



WOW NEWS TOWER

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



ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. VIII—No. 2

OMAHA, NEBRASKA, NOVEMBER 1, 1943

PUBLISHED MONTHLY

RETAIL AD MEN TO SEE 'AIRFORCE'

Educators to Form Omaha Radio Council

Omaha civic leaders, who have a special interest in radio for educational purposes, have decided to form an Omaha Radio Council to promote such broadcasts.

Decision to establish a radio council under the setup provided by the National Association of Broadcasters, was made at a meeting October 14 at the Hotel Fontenelle, at which Dorothy Lewis of New York City, Coordinator of Listeners' Activities, NAB, was the guest of honor. The meeting was attended by radio chairmen of 41 Omaha organizations and others. A motion to form such a council was made by E. M. Hosman, Director of Adult Education, University of Omaha, seconded by the Rev. Paul F. Smith, S. J., Director of Speech at the Creighton University. The motion asked each person present to contact the organization he represented and to secure official approval of the move to establish a council. It is expected that the council will be formed sometime within the next month or so.

Mrs. Lewis assisted at the meeting in the work of the Omaha Peabody Award Committee, which met prior to the luncheon. This committee, headed by Mrs. W. F. Ottmann, will consider and recommend outstanding Omaha programs to the national Peabody Committee, which annually makes awards of distinction to stations which produce excellent public service programs. The Omaha Peabody Committee consists of Mrs. W. F. Ottmann, Chairman; E. M. Hosman, Omaha University; Rev. Paul Smith, S. J., Creighton University; Dr. William Phelps, pastor of Lowe Avenue Presbyterian Church; Vernon H. Smith, Manager of KOWH; Leon Smith, Assistant Superintendent of Schools; Mrs. Laverne Smith, PTA Council; Mrs. H. H. Cockrell, Association of University Women; Mrs. A. W. Campbell, Nebraska Council of Church Women; Mrs. S. P. Bloom, Legion Auxiliary; Mrs. Cecil Slocum, Musical critic, (Continued on page 4)

V...—

WOW Executives Inspect Station KGNF

Five executives of Radio Station WOW made recent visits to Radio Station KGNF at North Platte.

Radio Station WOW, Inc., recently purchased KGNF and is awaiting approval of the deal by the Federal Communications Commission.

Harry Burke, Assistant General Manager, and Joe Herold, Chief Control Operator, went to Norfolk to examine the KGNF transmitter and property; Bill Wiseman, Promotion Manager, went to work out a market and sales story; Lyle DeMoss and Ray Olson went to study future programming, and Soren Munkhof, News Editor, went to investigate future news coverage.

Meanwhile, in New York City, John J. Gillin, Jr., President of WOW, Inc., completed arrangements to put full NBC network service on KGNF after the deal is approved by the FCC.

The new owners expect to operate the station on a 16 to 18-hour-a-day schedule, seven days a week, and to improve the station's wavelength by changing it to 1,240 kilocycles.

If approval is given soon enough, WOW, Inc., intends to start operating KGNF about December 1.

THESE STARS TWINKLE BRIGHTLY THIS SEASON



Here's a group of radio stars who are on the way to even greater popularity this season.

Upper left is Quentin Reynolds, the famous war correspondent, just back from the Italian front, who will be featured on the Goodyear "Salute to Youth" program at 10:30 p. m., Tuesdays.

Center, above, is Shirley Mitchell, former Rudy Vallee star and now a great comedienne on the "Great Gildersleeve," the Red Skelton show and the "Fibber McGee" program.

Dickie Jones, upper right, answers "Coming, Mother." He is the new "Henry" of the "Aldrich Family" and he replaces Norman Tokar, now in the service.

Lower left is lovely Rosemary DeCamp, radio and screen fame, who will play some of the leading roles during November of the Skippy "Hollywood Theater" dramas, Tuesdays, 6:30 p. m.

"It's a beautiful day in Chicago," says Everett Mitchell. Now that weather broadcast restrictions have been lifted, you'll hear him on the "Voice of the American Dairy Farmer," Sundays, at 12:45 p. m.

Lower left is petite Connie Haines, from the South, who is to be the top-notch songstress on the new "Abbott and Costello" funfest, Thursdays, at 9 p. m.

LAST MINUTE NEWS BULLETINS

"Almighty God, let us each take our individual stand against oppression, the ruthless way of life that our men are fighting. Here at home let us be tolerant, uncomplaining and kind. May we be inspired through Thee to a true expression of brotherly love. Amen."—NBC's "The Guiding Light" Program.

V...—

If you like sparkling music and facts that are fun, you will enjoy the new program now heard on WOW every Sunday morning at 10:15. It is known as "Gems and Jottings," and is brought to you by Zales Jewelers, located at 1507 Farnam Street in Omaha.

V...—

Omahans will have an opportunity to see in person, and hear, Oscar Levant, famed pianist and regular star of "Information Please." He will appear as guest soloist with the Omaha Symphony Orchestra on November 10 and 11 at the Joslyn Memorial Auditorium.

The Zeilinger Brothers—Don, Earl, Eugene and Vern—of David City, Neb., were honored Saturday, October 16, with the W. G. Skelly Award for Superior Achievement in Agriculture. They were presented with \$100 in U. S. War Bonds, the Skelly "S" Pennant and other identifying insignia which constitute the award. Presentation was made by Lloyd Burlingham, Chairman of the Awards Committee and well-known agriculturist, during Skelly Oil Company's regular news program on the NBC network.

Each week some farmer, farm wife, farm family, 4-H Club member or other person or group engaged in agriculture, receives this award.

V...—

Barbara Bates, a new member of WOW's staff, recently arrived from Kansas City, has taken over the "What's What Today?" program on WOW (Saturdays, 10:15 a. m.). The feature is sponsored by the Metropolitan Utilities District.

John J. Gillin, Jr., President of WOW, Inc., will be one of the speakers at the seventh annual School Broadcast Conference, Morrison Hotel, Chicago, November 28 to 30, inclusive. Educators, radio station managers, students and various special groups have been invited.

V...—

Bill Wiseman, Promotion Manager of WOW, is to leave November 6 for New York City, where he will attend conferences for promotion and publicity men of stations affiliated with the National Broadcasting Company.

V...—

Russ Baker, former well-known radio announcer, and Miss Dorothy O'Connor, also a former WOW employee, were married in the chapel at Camp Kohler, California, on October 14. Russ is now a sergeant in the orientation branch of the Army Signal Corps. Miss O'Connor was formerly a studio hostess.

Luncheons Set For Omaha and Lincoln

Several hundred retail advertising men will receive invitations to see the Nebraska presentation of "Air Force and the Retailer," the radio industry's 100-minute film analyzing the problems of retail selling and distribution. The presentation will be given twice in Nebraska. The first showing will be November 16, under auspices of the Associated Retailers of Omaha in the ballroom of the Hotel Fontenelle. The second showing will be the next day, November 17, sponsored by Lincoln's Retail Division of the Chamber of Commerce, and will be in the Cornhusker Hotel at the capital city. Willan (Bill) Roux, Assistant Manager for NBC Spot Sales, will be master of ceremonies at the Omaha and Lincoln presentations. Both appearances are sponsored by the Nebraska Association of Broadcasters, an organization embracing all Nebraska radio stations. Both presentations will begin with a luncheon.

David Goldman, President of the Omaha Retailers' group, is Chairman of the committee arranging the Omaha luncheon and presentation, with the assistance of Allen Hupp, Secretary.

Phil Watkins is Chairman for the Lincoln showing, which will be in the Georgian room of the Cornhusker. Clarence Swanson is assisting Watkins.

"Air Force and the Retailer" was prepared by the Retail Promotion Committee of the National Association of Broadcasters. This committee, chaired by Paul W. Moresy, General Manager of Station WTIC, Hartford, Conn., has been working on the presentation for more than a year. The committee was represented by Sheldon R. Coons, former Gimbel Brothers and Lord & Thomas executive; Dr. Paul Lazarsfeld, Columbia University's Office of Radio Research, and Dr. Julius Hirsch, OPA consultant and widely-known economist.

The presentation was underwritten by more than 400 radio stations throughout the United States. It cost about \$125,000.

To Harry Burke, Sales Manager of WOW, went the distinction of having been master of ceremonies at the premiere of the presentation in Washington, D. C. Burke supervised the presentation before a group consisting of merchants, government officials, editors, advertising executives, and others, at the Hotel Statler, October 12. Burke's selection for this assignment was one of the greatest honors to come to a midwest radio advertising man in the history of the industry.

(For a fuller explanation of the Washington premiere, see page 6.)

The presentation is being shown to more than 25,000 retailers in 114 cities during the first three weeks of November.

V...—

Law Expert Speaks on Catholic Hour

The Rev. T. L. Bouscaren, S. J., author of the "Canon Law Digest" and authority on Canon law at many Catholic universities and seminaries, will deliver four lectures on the "Catholic Hour" during November. His subjects:

- Nov. 7—"The Moral Law and Peace."
- Nov. 14—"Disarmament, the Touchstone to the Will to Peace."
- Nov. 21—"The Future of International Law."
- Nov. 28—"The Realism of Pius XII."

THE WOW NEWS TOWER

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BILL WISEMAN, EDITOR

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By BILL WISEMAN

A LESSON FOR SNOOTY STARS . . .

When the "Old Maestro," Ben Bernie, shuffled off this mortal coil a fortnight ago, he left behind him more real friends than any other person I've ever known in the show business. He should have been the author of the tome, "How to Win Friends and Influence People."



Ben Bernie

For the key to Bernie's success—nearly 40 years of it—was his continuous, life-long campaign to make every person he met his FRIEND. In this effort he never failed—never missed a chance.

Throughout the nation, bellhops, waiters, Pullman porters, newsboys, theater ushers, charwomen and thousands of newspaper men will tell you he was a "regular guy."

Ben was never much interested in "important people." Brass hats and big shots and self-appointed Mr. Bigs bored Ben, but, of course, he never let that be known. He was never too busy or too tired to do any task, be it signing an autograph, shaking hands or what have you—for anybody, any time, anywhere.

You could have broken Ben's heart by calling him a snob. He was that kind of a man.

I think of Ben often when I come into contact with some of the young, modern, haughty stars—be they stage, screen, radio or opera. Many of them are so snooty and jealous they even snub each other.

Jeepers! What a lesson they could learn from Ben Bernie's philosophy!

v. . . —

TAKE IT EASY, BOYS . . .

In the past few weeks we've noticed a tendency on the part of some of the better-known comics to get a little off color with some of their stuff. They probably do this because they think soldiers like it. They can't resist the temptation to revert to their vaudeville and burlesque days. Let comics who want to be smutty, to give free plugs for whiskey, and otherwise "loosen up," remember that vaudeville and burlesque is dead. Let them also consider that the radio audience—probably 95 per cent of it, is men, women and children sitting at speakers in their homes.

Let them stop to think that there's no reason to reduce the quality of their humor simply because we're at war.

v. . . —

THEY SAID IT ON WOW . . .

"It is unfortunate that we must deal with a king and premier of Italy who do not represent the will of the people. Indications are that the vast majority of the industrial workers do not support the monarchy."—LOUIS LOCHNER, former AP Bureau Manager in Berlin, on "World News Parade."

v. . . —

"Apparent German peace propositions have been advanced to Washington, London and Moscow, but the enemy was turned down flat in all these capitals."—MORGAN BEATTY, NBC correspondent in Washington.

v. . . —

"Once again I plead, don't underestimate the Japanese. Try to think as he thinks. As far as he is concerned, he has won the war already. Although he is now in the process of giving up some territory, still he has won more than he ever hoped. He is counting on America—impatient America—to get tired of the war. But in that respect he underestimates us. It may take five to eight years to defeat him, but we will do it."—ART COHN, INS correspondent on "World Front."

v. . . —

"Already the tremendous Russian advances have evoked the fear in some quarters that the Soviets may get to Berlin before either we or the British. The fancy bogey, spread so systematically by the Nazis, that the Russians will then endeavor to communize all of Europe, is one of the enemy's last weapons in his arsenal of psychological warfare. It is of little importance who gets to Berlin first so long as someone does it in the quickest and most judicious manner possible."—ALEX DREIER on "Skelly News" program.

v. . . —

LET 'EM EAT CAKE . . .

A youngster at Blanca, Colo., named Raymond Fosdick, has whistled up a recipe for a cake which he guarantees will satisfy the appetite of every American. Here are the ingredients:

"Two cups of Hitler . . . one-half cup of Mussolini . . . six cups of Japs . . . one teaspoon of Rising Sun and one teaspoon of MANILA.

"Sift Hitler three times through barbed wire. Chop Mussolini and then crack and shell the Japs. Add Rising Sun and beat well. Then add Manila, and beat some more—the more the better. Grease the pan, pour the mixture in, put the pan in the oven and slam Correggi-door. Turn the gas on to 95,000 degrees. Then go to see 'Gone With the Wind.' On returning home, put on a gas mask, open all the windows and doors to let the odor escape. Remove the cake from the oven and submerge it in the Atlantic to cool."

"The Ten Demandments"

★ ★ ★ ★ ★

Many schools use radio in their classrooms. The following was given as advice to teachers in the bulletin of the Wisconsin "School of the Air." It is passed along as sound advice to any groups who study with the aid of radio broadcasts.

1. Provide good receiving equipment.
2. Try several programs, select those best suited to the grade level and interests of your pupils, then listen regularly.
3. Obtain teacher manuals to guide utilization.
4. Tune your radio and adjust the volume well in advance of the start of the broadcast.
5. Listen attentively! Set a good example for the boys and girls.
6. Follow the program with discussion or activity as needed to make the experience meaningful.
7. Don't kill the pleasure of radio listening by compulsory note-taking, excessive testing or tiring routine.
8. Don't expect the radio to do everything. Your skill in using the programs is all-important.
9. Encourage parents to hear the broadcasts. They form an excellent link between school and home.
10. Write to the broadcasters. They are entitled to your frankest criticism.

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

Once more we approach Thanksgiving Day with the god of war riding on in death and destruction. War clouds still darken the skies of most of the world. Limited food supplies, famine or near famine, threatens millions of the earth's population and an ever-increasing number of homes will again have vacant chairs. In our own America, we have been saved much of the suffering that has come to the older countries engaged in the war. Our granaries are filled and there is little evidence of real want, although we are feeding millions of soldiers and providing food for millions of civilians in countries abroad. Our most priceless contribution to the war is the young men and women who have gone into the armed forces, many of whom will be called upon to make the supreme sacrifice. We may chafe a bit under some of the restrictions and limitations imposed upon us, but our attitude as a nation would change if we would stop to count all of our blessings. As we approach this Thanksgiving season, we should hear the command that comes to us from the Bible, "Be Ye Thankful!"



Rev. R. R. Brown

America, let us be thankful for the peace that prevails and the prosperity that we are enjoying. Our bountiful harvest and vast stores of raw materials with which we can help the needy peoples of the world should inspire thankfulness. Let us be thankful that we live in a land where we may still say what we think and read what we please. Until this war was forced upon us, we took our freedoms as a matter of course, but now we have come to realize what a priceless possession they are, so that for them our gratitude should be unbounded.

Let us be thankful for those in places of responsibility who faithfully warn us and courageously defend these liberties from insidious and subtle un-American tendencies and political efforts that imperil our prized heritages. While our boys fight against the foes of our freedoms on foreign shores, we must stand guard here at home. Let us give thanks, not only for our material resources, but for our spiritual and cultural privileges

which are the gifts of God to us and vital to our soul's defense. Let us give thanks for the opportunity that we have as a nation to do something heroic and challenging to establish better racial and international relationships and to encourage mutual cooperation to make a peace that will be more equitable and enduring than that which followed the last war.

Finally, let us give thanks that

NEWS TOWER 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.

Villisca, Iowa—A word of appreciation for your consistently good programs. Though I do not listen now, I did for many months to your "in the night" transcriptions, and they were always appreciated. A home-grown program is always more interesting, and as I lay there listening, I would think someone else, near, is awake, too, and the eerie feeling that sometimes attacks poor sleepers would go away.

Two programs now on are so good! "Cheerful Earful," with Ray and Marty, at 7:15 a. m., and "Company's Coming," at 5:15 in the afternoon.

I am a rural school ma'am, and always plan my drive to and from school each day so that I may hear these two.

We are grieving terribly for our dearly beloved son, who was burned to death in a gasoline transport fire at Omaha a year ago. Time hasn't done much to alleviate the pain, and I find "keeping my chin up" uphill business sometimes. This may sound silly, but as I listen to Ray and Marty and their jokes, I find myself laughing and ready to dive into another busy day. Likewise, as I start home at night I get a real kick out of the "Company's Coming" broadcast. Versatile Tom Dailey really should sing a song or two—well one anyway.

Yes, I believe in using products advertised if I enjoy programs they sponsor, and these are no exception.

(MRS.) FERN WOHLNHAUS.

God is the rewarder of them that diligently seek Him. We should be grateful for the fact that more people are reading the Bible today than ever in the history of the church. As we remember all of these and many more blessings, we are satisfied that we shall be inspired to obey the command, "Be Ye Thankful!"

Remember America's first and most continuous religious broadcast each Sunday morning, 8:30 to 9:30.



IT'S YOURS...FREE!

16 pages for recording dates, names, places, adventures, gifts, furloughs—all of keen interest to both those in the service and those at home. Embossed cover, 5x8 inches. Illustrations include all service medals and insignia of the United States Armed Forces.

TO GET YOURS...

Simply send one new or renewal subscription to the News Tower Magazine, 50 cents per year, cash in advance, to

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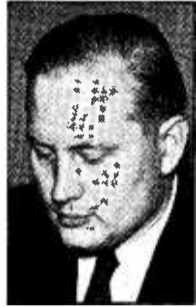
WOMEN FOLKS ENJOY SERIALS

STAFF STUFF

By SOREN MUNKHOF

Our column this month looks more like a society column than anything else.

One of the WOW girls is matrimony bound. Phyllis Murphy, on the WOW mail desk (spelled M-A-I-L), is going to be married in the near future to First Lieut. M. L. Balch.



In addition to that, two of the WOW girls are leaving, one for the east and one for the west. Jennie Lou Dwyer leaves the Program desk to go to Chicago for United Press radio news. Harriett Harris, script writer here at WOW, is going to Hollywood to work for Warner Bros. Radio Station KFVB, where she worked before being employed by WOW.

Kansas City Girl to WOW

Harriett will be replaced by Barbara Bates, who comes to WOW from Potts-Trimble agency in Kansas City. Before that she worked at Radio Station WNAX. She has a soldier husband.

Joe Herold, WOW's chief control engineer, has just finished the second half of his vacation, which he spent tramping over hills and dales of southern Nebraska with his brother and a pair of guns, hunting for such interesting items in these meatless days as pheasants and squirrels and whatever else they shoot.

Gillin Back

President John J. Gillin, Jr., away so much of his time on business trips, did spend most of the month of October at the station renewing old acquaintances on the staff.

You probably all know that Tom Dailey, Wes Jones and John Leslie have been journeying to the scenes of the Nebraska University football games to bring you play-by-play accounts of how the bout was going.

May Returns

Foster May, one time "Man on the Street," now doing his one shot a week, "News, Views and Interviews," returned to Omaha about the middle of October after a three-week stay in New York City. While in New York, he not only made transcribed interviews with some of the outstanding personalities in the east, but also conducted a lot of research and personal interviews to provide background material for his weekly broadcasts.

Ray Clark, WOW's chief news-caster, has just returned from a two-week jaunt to Canada, where he made a number of transcriptions showing the wartime life of our Canadian neighbor. The trip was made in an effort to bring WOW listeners a picture of what the Canadians to the north of us are doing in the war effort.

Engineer Added

A new engineer has been added to the WOW staff to replace Paul McDonald. McDonald, as we told you in the last issue, left the station to go into the business of manufacturing radio meters—a new style which he has invented. Replacing him is Cecil Hagerman from Columbus, Neb.

Another new engineer is Frederic W. Fry, who is filling in for Control Engineer Ed Anderson while Anderson is in the hospital.

Ingoldsby Feted by Staff

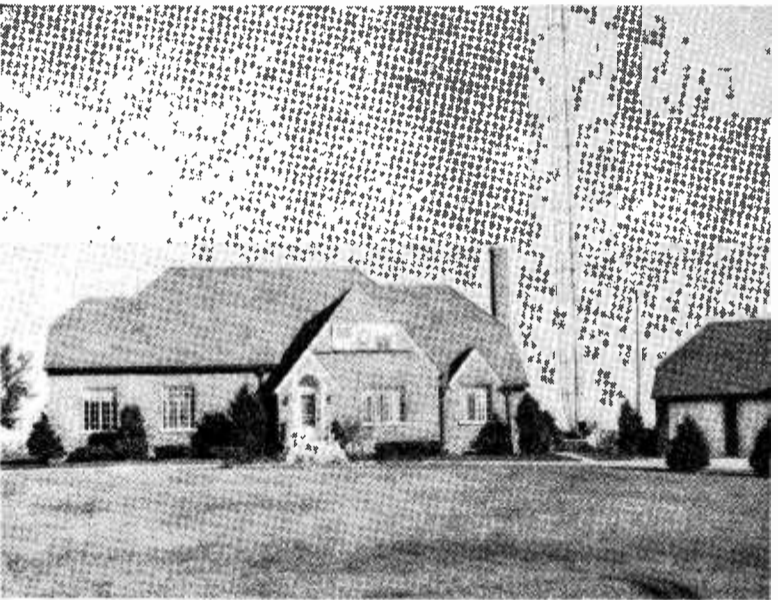
Among our social notes is the fact that Tom Ingoldsby, city editor in the WOW News Department, celebrated his 60th birthday on the 11th. The fuel heating problem at WOW was temporarily solved by the blaze of 60 candles amassed at the top of one quaking cake. There was so much flame, in fact, that the top of the cake caught on fire.

Roy Glanton, Former Farm Boy, Becomes Chief of WOW's Transmitter Engineering Staff

By CLAIR WOLFE



Roy "Tex" Glanton, who after 15 years of hard work and loyalty to his employers, has been named chief of WOW's transmitter staff.



A general view of WOW's transmitter building and residence at 56th Street and Kansas Avenue. Residence is at right near antenna towers. It's the Glanton's home.

Somewhat it always seems to me that most of the men who climb highest on the ladder of success were once farm boys. Maybe it's because farm boys have more time to dream and plan. As they guide a plow, or fish in a creek, or ride the range in the great outdoors, they seem to make firm decisions early in life—and to stick to them.

Anyway that was true of Roy "Tex" Glanton, WOW's new resident chief transmitter engineer—who's "new" only in the sense that he's recently been promoted to that post of high responsibility.

For Roy was a Texas farm boy when he first became intrigued with the mysteries of radio transmission. He decided at a tender age that he wanted to be a radio technician. He's never wavered since. He still recommends his profession to young boys who have a technical turn of mind, imagination and enough interest to work hard and learn.

WOW's new chief transmitter operator was born in May, 1900, on his father's farm in Texas.

The life of a farm boy did not appeal to Roy, and at the age of 23 he and a friend entered the retail radio business in his home town. In those days the business of selling radios really was the business of building them, as there were no factory-built sets on the market. Roy's early-day experiences, repairing and building radios, naturally led to his wanting to know more about the technical side of that growing business. This interest led Roy to take a course at what was the leading radio school in the country, the Radio Institute of America, in New York.

After being graduated from the radio school, Glanton signed up for a six-months' cruise as radio operator on an oil tanker. Early in 1928 a job as transmitter operator was offered Roy at Station KRLD, in Dallas, and he left the oil tanker for this job ashore.

In May, 1929, Roy came to Radio Station WOW as a transmitter operator . . . just 15 years later he was promoted to chief transmitter operator. At that time the station and transmitter were both located on the top floor of the Woodmen of the World Building, at 14th and Farnam Streets. In 1935 the present transmitter was built.

Rambeau is Star of "Skippy" Theater

Marjorie Rambeau, Isabelle Jewell, Rosemary DeCamp and Ona Munson will star in November editions of "The Skippy Hollywood Theater," 6:30 p. m., Tuesdays, on WOW.

Miss Rambeau will be heard on November 9 in "Lady Luck," Miss Jewell in "Taxi Mister" on November 16, Miss DeCamp in "Tomorrow Will Come," November 23, and Miss Munson in "The Lady Was a Lawyer" on November 30.

DUKE IS BACK

When Whitey Ford signed a five-year contract to appear on the "Grand Ole Opry," over WOW, Saturdays, 9:30 p. m., in his familiar role of the Duke of Paducah, he refused to sign with the pen the others used. He had brought his own pen, filled with green ink. He says green is his lucky color.

V. . .

Harry Hershfield, member of Colgate's "Can You Top This?" program, celebrated two big events on October 13—his 31st wedding anniversary and his 58th birthday.

However, it was put out in time to rescue enough cake to give everyone a bite or two.

Speaking of parties, WOW girls held a luncheon to celebrate (correction—in honor of) the departure of Dorothy Heise and Harriett Harris. Dorothy Heise is quitting the staff to devote her time to housekeeping and her husband.

We will have more chit-chat for you next month.



Roy (reading News Tower), Mrs. Glanton (Marguerite) and their son, Dillard, 12, shown in their home in the transmitter apartment. Roy and Marguerite were childhood sweethearts in Texas.

EDWARDS' HEIR

Ralph Edwards' "Truth or Consequences" staff asked the questions for a change the other day, and Ralph had to answer them. They were about his new son, born to Mrs. Edwards at Women's Hospital in New York. The boy, weighing seven pounds, will be named Garry.

V. . .

PA-IN-LAW PEAVEY

Richard LeGrand, the henpecked druggist, Peavey, of the NBC "Great Gildersleeve" show, gained a daughter-in-law recently. His son, Richard, Jr., was married to Joan Reich of Hollywood.

Mrs. Glanton, Marguerite, and Roy were childhood sweethearts in Texas. The Glanton's have one son, Dillard, age 12. Dillard and Roy share many hobbies, all of the natural sciences, amateur archeology and many others.

As chief of WOW's transmitter staff, Roy and his family occupy the residence which is a part of the transmitter property at 56th Street and Kansas Avenue. This is a five-room apartment. The transmitter property also includes 22 acres of land. For several years this land has been referred to as "the WOW farm."

Roy has a natural aptitude for truck gardening and raising flowers.

Average Woman Hears Five a Day

(By United Press)

The radio has become as much a part of American home-life as the fireside and an easy chair.

Children by-pass home-work to hang on the latest cowboy and Indian thriller. Parents sit back after the evening meal to relax with their favorite orchestra, gag-man, variety show or newscaster.

Almost all of us succumb, at one time or another, to the lure of trying for prizes for the best line to complete an advertising jingle. Box tops and wrappers, or reasonable facsimiles thereof, are collected and mailed from countless homes.

Almost all day, every day, the radio plays on. And its importance is immeasurable to many. To many women, in particular, who follow the endless ups and downs of soap-box operas and serials.

Women and daytime radio serials have become an object of detailed study. Miss Leda Summers of Des Moines and Columbia University's office of radio research concludes that listeners are found among every type and class of women. And they've dug up a lot of interesting sidelights in the process of making that deduction.

5,000 Women

Their study is based on questions asked of more than 5,000 Iowa women. There's no reason to believe that the reactions of an Iowan differ from feminine reactions in similar age groups, economic settings or educational status in other parts of the country.

So we'll use the findings as typical of the average all over the country. We'll look into the question of why women listen to tender romances or blood-and-thunder thrillers and the effects of such a radio diet.

The average feminine fan, the survey discovered, tunes in on five serials a day. Her reasons for listening are determined by such things as the size of her community, the number of children she has, the distance to the nearest city or movie house, the type of books she reads and the state of her health.

As you would suspect, the smaller the community, the larger the percentage of listeners. Where life clings to a regular pattern, as it often does on farms or in small towns, women turn to the limitless radio world for excitement and broader horizons.

For Farm Wives

Listening is more indiscriminate than in the big cities. For the farmer's wife is at home more and sometimes loneliness is a problem. Even if she doesn't feel bored or lonely, the continuous drone of the radio becomes a pleasant backdrop to household chores.

Miss Summers also finds that in general the women who listen most constantly are the ones who've had the least education.

However, the theory falls short of conclusiveness. For fans with high school educations often tuned in on as many as seven or more serials a day. This may be because education develops imagination. These women can project themselves more easily into the make-believe world of the radio drama.

Read More, Too

Women who are radio's most faithful followers also devour more picture and fiction magazines. In one way, this follows. For both fiction and serials appeal to one's sense of plot and interest in a story. But, on the other hand, you'd think that constant listeners wouldn't find time to do as much reading.

Psychiatrists have hinted that the tension and excitement of many serials might have an upsetting effect on constant fans. But, according to the women quizzed in the survey the psychiatrists are barking up a Willow-the-Wisp. Their answers showed there was little relation between personality and the type of radio fare.

BUD 'N' LOU LEAD NEW STAR PARADE

Return to NBC After 8-Month Absence

Abbott and Costello are two smart boys who fought their way into fame and fortune. They're still fighting, and now back on the air Thursdays at 9 p. m. on WOW, and their public still loves it.

Years ago, when the pair teamed up to tour the vaudeville and burlesque circuit, they evolved their routine wherein Bud Abbott plays the straight man and Lou Costello the stooge. Lou always got the short end of the deal, but the long end of the laughs.

Whether they were playing the old shell game routine or their now famous "What's on first base," poor Lou took a physical and verbal beating. If Bud wasn't slapping him around, he was drenching him with vaudeville's beloved seltzer bottle. And the audiences loved it.

Lou was game. If that's what people wanted, that's what they'd get. He developed his "I'm a baad boy," and that, too, went over big. Gradually the talent scouts of the upper realms of the entertainment world took notice of this team that was convulsing audiences in "vod-vil."

They got a guest shot on the Kate Smith hour and were sensational. That landed them a place on the Chase and Sanborn hour, which led in turn to their own NBC program. The same thing happened in movies. They were tested in a Class B production, "Buck Privates." It left theater-goers holding their sides, and Abbott and Costello were in. Since then they've been making pictures as fast as Hollywood can turn them out.

Today the two gagsters haven't changed the essence of their routine at all. Bud still talks Lou into trouble one way or another. But don't feel too sorry for Costello. Laugh at him if you like, but there's no need for sympathy. Those two guys know exactly what they're doing.

V...—

RADIO COUNCIL

(Continued from page 1)

and Miss Bertha Baumer, City Librarian.

Those who attended the noon luncheon given by WOW were:

Mrs. Dorothy Lewis, Coordinator of Listener Activity, NAB, New York; Mrs. W. F. Ottman, State Chairman of Radio and Press, Nebraska Federation of Women's Clubs, Chairman of Peabody Awards for Radio; Mrs. S. P. Bloom, Peabody Award Committee, American Legion Auxiliary; Mrs. A. W. Campbell, Peabody Award Committee, President, Nebraska Council of Church Women; Mrs. H. H. Cockrell, Peabody Award Committee, Nebraska Congress of Parent and Teachers Association; Miss Bertha Baumer, Librarian, Omaha Public Library; Mrs. David Northrup, member of the Nebraska Public Library Commission and the Omaha Public Library Board; Mrs. Gertrude Dixon, Council member of War Service Committee, Women's Division of the Omaha Chamber of Commerce; Mrs. C. E. Magnuson, District President of American Legion Auxiliary; Mrs. Harold Diers, National Director of Publications, American Legion Auxiliary; Mrs. H. H. Brinkman, President, American Association of University Women; Mrs. Deane W. Carre, President, Omaha League of Women Voters; Mrs. John A. Nixon, State President, PEO; Mrs. Sidney Smith, President Inter-Club Council; Miss Joyce Paul, Executive Secretary, Girl Scouts, Omaha; Mrs. Austin Vickery, Chairman, Radio and Press, Omaha Council of Church Women; Mrs. Frank Baker, Publicity Chairman, Major Isaac Sadler, Chapter D. A. R.; Mrs. R. J. Robertson, President, South Omaha Women's Club; Mrs. Fred Pinnow, Radio Chairman; Mrs. W. F. Cochrane, President, Omaha-Benson Women's Club; Mrs. E. N. Solomon, President, Omaha North Side Women's Club; Mrs. George H. Reiff, President, Omaha Women's Club; Mrs. Charles Edwards, Radio and Motion Picture Chairman, Omaha Women's Club; Mrs. George Crocker, Chairman of Cancer Control for Women's Clubs, member of Board of Directors for Nebraska-Cancer Control; Mrs. J. F. Lukovsky, President, Omaha Parent-Teacher Council; Mrs. Ardith Van Housen, Activity Chairman, Women's Division, Omaha Chamber of Commerce; Mrs. W. B. Aten, Chairman of Finance, Omaha Chapter, D. A. R.; Mrs. R. J. Neary, Chairman, Family Life and Education, Catholic Women; Mrs. S. E. Soders, Business and Professional Women; E. M. Hosman, Director of Adult Education, University of Omaha; Rev. Paul F. Smith, S. J., Director of Speech, Creighton University; Rev. William H. Phelps, Pastor, Lowe Avenue Presbyterian Church; Leon Smith, Assistant Superintendent, Omaha Public Schools; R. H. McCann, Production Manager, KBON; Bud Corrigan, Manager Station KOWH; Ad Hughes, Production Manager, Station KOIL; Bruce Wallace, Program Director, Station KOIL; Bernard Fenner, Program and Production Manager, Station KOWH; Lyle DeMoss, Program Director, Station WOW; John J. Gillin, Jr., President, Radio Station WOW, Inc.

ABBOTT and COSTELLO RETURN



SCREWBALLS . . . Bud Abbott and Lou Costello, absent from the air-planes for eight months, will return to WOW on November 4 for Camels. They will replace the Durante-Cugat-Moore show for Camels.

STRAD-IST



PAUL LAVALLE . . . who directs the new Sunday morning "Stradavari Orchestra," looks over some of those rare instruments which make such delightful music (11:30 a. m., Sundays).

A "FIND"



NORA MARTIN . . . is that grand new singer on Eddie Cantor's "Time to Smile" program, 8 p. m., Wednesdays, on WOW. She's been dubbed "The Girl With the Vibraphone Voice."

THE DUKE and a NEW MAESTRO



SOREFOOT WHITEY FORD . . . the "Duke of Paducah," is back in radio—this time on the "Grand Ole Opry" (Prince Albert, 9:30 p. m., Saturdays). Whitey's a favorite—especially with women.



HOWARD BARLOW . . . famed conductor, has replaced the veteran Alfred Wallenstein as conductor of "The Voice of Firestone" concerts, Mondays, 7:30 p. m., on WOW. Barlow is tops among American conductors.

RATION TALKS

"Washington Reports on Rationing," public service program sponsored by the Council on Candy as Food in the War Effort, has been renewed on WOW and 47 other NBC stations for 13 weeks, beginning November 14. The program, originating at Wash-

ington on Sundays from 2 to 2:15 p. m., Omaha time, features Ernest K. Lindley, veteran capital observer, as host-commentator, in interviews with high governmental and military authorities on the rationing program.

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

KNOCK . . . KNOCK! MAY I COME IN?

There she goes, over the hill! Beautiful October, and in her arms are the last branches of red and lemon leaves, a spray of flaming sumac and a cluster of wild asters spiked with goldenrod. She has artfully caught up her hair with a sprig of bittersweet and her bright skirts rustle as she glides along. Blowing a kiss through a haze of Indian summer, lovely October has said farewell to those who worship at her feet.



Aunt Sally

Quick, sharp steps come down the path and the breath of old November frosts the window pane. There is a bracing air about him as he wipes silver cobwebs from his bright eyes and smiles in bold, yet friendly, fashion.

One month steps out and another comes through the door of Time with the promise of new and greater joys. November whispers to us now of Thanksgiving, and December's promise is Christmas gayety. And that reminds me it is time to get a letter off to my family, so excuse me, please, while I write to—

My Dear Children: To save time and postage, your letters will come to you in the future through this column. I want you to feel that they are just as personal as if an envelope were handed you, for that is the way I mean them.

These are days when we must all save time, labor, material and money, so I have had to get out the old "Sunshine" pencil quite often lately to figure how I may bring you all the same comforts and joys that you received from us before the war.

I know that you are there beside your radio, hearing all about the great conflict, and you read it in the newspapers, neighbors bring it to you, and you can't get away from war like the people who are on the outside, so I feel that you need more Sunshine this year than you did last, and when someone said, "You won't be able to do as much now that the war is on," I just decided to do more. Where there is a will, there is always a way to be found if your purpose is for the right.

During the past year we have had to omit many small services, but we have done more big things than ever before. At present we have three cases pending, for which we have raised money to cover hospitalization, medical aid and incidentals.

We have sent out more radios and wheel chairs than in previous years, supplied a hearing aid, vitamins, medicines, glasses, clothing, bedding and a hundred one other things just the same as in other years.

Yes, the "Sunshine service" of WOW is going strong and getting stronger all the time, but it does take constant thought and figuring for ways and means to accomplish it all now.

Shopping requires so much time these days of shortage in help, and the purchase of but three or four articles will keep me away from my desk for an hour, and an hour away from my desk means just that much more mail unanswered.

Now the shops are unable to wrap packages for mailing, and I can no longer step over to a store, make my purchase and request that it be sent to a certain address, so I must ask you all not to expect anything from me unless it is something important. I cannot be Santa Claus this year.

Now, now, now, that doesn't mean that there will be no Santa, for I told you I am figuring. It's been so much fun to select little things that I know you will like, have them wrapped and tied with pretty ribbon, and enclose a card, "With Love from Me to You," but this year that pleasure will be denied me. But listen, my children, and you shall hear of a plan I made for each one so dear . . .

Pretend that you are writing to Santa Claus and make a list of a few things you need or want for Christmas. Of course, you won't get them all, but your friends would rather send something you want than a gift you cannot use. So make your list and send your size in all clothing along with your favorite color.

Please send this information at once, and if you have told it all before, it won't hurt to repeat it, as some of our file cards were lost and mistakes made by inexperienced girls who tried to help out.

Hurry with your list and just know that Santa Claus lives in wartime, too.

Well, 'bye for now!

YOUR AUNT SALLY.

Lyle DeMoss Attends New York BMI Meet; Sees Donna Dae

"The trip into New York was very pleasant and a great deal of fun for a boy who had never been in the big city before." That's the way Lyle DeMoss, Program Manager at Radio Station WOW, described his recent trip—his first, incidentally, to New York City.

Lyle spent a week in New York, three days of it in conference with top-notch radio men all over the country in discussions on program and music problems of the radio industry. The discussions were under the sponsorship of Broadcast Music, Inc., which publishes most of the music you hear on WOW and other big radio stations.

"I think that the outstanding thing I learned was that the uppermost thought in the minds of all radio men is the question of how radio, with its over-taxed facilities, can best serve the public interest," said Lyle.

Lyle visited with several NBC personalities and renewed acquaintanceship with them. Included were seven former Nebraskans, now with Fred Waring's orchestra, and a keynote of those visits, said Lyle, was meeting with those orchestra men and women. He was especially pleased to meet again Donna Dae, the Lincoln girl who is the toast of New York. Lyle said: "She is absolutely gorgeous and glamorous, but she still has all the good traits

that the people in Nebraska have known since she was a child. She hasn't changed at all."

Lyle did say, although not for publication (Editor's Note.—This we are disregarding.), that the big city really took the small-town boy over the hump when it came to prices. He still shudders when he thinks of the quite unostentatious dinner for four which completely melted away a 20 and a 10-dollar bill. In some ways the big city was a little too rich for his blood, said Lyle, feeling for his wallet.

V...—

NEW CHARACTERS

Two members have been added to the cast of NBC's serial of pioneer life, "A Woman of America" (2 p. m., on WOW). Louise Larebee plays the St. Louis dance-hall girl who complicates things by falling in love with Wade Douglas, and Ed Jerome is the scheming New Englander who joins the Dane Expedition to try to gain the settlers' land when their money is low.

V...—

Dixie Lee, wife of Bing Crosby of NBC's "Kraft Music Hall," has written a serial, entitled "Footlight Five." It's about a husband and wife in theatrical life who have five sons. Since the Crosby's have five boys, chances are the story parallels their home life. The serial is currently in the hands of agents.

RADIO'S ROLE IN THE WAR EFFORT

\$8,000,000 Worth of Time, Talent Each Month

When war struck, the United States had one asset unmatched by any of our enemies or our Allies.

This asset was the enormous number of our people who listened to the radio as regularly as they ate their dinner and supper . . . and who could be reached with vital war messages every day of the year.

This audience consisted of about 100,000,000 citizens whom the government could count on to turn to their radios—not just hope that they would.

Today, for example, the government knows that from 25,000,000 to 30,000,000 people will listen to Fibber McGee and Molly . . . 23,000,000 to 25,000,000 to the Lux Radio Theater . . . 23,000,000 to 27,000,000 to Jack Benny . . . and so on down the list.

This audience was built over the course of years by American business. It could not be duplicated quickly, no matter how much money was spent.

Business Did This

In generous measure, business has turned over this powerful weapon to the government, to be used to spread messages necessary to the successful prosecution of the war.

Everyone of the big network shows and a great majority of the local station programs are devoting part of their time to some vital government message. More than \$90,000,000 worth of time and talent was donated to the government in 1942. At present, approximately \$8,000,000 worth of such time and talent is being donated each month.

In large part these radio programs are produced and the war messages in them are written by the advertising agencies of the country. And the number of these separately written and conceived messages runs into many thousands.

For instance, in 1942 some 600,000 individual programs carried war messages, and many of these programs carried more than one per broadcast. In addition to these, the stations themselves broadcast more than 5,500,000 war announcements which appeared between programs rather than as part of them.

In terms of actual broadcast time, the figures are almost incredible. In June of this year, the latest month on which data is available, American radio stations broadcast war messages—ranging from 18-second spot announcements to 90-minute live broadcasts—that totalled up to more than 18,000 hours, more than 750 days, of listening time.

Now, these millions of messages—which inform Americans of things they can and should do—are not the only way in which radio has helped us fight a better war.

Like the American newspapers and magazines, radio has made America aware of the seriousness of our struggle in other powerful ways.

Using news from all over the world supplied by the great American newspaper services as well as by its own news gatherers, radio has given this country hour-by-hour coverage of the war.

(Editor's Note: The following statement about radio's contribution to the war effort is reprinted from a statement by Young & Rubicam, Inc., one of the nation's largest advertising agencies.)

• • •

Each week the 911 American radio stations now on the air broadcast an average of 18 hours and 26 minutes of news. The four major networks, alone, have 97 newscasters, devote approximately 87 hours per week to news and comment on the news.

Like the newspapers and the magazines, radio has brought home to us our enormous task through stories told by our front-line fighting men. It has helped expose enemy propaganda. It has related the achievements and problems of American production. It has enabled 100,000,000 Americans to gain inspiration and knowledge by listening directly to the leaders of our country and our Allies.

Uncle Sam Did This

Radio's contribution to the war has not been a one-sided affair, with the radio industry doing all the giving and Uncle Sam all the receiving.

Working with the War Advertising Council and the men and women in the radio business, the government developed the Network Allocation Plan and five other radio services, under which war messages are weighed according to their urgency and importance—and are given the emphasis they should have at the time they should have it.

The government also set up, first under the OFF and then later under the OWI, its own radio production group. To this group came many of the ablest radio men in the business—experienced producers, script writers, commercial writers, actors, engineers, technicians and executives.

Aided in many instances by their old friends in the advertising agencies, the radio stations and the radio networks . . . in other instances working completely on their own . . . these men have done a great job, both on the home front and overseas.

Here at home they have created and produced a number of top-flight programs. One of these was "You Can't Do Business With Hitler," carried at its peak by 703 stations. Another is "The Treasury Star Parade," currently heard over some 900 stations each week.

The overseas job is very complex. Here, in the words of Elmer Davis, "we have four audiences—the enemy, our Allies in both the free and occupied nations, neutral countries and the American armed forces."

The soldiers and sailors want, and get, news from home, music and shows they'd be listening to if they were back here in the states. The news programs are amazingly complete. (Minor league as well as major league baseball scores are broadcast.)

The other three audiences—the Allied countries, the neutral countries and the enemy—are told the story of what America is doing and getting ready to do. They are told the story of American production and that we are going to win.

The program that carries this information to the world is called "The Voice of America." It is broadcast 24 hours a day, seven days a week. It is carried in 26 languages, over 30 shortwave transmitters. It is also carried over medium and longwave stations in England,

100,000,000 Americans Inspired to Action

Africa and Sicily. The theme song is "Yankee Doodle."

How great an audience is reached we do not know. But we do know that so many people are reached that enemy governments have warned their subjects not to listen to these broadcasts, and have found it necessary to try to refute what the American radio has said.

Numerous other overseas programs are being broadcast. These programs report, from many angles, on the American scene. One gives profiles of American leaders. Another replies to questions asked by the English man in the street about America. Another tells the story of the American states. A weekly radio report from Minnesota goes to Sweden.

Some of these programs are live broadcasts; others are shipped abroad for broadcast on records. Since October, 1942, the OWI has sent records abroad in Afrikaans, Arabic, English, Flemish, French, Icelandic, Italian, Persian, Portuguese, Spanish, Swedish and Turkish.

Our Radio Ambassadors

Since these programs are our "radio ambassadors" to so many people, the government has taken great pains to see that they are prepared according to the best standards of American radio.

This means the highest radio standards in the world. As any American who has lived abroad will tell you, American radio programs are more intelligent, more entertaining, more skillfully presented than those of any other nation.

The big reason for this is that in America radio is a competitive, business enterprise—in other countries, government supported.

In America, because a program has to get listeners if it is to sell goods, great ingenuity has been exercised to improve programs. Abroad, since radio doesn't have to pay off, such ingenuity has been less evident.

In England, France, Africa, the Near East, the Far East, Australia and nearly every other allied or neutral land, American radio programs are eagerly awaited.

These programs have been one of the finest friends America has in these countries—helping us to become better liked and better understood by the rest of the world.

As time goes by and peace comes, radio can well increase this neighborliness that more and more people are feeling toward us.

But if radio is to accomplish this, the men who prepare the programs must realize that along with the freedom to talk to the people of other nations comes a grave responsibility . . . the responsibility for being an unofficial ambassador to the rest of the world, representing democracy as democracy deserves to be represented.

If this is done, radio will be a great help in knitting together a democratic fraternity of nations . . . in making sure that the "One World" of the future is an understanding world and a free one.

RADIO HOME ECONOMIST TELLS HOW TO COOK, SERVE WILD GAME

I'm wondering how many times, during these crisp, clear autumn days, women will be confronted with the problem of preparing and serving dinners built around wild fowl—pheasant or duck! Many a hunter, shivering in duck blind or knee-deep in damp and drizzly marshes, is sustained and cheered by the thought of a game dinner with all the "fixings" when he reaches home with his bag. You'll find the true sportsman has some very definite ideas about how he wants his game cooked and what he wants to eat with it—whether the



Martha Bohlsen

piece de resistance is pheasant, prairie chicken or quail. So, better let him have a voice in the matter, so you'll be sure to serve the meal as he likes it.

This year, particularly, since our annual turkey dinners are still somewhat of an uncertainty, many hostesses are already planning on game, or some domestic fowl, to do the honors on Thanksgiving Day in place of the turkey. We have very little difficulty in preparing domestic fowl, because we've had it for years. In our own family circles we have developed certain combinations of food that go well with the particular fowl we're serving. But women are still a little puzzled when it comes to preparing and planning meals for wild fowl. The first thing we consider is the distinctive flavor that may be present in the wild game. This flavor, of course, is due to the diet of the bird. Unfortunately, we do not know if this

By MARTHA BOHLSSEN
Nebraska Power Company Home Economist and
Director Homemakers' Club of the Air—Saturdays, 9:15 A. M.

"wild taste" is present until after the fowl is cooked, and then it's too late to do anything about it. So, it's wise to take precautions in the preparations before the cooking and in the ingredients used in the stuffing.

Fowl which is large enough, should be stuffed. Besides adding flavor, the stuffing absorbs excess fat and helps to keep the bird moist and in good shape while roasting. Bread, cornmeal, rice, wild rice, mashed potatoes or cracker crumbs may be used as the dressing foundation, with onions, celery, mushrooms, prunes, parsley, sausage meat, apples, etc., added for flavor and variety. Any of these combinations would be fine for game birds,

since they would introduce new flavors which would completely dominate the suggestion of a wild flavor in the meat. Game birds which are meaty, are usually fat and richly flavored, and foods served with them should be chosen for delicate contrast in flavor. Generally speaking, when you plan a game dinner, omit the first course, such as soups, cocktails, etc., unless the cocktail would consist of a small serving of a zesty fruit juice or cider. The game with dressing and gravy, vegetables, salad and coffee make a meal that's just right. If you serve dessert at all, go lightly. Fruit or crackers and cheese for a top-off are sufficient.

Here's a menu for a duck dinner, planned to please the sportsman and his friends, even for a Thanksgiving Day:

Roast Duck with Celery and Wild Rice
Pudding
Riced Tomatoes
Buttered Green Beans
Grapefruit and Avocado Salad

Parker House Rolls
Toasted Wafers
Coffee
Currant Jelly
Sharp Cheese

Currant, wild plum, grape or wild grape jelly should be served with duck. Like other fowl, duck should be roasted in a shallow, uncovered pan, allowing 15 to 20 minutes per pound for the roasting at a temperature of 325 degrees, and allow from one to one and one-half pounds per serving. If the meat appears dry during the roasting, a strip or two of bacon may be fastened over the breast of the fowl to furnish added richness.

V...—
MAGIDOFF IS BACK
Robert Magidoff, NBC correspondent in Russia for four and a half years, has returned to the United States, where he expects to remain several months. Henry Cassidy, veteran newspaperman, is now representing NBC in Russia.

BURKE EMCEES "AIRFORCE" PREMIERE

1,000 Ad Execs See Retailer Showing

Leading advertising executives of the nation recently paid high tribute to Harry Burke, Sales Manager and Assistant General Manager of WOW, after Burke had emceed the gala premiere of "Air Force and the Retailer" before a thousand business executives at the Hotel Statler in Washington, D. C., on October 12.

Letters of congratulations came to Burke from high officials of the National Association of Broadcasters and other executives interested in radio advertising in many parts of the country.

Burke was one of 14 of the nation's outstanding advertising men to be selected by the Retail Promotion Committee of the National Association of Broadcasters to emcee the industry's hundred-minute presentation analyzing the problems of retail selling and distribution.

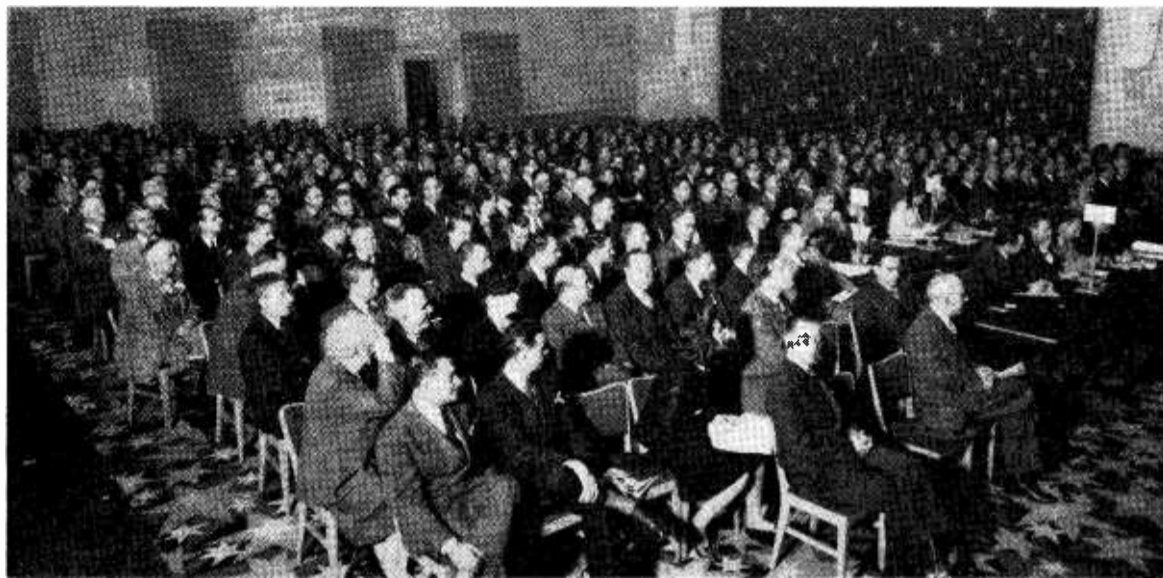
After his selection as one of the 14, Burke journeyed to Detroit, where he was schooled for a week by experts in the Jim Handy organization, foremost retail sales research organization in the country.

After the week's instruction, Burke was chosen from among the 14 for the Washington premiere. His audience there consisted of retail advertising executives from eastern seaboard cities, as well as merchants, editors and advertising agency retailers.

The premiere was characterized as an outstanding success.

The other 13 masters of ceremonies trained to present the NAB retail show were M. F. (Chick) Allison, Promotion Manager, WLW; Lew Avery, NAB Director Broadcast Advertising; Donald Dwight Davis, President, WHB; James M. Outler, Jr., Sales Manager, WSB; Kingsley F. Horton, Assistant Manager, WEEI; Willan (Bill) Roux, Assistant Manager, NBC Spot Sales; Frank V. Webb, Sales Manager, KDKA; James M. Gaines, NBC Station Relations Department; Arthur Hull Hayes, General Manager, WABC; Clyde D. Pemberton, Commercial Manager, KFJZ; Walter Johnson, Assistant General Manager; WTIC; Robert T. Mason, President, WMRN, and Frank Parke Wright, Manager, San Francisco-Oakland Retail Radio Bureau. Each of these 14 men took to the

1,000 AD EXECS SEE "AIRFORCE" SHOW



General view of the premiere presentation of "Air Force and the Retailer" in the Statler Hotel ballroom in Washington, D. C., October 12, where Harry Burke, Sales Manager of WOW, was master of ceremonies.

road during the first three weeks of November to present "Air Force" in 114 cities.

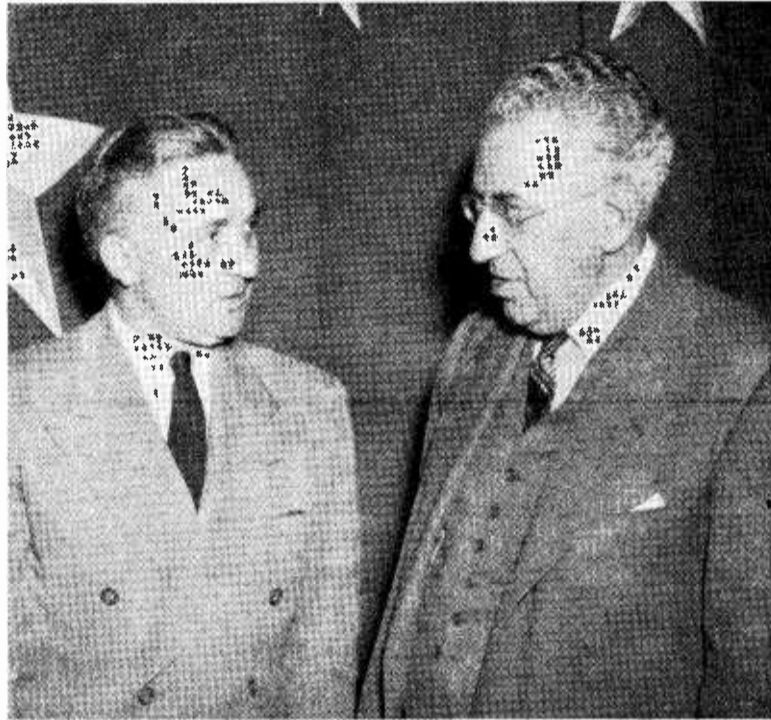
Because the showing was strictly an industry presentation and to avoid any possible show of favoritism, each emcee was assigned a territory some distance from his home town.

Burke's schedule included Terre Haute, Indianapolis, Fort Wayne, Peoria, Racine, Milwaukee, Rock Island, La Crosse and Albert Lea. He was scheduled to complete his tour of these cities about November 10.

The presentation is the result of a year's work by Sheldon R. Coons, former Gimbel Brothers and Lord & Thomas executive; Dr. Paul Lazarsfeld of Columbia University's Office of Radio Research, and Dr. Julius Hirsch, OPA consultant and widely-known economist.

"Air Force and the Retailer" is divided into the following five parts:

- (1) "The History and Development of Retailing," a sound motion picture in which Mr. Coons appears.
- (2) "Distribution Tomorrow," a chart presentation by the masters of ceremonies.
- (3) "America Takes to the Air," a running slide on the history and development of broadcasting.
- (4) "Why Radio Works," a sound



Harry Burke, left, shown with Sheldon R. Coons, nationally-known retail advertising expert, pictured on the stage at the Washington premiere of "Air Force and the Retailer."

motion picture based on a five-year study and special research by Dr. Lazarsfeld's Office of Radio Research.

Based on the findings of Doctors Lazarsfeld and Hirsch that retailing generally suffers from the high cost of distribution, the film study offers a solution to this important retailing problem. In the first of three films, "The History and Development of Retailing," Coons quotes Malcolm P. McNair of the Harvard Graduate School of Business Administration as saying "We manufacture merchandise on a horsepower basis and still distribute it on a manpower basis."

BARLOW SIGNED

Howard Barlow, noted American conductor, has been selected to succeed Alfred Wallenstein as director of the "Voice of Firestone," heard Mondays over NBC at 7:30 p. m., WOW.

Barlow conducted his first program on October 11. The announcement of Barlow's selection was made by John W. Thomas, Chairman of the Board of the Firestone Tire and Rubber Company.

After conducting his last program on October 4, Wallenstein left for the west coast to take up his new post as conductor of the Los Angeles Philharmonic Orchestra.

The NBC "Hymns of All Churches" choir will be featured in a festival program at the Austin Mission Covenant Church in Chicago on November 18.

"Cavalcade" Begins 9th Year on WOW

One of radio's foremost dramatic programs, "Cavalcade of America," possessor of numerous awards for its presentations of the American way of life, began its ninth year on the air with the program of Monday, October 11 (NBC, 7 p. m., WOW).

Since its inception, "Cavalcade of America" has brought to the air-planes noted performers of stage, screen and radio in the works of America's most gifted writers. It has dramatically depicted the life of our ancestors and ourselves, and recently has brought to the microphone the powerful drama of the battlefields of World War II, with the experiences of nearly every branch of our military services portrayed.

STILL A HERO

Babe Ruth is still a hero to countless boys who never saw him loft a ball into the distant bleachers at the Yankee Stadium. Many of them picked up bat and glove long after he stored his away for good.

But the magic words, "There's the Babe!" are heard weekly when the one-time diamond hero enters the rehearsal room to prepare for his "Babe Ruth in Person" show (NBC, Saturdays, 10 a. m., WOW, for A. G. Spaulding Co.).

Many of the kids, seeing Babe for the first time, take a look at the Bambino and just breathe, "Geel!"

Highlights of "Airforce" Listed

"Air Force and the Retailer," aimed at the retailer who is now spending less than 3 per cent of his advertising budget on radio, began with the problem of retail distribution back in the horse-and-buggy days and what it is apt to be after the war. It was shown that post-war production would be so great that it would take a mass medium like radio to move it. Causing considerable comment was the assertion that 39 per cent of the people get their news by radio, 31 per cent from the newspapers and 26 per cent from both radio and newspapers. It was claimed that 72 per cent of the people get their war news by radio. News broadcasts were shown to be almost three times as popular as anything else on the radio, the next closest being music (80 per cent news, 30 per cent music). In summing up, 10 points of advice were given:

1. Radio has arrived—appraise it objectively.
2. Read radio publications—talk to radio people.
3. If you can't give your attention to radio, get people around you who can and will.
4. Put your best foot forward on the air.
5. Don't overburden your commercials—sell one item or kindred items at a time—one department or similar departments.
6. Write your commercials for the audience to which you have beamed your program.
7. Radio is entitled to the same promotional support you give to other media. Promote yours with ingenuity.
8. Don't waste your money on short-term experiments. Don't start unless you plan to stick.
9. Every station and every program has an audience. You don't have to have the biggest and best.
10. You can make your program a real franchise. Protect it with all your intelligence.

V...—

Quentin Reynolds on Goodyear Salute

Quentin Reynolds, ace war correspondent and author just back from the Italian front, has been signed as front-line reporter for the Goodyear "Salute to Youth" series. He made his first appearance Tuesday, October 19.

Reynolds, who has reported the war in England, Russia, North Africa and Italy as staff correspondent for Collier's, will present a dramatic "fighting story of the week," featuring the exploits of America's young warriors and flavored by his own personal observations of the world's battle fronts. Nadine Conner, youthful Metropolitan Opera star, and Raymond Paige's "Young Americans" orchestra of brilliant young musicians provide the musical portion of the program dedicated to the accomplishments of the country's younger generations.

V...—

TELEVISION

Wounded soldiers and sailors in the New York area will be given ringside seats at major sports events and other spectacles held in Madison Square Garden through a special television schedule arranged by the National Broadcasting Company.

Television receivers already have been installed by NBC in many navy hospitals. Because of the wartime shortage of television receivers, NBC officials have presented their personal sets to the hospitals for use of the wounded service men.

V...—

The voice of Mrs. Amos Jones on "Amos 'n' Andy" (NBC, Fridays, 9 p. m., WOW) is the voice of the original Ruby, Elinor Harriot, the first woman ever heard on "Amos 'n' Andy" programs.

WOW NEWS SCHEDULE

The regularly scheduled newscasts on WOW are as follows:

- 6:00 A. M.—Farm News..... Daily except Sun.
- 6:55 A. M.—Farm News—Flex-O-Glass..... Tue., Thu., Sat.
- 7:00 A. M.—Alex Dreier—Skelly Oil..... Daily except Sun.
- News Summary, NBC..... Sun.
- 7:30 A. M.—News Tower..... Daily except Sun.
- 8:00 A. M.—World News Roundup, NBC..... Sun.
- 8:10 A. M.—World News—Nat. Biscuit..... Daily except Sun.
- 8:45 A. M.—Cerophyl Laboratory News..... Mon., Wed., Fri.
- Omaha's Front Page—Nebraska Power.....
- Tue., Thu., Sat.
- 10:00 A. M.—News Tower..... Sun.
- 11:00 A. M.—World Front—Bunte Candy..... Sun.
- 11:15 A. M.—Omaha's Front Page—Nebraska Power.....
- Mon., Tue., Thu., Sat.
- 11:45 A. M.—CDN Foreign Service—Groves. Daily except Sun.
- 12:00 Noon—News Tower..... Sun.
- 12:30 P. M.—News Tower..... Daily except Sun.
- 1:00 P. M.—News, Views and Interviews, Foster May—
- Haskins Soap..... Sun.
- 2:15 P. M.—Upton Close—Sheaffer Pen, NBC..... Sun.
- 5:30 P. M.—Four-Bell News and Sports.... Daily except Sun.
- 6:15 P. M.—News of the World, NBC—Alka-Seltzer.....
- Mon., Tue., Wed., Thu., Fri.
- 6:45 P. M.—Highlights of News—Beaumont 4-Way.....
- Mon., Wed., Sat.
- 6:55 P. M.—Tom Reddy—Fitch Shampoo..... Sun.
- 10:00 P. M.—News Tower..... Daily
- 11:00 P. M.—News Reports, NBC..... Sun.
- 11:15 P. M.—News, NBC..... Tue., Thur. Sat.
- 11:55 P. M.—News Reports, NBC..... Daily
- 1:00 A. M.—News Reports..... Daily

"FORUM" MIKE VISITS IN CANADA

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Hy'ya, Good Americans!
"Well, Joe, here we are at the stadium in the same old seats for the homecoming game of Siwash. But, gosh! Wasn't it different the way we got here this year? We had to ride that bus all the way down. What a trip!"
"Yea, nothing like the way we traveled two years ago. Remember that trip? For the homecoming game we came in my sedan— with plenty of gas and zoomed along at 75 miles an hour. Yep, sure was different this year."



Tom Dailey

"And, if you ask me, I ain't looking forward to such a hot game. They tell me the coach has nothing but a lot of high school kids playing on the team. And we're playing the arch rival. I don't think I can stand to watch it. They'll probably whip us by some score like 95 to nothing."

"Hey, you guys! If you're so uncomfortable around here, why don't you get out of the stadium. If I were you two, I'd cut out the beefing."

"What's the matter with him? An old guy with gray hair is turning around to tell us to shut up. Aw, well, he probably is all het up because he didn't have any butter with his lunch. But, honestly, Joe, do you remember that game in 1937, when Ernie made the 86-yard run and won the game from Center-ville?"

"Oh, yeah! There was a ball player. And do you remember the guard we had—Pudge? Why, he'd knock these kids all over the lot!"

"Look at that! Did you see that play? That end on our team just let the guy go through without even trying to throw a block. Oh, my! I can't stand to look. What a team! I travel 145 miles in a bus to see a football game, and what do I see? A bunch of kids just out of high school who can't even block."

"Just like I been telling you all the time. Why don't they give up the game? We oughta tell the sports announcers and writers to turn the heat on the Athletic Board and make them quit playing football. Now, look! We got the ball, and there's some 17-year-old kid who's gonna try a line buck for my Alma Mater. Is this the school we went to?"

"I hate to admit it, but it is. Did you see the kid get hit? Good enough for him. Aw, nuts! Let's get out of here. I can't stand to watch any more of the massacre. Come on, Joe!"

"Just a minute, you two fellows! Now, I've been sitting back here listening to every word you said. This school is my Alma Mater, too. I graduated back in 1907. We had a good football team in those years and we've had a lot of good ones and bad ones since then. Matter of fact, most of this white hair I have popped out right here in this seat as I've watched our teams over the years. Sure! I remember Ernie and Pudge and all the other All-Americans. But we can't give you fellows like that this year, because fellows such as that are in the war. But we still have a football team—and they're wearing our colors, and they're trying just as hard as any team we ever had. What's more, I'm back of them, win or lose. We'll have better teams in years to come, when the war is over. But right now, I'm stringing along with the kids out there, because, by golly, they're trying. Did you boys say you were leaving?"

"Us? Not on your life! Let's sit down, Joe. Maybe the kids will get a break and at least make one touchdown. Come on, kids!"

CLARK TAKES FORUM MIKE TO CANADA



One of Ray Clark's most interesting "Noonday Forum" programs recently originated in a USO hut at a Canadian Army camp near Winnipeg.

Photo shows Clark talking to Canadian soldiers, who said they hoped Nebraskans would give generously to the National War Fund drive.

Ray Clark Reports on Life in Canada

WOW's "Noonday Forum" microphone went traveling during the last fortnight of October.

Ray Clark, the "Forum" conductor, took a "bus man's holiday" while on his annual vacation and made a series of interesting programs from several points in Canada.



Ray Clark

One of the programs was from a typical dairy farm in Manitoba, 10 miles south of Winnipeg. Another was from a USO hut in Winnipeg. Here several Canadian service men praised the USO and urged Omahans to support the National War Fund Drive.

Preceding this special broadcast from Canada, Clark presented several interesting interviews.

Among those interviewed were: Captain Alva Nixon of Omaha, U. S. Army Air Corps, just back from the Aleutians.

Upton Close, NBC radio commentator.

James Mecum, Kansas City, Field Director of the War Dads organization.

Major Sedley Peck, soldier of fortune, former correspondent for the New York Herald and Tribune.

Bishop Paul Kern, Nashville, Tenn., Chairman of the National Board of Education for the Methodist Church.

The Kern interview was conducted by Lyle DeMoss in Clark's absence.

V...—

Hope Goes Literary Again, Writes Book

Bob Hope, whose first published book, "They Got Me Covered," sold millions of copies, is going to write another.

The comedian (NBC, Tuesdays, 9 p. m., Omaha time, WOW) is going to take time out from everything but his radio series to write about his experiences on the battle fronts of Europe. Hope said the book would present the funny and the grim side of the war and the American boys who are fighting it.

V...—

"Star Playhouse" is New Program

"Hollywood Theater of the Air" has changed its title to "The Drest Star Playhouse" to avoid its being confused with other programs with names similar to the former. A complete movie story is done in 15-minute episodes for one or two weeks, with famous screen names in the leading roles on this nighttime type of program heard in the daytime, Mondays through Fridays on WOW at 9:45 a. m.

V...—

Mrs. Nellie Bergen, age 77, mother of Ventriloquist Edgar Bergen, died October 18 at the California Hospital in Los Angeles from a heart attack that followed an emergency operation.

NEW WAR MAPS

A few copies of Radio WOW's Global War Map (Second Edition) are still available, free, with new or renewal subscriptions to the WOW News Tower. The map folder includes new maps, corrected to September 1, 1943, of all theaters of war. The war map may be purchased for 15 cents by anyone who is already a regular subscriber to the WOW News Tower.

WILLKIE on WOW SISTER KENNY TALKS POLIO



WENDELL WILLKIE . . . spoke briefly to WOW listeners recently when Ray Clark caught him at the Omaha Municipal Airport.

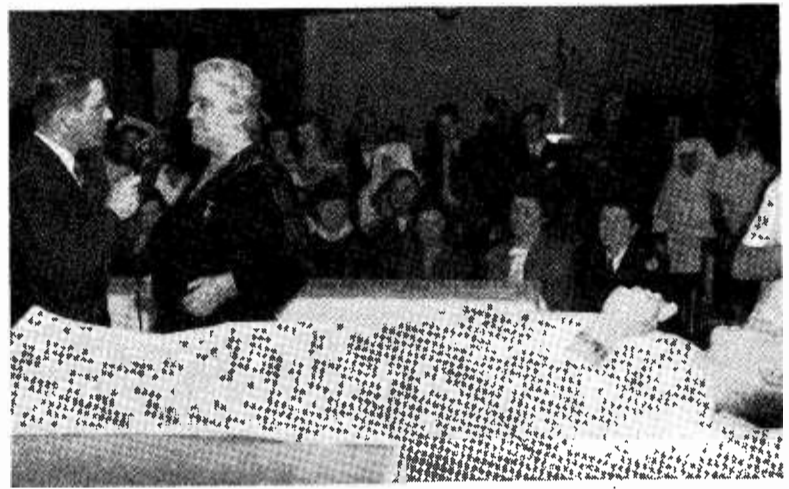
Bill Wiseman Ends Series of Talks

With an address before the Perry, Iowa, Community Club on October 29, Bill Wiseman, WOW Promotion Manager, concluded a series of talks before civic groups based on his recent trips to military camps and war installations in the middle west.

In each instance, Wiseman spoke on the subject, "Behind the Scenes in the War Effort." The talk was a review of Wiseman's impressions of the Japanese War Relocation Camp at LeMar, Colo.; the Army's prison camp for Italians at Scottsbluff, Neb.; the Quad Cities Ordnance Works near Davenport, and the Army's Schick Hospital at Clinton, Iowa.

The groups to whom the talk has been presented are:

- July 12—Nebraska State Guard officers.
- July 13—Blair Rotary Club.
- July 14—Omaha Real Estate Board.
- July 19—North Side Kiwanis Club.
- July 21—Omaha Rotary Club.
- Aug. 11—Optimist Club.
- Aug. 16—Fremont Nurse's Aide Capping Exercises.
- Aug. 18—Junior Chamber of Commerce.
- Aug. 19—Council Bluffs Rotary.
- Aug. 27—Kiwanis Club.
- Aug. 29—Young People's Club, Methodist Church.
- Sept. 16—Concord Club.
- Sept. 22—Omaha Engineers' Club.
- Sept. 23—South Side Kiwanis Club.
- Sept. 30—Cosmopolitan Club.
- Oct. 3—Dundee Presbyterian Couples Club.



SISTER KENNY . . . famed polio treatment expert, told listeners how it's done on a "Noonday Forum" pickup from an Omaha hospital. Nurses and volunteers listened as she demonstrated her technique.

IT'S PROFESSOR CLARK NOW!

Just recently, as Ray Clark was going through a raft of cards and letters requesting a copy of his pamphlet, "Four Years of War," he was surprised to run over card after card from Florence, S. D. After he had rippled through 15 or 20 cards, he came to one signed by Miss Frances Stephens. Miss Stephens said: "Don't be alarmed at the deluge of requests from our town for 'Four Years of War.' It's merely my American history class. The booklet is the best review of the war I have been able to find."

There have been other requests for 40 or 50 copies of the pamphlet in one group by teachers of other high school classes who wish to use it in their classes. At the present time well over 4,000 copies of the pamphlet have been sent out on request.

- Oct. 4—Professional Men's Club.
- Oct. 9—United Commercial Travelers.
- Oct. 14—400 Club.
- Oct. 21—Young Business Men's Association, Pearl Men's Club, Pearl Methodist Church.
- Oct. 22—Square and Compass Club.
- Oct. 29—Perry Community Club, Perry, Iowa.

All talks were given as a public service activity by Station WOW. Wiseman said that, due to the press of other duties, he would not be able to accept any more invitations to speak.

Link's "Prelude to Victory" on WOW

Link Aviation Devices, manufacturers of the Link Trainer, which gives aviation trainees basic ground instruction in flying solely by instruments, is now on WOW with a 10-week institutional campaign.

Titled "Prelude to Victory," the 15-minute transcribed program will be heard weekly, 9:45 p. m., Fridays, over WOW and 46 selected stations in cities containing or adjacent to aircraft and air training centers. The series will present dramatic re-enactments of epic flights, including outstanding military flights of the present war. All scripts for the electrical transcriptions have been prepared in cooperation with the Army and Navy public relations officers.

V...—

ANNIVERSARY

Harriet Hilliard and Ozzie Nelson celebrated their eighth wedding anniversary this week. They were married in 1935 in Hackensack, N. J.

Ozzie's anniversary present to his partner on the Red Skelton show (WOW, Tuesdays, 9:30 p. m., Omaha time) was a beautiful square-cut amethyst ring set with rubies. In exchange he received a first edition set of the works of Charles Dickens to add to his "first edition" collection.

V...—

Arkie, sport-loving square-dance caller of the NBC "National Barn Dance," spent his two-week vacation hunting pheasants and ducks in South Dakota. During the second week of hunting he had the company of the Hoosier Hot Shots, also "Barn Dance" stars.

WOW'S NOVEMBER NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "11/43" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
5:30	4-Bell News—Sports Phillips "66" Penn Tobacco Paxton & Gallagher Studebaker Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Interstate Transit Lines Dentyne—Falstaff	The Great Gildersleeve Kraft
6:00	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Curt Massey & Co. Schutter Candy Co.	Jack Benny General Foods Grape Nuts Flakes	
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	Nebraska Power	Fitch Bandwagon Tom Reddy, News	
6:30	Nightcap Yarns, Hamm	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Bob Burns Lifebuoy	Prof. Melodies—Hamms	Eye-Witness, Hamms	Chase & Sanborn Hour	
6:45	News, Groves	Johnny Presents Ginny Simms Philip Morris	News, Groves	Maxwell House Coffee Time	Club 590—Groves	News, Groves	One Man's Family Standard Brands Fleischmann Yeast	
7:00	Cavalcade of America Du Pont	Horace Heidt and Frankie Carle Tums Treasure Chest	Mr. and Mrs. North Woodbury Products	Aldrich Family General Foods Postum	Cities Service Concert Oil Marketing Companies	Abie's Irish Rose P. & G. Drene, Ivory	Manhattan Merry-Go-Round Dr. Lyons	
7:30	Voice of Firestone Concert	Mystery Theater Molle Shaving Cream	Beat the Band Raleighs	Kraft Music Hall Bing Crosby	Your All-Time Hit Parade Lucky Strike	Truth or Consequences P. & G. Duz	American Album of Familiar Music Bayer Aspirin	
8:00	Telephone Hour Bell Telephone	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis	Joan Davis and Jack Haley Sealtest	Waltz Time Phillips Milk of Magnesia	Can You Top This? Colgate Dental Cream Supersuds	Hour of Charm General Electric	
8:30	Dr. I. Q. Vitamin Plus	Bob Hope Pepsodent	Kay Kyser Show	Abbott & Costello Camels	People Are Funny Wings Cigarettes	Million Dollar Band Palmolive	Bob Crosby Old Gold	
9:00	Contented Hour Carnation Milk	Red Skelton Raleighs	Lucky Strike	March of Time Magazine	Amos 'n' Andy Lever Rinso	Grand Ole Opry Prince Albert	WOW News Tower Kilpatrick's Uncle Sam	
9:30	Information Please H. J. Heinz	C., B. & Q. WOW News Tower Paxton & Gallagher Firestone	C., B. & Q. WOW News Tower Paxton & Gallagher Firestone	C., B. & Q. WOW News Tower Paxton & Gallagher Firestone	Bill Stern—Colgate	C., B. & Q. WOW News Tower Paxton & Gallagher Firestone	Walter Winchell Jergens Lotion	
9:45	C., B. & Q. WOW News Tower Paxton & Gallagher Firestone	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Pr'lude to Vict'ry—Link	Sports	Chamber Music, Lower Basin St.—Woodbury	
10:00	The Symphonette M. Piastro—Longines	Salute to Youth Goodyear Tire	The Symphonette M. Piastro—Longines	Those We Love General Foods	The Symphonette M. Piastro—Longines	I Sustain the Wings NBC	News Reports, NBC	
10:15	Midnight Review Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman		

Hear MIDNIGHT REVIEW 11 or 11:20 Week-Nights—Also Programs 12:30 A. M. to 1:30 A. M.

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call.....	Daily except Sun.	11:00 A. M.—A to Z in Novelty.....	Mon.
6:00 A. M.—Early Morning News Tower—Ethyl Corp, Alcock.....	Daily except Sun.	Hymns of All Churches—Gen. Mills, Softasilk.....	Tue., Wed., Thu., Fri.
6:15 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.	Betty Crocker—Gen. Mills, Softasilk.....	Sat.
Time and Tunes.....	Sat.	World Front—Bunte Bros., Candy.....	Sun.
6:30 A. M.—Markets (Remote).....	Mon., Tue., Wed., Thu., Fri.	11:15 A. M.—Marty and Lyle—Groves Cold Tablets and Vitamins.....	Mon., Wed., Fri.
6:35 A. M.—Farm Fun—Pfister Assoc. Growers.....	Mon., Wed., Fri.	Omaha's Front Page—Nebraska Power.....	Mon., Tue., Thu., Sat.
Victory Farmers on Parade—Allied Mills.....	Tue., Thu.	11:30 A. M.—Musical Moments.....	Daily except Sun.
Markets.....	Sat.	Markets.....	Sat.
6:55 A. M.—Farm News—Flex-O-Glass.....	Tue., Thu., Sat.	Stradavari Orchestra—Prince Matchabelli Perfume.....	Sun.
7:00 A. M.—Alex Dreier—Skelly News.....	Daily except Sun.	11:45 A. M.—C. D. N. News—Groves Cold Tablets.....	Daily except Sun.
News Summary, NBC.....	Sun.	12:00 Noon—Life Can Be Beautiful—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
7:05 A. M.—George Crooks, Organ, NBC.....	Sun.	Man on the Farm—Ful-O-Pep Feed.....	Sat.
7:15 A. M.—Ideal Melodies—Wilson & Co., Ideal Dog Food.....	Mon., Wed., Fri.	WOW News Tower—Kilpatrick's, Uncle Sam's Breakfast Food.....	Sun.
Cheerful Earful—Wilson & Co., B-V.....	Tue., Thu., Sat.	12:15 P. M.—Markets (Remote).....	Mon., Tue., Wed., Thu., Fri.
7:30 A. M.—WOW News Tower—Roberts, Dwarfies, Mid-Continent, Peter Paul.....	Daily except Sun.	Farm Magazine of the Air—Yager Seed Company.....	Sun.
Peter Paul.....	Daily except Sun.	12:25 P. M.—A Song and a Smile, Marty and Lyle—Campbell Cereal, Malt-O-Meal.....	Mon., Tue., Wed., Thu., Fri.
Mood of the Morning, NBC.....	Sun.	12:30 P. M.—WOW News Tower—Peter Paul, Haskins.....	Daily except Sun.
7:45 A. M.—Reveille Roundup—Groves Cold Tablets.....	Mon., Wed., Fri.	Defense Program.....	Sun.
Lyle, Stan and Lyle—Nutrena Mills.....	Tue., Thu., Sat.	12:45 P. M.—Noonday Forum—Bexel Vitamins, Calox Tooth Powder.....	Daily except Sun.
8:00 A. M.—Symphony of Melody.....	Mon., Tue., Wed., Thu., Fri.	Voice of American Dairy—American Dairy Association.....	Sun.
Wise Shopper—Omaha Better Business Bureau.....	Sat.	1:00 P. M.—Guiding Light—Betty Crocker Soup.....	Mon., Tue., Wed., Thu., Fri.
World News Roundup, NBC.....	Sun.	Farm Facts and Fun.....	Sat.
8:10 A. M.—World News Review—National Biscuit.....	Daily except Sun.	News, Views and Interviews, Foster May—Haskins Soap.....	Sun.
8:15 A. M.—A to Z in Novelty.....	Mon., Wed., Thu., Fri.	1:15 P. M.—Lonely Women—General Mills, Flour.....	Mon., Tue., Wed., Thu., Fri.
Creighton University of the Air.....	Tue.	1:30 P. M.—Light of the World—General Mills, Cheerioats.....	Mon., Tue., Wed., Thu., Fri.
Little Doghouse.....	Sat.	That They Might Live.....	Sat.
Commando Mary, NBC.....	Sun.	Westinghouse Concert.....	Sun.
8:30 A. M.—Ranch House Jim—Omar Pancake Flour.....	Mon., Wed., Fri.	1:45 P. M.—Judy and Jane—Folger Coffee.....	Mon., Tue., Wed., Thu., Fri.
Creighton University of the Air.....	Sat.	Football Games and Scores—Nebraska Clothing.....	Sat.
Chapel Service, Rev. R. R. Brown.....	Sun.	2:00 P. M.—Woman of America—P. & G. Ivory Snow.....	Mon., Tue., Wed., Thu., Fri.
8:45 A. M.—News—Cerophyl Laboratories.....	Mon., Wed., Fri.	Reports on Rationing—Association of Candy Manufacturers.....	Sun.
News—Nebraska Power.....	Tue., Thu., Sat.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Lora Lawton—B. T. Babbitt, Babo and Aunt Polly's Soup Mix.....	Mon., Tue., Wed., Thu., Fri.	Upton Close, NBC—Sheaffer Pen.....	Sun.
Police Bulletins.....	Sat.	2:30 P. M.—Pepper Young—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—The Open Door—Standard Brands.....	Mon., Tue., Wed., Thu., Fri.	The Army Hour, NBC.....	Sun.
Homemakers' Club of the Air—Nebraska Power.....	Sat.	2:45 P. M.—Right to Happiness—P. & G. Ivory Bar.....	Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Helpmate—Cudahy, Dutch Cleanser.....	Mon., Tue., Wed., Thu., Fri.	3:00 P. M.—Backstage Wife—Haleys MO.....	Mon., Tue., Wed., Thu., Fri.
Omaha's Front Page—Nebraska Power.....	Sun.	3:15 P. M.—Stella Dallas—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Dreft Star Playhouse—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.	3:30 P. M.—Lorenzo Jones—Dr. Lyons Products.....	Mon., Tue., Wed., Thu., Fri.
Pet Parade—John Morrell & Co.....	Sat.	Nebraska-Iowa Quiz—Noxzema.....	Sun.
10:00 A. M.—Road of Life—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.	3:45 P. M.—Young Widder Brown—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
Babe Ruth in Person—A. G. Spaulding Co.....	Sat.	4:00 P. M.—When a Girl Marries—General Foods.....	Mon., Tue., Wed., Thu., Fri.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food.....	Sun.	Not for Glory, NBC.....	Sat.
10:15 A. M.—Vic and Sade—P. & G. Crisco and Ivory.....	Mon., Tue., Wed., Thu., Fri.	General Motors Symphony of the Air.....	Sun.
What's What Today.....	Sat.	4:15 P. M.—Portia Faces Life—General Foods Bran Flakes.....	Mon., Tue., Wed., Thu., Fri.
Gems and Jottings—Zales Jewelry.....	Sun.	4:30 P. M.—Just Plain Bill—Anacin and Benefax.....	Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Brave Tomorrow—P. & G. White Laundry.....	Mon., Tue., Wed., Thu., Fri.	Football Scores—Nebraska Clothing.....	Sat.
Home Beautiful—Orchard & Wilhelm.....	Sat.	4:45 P. M.—Front Page Farrell—Hills Cold Tablets and Bisodol.....	Mon., Tue., Wed., Thu., Fri.
This We Know—Audiphone Co.....	Sun.	Music Room.....	Sat.
10:45 A. M.—David Harum—Aunt Polly's Soup Mix, Babo.....	Mon., Tue., Wed., Thu., Fri.	5:00 P. M.—The Goldbergs—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.
Morton Wells & Co.....	Sat.	Catholic Hour, NBC.....	Sun.
		5:15 P. M.—Company's Coming—Vick Chemical.....	Mon., Tue., Wed., Thu., Fri.
		Football Scoreboard—Storz.....	Sat.

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