

**Basic  
NBC  
Network**

# WOW NEWS TOWER

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

**5000  
Watts  
590 Kc.**

ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. 11—No. 6

OMAHA, NEBRASKA, MARCH 1, 1947

PUBLISHED MONTHLY

## Huge News 'FLASHER' Ready Soon

### Congress Views Big Muddy Film

WOW's "Operation Big Muddy" film, shown in Washington, D. C., last week for members of the House and Senate, was only one of the reasons for a series of trips by WOW executives and personalities.

Number one traveler of the staff was Harold Storm, who showed the "Operation Big Muddy" film at the request of the Nebraska and South Dakota Congressional delegations at Washington, February 25. Most of the members of Congress and members of the Federal Communications Commission were scheduled to view the flicker.

In addition Storm showed the film in St. Louis for the Mississippi Valley Association, in Pierre for the South Dakota Legislature, and in Des Moines for the Iowa Legislature—all by special request. A showing for the Nebraska Legislature was scheduled for early in March.

"Operation Big Muddy" tells the overall story of the up-to-the-minute status of the huge Missouri river project. It is being shown in schools throughout WOW-land and one print was requested by the March of Time, for possible inclusion in a national news-reel release.

While Storm ran about showing the film other WOW folks were journeying to many distant points.

Bill Wiseman, promotion Manager and Fred Ebener, sales, journeyed to Kansas City to tell WOW's new BMB coverage to a number of clients.

Wiseman then joined Program Manager Lyle DeMoss and continued on to Oklahoma City where both took part in the University of Oklahoma's annual Radio Conference. Wiseman was to preside over the conference's annual banquet and speak on "The Radio Commercial" and to address another session on "Radio's Public Relations." DeMoss was scheduled to speak on "Programming a Regional Station" and to take part in several panel discussions at the Oklahoma meeting, February 27 to March 2.

On March 2 to 7, Chief Engineer Bill Kotera and Joe Herold, WOW's Chief Technical Supervisor, were to journey to New York to attend the annual Institute of Radio Engineers' sessions.

Then on March 9 General Manager John J. Gillin, Jr., and Wiseman were to make commercial contacts in Chicago and to be joined later by DeMoss for the annual NBC stations meetings.

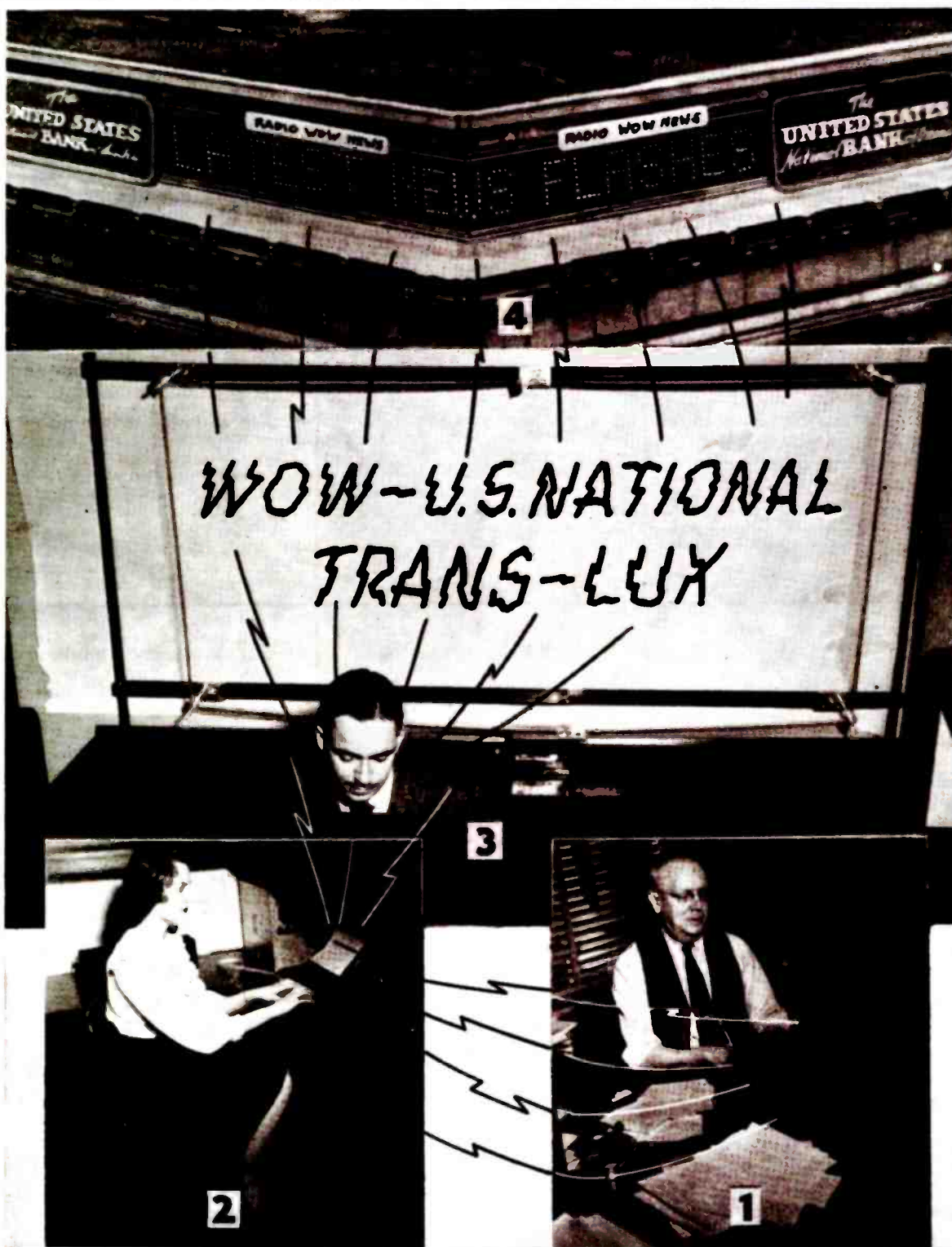
In mid-February, Ray Clark and Farm Director Mal Hansen journeyed to Des Moines for the annual farm-labor-industry conference sponsored by the Des Moines Register and the Des Moines Chamber of Commerce.

### —WOW— Fibber and Molly Renew For a Year

Sending program into its 13th consecutive year, S. C. Johnson and Son, Inc., have ordered a 52-week renewal of the Fibber McGee and Molly program (NBC, Tuesdays, 8:30 p. m., WOW).

Marian and Jim Jordan, the famed residents of 79 Wistful Vista, began broadcasting for Johnson's Wax from Chicago in April, 1935, and have never been sponsored by any other company.

### HOW GIANT FLASHCASTER OPERATES



Here's the way the WOW-U. S. National Bank "Flashcaster" news sign, soon to be in operation on the bank building at 16th and Farnam Streets operates. First (1) Newsmen Herb Lee writes a Flashcaster newscast. Then (2) Wilma Swatek puts the newscast through a "perforator" on a tape. Then (3) Bill Larrance puts the tape on the transmitter—the tiny box near his left shoulder and "strings" the tape around the tape-rack. As the tape goes around, the words go by wire to the bank building where each hole in the tape lights up one of the sign's 840 bulbs. The Flashcaster will start operating soon.

#### "PERRY MASON"

Spic and Span, the Procter and Gamble household cleaner, will present a new feature called "Perry Mason," at 11:15 a. m., Mondays through Fridays on WOW, starting March 24.

#### DIRECTS "TWEEDY"

Phil Rapp, long associated with Frank Morgan on the old Maxwell House Coffee Time show, has taken over the director's post on Morgan's Fabulous Dr. Tweedy NBC program.

#### TOP WESTERNER

Roy Rogers, star of NBC's Saturday Night Roundup, has been named "top western actor of 1946" and "one of the top 10 money makers among all actors for 1946" by the "Motion Picture Herald."

### Flasher Now On U. S. Bank Corner

Before another News Tower rolls around April 1, Omahans and Omaha visitors will be "seeing the news" on the United States National Bank Building, northwest corner of Sixteenth and Farnam Streets.

Construction work on the WOW-U. S. National "Flashcaster" news sign was well underway as this issue of the News Tower went to press.

The huge news sign will give downtown shoppers and visitors the up-to-the-moment news free of charge from throughout the world, from about 8 a. m. (11 a. m. Sundays) to 10:30 p. m., seven days a week.

Joseph Robertella arrived in Omaha February 20 from New York to supervise installation of the huge "flashcaster." He will direct a host of Omaha workmen in the big job.

The "flashcaster" is 61 feet long and will give the news left to right as you face it. It can be read from any vantage point in the downtown area from which as much as three feet in width of the sign can be seen.

#### Like Times Square

Station WOW is one of the first radio stations in America to install a "flashcaster." There is a very famous one operating in Times Square New York, two in Philadelphia and several others now under construction.

Until it is seen the "looker" will have little conception of the size of the huge flashcaster. Each letter of each word will shine out 4½ feet high and 30 inches wide. About 30 feet of the actual sign will face east on Sixteenth Street and the other half will have south on Farnam Street.

Here's the way the giant flashcaster will operate.

Operation begins in WOW's newsroom near the United Press wires. Newsmen will write a five-minute "headline" newscast. This will be given to a Trans-Lux operator who will put the newscast on a tape—a perforated tape which will work something like old-fashioned player-piano rolls.

The tiny holes in the tape will then be forced through a transmitter and carried by leased wires to a room on the top floor of the U. S. Bank building. There the impulses go through a giant "rotor" machine. As it turns, the lights of each of the 840 bulbs are lighted and turned off with great speed.

Each complete newscast will last five to eight minutes. About once an hour a new newscast will be started. Each newscast on the sign will include complete weather news and headlines of the moment.

"Flash" news or "bulletins" will be cut in instantly when such news breaks. It is also planned to carry big news events such as World Series baseball, play by play and big football games.

The Flashcaster is a joint public service effort of WOW and the United States National Bank.

It is expected the sign will be in operation around March 15.

### 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 3/47, which means March, 1947.

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

THE RADIO NEWS TOWER IS PUBLISHED EVERY MONTH BY RADIO STATION WOW, INC., OF WHICH JOHN J. GILLIN, JR., IS PRESIDENT AND GENERAL MANAGER

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BILL WISEMAN, EDITOR HAROLD STORM, ASSISTANT

PERMISSION TO REPRINT MATERIAL FROM THE RADIO NEWS TOWER IS HEREBY GIVEN, PROVIDED A CREDIT LINE IS USED

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

### "BEST TEACHER" LETTER . . .

Only a few more days remain for submission of entries in the Quiz Kids' "Best Teacher" contest. The contest closes on March 8 at midnight.

The nation-wide "best teacher" contest opened February 2 and is sponsored by a group of prominent educators and the Quiz Kids' sponsor, Miles Laboratories. It gives every school pupil an opportunity to recommend his teacher simply by writing a letter on the subject "The Teacher Who Has Helped Me Most."



Bill Wiseman

The "best teacher" will win a cash award of \$2,500 for advanced study at any college or university. The next three best teachers will each be given \$500 in cash.

The pupil who writes the best teacher winning letter will be given \$100 in cash. The second best letter writer gets \$50, the next 100 best letter writers get \$10 each, and the next 500 best letter writers

get \$1 each. Quiz Kids gold keys will be awarded to all 602 of the prize-winning letter writers.

Details of the contest have been supplied to all school principals, or may be obtained by mail from WOW.

Entries may be sent directly to WOW or to Quiz Kids, Chicago, Ill. Remember the final date for entries is midnight, March 8.

—WOW—

### OUR NEW FLASHCASTER . . .

Next time your downtown in Omaha take a look at WOW's huge new "flashcaster" around the upper rim of the United States National Bank Building, northwest corner of 16th and Farnam.

You'll see the news of the moment direct from WOW's news room and given to you from 8 a. m. to 10:30 p. m. (starting at 11 a. m. Sundays), as a public service gesture by WOW and the U. S. National.

WOW is one of the first radio stations in America to offer such service. At present three or four newspapers are operating such signs, best-known of which is the one in Times Square in New York City.

You can read details elsewhere. It's a very interesting project.

—WOW—

### NEW SUNDAY SHOW . . .

The addition of a lovely new quarter hour of fine music, Schmoeller and Mueller's "Music Room" (12:45 p. m., Sundays), now gives WOW listeners a full hour and a half of fine music early Sunday afternoons.

The "Music Room" starts it off with Lyle DeMoss emceeing a quarter hour of beautiful recorded music. Then comes the RCA Hour with Robert Merrill, then James Melton and the Harvest of Stars, and lastly Carmen Cavalario, at his magical piano.

This full hour and a half is rapidly becoming a regular listening habit of many WOW good music lovers.

—WOW—

### BIRTHDAY'S A-COMIN' . . .

Next month WOW will observe its 24th birthday. The station was founded on April 2, 1923. Never in all its 23 years has WOW rendered greater service to its listeners, and advertisers. Never has it enjoyed such success—from all points of view.

—WOW—

### NBC SHOWS FROM WOW . . .

NBC listeners from coast-to-coast heard two programs from Omaha within three days last month.

On February 22, the "Doctors—Then and Now" feature (Saturdays, 3:30 p. m.), originated in Omaha with Dr. Roy W. Fouts, speaker of the house of delegates of the American Medical Association as speaker. The program dramatized the story of Dr. John A. Waggoner, first physician to enter Nebraska territory.

On February 19 WOW "fed" a special program by the Boys Town Choir to the network, and carried locally at 10:30 p. m.



## 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 wise man said of the making of books, "There is no end." If we were living now he might say of the making of laws that there seems to be no limit. This is open season for the law makers. The Congress is busy trying to make new laws and interpret others, while legislatures in many states are hard at work in the same business. Probably the most potential work is being done by the United Nations as they attempt to make laws and form agreements upon which major nations can agree for the establishment of a permanent peace. We all agree that good laws have their place, but we are not so sure that in the increase of law we have the solution to our problems. The crime record of the United States is a commentary not only upon the indifference to law but might clearly indicate a trend toward lawlessness. Besides open violation of law, we have the other problem of dealing with those who have found ways to defeat and circumvent law.



Rev. R. R. Brown

There is also the attempt to evade the common unwritten laws of personal and parental responsibility in home and in the community that is multiplying problems in our urban areas. Do we need more laws? If so, how many? If we have more laws, this means more law enforcement, and all agree that this is our most difficult task. Can we police everybody everywhere? Can we police all of our college and professional athletes to save them from the conscienceless anti-social creature called a gambler who seeks not only money, but the demoralization of wholesome recreation and the breaking down of the morals of our athletes. We would like to suggest some things that we believe are needed now.

There must be emphasis in home training upon the importance of learning how to live to make it easier for others to live wholesomely, creatively, and happily.

Educators must keep the moral element in our schools. Furthermore, employer and employee must cultivate cooperation. In such a highly industrialized country as

ours, more laws are not going to assure industrial peace or high production. These will come only when owner and workman settle down to a real partnership. It is time, too, for the nations to put away "childish things" and to think and act like men.

Finally, in all of this we come to one fundamental conclusion, and that is that the world needs a quickened conscience. This is the objective and task of religion. Only a spiritual awakening can quicken consciences, which means the ability to distinguish between right and wrong. God is our only hope.

I will probably be in Africa when you read this. I hope to be home in time to celebrate the Twenty-fourth Anniversary of the World Radio Congregation April 6. Tune in each Sunday morning at 8:30.

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

KNOCK . . . KNOCK!  
MAY I COME IN?

Hi, neighbors . . . how are you?

Sometimes my letter is for the INSIDE members of the SUNSHINE SERVICE but this month I want to write to the OUTSIDE members.

The shut-ins are on the inside of four walls and these nice people we term outside members are those who are going here, there and everywhere in the enjoyment of good health and activity.

There are definitely two sides to this great chain of sunshine, one side consists of the handicapped indoor people who need friendship, care and kindness to make up for the many advantages and pleasures they miss in life.

The other side of this golden chain is the shining, sparkling side. Every link bright with the lustre and sheen of thoughtfulness and kindly deeds.

Many of the good neighbors who join me across the little breakfast table every morning have been shining links in the Sunshine Chain for years and if all the sunbeams they have sent out over a period of years were stacked, there would be a glittering mountain of glory.

As I glance over my shoulder

## COMMENTS and LETTERS

Atchison, Kans.—We have enjoyed your good programs at 12:45 p. m. for some time and think it is about time we told you of our appreciation. We have been so pleased to hear the voices of many people about whom we have heard, among them the good doctor from his African mission, Dr. Ida Scudder, the Woods family on furlough from India and so many others.

Especially enjoyed also are the artists and musicians. It is not possible for us to meet many of these people personally, even to see them, but the next best thing is hearing them over your station.

Thanks again for many fine programs.

HELEN S. WALLICK.

—WOW—

Columbus, Neb.—Am enclosing a dollar bill for a two-year subscription to the WOW News Tower. Have taken the magazine for years and wouldn't be without it. Like to see and read about the stars I listen to on the radio. WOW is our main station and we think the announcers are the best.

MRS. LOUIS S. ERNST.

—WOW—

Omaha, Neb.—On behalf of the Junior League of Omaha and myself, I wish to thank you again for the courtesy and generosity shown to me when I contacted you for an advertisement in the Omaha Symphony program.

You have in this way supported not only the Junior League, which has many civic and charitable enterprises to which it is committed, but also the revival of the Omaha Symphony Orchestra which will contribute greatly to the future of the community.

Sincerely,

MRS. W. CLARKE SWANSON.

—WOW—

### BERLE SHOW

Milton Berle will headline a new variety show on the National Broadcasting Company network beginning Tuesday, March 11 (7 p. m., WOW), for Philip Morris and Company, Ltd. The show will replace the current Rudy Vallee program.

Music on the Berle show will be furnished by Dick Farney, Brazilian singing discovery, and the orchestra conducted by Ray Block. Frank Gallup will announce.



Aunt Sally

out of memory's window to look over the road I have traveled in radio-land, I see loving hearts and willing hands all along the way. I can smell the perfume of flowers on the window-sills of the shut-ins and see smiling faces of our Silver Mothers and Dads who have been remembered with many comforts and bits of happiness.

I can see the bright sun shining on windows of the shut-ins. Windows that one time were darkened by pain and loneliness and are now cheery and warm because of the nice people out in radio-land whose business is, happiness for the other fellow.

I often wish there could have been another to share my seat that someone else might vision all that I have seen, the happiness that has been distributed far and wide.

My one regret is that the world will never know just how much the WOW Sunshine Service has accomplished and what it has meant to those on the inside of the window.

The vast amount of material activity could not be imagined, nor the inner glow it gives the heart to realize so much comfort and pleasure supplied.

Money makes the wheels turn and contributions from radio-land have made possible the rebuilding of many broken bodies but the greatest satisfaction has been the rebuilding of lives, healing of wounded hearts, shattered nerves and tired minds.

(Continued on page 3)

# SPECIAL PROGRAMS FOR BIRTHDAYS

## STAFF STUFF

By JEAN & STORMY

**MARCH WINDS**—cold blasts, snow flurries—fair and warmer. Irratic ol' March. Shamrocks (note our "pin-up gal") and stunning styles. Sniffles disappear and spring arrives. The almanac says something about lions and lambs or vice-versa. But regardless of the weather, here we are with another serving of stuff—Staff Stuff, that is.

**FRONT ROW**—center, meet the newest members of the WOW staff. Bill Larrance came from Harris-Upham in Denver to join the staff in the news room as operator of the new Trans-Lux Flashcaster. Also on the Trans-Lux side is Irene Starkey, formerly with Western Union. These two folks are responsible for the news appearing on the big sign on the United States National Bank Building. Another new WOW-ite is "Jo" McCarthy, that pleasant voice you know as our night hostess. Jo, according to best authority is a pretty fancy bridge player.

**DAY FOLLOWS NIGHT**—ordinarily, but Bill Wiseman worked hard not long ago to have that amended. You see Bill awoke with a start the other morning and turned a sleepy eye toward the clock. Seven o'clock! Bill leaped from the bed, shouted to the family and raced downstairs to put the coffee pot on. Daughter Barbara was soon splashing vigorously in the bath tub and Bob hunted madly for his pants. The coffee pot boiled merrily as Mrs. Wiseman set the breakfast table. "Not bad," thought Bill, glanced at the clock again and groaned. It was just 20 minutes til midnight!

**COMING OR GOING**—Lyle DeMoss has a new Studebaker and it's causing him trouble. No, not any mechanical trouble; Lyle just can't seem to get accustomed which is fore and aft. The other day he got into the back seat, sat down on the floor and was heard to murmur, "Hmm . . . no wheel." Coming and going, too was our old friend, Paul Ray, out of the John Blair office in Chicago. Paul is a veteran in the radio business and a good friend and rep of WOW. Ex-WOW-er Marian Bergman Pernicone popped into the station not long ago and escorted sister-in-law Mary Pernicone about in typical page-boy style.

**HORSE HERD**—is growing. Mort Wells and Slim Everhart now have seven head of horses living in luxury on Slim's Happy Ranch. There are more than seven horses pictured here but no doubt by the time the News Tower goes to press, the boys will have acquired some new stock.

**SHINIFICENT OBSESSION**—that's something that Fred Ebener has and that all of us get the benefit of. It is a throw back to his days as a captain in the Army Air Corps. Fred will walk up and start to talk to you then suddenly interrupt himself and bark, "Better get those shoes shined up!" Shining too, is Helen Lewis' midnight lamp. Helen has been burning the late oil in preparation for (yep, it's time for that "merry-mix-up" again), time change.

**OPEN THE DOOR**—Richard. Poor Dick Drummy was never so (Continued on page 6)

## Omaha Ad Club Gets WOW Telecast

Two years ago in the Fontenelle ballroom WOW showed members of the Omaha Advertising Club a huge sign which read: "WOW WILL BE FIRST IN TELEVISION TOO."

Nationally known speakers told about television, and there were many "Doubting-Thomases" in the audience.

Last week on another "WOW Night" for Ad-Clubbers WOW's claim seemed much closer to reality.

In the Creighton auditorium WOW's Russ Baker, and Joe Herold showed 150 Ad-Clubbers the first television variety show ever produced in Omaha. The club members were WOW's dinner guests at the Creighton cafeteria preceding the show.

On the stage the Ad-Clubbers saw the show being produced. In front of the stage were four standard, home-type television receivers which the Ad-Clubbers could watch at the same time.

General concensus was that it was "very good."

President John Gillin, Jr., and Program Manager Lyle DeMoss told the advertising men and women that it was all part of WOW's experimental television activities. The television was not "on the air." It was transmitted only from the two Image-Orthicon cameras on the stage to the sets by cables.

Members of the Ad Club spent half an hour after the production asking questions, which were readily answered by Herold, WOW's Chief Technical Supervisor, and Baker, WOW's Television Production Chief.

—WOW—

## Listerine Quiz Neck and Neck

WOW and WHO teams are running neck-and-neck on the Nebraska-Iowa Quiz (3:30 p. m., Sundays, both stations, Listerine Toothpaste).

Contestants for the next few weeks will represent:

- March 2—Camp Fire Girls Executives.
- March 9—National Association of Insurance Women.
- March 16—Crippled Childrens' organizations.
- March 23—Nu Phi Mu, business sorority.
- March 30—Amvets.
- April 6—Ladies' Auxiliary, National Association of Letter Carriers.

Thomson Holtz, emcees the WOW quiz and Bill Venell does the honors at WHO.

## ANNIVERSARY STARS



The Metropolitan's famed Helen Traubel and the world's foremost violinist, Jascha Heifetz, will headline the special hour-long Telephone Hour March 3 (8 p. m., on WOW) in observance of the 100th anniversary of Alexander Graham Bell.

## Cities Service and Phone Hour Celebrate

Three of WOW's top-quality network programs are in line for congratulations in this issue of the News Tower.

The Cities Service program began its 20th year on WOW on February 21, its 21st year on NBC.

The Telephone Hour will observe the 100th anniversary of Dr. Alexander Graham Bell with a full-hour of the world's finest music on WOW March 3 (beginning at 8 p. m., Omaha time).



George Burns and Gracie Allen celebrated 15 years in radio on the Maxwell House Coffee Time show (7:30 p. m., Thursdays) on February 20.

The Cities Service program, called "Highways in Melody" is heard at 7 p. m., Fridays on WOW. It is the oldest program, in point of continuous service, on WOW, and probably on the networks. It was established February 18, 1927 and became a WOW feature a year later when WOW became the first NBC station west of the Mississippi.

The Telephone Hour program on March 3, 8 p. m., on WOW, will be one of the most extraordinary special shows of the season. On this night only Helen Traubel and Jascha Heifetz will be special guest stars and Raymond Massey will be master of ceremonies.

The Socony Vacuum show (Borge and Goodman) will stand by for this night only so the Telephone Hour's gala celebration can last a full hour. Included in the special hour will be a dramatization of highlights of the life of Alexander Graham Bell.

The Northwestern Bell Telephone Company, which sponsors the Telephone Hour in the middle-west will conduct a series of special "listening parties," so that its many employees may participate in the event.

The list of February special anniversaries preceded by only a short time the 24th anniversary of Station WOW. This station first went on the air on April 2, 1923, and became a member of the NBC network in the fall of 1927.

—WOW—

## NEW RECORD

Christopher Lynch, tenor star of NBC's Voice of Firestone, has added another record to the RCA Victor catalogue, a coupling of "Then You'll Remember Me" and "I Hear You Calling Me." Both of these songs were favorites of the late John McCormack, who was Lynch's sponsor at the outset of the young tenor's career.

## SPAC COMMITTEE



Members of the new NBC Stations Planning and Advisory Committee.

Seated, left to right: H. W. Slavick, WMC, Memphis; Walter E. Wagstaff, KIDO, Boise; Paul W. Morency, WTIC, Hartford, chairman, and John J. Gillin, Jr., WOW, Omaha.

Standing, left to right: Richard H. Mason, WPTF, Raleigh; Milton Greenebaum, WSAM, Saginaw; William B. Way, KVOO, Tulsa, and H. Quenton Cox, KGW, Portland.

## AUNT SALLY

(Continued from page 2)

Surgery and treatment supplied by the Sunshine Services places many a bed or wheel-chair-patient on his feet to walk again and the sun really shines in your heart at such an accomplishment.

There are many requests from shut-ins wishing to join our happy family, but if we are to add new

shut-ins to our files we must also add more working or contributing members.

This is a special invitation to you good neighbors around the little breakfast table to get aboard the little ship a sailing on the sea of sunshine and why not make it in March?

Well . . . 'Bye for now,  
**YOUR AUNT SALLY.**

## TOM DAILEY...COLORFUL FIGURE IN SPORTS

By HAROLD STORM

Here's a story that's been told and retold by the principals in it but never for the readers of the News Tower. It was a stormy June night on the side of McCully Hill—down in Alabama. The year 1909. Exact date, June 9. The thunder rolled and the lightning flashed; Pop Dailey rode 10 miles through the pouring rain on horse-back to fetch the "doc." But too late. To quote the old gent in one of his many versions of the story, "We could hear the little "macushla" bawlin' a half-mile away." So even for his first appearance, young "J. T." Tom Dailey arrived for the broadcast before the team got there for the game.

Gen'man F'm 'D South

McCully Hill (nobody ever heard of the place), was south of Birmingham, Ala., some 50 miles. Here Tom went to school until he was 10 years old. Then the folks moved to a spot called Bloody Herrin, Ill. It was a mining community and became quite famous for gang-wars, mine-riots and general upheaval as well as for Dailey who was the only nationally-known sportcaster to

come from Bloody Herrin. Tom graduated from high school here and was an all-state forward in basketball and a star of the football team. During his last high school game (a fierce contest) he scored the winning touchdown only to be tackled across the goal line,



TOM DAILEY

head first in two feet of water. The game was won but before the referee could "unpile" the boys, Dailey almost drowned.

Also a Boxer

After high school Dailey took a whirl at amateur boxing and reached the finals of the state contest. He attended the University of Alabama and the University of Illinois.

Tom started in radio as a singer—at KFLV, Rockford, Ill. Three years later he joined the staff of WOC and WHO (still singing) and also doing announcing. Another three years and he moved to KMOX St. Louis to help with sports and do announcing. He stayed at KMOX for 2 years, leaving for KWK St. Louis. It was here that Tom organized a "Kiddie Klub" of 300,000 members, 17,500 of whom he entertained at a Christmas party.

7 Years at WOW

He spent one year at WDOJ, Chattanooga, Tenn., as program director. Here, to quote Tom, "he saw a southern belle and rung it"—in the person of Bobbie Boyd—now Mrs. Tom Dailey. The Daileys (Continued on page 7)

## FOR NABISCO



Genial Thomson Holtz, engineer and conductor of the 8:07 Special, takes his Nabisco Shredded Wheat right to the mike with him while doing the program. Nabisco uses the 8:07 for a heavy schedule of advertising.



# WOW-NBC STAR SHUNS SPOTLIGHT

## DRAMATIC SHOWS on WOW

### "Today's Children"

The afternoon schedule on WOW provides a sequence of outstanding serial stories. Each presentation is a shining example of the tops in radio dramatics. The stars of the various programs are well versed in the skill that it takes to make the characters that they portray actually "come alive" for the listener.

The first in the afternoon parade of five-day-a-week serial shows is heard over WOW at 1 p. m. "Today's Children" is more than just a story. It is a story with a purpose. And that purpose is probing into the social, moral and political problems of the day and in finding whether the values set by today's children are worthy. "Today's Children," sponsored by General Mills, is performing an important service to radio and to the listeners.

Betty Lou Gerson, who plays the part of Maggie Schultz in "Today's



Children" comes from a long line of theatrical forbears which perhaps explains why Betty has become a favorite of American radio.

★ ★ ★ ★ ★

## "WOMAN IN WHITE"



### General Mills Hour

Second dramatic presentation in the General Mill's Hour is that of "Woman in White," a story revolving around Nurse Eileen Holmes and Dr. Paul Burton, their friends and patients. The happy, well-knit home that the play dramatizes stands as a symbol to a nation faced with many problems. "Woman in White" is heard over WOW at 1:15 p. m.

Sarajane Wells, who plays the leading role of Nurse Eileen Holmes in "Woman in White," made her stage debut at the age of 5, and bowed to her first radio audience at the age of 17.

★ ★ ★ ★ ★

## PARADE CONTINUES

### "Masquerade"

Next in the fine array of daytime serials on WOW is "Masquerade." The principle action of the show is set in the town of "Fairview." The story digs deep into the social mores and exposes people who make a pretense of being something they are not. "Masquerade," under sponsorship also of General Mills, is an excellent program and an interesting study of the intricate patterns of human behavior.

Herb Rawlinson portrays the role of Jim Rourke, Sr., in "Masquerade." Herb is cast as an easy come, easy go, Irishman who has never exactly



approved of the marriage of his step-daughter, Jeannie.

★ ★ ★ ★ ★

## HOMEMAKER AT 1:40



### Betty Crocker in 23rd Year

Betty Crocker, General Mills Homemaker was first heard on the air in 1924. Today, with her hints on homemaking, she is an oracle to many thousands of housewives throughout WOW-land and the entire country. Betty Crocker, with her up-to-the-minute news on how to buy, what to buy, how to make the best with what is available and all her other household helps is heard over WOW at 1:40 p. m.

Betty Crocker has been on the air for 22 years, and has become an institution for homemakers throughout the country. Her helpful suggestions and tips have made home-keeping easier and more exciting for thousands.

## Too Busy in Radio to Take Film, Stage Bids

Lovely Charlotte Manson's ambitions are to act in a Broadway show and in the movies. To do either she has only to say "yes" to the numerous contract offers she receives from Broadway and Hollywood producers. But Charlotte has to thwart her own ambitions because she is too busy—too busy acting in radio.

Charlotte was born in Brooklyn, attended high school there and then went to Hunter College and New York University. She was a member of the Washington Square Players at N. Y. U. and was the first undergraduate to play leading parts which usually went to professional actors.

Soon after graduation, with a bachelor of science degree, Charlotte started her professional career as leading lady in the Broadway production of "Ringside Seat." This role proved to be her first and—up to the present—her last appearance on Broadway.

In January, 1939, she auditioned for NBC and got the leading feminine role on the program, "Parade of Progress." Since then Charlotte has been constantly busy with various important roles. Now she is heard in the starring role of Dr. Carson McVicker on "Road of Life" (WOW, 9:30 a. m., for Duz), and in the important role of Constance Wakefield on "Right to Happiness" (WOW, 2:45 p. m., for Ivory Soap).



Charlotte Manson

Both programs are heard over WOW Mondays through Fridays. In addition she is cast in starring and important parts in programs on other major networks.

So—though glamorous Charlotte intensely desires to play on Broadway or in the movies, she will have to continue saying "no" to all contract offers because of her radio commitments.

—WOW—

## Standard Oil Renews Highlights

"Highlights and Sidelights of the News," written by Herb Lee and presented by John Leslie has been renewed for another year by the Standard Oil Company. The Standard presentation of "Highlights and Sidelights" is heard on WOW Monday, Wednesday and Friday at 6:45 p. m.

—WOW—

Opie Cates, musical director of NBC's Meet Me at Parky's program will make a movie short entitled "Clarinet Capers."

## ? 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. "3/47" means March, 1947. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

## STORY OF FRIENDSHIP



For Folger's Coffee at 1:45, WOW listeners hear the story of "Judy and Jane." The program has been on the air for many years and has carried the friendship of its two leading characters, Judy and Jane, over the not-to-smooth road that the girls have had to follow.

Betty Smith (left), plays the part of Judy and Marge Calvert (right), that of Jane in the popular story of "Judy and Jane." This story of the friendship of two girls is heard over WOW at 1:45 p. m.



★ ★ ★ ★ ★

## "MA PERKINS"

### First Lady of Radio

One of radio's best-loved daytime serials is "Ma Perkins." "Ma," central figure in the story, is a middle-aged widow living in the small town of Rushville Center, where she has operated a lumber yard. "Ma Perkins," with her "real-life" family is heard over WOW at 2:15 in the afternoon for Oxydol.

Ma Perkins—heard by more people than any other performer. Ma has been portrayed by Virginia Payne for the past 14 years. "Ma Perkins" is heard Monday through Friday on WOW at 2:15 p. m.



★ ★ ★ ★ ★

## "LIFE CAN BE BEAUTIFUL"

### "Papa" David's Book Store

Kindly, philosophical David Solomon uses his book store as a refuge for unhappy people in the program, "Life Can Be Beautiful." "Papa's" greatest concern is to show these people that life can be beautiful, among them being Chichi Conrad and Stephen Hamilton who were married last year. "Life Can Be Beautiful" is heard on WOW at 2 o'clock for P. and G. soap.

Alice Reinhart is the lovable Chichi Conrad in the dramatic serial, "Life Can Be Beautiful" heard over WOW at 2 p. m. Alice has played the role since the series started in 1938.



★ ★ ★ ★ ★

## ANOTHER "OLDSTER"

### "Pepper Young"

Another "oldster" of the air-ways is the popular "Pepper Young's Family," on the air at 2:30, immediately following "Ma Perkins." The program has started its eleventh year on NBC with the same author, same sponsor (Camay soap), and the Young family cast pretty much intact.

Pepper of "Pepper Young's Family" is played by Mason Adams. Adams appeared in many Broadway plays before the war. After discharge from the Army Air Corps he entered radio and was cast in his present role of "Pepper."



★ ★ ★ ★ ★

The wife of Fred S. Fox, one of the writers of Bob Hope's NBC program, presented Fox with twins last week. "That's what happens when a guy writes too many jokes about the governors of Georgia," quipped Hope when he heard the news.

An annual music scholarship of \$1,500 will be donated by Paul Lavallo, conductor of Cities Service Highways in Melody (NBC, Fridays, 7:30 p. m., WOW), and administered by the National Federation of Music Clubs.



# WOW'S NATIONAL "AWD" WINNER

## TRUE HAPPINESS

### "Right to Happiness"



Ivory soap's "Right to Happiness" stirring drama woven around one girl's search for her "right to happiness" is heard over WOW at 2:45 p. m. It is the thrilling and moving story about a young mother and her quest for happiness. The mother, Carolyn Kramer, is learning that the world must be shown what happiness is and that few attain the goal because so few recognize true happiness.

David Gothard and Claudia Morgan play the parts of Dwight and Carolyn Kramer in "Right to Happiness." The part of Carolyn presents Miss Morgan with one of her most challenging roles.

★ ★ ★ ★ ★

## "WIFE" AT 3 P. M.

### "Backstage Wife" at 3 o'clock

The story of Mary Noble and the changes which have come into her life since her husband, Larry, former Broadway star was released from the Coast Guard, is the story of "Backstage Wife." The program has been on the air since 1935 and has remained consistently one of radio's most popular daytime shows. "Backstage Wife" is sponsored by Dr. Lyon's Tooth Powder and Engerine Cleaning Fluid.

Claire Niesen, who plays the part of Mary Noble in "Backstage Wife" is 5 feet, 4 inches tall, weighs 102 pounds and has blonde hair and hazel eyes. She started her professional career as a dancer.



★ ★ ★ ★ ★

## STELLA ... JONES ... WIDDER



"Stella Dallas," WOW, 3:15 p. m., sponsored by Phillips Milk of Magnesia and Double Danderine, is the story of a mother who sacrificed her own happiness for the little daughter whom she so dearly loved. The program, like many of the other finer dramatic shows has been on the air for many years.

"I've been playing Stella for so long that sometimes I lose track of when I'm the character and when I'm myself" says Anne Elstner who plays the title role in "Stella Dallas." She created the part 10 years ago.

★ ★ ★ ★ ★

By profession, Lorenzo Jones, is a garage mechanic. But by temperament and choosing he is a gadgeteer. But to his wife, "Lorenzo Jones" (WOW, 3:30 p. m. for Bayer Aspirin and Phillips Creams) he is a kind and loyal husband. The Jones' struggle for security is anybody's story but somehow with Lorenzo it has more smiles than tears.

Karl Swenson, "Lorenzo Jones," after playing the part for nine years feels a definite kinship to the frustrated inventor whom he portrays. "Lorenzo Jones" is broadcast at 3:30 p. m. on WOW, Monday through Friday.



★ ★ ★ ★ ★

### "Widder Brown"

The town of Simpsonville seems like a quiet, peaceful place to an outsider but Ellen Brown, leading character in "Young Widder Brown" has had more than her share of hardships there during the last nine years. "Young Widder Brown" is heard at 3:45 p. m. on WOW. The sponsor is Haley's M-O and Phillips Toothpaste.

Florence Freeman, who plays Ellen Brown in the dramatic serial "Young Widder Brown" is a New Yorker in everything but her radio personality. As Ellen Brown she is a young mother in a small southern town.



## Mrs. W. I. Wolfe of Logan, Iowa Named

Mrs. Walter I. Wolfe, a WOW listener from Logan, Ia., was named as one of the national winners in the Association of Women's Director's Contest on the subject "What I Think About Radio."

The award so justly won by Mrs. Wolfe was a General Electric "Wake-Up-With-Music" radio. That's the kind that you set like an alarm clock the night before and it wakes you up the next morning with your favorite radio program.

Presentation of the radio was made Saturday morning February 22 on the WOW "Jamboree" by Elaine Jabenis of the WOW staff.

Mrs. Wolfe has been a WOW listener for many years.

Her winning letter was published as one of five that were submitted in the national competition in the February issue of the WOW News Tower.

Said Mrs. Wolfe in her winning letter: "... Radio Station WOW is an open door to entertainment and education, a front seat at world affairs, a daily introduction to famous people ... WOW is lavish with its favors—its weather reports for my washdays, news when I am too busy even to read headlines, homemaking helps that give a 'lift' to my creaking budget, correct time for my loitering schoolchildren (radio time is more convincing than mother or the mantel clock!)

"It has taken the word 'foreigner' out of my vocabulary; made the world my neighbor; inspired trust that comes with understanding of the 'little people' of other lands.

"And, with this new nearness to other countries, someday, radio will add to its laurels by bringing about 'peace on earth' between nations through

'good will' between nationalities!"

—WOW—

## Dailey, Engineers Double for Blue Jays

In preparation for televising another basketball game at Creighton gym, the WOW engineering staff set up their equipment the day before with the thought that they would use the Creighton basketball team in work-out as a rehearsal. However, the Blue Jays didn't have a practice schedule and as a result the television boys had no subjects—but not for long. Resourceful Tom Dailey, WOW Sports Editor and one time all-state forward in Illinois rounded up a basketball and started doing a "solo" for the cameras.

The game of solitaire lasted only as long, though, as it took engineers Louie De Boer and Larry Sibelia to get their shoes off. Both of the latter were ex-basketballers from high school and for almost an hour the three went through a series of fast plays that would have bewildered the beef trust.

In any case, technicians were ready for the regularly scheduled game the following evening. The three "actors" paid in some slightly stiff muscles.

—WOW—

## MARRIAGE SURVEY

Despite all rumors to the contrary, there is such a thing as a long and happy marriage in Hollywood. Recently a survey was made among NBC's top stars with the following results:

Frank Morgan leads the list, having been married for 34 years. Others include Eddie Cantor, 32 years; Jim and Marian Jordan (Fibber McGee and Molly), 29 years; Bud Abbott, 29 years; George Burns and Gracie Allen, 22 years; Jack Benny and Mary Livingstone, 20 years; Smilin' Ed McConnell, 18 years; Don Ameche, 14 years; Bob Hope, 13 years; Lou Costello, 13 years; Victor Borge, 13 years; Carmen Cavallaro, 13 years; Art Linkletter 11 years, and Harry Einstein (Parkyakarkus), 10 years.

## "WHEN A GIRL MARRIES"

Subtitled "The story of young married life, dedicated to everyone who has ever been in love," the serial drama, "When a Girl Marries" tells the story of a young couple and their baby son. The husband is a young and ambitious lawyer. "When a Girl Marries" is on WOW at 4 o'clock for General Foods.



Robert Haag appears as Harry Davis and Mary Jane Higby as Joan Davis in the program "When a Girl Marries." The youngster is Baby Rudi in the story. The show is on the air over WOW at 4 p. m.

★ ★ ★ ★ ★

## WOMAN LAWYER

### "Portia Faces Life"

"Portia Faces Life" concerns the adventures of Portia Blake, who successfully combines motherhood and a legal career. Portia never loses sight of the fact that she is essentially a woman even though she is a successful lawyer. "Portia Faces Life" is on the air over WOW at 4:15 in the afternoon. The sponsor is General Foods.

Leslie Woods plays the part of the neurotic, crafty Elaine Arden in "Portia Faces Life," the story of a woman lawyer's fight for justice and happiness.

★ ★ ★ ★ ★

## BARBER ... REPORTER ... DR.

### Bill Davidson, Barber

One of the oldest and most popular daytime serials in radio, "Just Plain Bill" which is heard over WOW at 4:30 for Anacin, is now in its 14th year on NBC. Bill Davidson, a barber, in spite of his lack of money, has made a real success of his life by doing good for others.

Arthur Hughes and Ruth Russell as Bill Davidson and Nancy Donovan in "Just Plain Bill." "Bill" is just the barber and Nancy his daughter in this, one of the oldest and most popular daytime serials.



★ ★ ★ ★ ★

### 'Front Page Farrell'

David Farrell is a young reporter on a mythical New York newspaper in the dramatic serial "Front Page Farrell," WOW, 4:45 p. m. The story concerns events behind the headlines of the so-called New York Eagle, David and his wife Sally portraying the typical young American couple. Sponsor of the show is Bisodol and Kolynos.

Sally and David Farrell are played by Staats Cotsworth and Florence Williams for "Front Page Farrell." The program was first heard on the air over six years ago and has risen steadily in popularity ever since.

★ ★ ★ ★ ★

The story of "Young Doctor Malone" is the story of a doctor, his friends and his patients. It portrays the young doctor, Jerry Malone and his wife Anne as a warm and outgoing pair, influential in the town and with their adventures carrying them through situations of intrigue and danger. "Young Doctor Malone" is broadcast over WOW at 5 p. m. for Duz.

Nancy Douglas, who preferred the make-believe world to playing with her dolls as a child, still loves acting. She is a member of the cast of "Young Doctor Malone," heard on WOW at 5 p. m.



# WOW AT NATIONAL FARM INSTITUTE

## Event Attracts International Attention

The high spot in February farm broadcasting with Mal Hansen on WOW was Hansen's coverage of the National Farm Institute that was held in Des Moines, Ia., under the sponsorship of the Chamber of Commerce of that city. The meetings were held on February 14 and 15 and were attended by more than 1400 farmers, farm leaders, industrialists, government officials, press and radio men. This was, by far, the most important series of conferences held in the nation in the interest of the farm picture throughout the year. Farm Director Hansen covered the entire convention bringing to his WOW-land audience the top news and interviews coming out of the events. WOW Special Events Director Ray Clark also was present the opening day of the sessions and furnished the "Noonday Forum" with two splendid shows as a result of his activity.

### Hansen Moderator for WOI

Mal Hansen chalked up another splendid performance recently as moderator for a forum broadcast over Station WOI, Ames, Ia. The topic was "How Healthy Are Iowa Families?" and was a remote from Carroll, Ia.

WOI, voice of Iowa State Agricultural College at Ames, was granted permission by the FCC to stay on the air after sundown in order to conduct a series of forums in recognition of the 47th Farm and Home Week.

Mal directed the final of four such discussions.

### Garden Series on WOW

A new feature added to the "Farm Service Reporter" is a Monday morning garden program. At 6:38 each Monday, Hansen will bring to his farm microphone, a garden expert with information of interest to all gardeners.

The first of the series was broadcast on February 17 and covered "Pruning Fruit Trees" followed on the 24th with a discussion of the selection of seeds. These interesting and informative interviews are on the docket for each Monday through May 26 according to the following schedule:

- Mar. 3—Seed treatment, fertilizer.
- Mar. 10—Indoor planting, head lettuce.
- Mar. 17—Garden site, plowing and preparing of seed bed.
- Mar. 24—Lawn and mulches.
- Mar. 31—Proper planting in the rows, cabbage plants.
- Apr. 7—Semi-hardy plants, side dressing, potatoes.
- Apr. 14—Asparagus, rhubarb, fertilizer.
- Apr. 21—Planting tomatoes by seed.
- May 5—Cultivation, weed control, and sweet corn.
- May 12—Planting of hot weather plants, beans, etc.
- May 19—Sweet potatoes and other warm weather crops.
- May 26—Insect control.

Lighter weather will provide Hansen with more opportunity for field trips and with the coming of spring, WOW-land farmers can expect to lend their experiences to Mal's "Farm Service Reporter" program via personal interview.

—WOW—

## RURAL HOMEMAKERS

Mal Hansen brought the homemakers throughout WOW-land a treat in a recent series of broadcasts from the Iowa-Nebraska Rural Homemakers Recognition meeting in Omaha. The event, which has now been proclaimed an annual affair, was sponsored by the Omaha Chamber of Commerce, Agricultural Committee. Women from nearly 100 Nebraska and western Iowa counties were recognized as being outstanding homemakers in their communities.

## PANEL DISCUSSION ON SURPLUSES



Doing a half-hour direct broadcast from the Farm Institute, Mal Hansen conducted a panel discussion with four of the top figures at the meeting. Left to right, Lester Vegars, Hamilton County Iowa farmer, A. N. Duchhaw of London, England, E. A. Myer, Washington, D. C., Hansen and Tom Leadley, editor of the Nebraska Farmer.

## "ON THE BACK FORTY"

with

MAL HANSEN

WOW Farm Service Director

Elsewhere in this issue you will find our garden plan outline for the spring and summer. Interest in gardens is great around WOW.



Mal Hansen

We are wondering what the folks here would think of a WOW garden show. Lyle DeMoss must have some coffee plants around his place. Gene Edward grows petunias. They are easier to pick than strawberries, you don't have

to bend so far. Office manager, Al Larson, is reported to be the expert. He produces tomatoes by the carload.

### One Garden

Your reporter has produced just one garden on his own. Tomatoes proved to be the headache in that venture. Iowa State College horticulturists decided that to get good tomato yields and firm sturdy plants, the thing to do was to plant the seed in the garden rather than transplant the young tomato plants from seed beds. We decided to try it. The seed went into the ground on schedule, and stakes went up along side each hill so we would know where to find the young sprouts. But nothing happened. Days went by . . . then weeks. Still no sign of tomato plants. Then we started digging, trying to find if the seeds were sprouting. There was no sign of life. So in desperation, and because space was short, we bought some tomato plants and placed them between the spots where the seed was planted.

### Tomatoes Galore

Just about that time the seed started to show signs of life. Before long the garden was over-run with tomatoes. We had double the number that belonged in the space. But for the sake of experiment we didn't take any plants out, and can now report, that if you plant tomatoes by seed, you will get a strong, sturdy plant. We had tomatoes for breakfast, tomatoes for lunch, tomatoes for dinner, tomatoes for supper and tomatoes between meals. But we warn you that a scientific approach was not used so don't plant the seed and blame us if you get "no tomatoes."

### Pigs and Baby Chicks

But enough of gardens. The topic of conversation on the farms right now concerns the pigs and baby chicks. It's the time of year when weather reports really mean something on the farm because a cold snap in the early spring is more important from a production standpoint, than a solid cold wave in the dead of winter when we can expect such things. Your weather reporter has taken a considerable "beating" around WOW and at home because of the winter weather. We hope spring time brings relief. If, during the winter, we said it was going to snow and didn't, the youngsters at home had nothing but slurring remarks for their father. Around the studios and newsroom, if we said it was going to warm up, but it got colder instead, Hansen was blamed for that. Our only defense is that if the weather goes haywire . . . it's the Government forecast that puts us on the wrong track.

### Poor Forecaster

The poor weather man can stand a little help now that the senators are complaining about the service. Fortunately, the forecasters have the statistics behind them and can prove they are right more than four-fifths of the time. That's a good average. Especially in states like Nebraska . . . where, if you don't like the weather, just wait 15 minutes and it will change.



This year again, as last, WOW took its microphone into the press conference at the National Farm Institute in Des Moines. Here the replies of Representative Hope of Kansas to the press go on wire for another WOW Farm Program.

## STAFF STUFF

(Continued from page 3)

unhappy as he was about that song. And it had been most confusing. Dick reached the point where he watched everyone side-ways in anticipation of the salutation, "Open the Door, Richard" which he heartily disliked but all and sundry obliged. Then suddenly everyone stopped, and poor Dick wasn't sure but that everybody was sore at him.

EXCERPT—from a letter, Mal Hansen to Herb Plambeck, Farm Director, WHO . . . "accept the invitation for breakfast . . . my appetite hasn't diminished since coming to Omaha . . . I eat six eggs . . ." And that is loyalty to one's public—six eggs for the WOW Farm Director each morning for breakfast. It certainly shows up as a boost for more egg production—

and is "showing up" on Mal, too. It might be wise, under the circumstances to change "Farm Service Reporter" to something like "The Fat Man."

WIDOWS—and miscellaneous. Many wives are golf widows, baseball widows, and-so-forth, but Lee Herold and Dorothy Baker are television widows. They have done something about it though and are on hand for every television show. As a result the two have become the foremost as well as the severest critics of Joe and Russ' efforts. And speaking of efforts, putting out their best for Staff Stuff are your reporters,

JEAN and STORMY.

—WOW—

## "Forum" Attracts Raleigh, N. C. Press

Even in far off Raleigh, N. C., Ray Clark's "Noonday Forum" program attracts attention and causes comment.

Ray's recent Forum program from Lincoln which described in detail the benefits of the Unicameral Legislature brought words of high praise from Josephus Daniels, publisher of the News and Observer in Raleigh and former Secretary of the Navy. Mr. Daniels congratulated Clark and asked for a copy of his script so that he could publish it in his newspaper.

Daniels wrote:

"I think Nebraska has set the pace for other states. My own experience from long observation of legislatures has convinced me that the duplication and doubling up of all legislation is worse than a waste of time. It enables the influential powers that be to often kill a bill in the Senate which is passed by the more popular House."

Clark was assisted on this broadcast by Soren Munkhof, WOW's news manager.

—WOW—

## C. of C. Trip is 14th For Wiseman

The spring Good Will Tour of the Omaha Chamber of Commerce has a great attraction for Bill Wiseman, WOW Promotion Manager. This spring's trip, May 12 to 17, largely in southern Nebraska and northern Kansas, will be the 14th for Bill.

—WOW—

The Chicago-originated National Farm and Home Hour (NBC, Saturdays, 1 p. m., WOW), is now being broadcast by every outlet on the 157-station NBC network.

## TECHNICAL INFO

By GLENN FLYNN  
WOW's Chief Control Operator

A report on the status of television seems to be in order. With the opening of KSD-TV in St. Louis and WWDT in Detroit there are now 11 stations operating in the United States. The FCC has granted 47 additional construction permits for new stations with 16 applications pending.

Television receiver production lines are rolling and the prediction now is that there will be a half million receivers in the hands of the public by 1948.

—WOW—

Dr. V. K. Zworykin, director of electronic research, RCA Labs., Princeton, N. J., recently told a joint meeting of the American Meteorological Society and the Institute of Aeronautical Sciences at the Hotel Astor, New York, that control of hurricanes, prevention of killing frosts and precipitation of rain in dry areas are possibilities of an electronic weather forecaster now in its early stage of development. He also stated the new electronic device holds promise of accurate weather predictions over the entire globe.

—WOW—

Many of you News Tower readers are regular listeners to the Hinky-Dinky programs on WOW. Here



G. Flynn

is how the program is produced. At approximately 9 a. m. each Monday, Wednesday and Friday, two of the WOW field engineers arrive at one of the many Hinky-Dinky grocery stores in or near Omaha.

Equipment including recording machines, microphones and a public address system are set up and adjusted for proper operation.

The show begins at 9:30 a. m. with a pre-program warmup. After this the program is recorded and rushed back to WOW's master control room in the Insurance Building. The recording is played on the air at 11:30 a. m.

Added interest is given to the broadcast by recording it and playing the record back on the air a short time later. This enables the housewives to appear on the program and also hear themselves over the air when they return home. "Meet Me at Hinky-Dinky" has been on WOW for over a year now.

—WOW—

Many abbreviations appear in this column and other parts of the News Tower. Here is a short explanation of some of them.

FM, frequency modulation; a new method of broadcasting radio programs.

TV, Tele, television; a means of sending moving and still pictures by radio waves.

FAX, facsimile; sending of printed matter by radio waves.

FCC; The Federal Communications Commission.

RCA; The Radio Corporation of America.



# OUR OMAHA KNIGHTS HOCKEY TEAM



Tom Dailey, WOW Sportscaster, who brings you the play-by-play description of all home hockey games is shown with the 1946-47 Omaha Ak-Sar-Ben Knights. Front row, left to right: Carl "Winky" Smith, Nelson "Blinky" Boyce, Tom Dailey, Jake Forbes, Eddie Reigle, Harvey Jessiman. Second row, left to right: Metz Skaleske (trainer),

Conrad Poitras, Don Morrison, Joe Inarrelli, Sam Levitt, George Homenuke, Jimmy Skinner, Modere "Mud" Bruneteau (coach) Third row, left to right: Frank Porteous, Bernie Strongman, Lee Fogelin, Barry Sullivan, Win Musseau, Frank Melong and Max McNab.

## THE SPORTS EYE

By TOM DAILEY  
WOW Sports Editor

Hy'ya Good Sports!

From the lives of men who loaded their larders by swinging leather lullabys have come some amusing stories. Not all activity in the squared circle has



Tom Dailey

been confined to the count of nine and the raising of an arm. Humor has had its round, also. There was the time, on a sultry Saturday night when Jack Dempsey was going through the paces of boxing an exhibition in Memphis, Tenn. His sparring partner was Johnny Lee of Omaha, the Ole Sarge who worked with Jack for two years. Came the fifth round and Johnny got cute. He danced in and clinched. "Sarge," said Jack, "you shouldn't have done that." The next thing the Sarge realized was when he said, "What day is this and where am I?" It was Thursday in Salt Lake City.

### Whim Wham

Sarge Lee will never forget his fight with the famous Harry Greb, who was one of the fastest and hardest hitters of all time. It was a scheduled 10-round fight, but as Lee tells it: "Sure I fought Harry Greb. The fight lasted nine rounds before I went to sleep, but in nine rounds that Greb hit me nine-thousand times—a thousand times a round."

The Sarge also had a series of bouts with Tommy Gibbons of St. Paul. Twelve, to be exact. And

when we asked the Sarge how many of them he won the reply was: "Well, let's see. I fought Gibbons 12 times. I didn't win any of them, but I was knocked out—let's see, 12 times."

### The Cat

Bearcat Wright of Omaha is another of the old-timers. He tells of the time, and is very proud of the fight, when he fought Mickey Walker. As most ring fans know, the Toy Bulldog was one of the world's greatest fighters—and doubtless the Cat knew it before the fight. "My, but that Mistah Walker could sho throw the leather," muses the Cat. "You know sumpin'? He hit me evah place but on de bottom of de feet."

### The Count Counts

Morrie Schlaiefer, another Omaha, gained fame from coast to coast for his wild swinging type of ring warfare. When he connected with one of those windmills—it was

usually curtains for the opponent. He was colorful—and he fought some of the best, all over the country.

There was the time when Morrie stepped into the ring against Dave Shade at the old ballpark in Omaha. He had heard of the Shade punches, and Morrie's plan was to put him away early. And so when the bell rang for the first round, Morrie rushed from his corner, met Shade across the ring and swung!

But it seems that Dave Shade had seen him coming, and had swung first. Morrie went down in a heap. When he came to his senses, he heard the droning voice of the referee saying, "5, 6, 7, —." It was then that Morrie jumped to his feet, rushed over to the referee and yelled, "Hey, you—from now on when I get knocked down—you start countin' from one!"

Yes, there's many a smile along the resin trail.

## Knights Battle For Top Hockey Spot; Nebraska Clothing Company to Sponsor Play-Offs

As the March News Tower goes to press, the Omaha Ak-Sar-Ben Knights continue their terrific battle to stay on top in the United States Hockey League. Under the competent leadership of "Mud" Bruneteau, one of hockey's greats and who is player-coach of the club, the Knights have the "pressure" on for a cinching of the number one spot. They may or may not make the grade.

Hockey fans throughout the area will be interested in knowing that Tom Dailey will again this year as last broadcast the play-by-play description of the play-off games. That is, of course if the Knights, in the meantime, do not slide out of the running. Also as last year, Nebraska Clothing Company will sponsor the play-offs.

In printing the picture of the "boys from Canada," WOW does so with a sincere best wishes for these colorful lads—all great hockey players.

—WOW—

## TOM DAILEY, BIOG.

(Continued from page 5)  
have four boys—Mike, Pat, Denny and Terry.

Tom was with KVOO, Tulsa before joining the staff of WOW. March 12 will be his seventh anniversary at WOW.

Dailey knows sports—all of them. Hockey or shuffleboard, Dailey does them with the same ease and accuracy. His sportscasts are colorful because for him the characters really live—he knows most of the nation's top athletes personally. His experience, his change of pace, his interest and knowledge of sports all combine to make Tom the best known sports announcer in the middle west.

—WOW—

Immediate delivery of electric water heaters is promised by the Jud Whitehead Heater Company, Fremont, Neb., in connection with the company's new co-sponsorship of the Midday 4-Bell News Round-up. Details, 12:05 p. m. weekdays.

## WOW FETES AK KNIGHTS HOCKEY TEAM



The figure of a hockey player of ice made a unique center piece for the table as WOW feted the Omaha Knights Hockey team last month. Left to right, Robert P. Samardick, James E. Davidson, John J. Gillin, Jr., host, Otto Swanson and Harvey Jessiman.

Another view of the table shows Joe Herold, WOW, Bernie Strongman of the Knights, WOW Sportscaster Tom Dailey and popular left-winger "Winky" Smith.





# WOW'S MARCH NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "3/47" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30	4-Bell News—Sports Phillips "66" P. & G. Dreft Studebaker Falstaff	4-Bell News—Sports Phillips "66" Studebaker P. & G. Dreft Fairmont Falstaff	4-Bell News—Sports Phillips "66" P. & G. Dreft Studebaker Falstaff	4-Bell News—Sports Phillips "66" Studebaker Fairmont Falstaff P. & G. Dreft	4-Bell News—Sports Phillips "66" P. & G. Dreft Studebaker Falstaff	4-Bell News—Sports Phillips "66" Studebaker Fairmont Falstaff	Bob Burns Anacin, Kolynos
6:00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Gems of Melody Allgaier Jewelry	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	News Highlights	
6:30	Singin' Sam—Hamms	Skippy Hollywood Theater—Skippy Peanut Butter	Singin' Sam—Hamms	All Star Western Theater Butternut Bread	Singin' Sam—Hamms	Curtain Time Mars Candy	Phil Harris and Alice Faye Fitch Bandwagon
6:45	Standard News		Standard News		Standard News		
7:00	Cavalcade of America Dupont	Milton Berle Show Philip Morris	Dennis Day Colgate	Aldrich Family Grapenuts	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	Great Gildersleeve Kraft	Burns and Allen Maxwell House	Alan Young Show Minit Rub Ipana	Truth or Consequences Duz	Fred Allen Show Tenderleaf Tea
8:00	Telephone Hour Bell Telephone	Amos 'n' Andy Lever Rinso	Duffy's Tavern Trushay—Ipana	Kraft Music Hall Kraft Foods Co.	People Are Funny Raleighs	Roy Rogers Show Alka-Seltzer	Manhattan Merry-Go-Round Dr. Lyons
8:30	Victor Borge Show Socony-Vacuum	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Sal Hepatica—Vitalis	Jack Haley 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 Pepsodent	Dr. Tweedy Pall Malls	Abbott and Costello Camels	Mystery Theater Molle	Judy Canova Show Palmolive	Don Ameche Show Drene
9:30	Dr. I.Q. Mars, Inc.	Red Skelton Raleighs	Kay Kyser Colgate-Palmolive- Peet Co.	Eddie Cantor Show Pabst Beer	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 Chamberlain	C., B. & Q. WOW News Tower Paxton & Gallagher Omaha Public Power	C., B. & Q. WOW News Tower Paxton & Gallagher Chamberlain	C., B. & Q. WOW News Tower Paxton & Gallagher Omaha Public Power	C., B. & Q. WOW News Tower Paxton & Gallagher Chamberlain	C., B. & Q. WOW News Tower Paxton & Gallagher Omaha Public 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 Hockey	Show Time Murnan
10:30	Symphonette Longines	United Nations Program	Orchestra	NBC	Symphonette Longines	Orchestra	Orchestra
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	WOW News Tower

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.	11:45 A. M.—Big Sister—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
5:55 A. M.—Weather Report.....	Daily except Sun.	Canary Concert—Geisler Pet Shop.....	Sun.
6:00 A. M.—Sunrise News Tower.....	Daily except Sun.	12:00 Noon—Four-Bell News, Markets.....	Daily except Sun.
6:15 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thur., Fri.	WOW News Tower—Kilpatrick's, Perfex.....	Sun.
Organ Reverbs.....	Sat.	12:15 P. M.—Great Stories About Corn—Robinson Seed Company.....	Sun.
6:30 A. M.—WOW Farm Service Reporter, Markets.....	Daily except Sun.	12:30 P. M.—Company's Coming—Swanson's "Ever-Fresh" Foods.....	Mon., Tue., Wed., Thu., Fri.
Sunday Serenade.....	Sun.	Veterans Advisor, Ty Krum.....	Sat.
6:55 A. M.—News.....	Sun.	Your University Speaks—University of Nebraska.....	Sun.
7:00 A. M.—Alex Dreier—Skelly News.....	Daily except Sun.	12:45 P. M.—Noonday Forum—Planters Peanuts, Vicks.....	Daily except Sun.
Chapel in the Sky.....	Sun.	Music Room—Schmoller Music Store.....	Sun.
7:15 A. M.—Lyle, Stan and Company—Cargill-Nutrena.....	Mon., Wed., Fri.	1:00 P. M.—Today's Children—General Mills.....	Mon., Tue., Wed., Thu., Fri.
Louise Massey and Westerners—Campbell Cereal Co.....	Tue., Thu., Sat.	National Farm and Home Hour—Allis Chalmers.....	Sat.
Revival Hour—Gospel Broadcasting Assn.....	Sun.	RCA Victor Hour—RCA Victor.....	Sun.
7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul.....	Daily except Sun.	1:15 P. M.—Woman in White—General Mills.....	Mon., Tue., Wed., Thu., Fri.
7:45 A. M.—Reveille Roundup—Groves Cold Tablets.....	Mon., Wed., Fri.	1:27 P. M.—Masquerade—General Mills.....	Mon., Tue., Wed., Thu., Fri.
Happy Hank—Little Crow.....	Tue., Thu., Sat.	1:30 P. M.—The Baxters.....	Sat.
8:00 A. M.—World News Review—National Biscuit.....	Mon., Tue., Wed., Thu., Fri.	Harvest of Stars—International Harvester.....	Sun.
Farm You Would Like to Own—United Farms.....	Sat.	1:40 P. M.—Betty Crocker—General Mills.....	Mon., Tue., Wed., Thu., Fri.
8:07 A. M.—Eight-O-Seven Special—Nabisco (to 8:15).....	Mon., Tue., Wed., Thu., Fri.	1:45 P. M.—Judy and Jane—Folgers Coffee.....	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—Little Doghouse.....	Sat.	Bob Houston Sings.....	Sat.
Midwest Report.....	Sun.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.....	Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Chapel Service, Rev. R. R. Brown.....	Sun.	Orchestras of the Nation.....	Sat.
Creighton University Reports.....	Sat.	Shaeffer World Parade.....	Sun.
8:45 A. M.—Weather Report.....	Mon., Tue., Wed., Thu., Fri.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
South of the Border.....	Sat.	2:30 P. M.—Pepper Young's Family—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.
8:50 A. M.—Harold Par Sings.....	Mon., Tue., Wed., Thu., Fri.	Orchestras of the Nation.....	Sat.
9:00 A. M.—Lee Sullivan Varieties.....	Mon., Tue., Wed., Thu., Fri.	One Man's Family—Standard Brands.....	Sun.
Homemakers Club—Omaha Public Power.....	Sat.	2:45 P. M.—Right to Happiness—P. & G. Ivory Bar.....	Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—McCall Sewing Corp.—Brandeis.....	Mon.	3:00 P. M.—Backstage Wife—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.
Nelson Olmsted.....	Tue., Wed., Thur., Fri.	Doctors, Then and Now.....	Sat.
9:30 A. M.—Road of Life—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.	Symphonette—Longines Wittnauer.....	Sun.
Record Shop—Columbia Recording Co.....	Sat.	3:15 P. M.—Stella Dallas—American Home Products.....	Mon., Tue., Wed., Thu., Fri.
Circle Arrow Show—Western Auto Supply.....	Sun.	3:30 P. M.—Lorenzo Jones—American Home Products.....	Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Joyce Jordan, M.D.—P. & G. Soap.....	Mon., Tue., Wed., Thu., Fri.	Names of Tomorrow.....	Sun.
10:00 A. M.—Fred Waring—American Meat Institute.....	Mon., Tue., Wed., Thu., Fri.	Nebraska-Iowa Quiz—Listerine Tooth Paste.....	Sat.
WOW Jamboree.....	Sat.	3:45 P. M.—Young Widder Brown—American Home Prod.....	Mon., Tue., Wed., Thu., Fri.
WOW News Tower—Kilpatrick's, Perfex.....	Sun.	4:00 P. M.—When a Girl Marries—General Foods.....	Mon., Tue., Wed., Thu., Fri.
10:15 A. M.—Gems and Jottings—Zales Jewelry.....	Sun.	Nelson Olmsted.....	Sat.
10:30 A. M.—Jack Berch Show—Prudential Insurance Co.....	Mon., Tue., Wed., Thu., Fri.	Quiz Kids—Miles Laboratories.....	Sun.
Smilin' Ed McConnell—Buster Brown.....	Sat.	4:15 P. M.—Portia Faces Life—General Foods.....	Mon., Tue., Wed., Thu., Fri.
Story to Order.....	Sun.	Winnie the Wave.....	Sat.
10:45 A. M.—Lora Lawton—Babo.....	Mon., Tue., Wed., Thu., Fri.	4:30 P. M.—Just Plain Bill—Anacin.....	Mon., Tue., Wed., Thu., Fri.
Solitaire Time—Campana.....	Sun.	Ed Tomlinson.....	Sat.
11:00 A. M.—Light of the World—General Mills.....	Mon., Tue., Wed., Thu., Fri.	Grand Marquee—Rayve Shampoo.....	Sun.
George Johnson at the Organ.....	Sat.	4:45 P. M.—Front Page Farrell—Kolynos and Bisodol.....	Mon., Tue., Wed., Thu., Fri.
World Front—Bunte Bros.....	Sun.	King Cole Trio—Wildroot.....	Sat.
11:15 A. M.—Perry Mason—Spic 'n' Span.....	Mon., Tue., Wed., Thu., Fri.	5:00 P. M.—Young Dr. Malone—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.
Music in Three-Quarter Time.....	Sat.	Rhapsody of the Rockies.....	Sat.
11:30 A. M.—Grocery Boy DeMoss—Hinky-Dinky.....	Mon., Wed., Fri.	Catholic Hour.....	Sun.
Mystery Chef—Metropolitan Utilities.....	Tue., Thu.	5:15 P. M.—Aunt Mary—Safeway Stores.....	Mon., Tues., Wed., Thu., Fri.
Home Is What You Make It.....	Sat.	Constant Invader—Nebraska Tuberculosis Association.....	Sat.

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