



WOW NEWS TOWER

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



ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. VIII—No. 4

OMAHA, NEBRASKA, JANUARY 1, 1944

PUBLISHED MONTHLY

KODY Becomes 142nd NBC Station

"Your America" All Set For Premiere

As this was written, everything was all set for the premiere of the Union Pacific, "Your America," on a coast-to-coast NBC network, Saturday, January 8, at 4 p. m., Omaha time. The broadcast, produced by Radio Station WOW and featuring midwest radio talent, will be a "red-letter" occasion in the history of Omaha radio.

"Your America" will be carried over 46 NBC stations, from Maine to California. It will be the most elaborate programming effort to originate in Omaha.

The "Your America" series, presented in celebration of the Union Pacific's 75th anniversary, seeks to give Americans a better understanding of the romantic history and the future possibilities of the middle and far west. Utilizing an effective combination of drama and music, plus informative talks by governors of 11 western states, "Your America" will point out the vital role of the Union Pacific and the railroad industry in general in the western half of the nation.

58 Artists

An orchestra and vocal ensemble of 58 artists under the baton of Josef Koestner, noted conductor and composer, together with Nelson Olmsted, famous NBC story-teller, guest soloists and speakers, will be presented from the Grand Ball Room of the Masonic Temple through the facilities of WOW. Much of the talent is from the Union Pacific's own organization of 64,000 employees.

For the premiere performance arrangements have been made to accommodate a studio audience of about 300 persons. Tickets for the premiere had been given out weeks before the first show. Tickets for future broadcasts are available to listeners who request them in writing of WOW.

Governors' Luncheons

WOW listeners have been especially interested in "Your America" series for the reason that many WOW personalities are involved.

The entire production is under the personal direction of Lyle DeMoss, WOW's Program Manager. Lyle and Mr. Koestner, assisted by Leo Kopp, another outstanding midwest conductor, have been working for two months with rehearsals almost nightly.

The author of the show is David Lewis, who moved to Omaha from Chicago to carry on his work.

The first broadcast included a talk by Governor Dwight Griswold of Nebraska, and the second broadcast will include a talk by Governor Andrew Schoepfel of Kansas. The Omaha Chamber of Commerce has arranged a series of luncheons for the cast each Saturday. The visiting governor each week will be the guest of honor.

On KODY, Too

Guest soloist on the first few programs will be Grace McTernan, daughter of a retired Union Pacific conductor.

Ray Olson of the WOW staff will be chief announcer. Virgil Sharp of KOIL and Thomson Holtz of WOW will assist with the announcing and narrating.

Listeners in central-west Nebraska, beyond the WOW territory, may hear the program over Station KODY in North Platte.

V...—

Invest in Invasion! Buy extra War Bonds during the Fourth War Loan!

"YOUR AMERICA" STARS READY FOR PREMIERE



Everybody wears a big smile now at rehearsals of Union Pacific's "Your America." Show No. 1 is all set for 4 p. m., Omaha time, January 8, as these photos indicate.

Upper left is Louise Seidl, WOW harpist. Center, Lyle DeMoss, producer. Upper right, Jane Griffith, violinist.

Lower left, Ray Clark interviewing Train Dispatcher John Langley. Center, scene at "Sneak Preview." Lower right, Leo Kopp, associate conductor.

Clark Talks On "Ten Biggest Stories"

Ray Clark, WOW's chief news-caster and conductor of "The Noon-day Forum," has been busier than a cranberry merchant of late making talks on "The Ten Biggest News Stories of 1943." He appeared recently at the Omaha Rotary Club and The Tribe of Yessir. On December 7, he spoke before the Nebraska Petroleum Marketers, Inc., one day prior to the arrival of Alex Dreier, Skelly commentator, who was the featured speaker for the oil men.

V...—

246 HELPING!

The Office of War Information has announced that 246 network advertisers are now giving part of their time, regularly, to war messages. The war messages are scheduled by OWI to provide national correlation on specific projects.

V...—

KILL FLU BUGS

A nationally-known disinfectant is planning a radio campaign to help kill flu germs. The sponsor claims flu germs will live as long as six months in dust in the home. Copy suggests housewives spread the disinfectant around after dusting floor and furniture.

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.

VOLUNTEER

Donald Woods, leading man of NBC's "Those We Love," has been appointed volunteer director of the United States Citizens War Service Corporation for the entire West Los Angeles (Calif.) area, which has a population of over 1,600,000 people.

V...—

FREE ENTERPRISE

Radio and all other media will be used by the National Association of Manufacturers "to bring home to 137,000,000 Americans the postwar ambitions of American enterprise."

V...—

The best bet—extra War Bonds purchased during the Fourth War Loan!

Freddie Ebener and "G. I. Varieties"

A number of Omahans have reported hearing a shortwave program called "G. I. Varieties," which features an orchestra directed by (Capt.) Freddie Ebener, former director of the WOW studio orchestra. He's stationed somewhere in Alaska.

V...—

WAR FUND AID

The value of radio time donated in October and November to help the National War Fund drive was estimated by OWI at \$1,318,000. Stations donated more than 56,000 announcements and made more than 600,000,000 "listener impressions," OWI estimated.

V...—

RECORD ON NETS

Precedent was shattered Christmas Eve when President Roosevelt's speech was repeated by transcription. It was the first time the networks have permitted a recorded program on the chains.

V...—

Lct's all back the attack! Fourth War Loan.

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

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

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 1/44, which means January, 1944.

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!

26 NBC Features Set On WOW's Baby Brother

Radio Station KODY at North Platte, Neb., "in the heart of the Buffalo Bill country," became the 142nd member of the National Broadcasting Company network on December 13, 1943.

KODY, which is named after Colonel William F. "Buffalo Bill" Cody, is owned and operated by Radio Station WOW, Inc., of which John J. Gillin, Jr., is President and General Manager. KODY's transmitter is located on the site of the original Cody ranch at North Platte. Local legend has it that the famous Indian scout and plainsman made his permanent home here at the confluence of the North and South Platte rivers because of the excellence of surrounding farm land because it was almost exactly half way between Boston and San Francisco.

On January 1, KODY was carrying 26 top-notch NBC programs each week, and more were to be scheduled soon. In addition many other programs popular on WOW have been signed up for KODY.

Effective January 3, KODY was to receive the Chicago Daily News Foreign Service news report each week day, to supplement its United Press leased wire service.

Mr. Gillin and most of his staff of WOW opened KODY with a typical WOW flourish, which recalled to many old-timers the superb showmanship of the late Buffalo Bill. The sixth day KODY was on the air Gillin had arranged a coast-to-coast NBC broadcast in tribute to the famous North Platte Soldiers' Canteen, which to date has served home-made pies, cookies, etc., to more than a million and one-half service men and women. William Jeffers, President of the Union Pacific Railroad, and Governor Dwight Griswold of Nebraska spoke. The United States Army awarded the plainswomen who run the canteen an official citation for meritorious service in building morale among service men and women. The program was on NBC at 10:45 a. m., Central Time, Sunday, December 19, and was the first network show ever to originate in North Platte.

Gift to Schools

In addition to the network show, KODY created a lot of good will by presenting a library of orchestral sheet music, valued at more than \$1,000, to the North Platte Senior High School, which has a championship band and orchestra. The music was donated with the provision that it will be available on a loan basis to any orchestral or band musical organization in the KODY area. All of the music can be used on the air. Nebraska law forbids the broadcasting of ASCAP music.

KODY also established good relations with the three North Platte newspapers—"The Telegraph," "The Bulletin" and "The Tribune," all of which now carry complete KODY program schedules.

Additionally, Gillin set up an efficient news-gathering organization, which during the first week got three big local "breaks" on local news stories.

KODY operates on 1,240 kilocycles, with 250 watts power, and carries a schedule starting at 6 a. m. and ending at midnight, seven days a week. The station was formerly on 1,460 kilocycles, and was operated by the Great Plains Broadcasting Company as a daytime, non-network outlet.

(Continued on page 6)

THE WOW NEWS TOWER

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BILL WISEMAN, EDITOR SOREN MUNKHOF, ASSISTANT

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THE NEXT NINETY DAYS . . .

Almost everybody in high places agrees that the next 90 days—January, February and March—will be the most important in the history of the world.



Bill Wiseman

Newscasters are advised to bluntly tell the public that there will be many American casualties—perhaps half a million.

It'll be a time when every one of us must steel ourselves to receive bad news and must buckle down to our greatest home front efforts.

Let us hope that the bad news will be limited to newscasts. Let 'em give us the truth—straight from the shoulder and without beating around the bush—without the sugar coating.

Let us have programs which give us a lift—programs that inspire us to greater efforts in winning the war and "escapist" entertainment to help us lay aside our worries momentarily.

A scallion to producers who make millions of parents, wives and sweethearts of service men cry—simply to produce an effect!

V...—

STILL NINE OF FIRST TEN . . .

Hooper ratings for the week of December 1-7 (the latest) still put WOW shows in nine out of the ten top spots. Best-rated show nationally continues to be Bob Hope. Since the last rating was announced, Jack Benny jumped from sixth to fourth place, stepping ahead of "The Aldrich Family" and "The Lux Radio Theater."

All of the top ten were NBC shows except the Lux show, which landed in fifth place, and the Winchell program (Blue), which was tied for ninth place.

The new ratings:

- Bob Hope
- Fibber McGee
- Charlie McCarthy
- Jack Benny
- Lux Radio Theater
- Aldrich Family
- Mr. District Attorney
- Maxwell Hour Coffee Time
- *Eddie Cantor
- *Walter Winchell
- Bing Crosby

(*Cantor and Winchell were tied for ninth place.)

V...—

A MIGHTY HUNTER . . .

Photographic evidence that he really got a few ducks is presented herewith by Lyle DeMoss, WOW's Program Manager and producer of Union Pacific's "Your America" network show.

Lyle, after working day and night for months on the Union Pacific show, saw a Thanksgiving Day break coming, grabbed his gun and high-tailed it to Broadwater, Neb., where he and Bud Dolson had 24 hours shooting.

There's only Lyle's own word that he personally shot some of the fowl. They say this Dolson really can shoot the eye out of a needle.



Lyle DeMoss

V...—

MORE "OKLAHOMA!" PLEASE . . .

Why don't we hear the rest of the swell tunes from "Oklahoma!" on the air? So far, about all we've heard is "Beautiful Morning," "Surrey With the Fringe on Top" and "Someone Will Think We're in Love."

Other good tunes missing from the airplanes include "Many a Day," "Out of My Dreams," "Pore Jud Is Daid," "All or Nuttin'," "Kansas City" and "I Cain't Say No."

Believe me, they're great tunes. Why don't we hear 'em?

V...—

THE RUMOR DEPARTMENT . . .

Lucille Manner's new Cities Service contract will permit her to work other shows, too . . . If you've had trouble getting new tubes for your set, better try again . . . and soon . . . NBC's Niles Trammell promptly squelched the report that NBC had tried to ditch "The Catholic Hour" to make room for a commercial . . . NBC boss said what NBC tried to do was to give "Catholic Hour" a full net at 3:30 p. m., Sundays, instead of 73-station net in present time . . . H. V. Kaltenborn, just back from South Pacific, says we won't get Japs licked until 1946 . . . Smart news men are saying that Omaha's Don Hollenbeck (in Italy) is doing the best reporting job of any of the overseas boys . . . At one time a fortnight ago the five top execs at NBC in New York were all in bed with the flu . . . An orchid to Ozzie and Harriet for their new tune, "Mares Eat Oats" . . . In North Platte they're calling KODY "The Radio Center of the Plains" . . . Wheee!

ORDERS OF THE DAY



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 Scotch had a custom called "first fittin'" or "first footing," which meant that a stranger, or anyone but a member of the family, should be the first to cross the threshold of their home after the new year was ushered in. It was a tradition in my Scotch home that if a member of the family entered first after the stroke of 12, it was an evil omen. My mother, true to her traditional Scotch habits, would see to it that the house was thoroughly cleaned and that there was not a bit of silverware, china or cooking utensils left unwashed. If we left the home before midnight, we received a solemn warning to bring someone who was not a member of the family to enter the home first.



Rev. R. R. Brown

Another feature of the New Year celebration was going from house to house with the New Year's greeting in song, a part of which was as follows:

"A guid New Year tae one an awe,
An munny mae ye see,
And during aw the years tae come
O, happy mae ye be."

As I think upon those yester-years and I approach 1944, I am impressed with the need not only personally, but of all of us, that we shall have a clean start. My prayer is that our inner lives shall be cleansed. It is not enough that the debris that gives mute testimony to the destruction of war shall be removed, and the wreckage of armaments shall be made into ploughshares and pruning hooks, but that out of our lives shall go the hates, bitterness, revenge and sin of every kind.

Then, we might know the joy of having 1944 cross the threshold of our lives with a new beginning, new faith, new aspirations, greater desire for the best things, more zeal for righteousness, greater boldness as we pursue the nobler and more worthy quantities in life.

Let us have a clean house for a new beginning. Let us be prepared

to accept the challenge of a world that must be reunited, its wounds healed and its peaceful order restored. Let this 1944 not be an impersonal, imaginary event, but an occasion when God, in a new and larger way, shall enter the house of our lives.

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.

CHOICE YULE CARD

New York City—At this season of the year an urge comes over me to give expression to thoughts with a deeper significance than the conventional "Merry Christmas."

I like the sequence of expression used by Abbe Raynal: "Thought is the first faculty of man. To express it, is one of his first desires; to spread it, his dearest privilege."

Let us, therefore, choose the thoughts upon which our minds are to dwell, for it is man's thoughts which color the conditions of life. Let us embrace the thoughts which will make us appreciative of our many blessings . . . thoughts which will unite us all this Christmas season—and always. And, finally, let us spread them far and wide. Then the inner sunshine will warm the hearts of all those near and dear to us.

These are the thoughts I would like to offer with my season's greetings to you.

Sincerely,
HENRY W. MARKS,
Advertising Director, Printer's Ink.

V...—

LIKES WAR MAP

Lincoln, Neb.—I wish to thank you for the fine war map which I received through the mail yesterday after I had renewed my subscription to the News Tower. I wanted very much to ask for the map, but didn't want to appear piggish. It's a wonder map.

V...—

Note.—The new WOW war maps are free to anyone who sends in a new or renewal subscription to the News Tower. With the invasion of Europe coming up, every WOW listener should have one. If you are already a subscriber, or your subscription is not ready for renewal yet, send 15 cents and we'll send you the map anyway.

V...—

War Bonds are a badge of honor. Get your honors during the Fourth War Loan!



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

RADIO STATION WOW, Inc.

Insurance Building

OMAHA, NEBRASKA

YOUTH SERIES HITS DELINQUENCY

STAFF STUFF

By SOREN MUNKHOF

With the holidays in full swing, turning out a "Staff Stuff" column is a bit of a hum-drum affair, especially as we wish to avoid playing too heavily on the holiday activities of the staff. By the time you get this column, along in the first part of January, practically all of you are sick and tired of hearing and reading about Christmas.

However, we are going to start the column by telling that the WOW staff held a Christmas party the night of December 22. Staff members cavorted from Christmas tree to buffet lunch and danced to the recorded music you hear occasionally on WOW, as played on one of the engineering department's portable transcription tables.

O'Hara Leaves
But enough of that and down to the more serious things of life, such as, for instance, marriage. Irene O'Hara Seipmann left WOW to go back to the Atlantic Coast to join her sailor husband to whom she was married, as we told you in the last News Tower, a couple of months ago. Taking her place on the staff as Bill Wiseman's Secretary is little blonde Ruth Herchenroeder, not only an efficient Secretary, but pretty as well. (Editor's note: No offense to the "old-timers.")

Another item of interest is the fact that Ruth Noi Wright has returned to WOW and is now assisting Newsroom Secretary Ardice Fowler.

On Sick List
Transmitter Engineer Ed Anderson has returned to work after a bout in the hospital and is back on the job at the WOW towers at 56th and Kansas.

On the sick list at various times during the past month have been Phyllis Murphy, Mail Clerk; Ardice Fowler, News Secretary; Jeanne Lund, News; Rewrite; Cele Broderick, President Gillin's Secretary; Helen Whitney, Music Librarian; John Leslie, Announcer; Thomas Chase, Transcription Manager; Luella Cannam, Sales Department; Tom Dailey, Sportscaster, and Aunt Sally Dee.

Lyle DeMoss has been staying on his feet himself, but has had his entire family laid up during most of the month of December. In fact, little Billy DeMoss was in such serious condition from a strep ear and pneumonia, the family was very worried over him for a while. Mrs. DeMoss was also critically ill with pneumonia.

Vital Statistics
Also of interest, and especially to Clair Wolfe of the Sales Department, was the fact that Clair became the father of a six pounds, 14 3/4 ounces baby girl on December 16, 5:35 p. m. Her name is Jaqueline Maye, and she will be known as Jackie Maye, her fond father says, with a perceptible swelling in his head. Little Jerry Hetmanek, Lyle DeMoss' Secretary, quipped gleefully when she heard the news: "Oh, he's the father of a little Wolfess!"

More and More Work
Several of the executives and department heads of the station have spent a good share of the past three weeks at North Platte, where WOW's baby brother, KODY, started operation under WOW management December 11.

The rest of the staff, to a large extent, has been head over heels in the work connected with the premiere of the coming Union Pacific show, which starts shortly on a national network.

(Continued on page 6)



Soren Munkhof

Broadcasters Are Best Paid

Radio apparently continues to pay the highest average wages of any U. S. industry, according to a report by the Federal Communications Commission. The average weekly wage in the broadcasting industry is \$55.75 a week, which is about 7 per cent higher than the 1942 figure.

During the typical week of October 17, 815 standard broadcast stations employed 24,515 persons full time and 4,800 part time. The industry's total weekly payroll was \$1,366,687.

Station employees in executive capacities were found to be receiving the following average weekly salaries: General manager, \$132; technical, \$67; program, \$67; commercial, \$102, and publicity, \$65.

In non-executive jobs, station technical operating personnel averaged \$48.53 a week; announcers, \$53.83; salesmen, \$76.85, and writers, \$37.60. The figures are for salaries only, and do not include amounts paid frequently to announcers as "talent fees."

V...—

Contented Hour Begins 13th Year

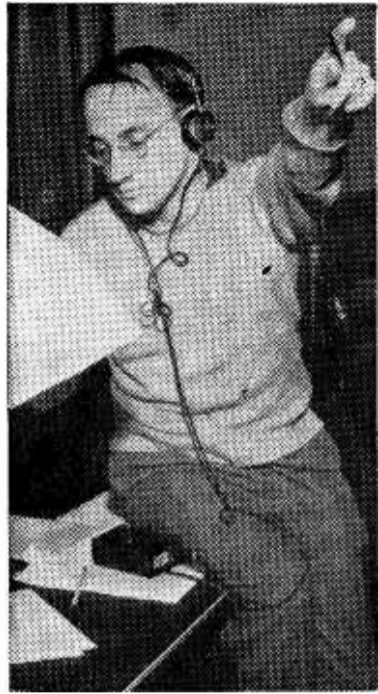
There's good luck in a baker's dozen sometimes. Ask the personnel of the "Carnation Contented" program, which began its 13th year practically simultaneously with the advent of 1944. The new year had an anniversary on January 1 and Carnation celebrated Monday, January 3 (NBC, 9 p. m., WOW), the eve of its 12th birthday.

The "Carnation Contented" program made its debut on NBC January 4, 1932. It has presented an imposing array of musical stars during its dozen years on the network, among them Amelita Galli-Curci, Richard Bonelli, Gladys Swarthout, Morgan L. Eastman, Dr. Frank Black, Marek Weber, Josef A. Pasternak and Dr. Roy Shield.

V...—

Your dollars are wanted for War Service. Buy extra War Bonds during the Fourth War Loan.

FOR THE BOYS



Arch Oboler, famed NBC dramatist, will direct, and Ronald Colman of movie fame will be starred in new Auto-Lite series, "Everything for the Boys," starting on WOW, January 18.

Oboler to Direct Auto-Lite Series

"Everything for the Boys," a new radio program, starring Ronald Colman, written by Arch Oboler, and designed to give our service men on the fighting fronts what its title implies, will make its bow, Tuesday, January 18 (NBC, 10:30 p. m., WOW).

This new half-hour radio series will be presented weekly under sponsorship of the Electric Auto-Lite Company.

In addition to presenting dramatizations of hit plays, movies and novels, the programs will feature two-way shortwave conversations with fighters overseas.

NBC Income Up During 1943

Time sales by NBC during 1943 reached an all-time peak in dollar volume, with an approximate 15 per cent increase over 1942, Roy C. Witmer, Vice President in charge of sales, announced.

During the year the number of national advertisers which used the full network (142 stations) increased from 23 to 30. Twelve additional advertisers started during the year, bringing the total number of NBC clients to more than 75 firms.

Witmer said that NBC's time "is now approximately 100 per cent sold."

In addition to improving its commercial picture during 1943, NBC maintained its usual high standard of program acceptance by listeners.

During the year, NBC consistently carried nine of the first 10 top-rated shows, 15 out of the first 20 and 33 of the first 50 of all programs on the air.

V...—

Jackie Lee Named Marine Pin-up Girl

WOW's songstress, Jackie Lee, has just been informed that she has been named a "pin-up" girl.

Jackie has just received a letter from Technical Sergeant Tom Clines of the United States Marine Corps. Sergeant Clines is an ex-Omaha boy, who has been out in the South Pacific for most of the past year. While out there, he found a newspaper picture of Jackie—a picture taken at Peony Park when she was part of the entertainment for a special party held to raise money for the Christmas cigarette fund for service men.

The sergeant sent Jackie the clipping to prove that it had traveled so far, but asked for another picture to replace it, and said that he and his buddies would consider her their favorite "pin-up" girl.

Jackie is having a special picture made up for Sergeant Clines and his Marine buddies.

V...—

Your dollars can do more. Invest NOW in War Bonds!

Ten Guidance Groups to Assist

To present a broad, inclusive picture of American youth in wartime and show how youth itself is meeting the challenge of increased juvenile delinquency, the National Broadcasting Company will present a 13-week series of programs, "Here's to Youth," which will be heard Saturdays from 1:30 to 2 p. m. on WOW, beginning January 15.



Helen Hayes

The broadcasts will be presented in cooperation with 10 major voluntary youth organizations with a total youth membership in excess of 31,000,000. The series represents the first occasion when these groups have united on a national radio program.

Helen Hayes, the distinguished star of stage, motion picture and radio, will be featured on the initial program, "Young Americans in Crisis." Each program will be in dramatic form and will deal with a specific problem and its solution.

"The importance of putting these programs on the air is not open to debate," said Dr. James Rowland Angell, NBC public service counselor. "However, I wish to make it clear that while the distressing increase of juvenile delinquency creates an urgent problem for the organizations cooperating in the production of these programs, these groups conceive their objectives in broad, constructive terms which include every important phase of mind, body and spirit."

V...—

"Date With Judy" Takes Heidt Spot

"A Date With Judy," starring Louise Erickson, will start a new weekly series, Tuesday, January 18 (NBC, 7:30 to 8 p. m., WOW). It will be the first time the show has been given a regular spot.

The new series will pick up the whirlwind antics of 15-year-old Judy where they halted late last summer. In addition to blonde, blue-eyed Louise, who also is 15 years old, the cast will include Dix Davis as Randolph, Judy's vinegar-tongued brother, and Georgia Backus and James Brown as the bewildered parents, Mr. and Mrs. Foster.

The program will be sponsored by the Lewis Howe Company for Tums, and will replace "Treasure Chest," featuring Horace Heidt and his Musical Knights.

V...—

Keep your \$\$\$ fighting! Invest them NOW in War Bonds!

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.



The one and only Kay Kyser... keeps both service folks and civilians smiling.

EDITORS NAME NATION'S TOP STARS

Bob Hope Again Hits Top Rank

Recently the "Motion Picture Daily," national entertainment field magazine, conducted its eighth annual poll of more than 600 radio-newspaper editors and columnists. These 600 impartial newspapermen picked what they feel are the outstanding programs on the air today.

For the third consecutive year, WOW - NBC's comedian, Bob Hope, was named THE Champion of Champions.

Also on the Champion of Champions' list were two other WOW stars, Jack Benny and Bing Crosby.

There were a total of 93 listed of honor ratings in various classifications of radio programs. Of those 93, the National Broadcasting Company, and that means WOW in this territory, had 45 places.

The Columbia Broadcasting System was second with 28 places.

The Blue network was third with 17 and Mutual fourth with three.

In the Comedians' classification, Bob Hope again was listed in first place, and Jack Benny in second. They are both WOW programs. Fred Allen of CBS was awarded third place.

First place among Comedy Teams went to WOW's Fibber McGee and Molly. Second place went to CBS's Burns and Allen, and third, to WOW's Abbott and Costello.

In the classification labeled Film Players on Air, WOW slipped. Don Ameche of the Blue network took first place and Lionel Barrymore of CBS, second. Bing Crosby, however, was placed in third.

Crosby, however, placed first in the next classification, Male Vocalist (popular music). Second place went, as most of you girls can guess, to CBS's "girl-killer," Frank Sinatra. Third place, however, went to WOW's Dennis Day. There was a fourth place in this classification, and this went to Dick Haymes of CBS.

Dick Haymes also rated the next classification, that of Most Promising Star of Tomorrow. Gary Moore, also of CBS, rated second, and Jack Douglas of Blue, third.

WOW again took the major role in the next classification, that of Comedienne, with Joan Davis and Fanny Brice taking first and second. Gracie Allen of CBS was third.

Bing Crosby climbed into the money again as Master of Ceremonies. Second and third place went to Don Ameche and Milton J. Cross, both of the Blue network.

In the next division, that of Male Vocalist (classical), WOW talent again held the first two places, with John Charles Thomas and Richard Crooks. James Melton of CBS took third place.

Top Studio Announcer is WOW's Don Wilson, with Milton J. Cross of the Blue second and Ken Carpenter and Harry von Zell, WOW-NBC, third and fourth.

CHAMPIONS OF CHAMPIONS . . . ALL WOW-NBC STARS



"These are the men who make them laugh . . ." These are the Champions of Champions and the top comedy and music stars of radio. All three are WOW-NBC stars, with Bob Hope in first, Jack Benny in second and Bing Crosby in third place. In these days of tragedy, of bad news, of worry, of fear, of uncertainty, "these are the men who make them laugh . . ."



Bob Hope



Jack Benny



Bing Crosby

CBS, however, took the lead in the two first places for Female Vocalists (popular), with Dinah Shore and Kate Smith. Third place went to WOW's Ginny Simms.

Number one commentator was listed as Raymond Gram Swing of the Blue. Number two, H. V. Kaltenborn of NBC. Number three, Fulton Lewis, Jr., of Mutual.

Among Sports Announcers, WOW's Bill Stern was first; Red Barber, Mutual, second, and Ted Husing, CBS, third.

WOW and NBC took all three places for symphonic conductors. They were Arturo Toscanini, Frank Black and Leopold Stokowski.

Among Dance Bands (sweet), Guy Lombardo, CBS, was first; Fred Waring, NBC, second, and Sammy Kay, CBS, third.

The Blue net took most of the honors for morning programs, with the "Breakfast Club" and "Breakfast at Sardi's," first and second. WOW-NBC's "Hollywood Theater of the Air" was third.

In the classification of Dramatic Series With the Same Cast and Characters, NBC took all three places, with "One Man's Family," "The Aldrich Family" and "Mr. District Attorney."

However, with Dramatic Programs With Different Plays, CBS took the honors with "Radio Theater" and "Screen Guild Players." Third place went to WOW's "Cavalcade of America."

All three places in Comedy also, of course, went to WOW-NBC, with Bob Hope, Jack Benny and Fibber McGee and Molly.

In musical shows, Andre Kostelanetz of CBS won first place. WOW's "Album of Familiar Mu-

sic" and "Hour of Charm" were given second and third places. The only network star listed in the classification Female Vocalists (classical) was Gladys Swarthout of CBS.

When it came to Newscaster, the Blue net's Lowell Thomas and Walter Winchell (also carried by WOW) won first and second places. George Putnam of NBC was third.

When it came to Women Commentators, Dorothy Thompson of Blue and Kate Smith of CBS were first and second, with Sheelah Carter of Mutual, third.

The New York Philharmonic, carried by CBS, was rated first among Symphonic Orchestras. Second was the NBC Symphony, and third, the Boston Symphony, carried by Blue.

There was only one network Swing Dance Band listed—Harry James of CBS.

Among daytime serials, WOW's "Vic and Sade" are rated tops, with two CBS shows rated second and third. They are the "Goldbergs" and "Life Can Be Beautiful," both carried also by WOW.

The "Kraft Music Hall," carried by WOW-NBC, was leader among Variety programs. Second is "What's New," on Blue, and third, "Kate Smith Hour" on CBS.

Among Program for Children, CBS took first with "Let's Pretend," and the Blue network took the next two places with "Lone Ranger" and "Coast to Coast on a Bus."

The two top Quiz Shows are WOW's "Information Please" and "Truth or Consequences." The Blue network took third place with "Quiz Kids."

Among Educational Programs, NBC's "University of Chicago Roundtable" was listed as first, Blue's "America's Town Meeting of the Air," second, and CBS's "American School of the Air," third.

CBS took the first two places in commercial war programs with "Man Behind the Gun" and "Stage

BEAUTY HELPS HOPE



"This is one reason . . ." Lovely, blonde Frances Langford is one of the reasons Bob Hope's show is so extremely popular. She has definitely helped make Hope's show a favorite with service men before whom Bob and Frances Langford have performed. Even with the natural quip ability of a Bob Hope, it takes a "chic" little personality like Frances to help do the trick.

Door Canteen." NBC's "Cavalcade of America" took third place.

The award for the best All-Around War Coverage for 1943 went to CBS first and NBC second.

The best Government War Program listed was the "Army Hour," carried by WOW.

WOW also carries five of the top places on other networks, making a

total of 50 of the top 93 shows available for WOW listeners. The five are Walter Winchell, which is normally a Blue network show, and the "Goldbergs" and "Life Can Be Beautiful," second and third among Daytime Serials which actually are CBS shows. Number four and five go to Milton J. Cross of the Blue network, listed as one of the top



Toscanini



John Charles Thomas



Richard Crooks

HIGH PRICES PAID FOR BIG NAMES

THESE TOP WOW-NBC SHOWS PAY HIGH TALENT COSTS *The Talent Costs Reach Into Thousands*



When the "Billboard" magazine recently published an index of talent cost for the top radio programs, it showed some things of interest to WOW listeners.

The index was based on the "First Fifteen Hooperatings" for evening programs in the period ending November 15. The Hooperatings, for those of you who do not know what they are, are ratings based on telephone and other surveys by a special, impartial survey company. The Hooperatings are accepted in the trade as an equitable standard of the listening audience for any program.



Charlie McCarthy

ard of the listening audience for any program.

WOW Carries Most Top Shows

Of the first 10 programs listed in the Hooperatings, WOW has eight. And of the first 15, WOW has 12. That means that WOW listeners hear regularly 11 of the 15 programs which are favorites of most all listeners in the entire country.

It also shows that the favorite programs of WOW's and the nation's listeners are also some of the highest priced from a talent viewpoint.

In order that our listeners may realize something of what the cost of these shows is, we will give them, as worked out by "Billboard" magazine.



Marian and Jim Jordan

Benny Show Cost \$20,000

Jack Benny has a show which apparently costs the most money for talent—the sum of \$20,000 per week. This talent cost does not, of course, include the cost of time on the many radio stations across the country. That cost is many times the talent cost, but the sponsor pays it gladly to bring the better programs to America's listeners.



Frank Morgan

Number one in the Hooperatings is Bob Hope, who has also been listed in a poll conducted by "Motion Picture Daily" as the Champion of Champions in radio shows for the third straight year. Bob Hope's program talent cost is \$11,000 per week.

Bergen's Talent \$10,000

Number two Hooperating show is Edgar Bergen's, with a talent cost of \$10,000 per week.

Number three on the list is that popular comedy team, Fibber McGee and Molly" at a talent cost of \$8,500.

Jack Benny, also listed as one of the three Champion of Champions, is number four on the list, and as we told you, the talent cost is \$20,000 per week.



Jay Jostyn "Mr. D. A."

Number five is the "Aldrich Family," the fifth most popular evening program on the air, although there the talent cost is only \$4,000 per week.

Place number six in popularity is held by the "Lux Radio Theater," a Columbia Broadcasting System dramatic show, the cost of which is \$10,000 per week.

(Continued on page 7)

"These are the laugh teams . . ." For years the names Edgar Bergen and Charlie McCarthy, the names Fibber McGee and Molly, the names Abbott and Costello, have been as inseparably linked as beer and pretzels, as ham and eggs, as salt and pepper, cheese and crackers. These three

comedy teams are rated high on the scale of radio entertainment—and they are expensive teams. Team sponsors put out a lot of money just to be able to entertain you, the radio listeners. "These are the laugh teams . . ."

TOPNOTCH COMIC SHOW



"'Nother comedy team . . ." Baby Snooks and Daddy are rated as one of the more popular comedy teams and also take part in a show which draws a pretty large talent fee. Fanny Brice as Baby Snooks has held the rapt attention of the radio audience for many years with the able assistance of Daddy, played by Hanley Stafford. Also in that same show is the inimitable liar extraordinary, Frank Morgan, which means that this show has teamed up, not only a top comedy team, but also top individual comedy stars.

Masters of Ceremonies. He is on "Chamber Music of Lower Basin Street," carried on WOW, and is also number two on the list of Studio Announcers.

That means that WOW carries the three top Daytime Serial shows and the four top Studio Announcers, as well as two of the three top Masters of Ceremonies.

LEADING DRAMA SPOT



Rated tops among the "chillers" is Vitalis' "Mr. District Attorney." It's "Mr. D. A." on the phone; Herrington and Miss Miller kibitzing. V...—

TOPS IN SPORTS



"Tops in sports . . ." Bill Stern is rated a keynoter in covering sports in radio.

HEADS a HEADLINER



"Emcees top show . . ." Tom Reddy of WOW-Land runs a show on the "Fitch Band Wagon," rated high in listener appreciation.

PRESS URGES FREE AIR OPINION

Editorial Raps Move to Bar

Comment

NOTE.—The following, under the title "Opinion on the Radio," appeared as a lead editorial in the December 29th edition of The Omaha World-Herald.—The Editor.

"Senators Wheeler and White Monday began revising their bill for regulation of the radio broadcasting industry . . . Wheeler declared that steps must be taken to control radio commentators who express their own opinion."
—News item.

We offer that little paragraph for your scrap book, as an eloquent commentary on the times.

Senator Wheeler has been a tireless critic of the New Deal. In session and out he has belabored Mr. Roosevelt's administration for its wondrous bureaucracy and its persistent attempt to impose fascist controls on the free American people.

Yet when the good senator sits down to draft a bill to govern the radio industry, what, seemingly, is his first thought and purpose?

To "control" commentators. To keep them from expressing their opinions. To add one more gag to the innumerable ones already created by wartime Washington.

There has been a good deal of loose talk about this whole radio problem. Many of the powers that be, awed by the awful political possibilities inherent in the air waves, have taken the position that radio must be "non-controversial." That it must be tolerant and broad-minded and friendly to everybody—and stimulating to nobody.

Seldom, if ever, does the listening public have a chance to hear a radio speaker who is moved by a towering rage or a deep sorrow or genuine gladness. Manuscripts must be submitted for approval in advance, and if official scrutiny reveals that the words contain even the faintest trace of human juices, they must be scrubbed and squeezed dry and thoroughly sterilized before being allowed to go out over the air.

Even the debate or "forum" programs have lost most of their spontaneity and charm. On rare occasions the participants may so far forget themselves as to say "damn," and on one memorable afternoon the distinguished gents almost started slugging, but such

HERE ARE THE PHOTOS YOU ASKED FOR



DAVE STREET . . . Sealtest soloist, started his career as a choir singer. Now, many listeners forget other "swoon singers" and "crooners" when Dave, with quiet dignity, lets go in song.



CONNIE HAINES . . . Half pint in size, Connie Haines really wows 'em when she performs on the Abbott and Costello show. Despite her youth, she's a veteran among radio's top-notchers.



ART LINKLETTER . . . The emcee of "People Are Funny," used to be a champ in basketball and swimming. Apparently it was good training for his present job, in which he keeps his listeners roaring.

News Tower readers asked for these photos. Write and let us know others whose photos you'd like to see.

cases are decidedly exceptional. Usually the antagonists bandy words across the table with all the prissy finesse of elderly spinsters playing a lobbing game of badminton, while the audience goes quietly to sleep.

But to get back to Senator Wheeler and his feud with commentators who express opinions. Offhand, we can think of only two outstanding examples on the networks. One is a very earthy character who delights in taking pot shots at the New Deal, and the other is a starry-eyed citizen who believes that the Christmas era began on March 4, 1933.

Both of these individuals have had a certain amount of censorship trouble, and at last accounts one of them had actually been taken off the air.

Actually there is no reason why radio commentators, if they are sufficiently well known and well informed to be worthy of their jobs,

should not step up to the microphone and make the air waves ring with their denunciations, if they happen to feel in a denouncing mood. After all, words broadcast over the air are only words spoken by one human being to other human beings, and are generically the same as words spoken in Hyde Park or Jefferson Square. If a citizen has a constitutional right to speak to 10 people on a street corner, then a qualified commentator certainly should have a right to say what he pleases to 10,000 or 10,000,000 on a radio hookup, subject only to the usual considerations of decency.

But apart from all constitutional questions, America would benefit greatly, we believe, by having a more virile radio to supplement its always vigorous press. The times simply scream for men and women who have the courage to look at the facts, the ability to read them, and the capacity for honest, blazing anger. When such appear upon the scene they certainly should not be gagged.

STAFF STUFF

(Continued from page 3)

In our service news is this interesting little item to the effect that Herb Conley, formerly of the WOW news staff, walked in on us the other day on a leave of absence. He was sporting gold bars picked up the hard way at Fort Monmouth, N. J., where the Signal Corps trains its men. Herb, you know, served in England with the infantry and then as a corporal before he was sent back to the United States to go to Signal Corps school. Whither he is bound now, no one knows.

Incidentally, Henry Bristowe, also formerly of the WOW news department, who, to quote himself, "served for one full year of 365 days as a private in the United States Air Corps, a new Air Corps record," has been promoted. Henry was promoted to corporal shortly after that year as a private was finished. However, we quote Herb Lee, Assistant News Manager at WOW, who says of Bristowe, of whom he is incidentally very fond: "He'll never be able to hang on to that promotion. They'll 'bust' him in no time."

Perhaps a little explanation is in order. Bristowe was always the "life of the party," and now, we hear, is the "life of New Guinea." He has, they tell us, done more to keep up the morale of the Air Corps unit to which he is attached in New Guinea than all the morale officers and visiting movie stars the United States has been able to muster. That's all for now.

KODY ALL SET

(Continued from page 1)

Manager of the new station is John Alexander, who was until recently the Night Supervisor at Station KSL in Salt Lake City. Mr. Alexander started in radio in 1933 at KSTP in St. Paul. Since then he has been in program work at WDG, Minneapolis; KFVB, Great Falls, Mont., and at the former KGNF in North Platte.

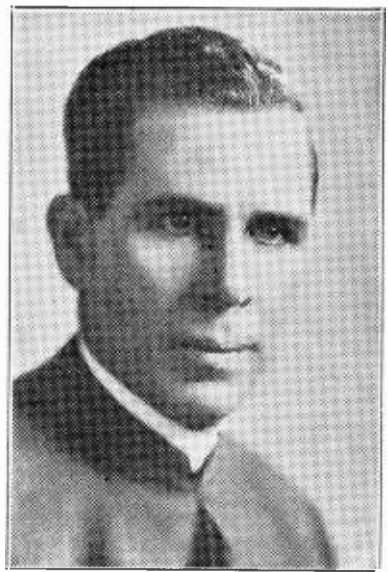
Assisting Mr. Gillin in taking over and setting up the new NBC outlet were the following WOW men: Harry Burke, Assistant General Manager; Lyle DeMoss, Program Manager; Bill Wiseman, Promotion Manager; Joe Herold, Assistant Chief Engineer; Al Larson, Auditor; Gene Moser, announcer, and Soren Munkhof, News Manager.

KODY began operations without fanfare, but will have a "grand opening" in mid-February, with several nationally-known NBC stars participating.

V...—
Let's ALL carry through this time! Buy extra War Bonds NOW!

V...—
For the job ahead—buy an extra \$100 War Bond in January!

SHEEN BACK



The Rt. Rev. Msgr. Fulton J. Sheen, who needs no introduction to "Catholic Hour" audiences, returned to the air for a series of sermons entitled "One Lord: One World." The series will continue through Easter Sunday, April 9 (5 p. m., on WOW, via NBC).

C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK!
MAY I COME IN?

Well, happy New Year, everybody! The door of another year has closed. Closed upon Time's contribution of the bitter and the sweet for each of us. As the latch clicked on the door of 1943, another latch silently lifted, the door swung open and 1944 slipped softly in. We stand by watching, with hands outstretched, hoping for the choicest gifts the new year has to offer. The greatest gift she could bestow would be peace in 1944.



Aunt Sally

I want to thank you wonderful people in Radioland for your grand support in the past eight and a half years and for your increased interest and activity in 1943. You have made it possible for me to send out thousands of rays of sunshine from my little desk in the corner to all parts of the United States. I only wish you could know as I do all the happiness and comfort you have brought to God's other children. Thanks a million for your loyalty.

Year-End Report

I know most of you are reading the News Tower, for I decided each and every shut-in should have the paper that tells them what's what and who's who in Radioland. A great many members were sent subscriptions as a gift from our listeners. If you will advise me when your year is up, I will see that your subscription is extended another 12 months.

This year I was determined every one of my children should have something that was needed for comfort or joy at holiday time. A number was given to each of you and that number given over the air for a listener to adopt. If your number was not taken, I went shopping for you to supply what you had told Santa Claus you wanted.

200 Packages

The shops could not send packages out of the city this year, so the task of playing Santa Claus was doubly difficult. We gift-wrapped and wrapped for mailing around 200 packages. I finally lost count. When I first started, everything was put down in a little book, and I knew just what I bought for which, why and when, but before long I hardly knew which way was up. But, with the help of two good friends one day to assist with the packages, and another in the office for two weeks, we did get through, and so far have not heard of anyone being missed or left out.

If you are in Class E in your report for the year, and you did not get a package, then please let us know and Santa Claus will be sent right over to your door.

Our gifts this year included sweaters, bed jackets, robes, warm gowns, bed socks, hose, dresses, comforters, sheets and cases, spreads, electric pads, bed lamps, writing materials, postage and numerous other things. There was a great need for articles of this kind.

Playing Santa Claus to about 300 individuals is something to do. I wouldn't presume to boast, but I would warn anyone who may be contemplating such a venture to fortify themselves with a staff of at least six workers for active duty for about 30 days.

Now, I want to hear that every shut-in was happy and it will all have been so worth while. After all, making people happy is the most worth-while work in the world.

Well . . . 'bye for now!

YOUR AUNT SALLY.

WOW NEWS SCHEDULE

The regularly scheduled newscasts on WOW are as follows:

- 6:00 A. M.—News Tower Daily except Sun.
- 6:55 A. M.—Farm News—Flex-O-Glass Mon., Wed., 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 Mon. Thru Fri.
- 8:45 A. M.—News Tower Mon., Wed., Fri.
- Omaha's Front Page—Nebraska Power Tue., Thu., Sat.
- 9:30 A. M.—Omaha's Front Page—Nebraska Power Sun.
- 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.—Foster May—Sweetheart 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—Groves Cold Tablets 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

WAR HEROES VISIT NOONDAY FORUM

Omahan Tells Of 50 Bombing Missions

Noonday Forum programs during December gave WOW listeners a close insight into foreign affairs and happenings. Forum Conductor Ray Clark held a number of interviews with service men who have returned from the front, and with such interesting people as Mrs. Grace B. Holmes of the American Red Cross, and foreign missionaries.



Ray Clark

There were also a number of interesting interviews with national figures, all of which helped present various views of the war or home front picture. The Noonday Forum (McKesson & Robbins, 12:45 p. m., week days, on WOW) also carried some round-table discussions of special interest to the listeners in the WOW area.

Among those who appeared on the program were First Lieut. Warren Vernon, back in Omaha after completing 50 bombing missions in the African theater of war.

The Rev. John C. Freidl, S. J., chairman and public member of the Regional War Labor Board; Mr. Henry B. Neef, Mr. John A. Cassidy and Mr. Paul A. Nachtam. These members of the Regional War Labor Board discussed the problems of the Board and the type of cases brought before it.

Mrs. Grace B. Holmes, member of the national staff of the Prisoner of War Division of the American Red Cross.

Rev. A. K. Reiton of Los Angeles, for over 30 years missionary in China.

Lawrence C. Vass, chief of the Fuel Rationing Branch of the OPA, Washington, D. C.

R. J. Thomas, President of the United Auto Workers Union and Vice President of the CIO.

Fireman, First Class, Eugene Shoehigh, home on furlough from the U. S. Navy. Shoehigh had been wounded when his ship, the U. S. S. Chevalier, was sunk in the Pacific.

Alex Dreier, NBC news commentator.

Mrs. Hiram C. Houghton, Jr., chairman of the National Federation of Women's Clubs, Red Oak, Iowa.

The Rev. Wendelin Kleine, O. F. M., who spent seven years in China and was then a Jap prisoner of war for two years.

Allen Basley of the Merchant Marine, back from several convoy trips in the Atlantic.

V...—

High Priced Talent

(Continued from page 5)
Another CBS dramatic show rates seventh. It is the "Screen Guild Theater," which also costs \$10,000 per week.

NBC-WOW's "Mr. District Attorney" is in eighth rank and costs \$4,000 per week.

Comedians Come High
Then comes Joan Davis and Jack Haley, also of NBC, at \$7,500.

Bing Crosby climbs on to the list next at a cost of \$10,000.

Then comes Frank Morgan and Fanny Brice for NBC at \$9,500.

Winchell Listed
Walter Winchell, a Blue network show, which is also carried on WOW, is number 12 at \$5,000 per week.

The NBC comedy team of Abbott and Costello are next at \$10,000 per week.

CBS's Burns and Allen are on 14th place at a cost of \$7,000 per week.

Number 15 is the "Fitch Bandwagon," an NBC show emceed by Tom Reddy of the WOW territory, at a cost of approximately \$2,750 per week. The "Bandwagon" cost varies from week to week according to the price of the band being used.

KODY TELLS CANTEEN STORY ON NBC NET



Within less than a week after it opened, Station KODY at North Platte set up a coast-to-coast hook-up, telling listeners of 142 NBC stations about North Platte's Service Men's Canteen. Photo shows principals during that broadcast.

Left to right: Colonel G. C. McGary, Fort Warren, presenting army citation to Mrs. Adam Christ, Canteen Chairman, as President Jeffers of Union Pacific and Mayor S. P. McFarland look on. KODY now carries 26 regular weekly NBC programs.

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Hiya, good Americans!

And greetings, Mr. 1944! Say, young fellow, I know that you're being asked a million questions as you take over your new office, but there are several in the sports line, too. We realize you are a bit young yet, but how about college football this year? And how about those Army trainees stationed on the various campuses? We think you should have a chat with the officials and let the schools use them as they use the Navy and Marine boys—if only for limited play. And did you bring along with you any relief as to the national transportation problems during your regime, so that fans and players will be able to travel to distance stadia? Any rule changes? How about giving us the score of all football games to be played while you're holding down the throne?



Tom Dailey

Baseball, Too

Now, about baseball. Old Man 1943 left the baseball situation in a heck of a muddle—and the last time we saw him, he and white-haired Commissioner Landis were going round and round over such things as spring training grounds and player deals. What's up your sleeve, young fellow? Will the gates of the valuable minor leagues be thrown open to the majors, or will the majors continue to wrangle over waivers, etc.? Will the major leagues play a full schedule during your administration, or will they hold off for another year or so?

Bring any golf balls with you for this year, or will we be forced to keep batting those same old turnips around, we've been using for the past two years? My five-iron has a crook in the steel shaft about like this. Think I can get a new one? Oh! No steel this year, eh? Well, look, youngster! If we can't get any new golf balls, please try and have someone invent a gadget to put on the present ones—a little gadget that will holler "Here I am!" when we whack it into the rough.

Keep Healthy

We're happy to see, young Mr. 1944, that you have kept the plans of your two predecessors as regards athletics in the country. You're still a bit young, but you'll see what it means to our country to have young men sound of body and mind—and the old men before you have turned out the finest and strongest men in the world. Do all you can to keep this program of physical fitness going, young fella, because every muscle you develop while you're in office will be appreciated. Appreciated, that is, by the United Nations. Why do we need muscles and sound minds? Well, let me sit down here beside you for a little explanation of what's going on. See that sign there on the wall, "Remember Pearl Harbor"? Well...

V...—

O. B. Hanson Tells About Television
Vice President O. B. Hanson of the National Broadcasting Company predicts that at least 1,000 television stations and 25,000,000 television sets could be placed in operation within the next 10 years if present wavelength allocations are undisturbed.

He told the Senate Interstate Commerce Committee in Washington that "probably within two years after the war ends" a television network will be in operation between Washington and Boston. He said similar regional networks will be developed around Chicago, San Francisco and Los Angeles.

Radio Council Names Executive Committee

An executive committee has been formed to handle the activities of Omaha's first Area Radio Council. According to Mrs. W. F. Ottman, who heads the council, the executive board is made up of council officers and seven committee chairmen. These chairmen were recently appointed to take charge of special council activities.

The chairmen, and the committees they head, are: Mrs. A. W. Campbell, Survey and Program Evaluation; Mrs. J. F. Lukovsky, Children's Programs; Mrs. S. T. Bloom, Membership; Mr. E. M. Hosman, Radio Education; Mr. Vernon "Bing" Smith, Publicity and Promotion; Mrs. Gertrude K. Dixon, Special Promotion, and Mrs. Ottman, Chairman of Projects.

Mrs. Ottman is also regional director of listener activities for this area, in addition to her other council duties.

The next meeting of the council is scheduled for January 3, at 3 p. m., at the Fontenelle Hotel.

V...—

Back them with War Bonds until they reach their goal.

V...—

Sweetheart Soap Has May Feature

Sweetheart Soap is now the sponsor of the Foster May "News, Views and Interviews" program, Sundays at 1 p. m. on WOW. The change in sponsors followed the purchase of the Haskins Bros. Co. stock by the Manhattan Soap Co. early in December.

The change in sponsors resulted in an immediate upswing in popularity of Sweetheart Soap—a product familiar to housewives of the country for more than 50 years. It is an especially popular soap in the midwest for use in hard water found in this area.

May's program continued without change in format or plan. It features his comments on news of the day and an interesting interview with a famous personality each week. It is written, produced and presented by May, who is a freelance commentator and was formerly a member of the WOW staff.

V...—

It's attack that wins. Let's ALL buy an extra \$100 War Bond during the Fourth War Loan!

KODY MANAGER



A handsome, energetic young lad, with a lot of knowledge about radio, is John Alexander, newly-appointed Manager of Station KODY, North Platte.

* * *

Jack Alexander in KODY Post

Introducing KODY's new Manager, John "Jack" Alexander.

Jack is a native of Minneapolis. He has 10 years of practical radio experience behind him, despite the facts he isn't 30 yet. He's already well known in North Platte, having been associated with the old KGNF as Program Director back in 1936-37-38.

Alexander took over the reins at KODY on January 1, after resigning as Night Supervisor of Station KSL at Salt Lake City.

It was in 1938, while in North Platte, that he married June E. Coverdell, a native of the KODY city. Now the Alexanders have two sons—Jan Morgan, 3, and Jeffrey Steven, just 4 months old. Jack says they're both "great little guys."

As Manager of the WOW-owned station, Alexander will be in full charge and will take an active interest in all civic affairs. He is already familiar with the North Platte Canteen and has promised to give it KODY's unlimited support.

V...—

DOCTORS AT WAR

"Doctors at War," a series of weekly medical dramas presented by NBC in cooperation with the American Medical Association, will begin its second consecutive year, Saturday, January 8 (NBC, 3:30 to 4 p. m., WOW).

A New Home For Fire Survivors

The three Dorrance children—survivors of the fire that took the lives of four brothers and sisters—are now snugly settled in the six-room home of Harley Bromwell at 4619 Wakeley avenue.

Thanks to the generosity of listeners to WOW news programs, the three children are again living normal lives. The two older ones—Donnajean, the 10-year-old heroine of the fire—and 9-year-old Ronald, go to Dundee school daily.

The children have been outfitted in new clothing. Dentists have begun work straightening their teeth. Their general health and welfare is being taken care of by a board of trustees appointed to administer the fund which WOW collected in their behalf.

The baby, 7-month-old Sharon, has fully recovered from pneumonia, which she contracted the night of the fire. The child was taken to Methodist Hospital and treated by a child specialist when her condition became known.

The school work of Donnajean and Ronald was somewhat disrupted because of troubles which the family has encountered the past year, but teachers at the Dundee school believe they soon will have caught up on their work.

Henry Dorrance, the father, has returned to work with the street car company. He is not working as an operator of a street car, however, but in the shops.

Dorrance's nerves were badly shattered by a street car collision in which he figured and by the fire which occurred a few days later. He will be given a run when he has fully recovered from the shock.

The fund donated by WOW listeners totaled \$1,930.70.

The following contributors to the Dorrance fund are not listed in the last issue.

They are Mr. and Mrs. L. C. Hornburg, Mrs. Mallus, J. E. Davidson, M. B. Higgins, the Omaha Stationery Company, Mrs. Rosengren, the Martin Bomber Plant chemical laboratory, the Transport Workers Union and Mrs. Russell Meacham.

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.

WOW'S 'JANUARY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "1/44" 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 Clove Gum—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Clove Gum—Falstaff	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Clove Gum—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Clove Gum—Falstaff	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Clove Gum—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Clove Gum—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Clove Gum—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	
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	General Foods Grape Nuts Flakes	
6:30	Pfd. Melodies—Hamm	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Bob Burns Lifebuoy	Prof. Melodies—Hamms	Eye-Witness, Hamms	Fitch Bandwagon Tom Reddy, News	
6:45	News, Groves		News, Groves		Club 590—4-Way	News, Groves	Chase & Sanborn Hour	
7:00	Cavalcade of America Du Pont	Johnny Presents Ginny Simms Philip Morris	Mr. and Mrs. North Woodbury Products	Maxwell House Coffee Time	Cities Service Concert Oil Marketing Companies	Abie's Irish Rose P. & G. Drene, Ivory	One Man's Family Standard Brands Fleischmann Yeast	
7:30	Voice of Firestone Concert	Horace Heidt Tums Treasure Chest Judy—1/18	Beat the Band Raleighs	Aldrich Family General Foods Postum	Your All-Time Hit Parade Lucky Strike	Truth or Consequences P. & G. Duz	Manhattan Merry-Go-Round Dr. Lyons	
8:00	Telephone Hour Bell Telephone	Mystery Theater Molle Shaving Cream	Time to Smile Ipana—Sal Hepatica	Kraft Music Hall Bing Crosby	Waltz Time Phillips Milk of Magnesia	National Barn Dance Alka-Seltzer	American Album of Familiar Music Bayer Aspirin	
8:30	Dr. I. Q. Vitamin Plus	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis	Joan Davis and Jack Haley Sealtest	People Are Funny Wings Cigarettes	Can You Top This? Colgate Dental Cream Supersuds	Hour of Charm General Electric	
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Show	Abbott & Costello Camels	Amos 'n' Andy Lever Rinso	Million Dollar Band Palmolive	Bob Crosby Old Gold	
9:30	Information Please H. J. Heinz	Red Skelton Raleighs	Lucky Strike	March of Time Magazine	Bill Stern—Colgate	Grand Ole Opry Prince Albert	WOW News Tower Kilpatrick's Uncle Sam	
9:45					Elmer Davis, OWI		Walter Winchell Jergens Lotion	
10:00	C. B. & Q. WOW News Tower Paxton & Gallagher Ironized Yeast	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C. B. & Q. WOW News Tower Paxton & Gallagher Ironized Yeast	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C. B. & Q. WOW News Tower Paxton & Gallagher Ironized Yeast	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	Basin Street Fun Woodbury	
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports	News Reports, NBC	
10:30	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		
11:00	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.
6:00 A. M.—Early Morning News Tower—Allcock, Roberts Dairy..... Daily except Sun.
6:15 A. M.—Aunt Sally..... Mon., Tue., Wed., Thu., Fri.
Time and Tunes..... Sat.
6:30 A. M.—Markets (Remote)..... Mon., Tue., Wed., Thu., Fri.
6:35 A. M.—Time and Tunes..... Mon., Wed., Fri.
Victory Farmers on Parade—Allied Mills..... Tue., Thu.
Markets..... Sat.
6:55 A. M.—Farm News—Flex-O-Glass..... Mon., Wed., Sat.
A Farm You'd Like to Know—Pfister Assoc. Growers..... Tue., Thu.
7:00 A. M.—Alex Dreier—Skelly News..... Daily except Sun.
News Summary, NBC..... Sun.
7:05 A. M.—George Crooks, Organ, NBC..... Sun.
7:15 A. M.—Ideal Melodies—Wilson & Co., Ideal Dog Food..... Mon., Wed., Fri.
Cheerful Earful—Wilson & Co., B-V..... Tue., Thu., Sat.
7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul
NBC..... Daily except Sun.
7:45 A. M.—Reveille Roundup—Groves Cold Tablets..... Mon., Wed., Fri.
Lyle, Stan and Lyle—Nutrena Mills..... Tue., Thu., Sat.
8:00 A. M.—Symphony of Melody..... Mon., Tue., Wed., Thu., Fri.
What's What Today?—Metropolitan Utilities..... Sat.
WOW News Tower—Roberts..... Sun.
8:10 A. M.—World News Review—National Biscuit..... Daily except Sun.
8:15 A. M.—A to Z in Novelty..... Mon., Wed., Thu., Fri.
Creighton University of the Air..... Tue.
Little Doghouse..... Sat.
Commando Mary, NBC..... Sun.
8:30 A. M.—Ranch House Jim—Omar Pancake Flour..... Mon., Wed., Fri.
Creighton University of the Air..... Sat.
Chapel Service, Rev. R. R. Brown..... Sun.
8:45 A. M.—News..... Mon., Wed., Fri.
News—Nebraska Power..... Tue., Thu., Sat.
9:00 A. M.—Lora Lawton—Babo and Aunt Polly's Soup Mix..... Mon., Tue., Wed., Thu., Fri.
Police Bulletins..... Sat.
9:15 A. M.—Nelson Olmsted, Drama..... Mon., Tue., Wed., Thu., Fri.
Homemakers' Club of the Air—Nebraska Power..... Sat.
9:30 A. M.—Helpmate—Cudahy, Old Dutch Cleanser..... Mon., Tue., Wed., Thu., Fri.
Omaha's Front Page—Nebraska Power..... Sun.
9:45 A. M.—Dreft Star Playhouse—P. & G. Dreft..... Mon., Tue., Wed., Thu., Fri.
Pet Parade—John Morrell & Co..... Sat.
10:00 A. M.—Road of Life—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.
Hook 'n' Ladder Follies—Goodyear..... Sat.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food..... Sun.
10:15 A. M.—Vic and Sade—P. & G. Crisco and Ivory..... Mon., Tue., Wed., Thu., Fri.
Gems and Jottings—Zales Jewelry..... Sat.
10:30 A. M.—Brave Tomorrow—P. & G. White Laundry..... Mon., Tue., Wed., Thu., Fri.
Lighted Windows—Alcoa Products..... Sat.
This We Know—Audiphone Co..... Sun.
10:45 A. M.—David Harum—Aunt Polly's Soup Mix, Babo..... Mon., Tue., Wed., Thu., Fri.

11:00 A. M.—Hymns of All Churches—Gen. Mills, Softasilk..... Tue., Wed., Thu., Fri.
Betty Crocker—Gen. Mills, Softasilk..... Sat.
World Front—Bunte Bros., Candy..... Sun.
11:15 A. M.—Marvie and Lyle—Groves Cold Tablets and Vitamins..... Mon., Wed., Fri.
Omaha's Front Page—Nebraska Power..... Mon., Tue., Thu., Sat.
11:30 A. M.—Musical Moments..... Daily except Sun.
Markets..... Sat.
Home Beautiful—Orchard & Wilhelm..... Sat.
Stradavari Orchestra—Prince Matchabelli Cosmetics..... Sun.
11:45 A. M.—C. D. N. News—Groves Cold Tablets and Vitamins..... Daily except Sun.
12:00 Noon—Life Can Be Beautiful—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.
Man on the Farm—Ful-O-Pep Feed..... Sat.
WOW News Tower—Kilpatrick's, Uncle Sam's Breakfast Food..... Sun.
12:15 P. M.—Markets (Remote)..... Mon., Tue., Wed., Thu., Fri.
Farm Magazine of the Air—Yager Seed Company..... Sun.
12:25 P. M.—A Song and a Smile, Marvie and Lyle—Campbell Cereal, Malt-O-Meal..... Mon., Tue., Wed., Thu., Fri.
12:30 P. M.—WOW News Tower—Ten Crown, P. & G..... Daily except Sun.
Defense Program..... Sun.
12:45 P. M.—Noonday Forum—Bexel Vitamins, Calox Tooth Powder..... Daily except Sun.
Voice of American Dairy—American Dairy Association..... Sun.
1:00 P. M.—Guiding Light—Betty Crocker Soup..... Mon., Tue., Wed., Thu., Fri.
Farm Facts and Fun..... Sat.
News, Views and Interviews, Foster May—Sweetheart Soap..... Sun.
1:15 P. M.—Today's Children—General Mills..... Mon., Tue., Wed., Thu., Fri.
1:30 P. M.—Light of the World—General Mills..... Mon., Tue., Wed., Thu., Fri.
Here's to Youth—1/15..... Sat.
Westinghouse Concert..... Sun.
1:45 P. M.—Judy and Jane—Folger Coffee..... Mon., Tue., Wed., Thu., Fri.
2:00 P. M.—Woman of America—P. & G. Ivory Snow..... Mon., Tue., Wed., Thu., Fri.
The Baxters, NBC..... Sat.
Reports on Rationing—Association of Candy Manufacturers..... Sun.
2:15 P. M.—Ma Perkins—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.
Upton Close, NBC—Sheaffer Pen..... Sun.
2:30 P. M.—Pepper Young—P. & G. Camay..... Mon., Tue., Wed., Thu., Fri.
The Army Hour, NBC..... Sat.
2:45 P. M.—Right to Happiness—P. & G. Ivory Bar..... Mon., Tue., Wed., Thu., Fri.
3:00 P. M.—Backstage Wife—Sterling Products..... Mon., Tue., Wed., Thu., Fri.
3:15 P. M.—Stella Dallas—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri.
3:30 P. M.—Lorenzo Jones—Sterling Products..... Mon., Tue., Wed., Thu., Fri.
Doctors at War, NBC..... Sat.
Nebraska-Iowa Quiz—Noxzema..... Sun.
3:45 P. M.—Young Widder Brown—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri.
4:00 P. M.—When a Girl Marries—General Foods..... Mon., Tue., Wed., Thu., Fri.
Your America, NBC..... Sat.
General Motors Symphony of the Air..... Sun.
4:15 P. M.—Portia Faces Life—General Foods Bran Flakes..... Mon., Tue., Wed., Thu., Fri.
4:30 P. M.—Just Plain Bill—Anacin and Benefax..... Mon., Tue., Wed., Thu., Fri.
Story Behind the Headlines..... Sat.
4:45 P. M.—Front Page Farrell—Hills Cold Tablets and Bisodol..... Mon., Tue., Wed., Thu., Fri.
5:00 P. M.—The Goldbergs—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.
Catholic Hour, NBC..... Sun.
5:15 P. M.—Company's Coming—Vick Chemical..... Mon., Tue., Wed., Thu., Fri.

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