "The Cliff" on the same program March 5.

Andy Gives Kiss to Elderly Nebraskan

When Charles (Andy) Correll selected a pert septagenarian and kissed her as part of the audience warmup at the Tuesday NBC "Amos 'n' Andy" show, he found that years had not dulled her wit. He asked her name and she replied: "I'm Annabella Grant from Imperial, Neb., and they say we are related to Ulysses S. Grant—but I don't smoke as many cigars!"

—WOW—

Bob Burns, the NBC philosopher, carries his own lunch.

Horatio Alger Had Nothing on GENE EDWARD

By Harold Storm

"Mister, I'll do anything . . . wash windows . . . sweep out . . . anything, if I can just hang around and learn the ropes. I want to be a radio announcer!" That was back in 1933. The speaker was a young soda jerker in the drug store "across the street." The plea was made to the manager of an Omaha radio station no longer in existence. No salary was involved—hence, no objections and the kid "hung around." So began the radio career of WOW announcer Gene Edward.

Gene was born in Springfield, Mo., June 28, 1910, the eldest of four children. The family moved to Missouri Valley, Ia., before he reached school age and he received his grade school and high school education there. After leaving high school, he attended Drake University, College of Fine Arts.

Following college and in the roughest part of the depression, Gene, like many were forced to, moved from one job to another. He acted with a traveling stock company. He played Chataqua. He was even a bank examiner for the State of Iowa. Then came the incident related at the beginning of this story. His first salaried announcers job was for \$15.00 a week and board. The "Board" was the



Gene Edward

talent fee paid by the sponsor—owner of a local restaurant.

During his stage career, Edward always coveted the role of the hero. He never got it. His were strictly character parts. His only "male lead" part was done when he

courted and wed the lovely Lois Saltzgeber, a member of the Fanchion-Marco dance team, in 1934. The part now, of course, is "male, led."

In 1934, the Edwards left Omaha for Philadelphia and Radio Station WIBG where Gene became Chief Announcer. He left WIBG to become a part of the announcing staff at WIP (Philly) for a short time, then accepted the position of Night Manager at Station WDAS, also in Philadelphia. He remained at WDAS for seven years and joined the staff of Radio WOW in 1943.

While in Pennsylvania, the Number One Hobby of the Edwards (really an avocation), became the raising and showing of Afghan Hounds. This venture also involved the operation of a first class "Dog-tel" (board and room for dogs), catering only to the pooches of the Philadelphia elite. Gene is also an ardent photographer.

He tackles his every job with determination and vigor, going "all out" with every bit of copy he reads on the air . . . and is now becoming famous for the character parts he does on the "Jamboree" . . . this "kid" who wanted to become a radio announcer . . . and did . . . one of the best.

CONGRESS DEAF TO PETRILLO'S TOOT

Balks as Music Boss Says to "Go Jump"

Editor's Note: One of America's most famous news feature writers, United Press' Fred Othman, recently sent to WOW the following in re the current attempt to "slap down" James C. Petrillo, the "music czar." The House passed the Lea Bill February 21.

By Frederick C. Othman
United Press Staff Correspondent

WASHINGTON (UP) — The five-by-five horn tootler, James Caesar Petrillo, who worked his way up in a bullet-proof sedan to become union arbiter of all things musical, appears to have blown one sour note too many.

He told Congress to go jump. That was a mistake. Congress seems to be jumping, all right, straight on the Caesar of the arpeggios. The Senate passed a bill last session to slap him down. Now the music lovers of the House Rules Committee have ordered up consideration of the bill, plus another which would put Caesar and his horn in the clink next time he attempts one of his financial symphonies for the benefit of his American Federation of Musicians.

Defied FDR

He operated on the theory that nobody should toot a horn, saw a fiddle, or pound the ivories for pay unless he bought a union card. That ukase included Heifetz, Toscanini, the Marine Corps Band, and all of America's high school musicians.

He forced the phonograph record makers to pay a fee for every platter they manufactured, defied President Roosevelt (who tried to make him blow a more melodious song), and almost eliminated frequency modulation (FM) broadcasting.

FM is a new system of sending music through the air and it needs a new kind of transmitter and receiver. It is supposed to sound better than the old-fashioned radio to which we have been listening these many years and the broadcasters agreed it would become one of the big post war industries.

Hindered FM

Then came Caesar. He ruled that when a 95-piece symphony orchestra, say, broadcast on the standard wave lengths, its music could not also be piped over the FM waves unless the broadcasters hired 95 more union musicians to sit on their handkerchiefs until the concert was over. Most of the FM studios either shut up shop or curtailed operations.

Chairman Clarence F. Lea, Calif., and his Interstate and Foreign Commerce Committee decided to investigate. Representative Lea invited Caesar to testify. The musical Czar did not know, apparently, that Congress is like a woman; scorn her and your name is mud.

"He, he told us to do our worst," Representative Lea said, still amazed. "He said the hell with us."

The committeemen wrote a law which would put Caesar and his musical helpers behind bars for a year, or fine them \$1,000 each if they made their musicians strike in order to exact tribute from the broadcasting companies. The bill puts it that baldly, while the formal report calls Petrillo an extortioner and a racketeer. (You can't sue me, Caesar; that's Congress calling you names. Remember? About the scorned woman?)

Representative Lea went to the Rules Committee to set a date for the vote.

Committeeman Earl C. Michener of Michigan said he had a bushel of letters from union men who wanted to hear their children play music on the radio, but couldn't because of Caesar. Representative Howard W. Smith of Virginia told how Petrillo refused to let the Marine Corps Band play at a patriotic celebration in Fredericksburg, Va. Representative Eugene Cox of Georgia, whispered with

Betty Sings as Parky Stews



Maybe Parky's customers have reason to complain about the service, but they couldn't ask for a prettier view of his pert cashier, Betty Rhodes. His woes turn to comedy on the merry NBC show, "Meet Me At Parky's," 9:30 p. m., Sundays, on WOW.

Name Brand Series Set on WOW

"The Name Speaks," a series of 13 quarter hour recorded programs, featuring commentary by Quentin Reynolds, will be heard on WOW, 11:30 a. m., Saturdays. The series is presented by NBC in cooperation with "The Brand Names Research Foundation."

The series dramatizes the contributions brand names have made to every-day living and seeks to foster the "brand names" system of product identification. Starting March 15, it will be broadcast over more than 110 stations in the United States and Canada and is expected to reach a total listening audience of almost 28,000,000 families.

In line with the program's theme that "names" are synonymous with quality, the series, each week, will feature Norman Cloutier and his orchestra playing the music of such "name" composers as Jerome Kern, Victor Herbert, Irving Berlin, George Gershwin and Stephen Foster.

Thomas Hayward, Metropolitan Opera star, will be heard as featured vocalist. Ford Bond will emcee the series and Reynolds will narrate stories concerning product identification, drawn from his experiences as a world traveler and war correspondent.

Production of the series was under the supervision of H. H. Wood.

—WOW—

Found Omaha Star in a Foxhole

When Omahan Marilou Neumayer, the actress heard as Stella Carlon on Ma Perkins (NBC, five-a-week, 2:15 p. m., WOW), was visited recently by one of her former school mates who served overseas, she was told that he had last seen her in Germany during last winter's bitter fighting.

Her friend, Maj. Robert E. Walker of Omaha, Neb., went on to explain to the bewildered Marilou that during a night drive with the 29th Division in Germany, the major dived into a muddy foxhole to escape intense enemy fire, and landed on a dirt covered booklet.

He stuffed the book hastily in his pocket and forgot it. During a lull in the battle a few days later he opened the book and found a pin-up picture of Marilou.

TECHNICAL INFO

By GLENN FLYNN
WOW's Chief Control Operator
SHOULD I BUY A NEW RADIO?...

Many WOW listeners have asked our advice on the purchase of new receivers. During the war production of radio receivers for civilian use was suspended. Because of this fact many homes have been without satisfactory radio reception.



G. Flynn

In other homes radios purchased before the war are inoperative due to the shortage of tubes and repair parts. The first radios to appear on the post-war market are the small table models. Later will come the large console models incorporating such features as FM, Television, improved record players, recorders, etc.

Now our suggestion is this, if you have no radio at all or if your radio is beyond repair then purchase one of the small models available. Later in 1946 a large selection of models should be available for you to choose from.

Every home should have a good receiver containing all of the new developments that have come out of the war. This set should be able to pick up the present AM stations, the new FM stations, and also the Television stations. Wonderful things are coming from the field of electronics if we can just be patient.

—WOW—

WOW MEN 'HAMS' AGAIN

WOW engineers who are also amateur radio operators are getting their stations into operation now that the Federal Communications Commission has reopened some of the frequencies used by the amateurs before the war.

Roy Glanton, WOW transmitter supervisor has built a radio room in his basement and is contacting stations all over the world. Bob Rudd, transmitter engineer, has been on the air for some time operating in the 10-meter band. Among the others who are planning stations are Al Maller, G. Flynn and Louie DeBoer of the studio and Cy Hagrman and Mark McGowan from the transmitter.

—WOW—

WELCOME HOME...

February saw the return from the war of two members of the WOW engineering department. On February first Richard Peck returned as a studio engineer. He saw service in the Army Signal Corps both in the European and Pacific theatres.

Later in the month Bill Dunbar, also a studio engineer returned. Bill was a Navy radar officer and also saw service in both the Pacific and European war zones.

—WOW—

IT'S FREQUENCY THAT COUNTS...

WOI, the popular Iowa daytime radio station operated by Iowa State College has recently published some interesting data on radio coverage in miles for the various frequencies in the broadcast band.

Their data shows that a 5000 watt station operating on 640 kilocycles has a coverage of approximately 150 miles, while a station on 1500 kilocycles with the same power only cover a little over fifty miles.

This shows the distinct advantages of the lower frequencies and is of special interest to WOW listeners because WOW has an even lower frequency than 640 kilocycles. WOW's frequency is 590 kilocycles. (These distances are

(Continued on page 6)

WOW Aids Army's Recruiting Drive

"In the public interest" has a special meaning to WOW's staff of recording engineers. Almost every day these experts help worthy causes which require "ET" (Electrical Transcription) service.

Many of these activities go unnoticed, according to Chief Control Engineer Glenn Flynn.

One such activity is the "cutting" of ET's for Army recruiting work. Since May of 1945 the WOW boys have been making twenty-five 15-minute records a week in the series entitled "Victory View." These programs are used on many stations for recruiting the nation's peacetime army. Many of them were formerly used for WAC recruiting campaigns.

Since last October WOW's ET division has been cutting a second series of 5-minute recruiting programs used nationally for the same purpose.

All of WOW's facilities have been donated for this work.

Representative Smith, who then announced:

"Judge Cox and I agree that this bill is a new departure all right; it is like a ray of sunlight, breaking through the clouds."

You see how it is, Caesar. You can give other folks the Spike Jones raspberry and get away with it; blow sour music at Congress and it's likely to stuff your horn down your throat.

—WOW—

Dr. Frank Black celebrates his 13th year as general music director of NBC this month.

? 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. "3/46" means March, 1946. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

JUDY MAY SING

Louise (Judy) Erickson, pretty young star of NBC's "Date With Judy" program, is all a-twitter at the news that Scribe Aleen Leslie is cooking up another airtel which will feature Louise as a singer. Miss Erickson has sung several times on "Judy" and last fall enrolled with a voice coach to bring her warbling up to full professional standard.

—WOW—

Cass Daley, star of NBC's Sunday "Bandwagon" program, is now radio's "top comedienne" according to recent Hooper and Crosley polls.

BUSY ON BIRTHDAY



The 10th birthday anniversary of the NBC serial, "David Harum," was recently observed in unorthodox manner by Cameron Prud-homme and Peggy Alenby. Heard as David and Susan, respectively, they set aside the traditional methods of marking milestones in favor of extra rehearsals for the celebration broadcast.

HERE COMES THE "EIGHT-OH-SEVEN"

C-H-A-T-S

With Your Own Aunt Sally of WOW

KNOCK . . . KNOCK!
MAY I COME IN?

Hi, neighbors, how's the weather down your way? By the time you sit with me for this bit of timely gossip you will know if March rushed in with the roar of a powerful lion or tripped softly in our midst as a gentle lamb.



Aunt Sally

We haven't time to talk about the weather now for there are many questions to be asked of our "inside members" for April has always been the month in which we do our housecleaning in the file boxes to bring every card strictly up to date.

There have been changes of address and ages must be corrected and we want complete information about all the new members.

News Towers

This year I am going to make an effort to get the WOW News Tower in the home of every shut-in who is a member of our organization. The News Tower is a necessity in every home and it has always been a keen delight to the shut-in. Through this column I can pass along information of the goings on of the SUNSHINE SERVICE to the members who do not rise early enough to follow the activity that is mentioned on the daily broadcast.

And now for the questions . . . and a letter to—

My Dear Children: I want to thank you for your splendid cooperation in the past year. You have shown your appreciation of membership in our organization by your loyalty. By your loyalty and cooperation I mean that you have faithfully sent in your report on the first of the month and you have replied to the letters written by our listeners, and have not forgotten your cards and letters of thanks for attention received.

All these things are necessary for the good of the cause, and the report is especially important, as it keeps me in touch with each of you and also enables me to keep a check on the work being done by our listeners.

And now for the questions. Will you please answer each one no matter if you have answered the same question last year. If you have sent in your report for the month do not wait until April to reply to these questions but send in the answers as soon as possible that we may start the work of making the new cards.

Questionnaire

Give your full name and address. Age, day of month and year of birth.

With whom do you live?

Affiliated with what church?

Do you subscribe to the News Tower?

Was the subscription a gift and by whom?

When does your subscription expire?

What is your chief interest or hobby?

Do you have an occupation such as needlework or crocheting?

Do you take subscriptions for magazines, sell hand-work or greeting cards?

Please give the nature of your handicap. Can you walk, are you in a wheel chair or are you a bed patient?

Do you like to read and what kind of books do you prefer?

From the women I would like the information as to size of dress or gown, hose and house slippers.

How to Grow a Fancy Hog

Prof. Lawrence M. Winters, head of the animal husbandry division of the University of Minnesota's college of agriculture and breeder of the new hog, Minnesota No. 1, will be interviewed by Everett Mitchell on the National Farm and Home Hour, March 9 (NBC, 12:45 p. m., WOW).

The new breed, whose progenitors are the American Bacon Hog, the Tamworth and the Danish Landrace, was bred by Prof. Winters and assistants to fit the specifications of Minnesota packers.

Greatest assets of the new porker are its efficiency to turn corn into pork, requiring 325 pounds of feed as compared with 425 pounds for average hogs for every 100 pounds of weight; its rapidity of growth, it reaches a weight of 200 pounds in 135 days; its long-bodied heavy build with a minimum of waste fat and a maximum of ham, bacon and pork chops for its weight, and its ability to rear large families.

In other portions of the program, Everett Mitchell will present the weekly U. S. Department of Agriculture farm market report. Music will be supplied by the Homesteaders orchestra, directed by Whitey Berquist and the Farm and Home Quartet.

Give weight and height.

From the men I would like to know their weight, height, size of shirt collar and length of sleeve. Also size of sox and slippers.

There should be some sort of a picture of every member in our family album and if you have not sent a picture of some kind please do at your earliest convenience . . . a snap shot will do.

And now comes the sixty-four dollar question. Is there anything in the way of medical attention or treatments needed that you cannot meet? It is the purpose of the SUNSHINE SERVICE to give comfort, happiness and an improved health condition to any member so far as it is in our power to do so.

All right, let's go for more health and happiness to all of you. I'll be expecting to hear from you real soon with all the answers.

'Bye for now!

YOUR AUNT SALLY.

Former Newspaper JANE



Lovely Jane Wilson, soprano with Fred Waring's Pennsylvanians on NBC every weekday morning at 10, got her job as a singer because she was nervous as a cub reporter while interviewing Fred for a Mansfield, Ohio, paper. Fred took over the questioning. He found she could sing, gave her an audition, and now Jane is one of the regulars in the Waring choir.

THEY SAID IT ON WOW!

"I have been told that one reason (for the beef cattle shortage) may be that many farmers expect a rise in the ceiling price on cattle. I wish to say that I know of no plan to raise the ceiling price on cattle. . . . In fact, if there should be a glut of cattle on the market later on as a result of holding back now, prices might be expected to be lower."—CLINTON P. AN-

DERSON, secretary of agriculture, on NBC National Farm and Home Hour (Saturdays, 1 p. m., WOW).

—WOW—

"The United Nations has not solved the Russo-Iran dispute, but it did establish right at the start that where there are tough issues, the United Nations will not duck them, and it won't discuss them in the sort of diplomatic double-talk with which thorny issues have often been evaded in the past."—CLIFTON UTLEY on weekly NBC commentary (Sundays, 12:45 p. m., WOW).

—WOW—

"Bing Crosby is one man who never forgets past favors. Why, when the Groaner went to New York recently, he dropped in at the Stork Club and gave everyone in the place a gift. . . . He realized it was about time he gave the stork something."—FRANK MORGAN on NBC's Kraft Music Hall (Thursdays, 8 p. m., WOW).

—WOW—

"Edgar Bergen should take a rest—he's been loafing too hard lately."—CHARLIE MCCARTHY on NBC's Charlie McCarthy Show (Sundays, 7 p. m., WOW).

—WOW—

"A genealogical society is something like a vacuum cleaner—they both pick up all the dirt."—JUDY CANOVA on NBC's Judy Canova Show (Saturdays, 9 p. m., WOW).

—WOW—

"Digger O'Dell, the friendly undertaker, is a man who sticks to the end. He is always the last to ditch a friend."—BILL BENDIX as Chester Riley on NBC's Life of Riley (Saturdays, 7 p. m., WOW).

—WOW—

"Nowadays too many parents aren't on spanking terms with their children."—BOB BURNS on NBC's Show (Thursdays, 6:30 p. m., WOW).

Gracie Has Budget Troubles



Mrs. Burns is having allowance trouble again because that old meanie, George, will insist that she make both ends meet, and Gracie just can't devise any kind of arithmetic that will make those hateful figures come out right. The bantering of George and Gracie enlivens their NBC show.

Holtz Stars in Newest WOW Daytimer

Clear away those breakfast dishes, ladies! Here comes the Eight-Oh-Seven Special!

With Thomson Holtz as "conductor, engineer and whistle puller" this new post-breakfast feature made its bow recently on WOW and has already met with a favorable response from listeners.



As its name implies the "Eight-Oh-Seven Special" rolls around each weekday morning at that hour, 8:07 a. m., on WOW. It is designed to fill in for the housewife's second-cup-of-coffee rest period after the family gets out of the house.

The "Eight-Oh-Seven Special" includes a bit of humor, the time, temperature, and weather forecast, and the latest BMI recorded popular tunes. On Mondays and Tuesdays Holtz is assisted by Merrill Workhoven and on Wednesdays, Thursdays and Fridays by John Leslie.

A typical scrip called for this music: "Canadian Capers" by the King Sisters with Alvina Rey; "Are These Really Mine?" the Music of Manhattan orchestra; Neil Bondshu's new south-of-the-border hit, "Pa Ran Pan Pan" and Hal Dorwin singing "Stars in Your Eyes."

—WOW—

Waring Hillbilly

is a Nebraskan

Fred Waring's Cornplasters, who provide those brief hillbilly choruses on the NBC morning music sessions, are Jimmy Atkins, who doubles as romantic baritone, and Hugh "Lumpy" Brannum, custodian of the string bass.

Atkins, who sang mountain music for a living until Waring fitted him with a pair of shoes, musically speaking, plays the guitar and provides the low voice in the duets, with Brannum, a Marine veteran of Iwo Jima and other Pacific campaigns, singing top tenor and thumping the bass.

Jimmy is a native of Sedan, Neb. and got his start in radio stations in Clay Center and Lincoln.

—WOW—

Queen of Cotton

Slights Bill Bivens

It was "Bill Bivens Day" recently on the Fred Waring Show (NBC, five-a-week, 10:00 a. m., WOW), but as usual Bill came off second best with Fred.

When the lovely "Queen of Cotton," Miss Gwin Barnwell, of Gastonia, N. C., presented a boll of cotton, it was Fred and not the announcer who received it.

Bill read a congratulatory telegram he received from Governor R. Gregg Cherry of North Carolina and Fred was presented with a Confederate flag by the blond southern belle in token of his being made an honorary officer of the Confederacy by Governor Cherry.

—WOW—

Bob Burns has just renewed Shirley Ross as singer on his NBC Thursday night programs for another 13 weeks.

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LISTENERS "IN ON" PRESS CONFERENCE

Newsman Quiz Experts at Farm Meet

WOW special events reporters introduced a new wrinkle in radio reporting at the recent National Farm Institute in Des Moines.

Chief speakers at the conference, including business, farm, labor and political leaders, all faced WOW microphones during the regular press conferences. This permitted listeners to hear leading newspaper and radio news men fire questions, many of them brutally embarrassing, and to hear the answers "hot off the griddle."

Most interesting of the exclusive press-conference broadcasts was one in which Henry Wallace, Secretary of Commerce was on the receiving end of a flock of questions.

The conference opened:

"Well, Mr. Secretary, are you going to run?"

"Run for what?" Wallace countered.

"For president in 1948?"

Wallace, somewhat taken aback, hesitated a moment and then explained that he understood President Truman would run, in which case he wouldn't

Wallace's answer made top news at the conference.

Earlier at the meeting WOW carried direct press-conference broadcasts with Secretary of Agriculture Clinton P. Anderson, and with William L. Clayton, assistant Secretary of State.

Anderson steered clear of political questions but talked at length on U. S. policy regarding farm prices, and farm machinery availability.

Clayton began his conference by frankly asking the press to "give me all the publicity you can on this loan to Britain business." He contended that the failure of the British Loan to pass Congress would put this country in "an unfortunate position" in the post-war world.

While in Des Moines, WOW made seven broadcasts most of them via special leased wire from studios set up in a sample room at Hotel Fort Des Moines. Ray Clark did the broadcasts with the assistance of Bill Wiseman and Engineer Glenn Flynn.

—WOW—

ENJOY PAR

Omaha—We enjoyed Harold Par singing "Rugged Cross" ever so much. It is my favorite number and I thought he sang it beautifully.

MRS. TARTONER.

Farm Conference Leaders Face WOW's Mike



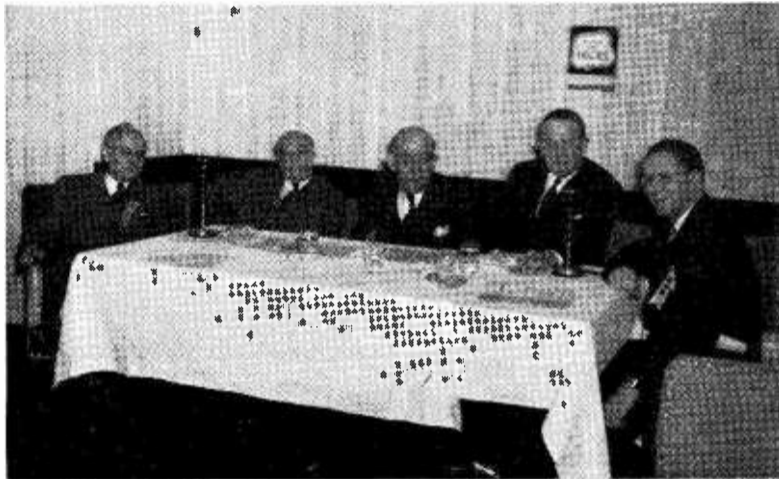
Henry Wallace, Secretary of Commerce was slightly flustered when a newsman hurled at him "Are you going to run in 1948?" The camera caught him at the WOW microphone just as he first heard the question, at a press-conference broadcast at the National Farm Institute, Des Moines.



Agriculture's Clinton P. Anderson told press conferees and WOW listeners his views on farm commodity price problems.



William L. Clayton, assistant Secretary of State, said the proposed \$4 billion-dollar loan to Britain would avoid Sterling-Dollar blocs.



Successful Farming's Kirk Fox, Labor's (AFL) Marion Hedges, Dr. Howard R. Tolley, Dept. of Agriculture, CED's Paul Hoffman, Student-baker president and Ray Clark took part in this—a typical "round-table" broadcast in WOW's Des Moines hotel studios, at the big farm meet.

NOBLE'S DOUBLE

Norman Felton, director for Masquerade (NBC, five-a-week, 11 a. m., Tuesdays through Saturdays, on WOW), wishes that Maestro Ray Noble, of the Charlie McCarthy Show, would grow a beard, wear a monocle, dye his hair or otherwise change his appearance.

Not that Felton doesn't like Noble's looks—"very handsome, distinguished type of chap," says he with true British reserve. Also with an ulterior motive behind the flattery, since Felton and Noble resemble each other. Not only that, they have identical accents, products of Lunnon.

TECHNICAL INFO

(Continued from page 4)

measured at the .5 millivolt per meter contour line.)

—WOW—

FM — PRO AND CON . . .

Many people have been puzzled by the term FM so perhaps an explanation is in order. FM means frequency modulation and is a new type or method of broadcasting invented by Major Armstrong, the man who developed the Superheterodyne type of receiver in common use at the present time.

FM has two features in its favor, some disadvantages in comparison with the present system of broadcasting which is known as AM or amplitude modulation. Many experts believe that FM will never replace the present AM system but will only supplement it.

FM has two features in its favor, one, in reception there is almost complete elimination of atmospheric or man made noises, and, second, a wider band of frequencies is transmitted permitting high fidelity reception.

The one distinct disadvantage is the short range of FM stations. The coverage is roughly 35 miles depending on the frequency used.

This means that listeners in the rural areas would be unable to hear FM stations. It is probable that most of the FM stations will be concentrated in areas of large population.

—WOW—

PERSONAL NOTES

Another trip to New York for Joe Herold, WOW technical supervisor, this time for further discussions on WOW's television plans.

The writer spent two days in Des Moines handling the technical end of WOW's coverage of the National Farm Institute held February 15 and 16 in that city.

Hooperatings of Ten Years Ago

A late Hooperating on network radio shows appends a list of the most popular shows at the same time 10 years ago. Only three of the present first 15 were in the first 15 then in about the same format—Jack Benny, Fred Allen and Walter Winchell. Benny has the same number of points, 26.8, although he is fifth now and was third then. Allen is now eighth with 22.7; then he was seventh with 22.2. Winchell has moved from thirteenth place to tenth, improving his rating from 19.2 to 21.

Phil Baker is on both lists, but his show is considerably different. Then he headed a comedy-variety show which ranked eleventh at 20.4 and now he conducts a quiz program which is fifteenth at 18.8. Some of the familiar names missing from the current list are Major Bowes, Rudy Vallee (they ran one-two then), and the March of Time.

—WOW—

This Kind of Gift Should Be Welcome

A gift of two pounds of butter proved too much for a tough city cop in Philadelphia recently, according to Farm Commentator Everett Mitchell on Voice of the Dairy Farmer NBC, Sundays, 12:45 p. m., WOW.

The officer was feted by his fellow patrolmen after completing 20 years of service. They presented him three pairs of nylons for his womenfolk, which was very nice; five pounds of sugar, which was even nicer, and lastly, two pounds of butter.

This last token of generosity proved too much for the policeman. Believe it or not, he fainted.

—WOW—

GRATITUDE

Ish Kabibble, comedian on NBC's College of Musical Knowledge, stepped out of his car at Santa Anita race track last week to discover that the car next to him was on fire. He broke the glass and put the fire out before the engines arrived and a week later the owner of the car sent him a bill for breaking the window!

—WOW—

NEW ACUFF TUNE

Roy Acuff is preparing a new song book for the music store trade, containing many of his best-liked songs which he sings on the Saturday night NBC "Grand Ole Opry." It will be the fifth song book he has published, and will be out some time in March.

20 YEARS AGO ON WOW

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

12:45 p. m. Music Art Randall's Royal Fontenelle Orchestra.

5:30 p. m. Father Flanagan's Boys' Home Period.

6 p. m. Sports Talk by Ivan Gaddis, sports editor the Omaha Daily News.

6:20 p. m. Popular song period by Frank Peterson, tenor; Helen Higgins, piano.

6:50 p. m. More music by Art Randall's orchestra.

9 p. m. Variety program under auspices of Hannan-Van Brunt Co., Ford and radio dealers. Featuring Wizzy's orchestra with Nat Young, piano; Herb Feierman, piano; and, O. D. Temple, tenor.

10 p. m. Newly-organized Men's Music Club.*

*Listeners suggested thousands of names for this group, among them "Matinee Idols," "Midnite Idlers," "WOWs," "The Elpeeze" after Announcer L. P. (Lester Palmer); and the "Bachelor Singers."

WOW NEWS SCHEDULE

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

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

WOW EXPANDS MARKET SERVICE

Add Commodity Reports to Service

With the addition of commodity reports to the other market reports, WOW now offers its listeners the most complete, direct and condensed market reports in the area.

The WOW news department applies much thought and many man hours to the job of giving the important market news in a brief, concise form rather than in a long-winded, time-consuming report.

As a part of the 6 a. m. news—and on the theory that the farmer and other interested listener wants to get both the general news and the markets with the least possible loss of time from other duties—WOW includes market news.

This is a complete report showing the total picture of the Omaha livestock market of the day before and indicating receipts, prices of sales, type of sales and price trends in such a way that it gives the listener a thorough and complete report of exactly what happened in the cattle, hog and sheep divisions and what the probable effect will be on the current day's markets.

WOW also gives a review of the trends on both the Chicago and Omaha grain markets.

Remote Control

At 6:30, WOW carries a remote control report from the U. S. Department of Agriculture market news service at the stock yards. This report is given by a specially-trained government expert. It gives full information on cattle, hogs and sheep receipts.

A special show on Tuesdays, Thursdays and Saturdays, at 6:49, brings briefly the top farm news and a picture of the Chicago and Omaha livestock and grain markets in capsule form.

The 7:30 news includes a report on estimated livestock receipts at seven major midwest markets.

About noon, most of the livestock marketing has been cleared up for the day, price ranges are pretty definitely set and the trends in buying classes and prices are obvious. Therefore, WOW has included a special market report as an integral part of the Four-Bell News Round-up.

That Four-Bell market roundup gives a complete picture of the day's activities in receipts, sales and prices in all classes of cattle, hogs and sheep. It also gives a brief but comprehensive picture of the situation at Chicago.

The report also gives a review on corn, wheat, oats, rye and barley trends.

A brief report on the commodity market lets WOW listeners know what the trends are in poultry, eggs and butter. At the end of the market period, WOW gives a summary of the trend in the New York stock market.

AD EXECS VISIT "HIGHLIGHTS" STAFF



An impressive launching of Standard Oil's new sponsorship of "Highlights and Sidelights of the News" took place recently, with Wesley I. Nunn, Standard's advertising director, Chicago, as special guest. Photo shows, left to right, Herb Lee, writer, Mr. Nunn, who came to Omaha to address the Kiwanis club; John Leslie, narrator, and John Hay, Omaha division, Standard Oil manager.

THE SPORTS EYE

By TOM DAILEY

Hello, Good Sports!

Maybe it's because I live too near the baliwick of Phog Allen; or maybe it's because I'm in an argumentative mood—but it's about time I got into this basketball controversy.

We must begin by saying that there's absolutely nothing that can be done about barring tall players from the basketball courts. After all, it isn't the fault of the player that he reaches

closer to Heaven than some of the others. And you can't blame the tall boys for standing under the basket and dropping the ball through the nets. And neither can you blame the stringy ones when they make a basket and then grin at the short player who barely comes up to their knees.

But! And here's where I submit a plan. Something can be done to the court and to the rules which would put a stop to the tall player having the advantage over a short player. Now, isn't that the whole argument? O. K.—here's the answer: Get a paint brush and a bucket of paint. Red paint. Make a red line across the court—midway between the foul line and the backboard. At both ends of the court.

The Law

Then into the rule book of basketball, write this law:

"No player of either team shall at any time try for a toss at the basket while any part of his or her person is on or across the red line drawn midway between the foul line and the end line of the playing surface."

Now, my friends—we have put all players on the same level. No matter how tall, how short, how fat or how wide. If they have the ability to shoot a basket, they can still be a star—but! the shooting must be done from outside the red line.

Naismith Giggles

I can see the smile cross the face of Dr. Naismith—the fellow who one day hung up a couple of peach baskets and invented the game of basketball. For years he frowned at the tall boys who loped down the court and dropped the ball into the peach basket, and his followers frowned and argued as to what to do about it. "No touching the ball on the downward arc" they bellowed. "Limit the size of the player" screamed another authority. "Raise the basket" chorused more. But what happens? Nothing! Not a dang thing! The tall players keep on dropping the ball into the basket—and grinning at the shorties.

Happy Day

But now everything is settled. When Dr. Naismith invented the game he had dreams of players for all time to come using their abilities at basket shooting—not standball into the basket.

And so to the former professor at Kansas University, Dr. James Naismith, inventor of the game of basketball, I say: "Its nothing, Doctor. I'm glad to add something to your invention."

? 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. "3/46" means March, 1946. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

Expert Tells How Ads Reduce Cost

Advertising, often derided, makes it possible for Mr. and Mrs. America, to enjoy thousands of products, the cost of which would be, without it, prohibitive, Wesley I. Nunn, advertising director of the Standard Oil Company of Indiana, Chicago, told Omaha Kiwanians recently.

Mr. Nunn came to Omaha as WOW's guests to speak on "The Economic Value of Advertising" and to show his film presentation "If You Build a Better Mouse Trap."

Nearly 150 business leaders turned out for Mr. Nunn's speech. Most Kiwanians brought members of their advertising departments to the meeting.

"Mr. Nunn's talk was one of the most informative and practical we've ever had," said Irving Zerzan, Kiwanis president after the meeting.

While in Omaha, Mr. Nunn took time out to get acquainted with WOW staff members who present "Highlights and Sidelights of the News" for Standard Oil on WOW Mondays, Wednesdays, and Fridays at 6:45 p. m.

Mr. Nunn was accompanied to Omaha by H. G. Smith, of McCann-Erickson Company, and was greeted here by John Hay, Omaha division manager for the company.

—WOW—

"MR. D.A." AWARD

Lee H. Bristol, vice president in charge of advertising of the Bristol-Myers Company which sponsors NBC's "Mr. District Attorney" (Wednesdays, 8:30 p. m., WOW), received an award in behalf of the program from the National Conference of Christians and Jews on the broadcast Wednesday, February 20. This citation is for "steadfastly exposing the criminal character of those forces of hate which would divide America along racial and religious lines."

—WOW—

Virginia Gordon has joined the Abbott and Costello show as the "board A" movie actress that highlights Lou Costello each week.

STAFF STUFF

(Continued from page 3)

for some time." Confidentially, neither had Gwen.

Speaking of sports, one of the favorite gags of the WOW Barber Shop Quartet (the quartet introduced it into this area) is the orange gag. The trick is that one guy or gal holds an orange with his or her chin. The other participant tries to transfer it, also by using only the chin (no hands).

Alibi for Husbands

Well, Ray Olson and Thomson Holtz have started carrying towels with them on the trips the quartet makes. Because, they couldn't successfully explain the lipstick on their coats—said lipstick getting there from the lips of the girls trying to get the orange. Happened to Olson with a brand-new, light suit, the lapel and shoulder of which was liberally smeared with bright red.

That quartet really gets around. The other afternoon, it sang for the Women's club of South Omaha. At six o'clock, the boys were entertaining at an Organized Agriculture meeting at Lincoln and at 8 they were back in Omaha for the hockey game.

Dirty Eights

WOW's girls—we are still on the subject of sports, if you can call a card tournament sports—are practicing diligently. They are getting ready for a "Dirty 8" tournament. (Confused me too.) The girls are going to play this little card game for a grand prize of two pairs of nylons—to be donated by Station WOW.

The first practice matches were held at the home of Meta Sparks of the copy department. While there, the girls ate a delicious dish called by Meta's mother just "radio pudding." The desert has had that name in the Sparks family for many years because the first recipe, name forgotten, was heard on the radio.

"Tub" Leslie

We mustn't forget the announc-

ers—for instance, John Leslie who said on the news the other day: "The tub goat operators didn't agree." (Well, re-read it. It's funny.)

That's all for now, because Herb Lee has refused to give us any news and so hurt our feelings. He says: "I don't deal in gossip . . . at least not the kind you print in the News Tower."

—WOW—

NBC CITED

The National Broadcasting Company has been awarded three of the seven citations of merit to be presented by the National Conference of Christians and Jews during National Brotherhood Week.

The NBC programs cited are "Mr. District Attorney," "The Eternal Light" and "The Catholic Hour."

These citations are given for the fostering of religious tolerance and brotherhood.

HANDY NEWS TOWER ORDER BLANK

Why not order the WOW NEWS TOWER MAGAZINE for several of your friends? The cost is only 50 cents a year (for 12 issues).

For your convenience, just fill in the coupon below, enclose the cash to cover the cost and mail it today.

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

WOW'S MARCH NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "3/46" 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	Seven Up Club of the Air	Jack Benny Lucky Strike
6:15	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	Dinner Music Nebraska Power	
6:30	Singin' Sam—Hamms	Skippy Hollywood Theater—Skippy Peanut Butter	Singin' Sam—Hamms	Bob Burns Lifebuoy	Singin' Sam—Hamms	Music, Allgaier	Fitch Bandwagon Cass Dailey
6:45	Standard News		Standard News		Standard News	News, Allgaier	
7:00	Cavalcade of America Dupont	Philip Morris Follies of 1946	Mr. and Mrs. North Woodbury Products	Burns and Allen Maxwell House	Cities Service Highway in Melody	Life of Riley Teel	Charlie McCarthy Show Chase & Sanborn
7:30	Voice of Firestone Concert	A Date With Judy Tums	Hildegard Raleighs	Dinah Shore's Open House Birdseye	Duffy's Tavern Vitalis Minit Rub	Truth or Consequences Duz	Fred Allen Show Tenderleaf Tea Blue Bonnet Margarine
8:00	Telephone Hour Bell Telephone	Amos 'n' Andy Lever Rinso	Eddie Cantor Show Trushay—Ipana	Bing Crosby Kraft Music Hall Kraft Foods Co.	People Are Funny Raleighs	National Barn Dance Alka-Seltzer	Manhattan Merry-Go-Round Dr. Lyons
8:30	Information Please Socony-Vacuum	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Sal Hapatica—Vitalis	Sealtest Village Store	Waltz Time Phillips Milk of Magnesia	Can You Top This? Palmolive	American Album of Familiar Music Bayer Aspirin
9:00	Contented Hour Carnation Milk	Bob Hope Pepodent	College of Musical Knowledge	Abbott and Costello Camels	Mystery Theater Molle	Judy Canova Show Palmolive	Hour of Charm General Electric
9:30	Dr. I. Q. Mars, Inc.	Red Skelton Raleighs	Colgate-Palmolive- Peet Co.	Drene Show Rudy Vallee	Bill Stern—Colgate	Grand Ole Opry Prince Albert	Meet Me at Parkys Old Gold
9:45					Talks		
10:00	C., B. & Q. WOW News Tower Paxton & Gallagher Lever Bros.	C., B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C., B. & Q. WOW News Tower Paxton & Gallagher Lever Bros.	C., B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C., B. & O. WOW News Tower Paxton & Gallagher Lever Bros.	C., B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	WOW News Tower Kilpatrick's Perfex
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sportstime	Show Time Murnan
10:30	Honored Flights Longines	His Honor the Barber Ballantine	Symphonette Longines	RCA Victor Show	Symphonette Longines	Orchestra	Pacific Story
11:00	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	News

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

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call.....	Daily except Sun.	11:30 A. M.—Meet Me at Hinky-Dinky's.....	Mon., Wed., Fri.
6:00 A. M.—WOW News Tower—Staley Milling.....	Daily except Sun.	Art Van Damme Quartet.....	Tue., Thu.
6:15 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.	The Man Speaks.....	Sat.
Lee Farm Hour—Poultry Remedy.....	Sat.	House of Beauty—Lorenzo.....	Sun.
6:30 A. M.—Markets (Remote).....	Mon., Tue., Wed., Thu., Fri.	11:45 A. M.—Life Can Be Beautiful—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
Time and Times.....	Sat.	Canary Pet Shop—Hartz Mountain Products.....	Sun.
Sunrise Serenade.....	Sun.	12:00 Noon—Four-Bell News, Markets.....	Daily except Sun.
6:35 A. M.—Jessie Young's Helpful Hints—Midwest Cleanit.....	Mon., Tue., Wed., Thu., Fri.	WOW News Tower—Kilpatrick's, Perfex.....	Sun.
Markets.....	Sat.	12:15 P. M.—Farm Magazine of the Air—Yager Seed Company.....	Sun.
6:55 A. M.—Reveille—Fair Store.....	Daily except Sun.	12:30 P. M.—Supreme Serenade—Merchants Biscuit.....	Mon., Tue., Wed., Thu., Fri.
7:00 A. M.—Alex Dreier—Skelly News.....	Daily except Sun.	Ben Adams Family—Robinson Seed.....	Sat.
Revival Hour, Gospel Broadcasting Association.....	Sun.	University of Nebraska.....	Sun.
7:15 A. M.—Lyle, Stan and Company—Nutrena.....	Mon., Wed., Fri.	12:45 P. M.—Noonday Forum—Planters Peanuts.....	Daily except Sun.
Little Song Shop—Swanson's "Ever-Fresh" Foods.....	Tue., Thu., Sat.	Mitchell and Utley—American Dairy Association.....	Sun.
7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul.....	Daily except Sun.	1:00 P. M.—Guiding Light—General Mills.....	Mon., Tue., Wed., Thu., Fri.
7:45 A. M.—Reveille Roundup—Groves Cold Tablets.....	Mon., Wed., Fri.	Farm and Home Hour—Allis Chalmers.....	Sat.
Happy Hank—Little Crow Milling.....	Tue., Thu., Sat.	Harvest of Stars—International Harvester.....	Sun.
8:00 A. M.—World News Review—National Biscuit.....	Mon., Tue., Wed., Thu., Fri.	1:15 P. M.—Today's Children—General Mills.....	Mon., Tue., Wed., Thu., Fri.
What's What Today?—Metropolitan Utilities.....	Sat.	1:26 P. M.—Betty Crocker—General Mills.....	Mon., Tue., Wed., Thu., Fri.
Al Williams Health System.....	Sun.	1:30 P. M.—The Baxters.....	Sat.
8:07 A. M.—Eight-O-Seven Special.....	Mon., Tue., Wed., Thu., Fri.	Westinghouse Concert.....	Sun.
8:15 A. M.—Little Doghouse.....	Sat.	1:32 P. M.—Woman in White—General Mills.....	Mon., Tue., Wed., Thu., Fri.
News Highlights and Sidelights—Tek-Seed Hybrids.....	Sun.	1:45 P. M.—Judy and Jane—Folger Coffee.....	Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Special Delivery—Aquila.....	Mon., Wed., Fri.	Veterans' Advisor Commander Ty Krum.....	Sat.
Morning Musical.....	Sat.	2:00 P. M.—Woman of America—P. & G. Soap.....	Mon., Tue., Wed., Thu., Fri.
Chapel Service, Rev. R. R. Brown.....	Sun.	Orchestras of the Nation.....	Sat.
8:45 A. M.—Songs of Praise.....	Mon., Wed., Fri.	Sheaffer World Parade.....	Sun.
Pleasure Parade—Beaumont 4-Way.....	Tue., Thu., Sat.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Robert St. John, News.....	Mon., Tue., Wed., Thu., Fri.	2:30 P. M.—Pepper Young—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.
Homemakers Club—Nebraska Power.....	Sat.	Orchestras of the Nation.....	Sat.
9:15 A. M.—Lora Lawton—Babo.....	Mon., Tue., Wed., Thu., Fri.	One Man's Family—Standard Brands.....	Sun.
9:30 A. M.—Road of Life—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Right to Happiness—P. & G. Ivory Bar.....	Mon., Tue., Wed., Thu., Fri.
Adventures of Archie Andrews.....	Sat.	3:00 P. M.—Backstage Wife—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.
Midwest Report.....	Sun.	Doctors at Home.....	Sat.
9:45 A. M.—Joyce Jordan—P. & G.....	Mon., Tue., Wed., Thu., Fri.	The National Hour.....	Sun.
Cheer Up Time—Iowa Master Breeders.....	Sun.	3:15 P. M.—Stella Dallas—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Fred Waring.....	Mon., Tue., Wed., Thu., Fri.	3:30 P. M.—Lorenzo Jones—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.
WOW Jamboree.....	Sat.	Piano Quartet.....	Sat.
WOW News Tower—Kilpatrick's, Perfex.....	Sun.	Nebraska-Iowa Quiz—Listerine Tooth Paste.....	Sun.
10:15 A. M.—Gems and Jottings—Zales Jewelry.....	Sun.	3:45 P. M.—Young Widder Brown—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Barry Cameron—Manhattan Soap.....	Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—When a Girl Marries—General Foods.....	Mon., Tue., Wed., Thu., Fri.
Smilin' Ed McConnell—Buster Brown.....	Sat.	Easy Money.....	Sat.
Furs on Parade—Herzberg.....	Sun.	General Motors Symphony of the Air.....	Sun.
10:45 A. M.—David Harum—Babo.....	Mon., Tue., Wed., Thu., Fri.	4:15 P. M.—Portia Faces Life—General Foods.....	Mon., Tue., Wed., Thu., Fri.
Solitaire Time—Campana.....	Sun.	4:30 P. M.—Just Plain Bill—Anacin.....	Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Strictly Instrumental.....	Mon.	John W. Vandercook.....	Sat.
Masquerade—Gen. Mills, Softasilk.....	Tue., Wed., Thu., Fri., Sat.	4:45 P. M.—Front Page Farrell—Kolyos and Bisodol.....	Mon., Tue., Wed., Thu., Fri.
World Front—Bunte Bros., Candy.....	Sun.	Tin Pan Alley—Leaf Gum.....	Sat.
11:15 A. M.—Melodic Moods.....	Mon., Tue., Wed., Thu., Fri.	5:00 P. M.—Young Dr. Malone—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.
Music in Three-Fourth Time.....	Sat.	Martin Block's Record Shop.....	Sat.
		Catholic Hour, NBC.....	Sun.
		5:15 P. M.—Music Room.....	Daily except Sun.
		5:25 P. M.—Memory Album—Vicks.....	Mon., Tue., Wed., Thu., Fri.

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