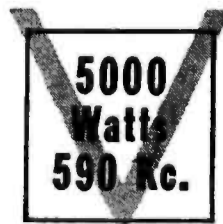


WOW NEWS TOWER

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



ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. VII—No. 10

OMAHA, NEBRASKA, JULY 1, 1944

PUBLISHED MONTHLY

Many New Stars Enliven Summer Shows

"Dr. I. Q." Ups Bond Sales For WOW-Land

"The genial gentleman with the friendly smile," "Dr. I. Q." (Jimmy McClain) climaxed a busy six weeks' engagement in Omaha by starring at a gigantic Omaha War Bond rally, which produced sales of \$23,775,000. "Dr. I. Q." shared starring honors at the Omaha rally with Harriet Hilliard and Ozzie Nelson, two other NBC stars, who were on summer vacation from the Raleigh-Red Skelton show.

McClain was in top form at the bond rally. He said he was "tickled pink" with the huge total of bonds sold. Although he has appeared at more than 100 bond rallies, the Omaha event, sponsored by the Associated Retailers and Omaha movies, set a new record for shows in which he has participated. The \$23,000,000 figure, more than half the entire Douglas county quota, resulted from a two weeks' series of minor events in conjunction with the big City Auditorium rally. The 3,710 seats in the auditorium had been scaled, representing bond sales of nearly \$11,000,000.

Paramount Packed

"Dr. I. Q." concluded his Omaha Paramount Theater engagement on June 26, after playing to six packed houses and providing thrills galore for the WOW-Land listeners who were able to get in the theater to see his performances. The "Dr. I. Q." show opened for a six weeks' engagement in Minneapolis on July 3.

There were two highlights of the theater engagements. One came when a comely SPAR won the famed "thought-twister," thus becoming the 46th person in the six years' history of the program to successfully negotiate this tough question.

Two weeks later a DeWitt, Neb., soldier knocked off \$1,000 in War Bonds by correctly identifying a "famous quotation." (See page 4 for details.)

Studies Theology

Another highlight of Mr. McClain's Omaha engagement was his announcement that he intends to study for the ministry. On June 15, McClain moved his wife and two children to a home in Evanston, Ill., where he enrolled in an Episcopalian seminary for a three-year course leading to his ordination as a minister. For the McClain family it was the first time they had "a home" in more than three years.

McClain's theological studies will not interfere with his radio work. He will continue to be "Dr. I. Q." and will make his Monday night appearances in theaters and on the NBC network at 9:30 p. m., central wartime. He expects to fly most of the time to make his theater dates in distant cities.

"Dr. I. Q." plans to become a minister were revealed when his performance was presented at the Lincoln Air Base for 2,000 GI's. While there, he visited at length with Lieutenant Dunne, an Army chaplain of the Episcopal faith.

The trip to the Lincoln Air Base, May 26, was the first of a series of camp shows and War Bond rallies in which "Dr. I. Q." participated. The performance was held in the Post Theater and was arranged by Captain Norman F. Penny, air corps public relations officer. Allan C. Anthony, the announcer; Harold Flaig, representing Mars, Inc., and Bill Wiseman, Promotion Manager of WOW, made the trip with Mr. McClain.

During the afternoon before his Lincoln appearance, McClain and (Continued on page 7)

SUMMER STARS LIFT MORALE, HELP BEAT HEAT!



FROM TOP DOWN

- Claudia Morgan plays "Nora Charles" in the "Thin Man," Friday nights.
- Talented Johnny Mercer is emcee of the Chesterfield "Music Shop."
- England's beloved Gracie Fields subs for "Charlie McCarthy" on Sunday nights.
- Lucky Strikes' Lulu Bates Sunday evening on your "All-Time Hit Parade."
- Crooner Dick Haymes headlines the Ronald Colman replacement show, Tuesday nights.

FROM TOP DOWN

- Songstress Benay Venuta stars with Comic Harry Savoy, Thursdays.
- Ed Begley portrays the detective, "Charlie Chan," on Thursday nights.
- Lovely Hildegard stars in the "Raleigh Room" on Tuesday nights.

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"QUIZMASTER"

Bedecked in a cap and gown and in his most intelligent manner, WOW's Lyle DeMoss has been "Quizmaster" for a month in the contest to select an Omaha boy or girl to appear with the nationally-famous "Quiz Kids" when they appear in Omaha, July 16, at the City Auditorium. The "Quiz Kids" are being brought to Omaha by the Nebraska Clothing Company to stimulate War Bond sales.

Marilyn Maxwell Clarinda, Iowa, Native

Marilyn Maxwell, the gorgeous gal with the gorgeous voice, now heard on the Bing Crosby show, is a native of Clarinda, Iowa. She made her professional debut at the age of three in an Omaha theater, and her first radio work was in the old Station KSO, then located at Clarinda.

CONFIDENCE PLUS

Many of the nation's largest advertisers are expressing "confidence unlimited" in the next 12 months by renewing advertising campaigns on NBC and WOW.

The Procter & Gamble Company has renewed nine shows for a year; the Bristol-Myers Company two shows for a year, and the Kraft Cheese Company and the Schutter Candy Company have renewed their shows for another full year.

Music, Comedy, Mysteries In Lineup

WOW's summer schedule fairly sparkles with brilliant new shows while many big NBC stars are on vacation.

The summer lineup includes:

"THE CHESTERFIELD MUSIC SHOP," 6 p. m., Mondays through Fridays, starring Johnny Mercer, Jo Stafford, the Pied Pipers and Paul Weston's orchestra.

"WORDS AT WAR," 8:30 p. m., Tuesdays (for Fibber McGee), radio dramas adapted from outstanding war books.

"THE THIN MAN," 7:30 p. m., Fridays, with Claudia Morgan and David Gothard as "Nick and Nora Charles."

EDWARD EVERETT HORTON, 8:30 p. m., Thursdays (for Joan Davis), in "The Sealtest Village Store."

"THE RALEIGH ROOM," 9:30 p. m., Tuesdays, starring the glamorous Hildegard with Harry Sosnik's orchestra.

"CHARLIE CHAN," 6:30 p. m., Thursdays (for Bob Burns), thrilling comedy mystery yarns, starring Ed Begley.

GRACIE FIELDS, 7 p. m., Sundays (for McCarthy), with Lou Bring and his orchestra, guest stars and Bill Goodwin.

"BOSTON BLACKIE," 9 p. m., Fridays (for "Amos 'n' Andy"), starring Chester Morris in famous mystery dramas.

CROONER DICK HAYMES, 10:30 p. m., Tuesdays (for Coleman show, with Gordon Jenkins and his orchestra.

THE ALAN YOUNG SHOW, 8 p. m., Wednesdays (for Cantor), starring Comic Alan Young, with Bea Wain and Peter Van Steeden orchestra.

CAMELS PRESENTS HARRY SAVOY, 9 p. m., Thursdays (for Abbott and Costello), with Singer Benay Venuta and Van Steeden orchestra.

"VACATION SERENADE," 8:30 p. m., Mondays (for Information Please), starring Rose Bampton, Metropolitan Opera soprano, and concert orchestra.

"VOICE OF FIRESTONE," 7:30 p. m., Mondays. Conductor Howard Barlow presents 15 distinguished guest soloists.

PHIL HARRIS, 9 p. m., Wednesdays (for Kay Kyser), becomes emcee of Lucky Strike "College of Musical Knowledge."

"WORLD NEWS ROUNDUP," 8 a. m., Sundays, Holland Furnace's new NBC feature.

"ALEX DREIER NEWS," 11:15 a. m., Saturdays (for Bob Becker), by John Morrell & Co.

With the signing of the "Words at War" feature, S. C. Johnson & Son, Inc., announced that its contract with Marian and Jim Jordan (Fibber McGee and Molly) has been renewed for a long term. The Jordans started in 1935, and their new contract will carry them "well into their second decade on NBC" and WOW.

V...—

FEARS SILENCE

Ray Clark, roving reporter for the Union Pacific "Your America" program, on NBC, says silence is one of his worst problems in his weekly tours through the railroad shops and departments. Ray counts on back ground noises for color and his portable mike invariably attracts so much attention that ordinary, workaday events cease for the time being.

THE WOW NEWS TOWER

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

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BILL WISEMAN, EDITOR SOREN MUNKHOF, ASSISTANT

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



WOW'S GREATEST SERVICE . . .

WOW has a right to brag a bit about "D-Day" coverage it gave its listeners.

During the first 24 hours of the invasion, WOW broadcast 1,001½ minutes of news and commentary. In addition, about three hours of inspirational programming were devoted entirely to the big news break during that first day.



Bill Wiseman

In order to give such outstanding invasion coverage it was necessary for WOW to cut 12 hours and 55 minutes of commercial programs and 38 spot announcements. All NBC commercials were cut for the full 24-hour period, while other networks carried on a "business-as-usual" policy, in a greater or lesser degree, as did the newspapers.

All the members of the WOW staff were thrilled with the service our station was able to give. NBC did a superlative job. So did the press associations—United Press, Associated Press and the Chicago Daily News Foreign Service. The boys in WOW's newsroom, the announcers and all the others pitched in and did a bang-up job. Everybody realized they were working on the most important public service WOW ever performed.

Every man and woman on the staff was proud to be "in radio"—especially proud to be working for WOW!

V...—

NEBRASKA'S FIRST BROADCASTER . . .

Comes now Editor S. S. Caldwell in "Muny Ups and Downs" with a claim that Willis J. Barber of the Metropolitan Utilities District was Nebraska's first broadcaster. The MUD house organ gives no exact date, but says the broadcast took place shortly after the end of World War I, in a room in the Davidge Building, and was heard by directors of the district on headphones in their office at the City Hall.

The transmitter was brought to Omaha by the late U. S. Senator R. B. Howell, on loan from the Navy. Howell was then General Manager of the district. Set up by a high school boy, Barber was first on the air with recorded music.

When the outfit was ready for its first test, Barber formally introduced Mr. Howell—the first words ever spoken over an Omaha radio set.

The MUD later transferred its license to the Omaha Grain Exchange, which established WAAW, and which station later became Station KOWH.

V...—

NEBRASKA "COMMANDO" WINS . . .

Mrs. Florence Melburn of Omaha won a set of silverware on the June 16th "People Are Funny" NBC show by being a good "commando."

Carrying a portable radio, she left the studio to impersonate a "commando," getting her instructions over the air from the program. She put on a great show.

Mrs. Melburn is the wife of Joe Melburn, and formerly worked in an Omaha law office.

V...—

WOW-ITES RIDE BOMBER . . .

It's difficult to thrill radio men, but nine WOW-ites and Allan C. Anthony, announcer for "Dr. I. Q.," recently received a never-to-be-forgotten thrill when they rode to a North Platte War Bond show and back in a B-24, four-motored Liberator bomber.

The trip was arranged by the Treasury Department when all other means of travel between Omaha and the west failed due to flood conditions. "Dr. I. Q." (Jimmy McClain), Harold Flaig of Mars, Inc., and engineers flew to North Platte in a private Civil Air Patrol plane to "set" the show in advance.

The Liberator took John J. Gillin, Jr.; the WOW Announcers' Quartet—Lyle DeMoss, Ray Olson, Thomson Holtz and Tom Chase; Bill Wiseman; Promotion Manager; Richard Cole, WOW advertising representative, and Anthony. Engineers Joe Herold and Glenn Flynn flew home in the bomber.

The bond rally, promoted by Station KODY, netted sales of over \$600,000—nearly half the Fifth War Loan quota for Lincoln County.

America's Great Heart

"Invasion for liberation has begun. In the middle of our American night, word was flashed through the ether which brought millions from their beds to listen for every syllable of news from the French coast.

"As instinctively as they would rush to their windows to see what was going on in their front yards, the American people turned to their radios for full information on the tremendous Allied move.

"Far transcending the story of Pearl Harbor, radio's instantaneous reports of the invasion for liberation are placing the people at home in close touch with the scenes where wave upon wave of our loved ones in uniform are pouring into the attack.

"As we listen today, we know how essential were the weeks and months of preparation by stations and networks to bring this story home to America without interruption or delay.

"The responsibility which weighed so heavily upon the broadcasters, the numerous assurances which were given our listeners, are now more than justified by the reliance which fathers, mothers, wives, sisters and brothers are placing on this fast system of communication for minute-to-minute news, for words of cheer and comfort from leaders the world around.

"In its vigilance and preparedness for the recounting of this momentous event, American radio has distinguished itself as a great heart which never stops beating."

—J. Harold Ryan, President of the National Association of Broadcasters.



J. Harold Ryan

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

"LET FREEDOM RING" should be our theme song in July. Since D-Day has come, it seems more impressive and challenging. The liberty-loving Allies have accepted the challenge of immoral assault upon the liberties of others by dictator-controlled countries. The invader is being invaded. Our boys march not in conquest of lands for their own country, nor to subject people to their form of government, but to make it possible for all nations, large or small, to live as they choose. "Let Freedom Ring" is their battlecry.



Rev. R. R. Brown

We must see to it that the liberated nations shall not only be set free, but that they join together to make the maintenance of this freedom their supreme objective. The spirit of hate and revenge must not be permitted to again destroy that which has been purchased for them at frightful cost.

We, too, must safeguard our freedom at home. We must not sell our own birthright cheaply. Eternal vigilance is the price we must pay to keep this—"the land of the free and the home of the brave." Every citizen should carefully study the pronouncements of the great political parties who have or will be making their commitments in their conventions this summer. Furthermore, in our desire to give wider range to men's desires, we can, if we are not careful, destroy our sense of obligation to moral and spiritual laws and automatically become the slaves of our uglier selves and our baser natures.

We commit the questions of recreational and social privileges to those who too frequently think in commercial terms. It is not a mat-

ter always of educating the public to desire the best, but what will bring the largest return at the ticket window. Some discerning students of the times observe a flight from political, economical and social freedom. We must strive to preserve the rights of all men and also guard against license which leads to lawlessness and anarchy. There are certain limitations which all men must accept in order that all men may be equally free. This great ethical and moral principle was expressed by the Apostle Paul when he said: "Whether I eat or drink, or whatsoever I do, I do all for the glory of God."

There is no freedom like the self-imposed bondage for the purpose of making life larger and fuller for all men.

We urge our people everywhere to follow our invasion forces with prayer daily. Let us stay by them and plead with our Heavenly Father for their safety and speedy victory. Re-establish your family worship. Let us give ourselves to Christ and His church in fuller consecration, so that we will be worthy of victory and our place in a postwar world.

We remind our readers that our program continues throughout the summer at 8:30 a. m. every Sunday. Our great summer conference at Arnolds Park, Iowa, on the shores of beautiful Lake Okoboji, will be held from August 4 to 13. Radio Reunion Days, August 12 and 13. Our chapel service will originate at the conference grounds on Sundays, the 6th and 13th.

HOPE...PAGE 1

Bob Hope, Arturo Toscanini and Eddie Cantor were among the 16 individuals given "page one" awards by the New York Newspaper Guild recently in categories covering books, theater, radio, dance music, movies, sports, journalism, labor and orchestra. Hope was chosen the outstanding personality in radio, Toscanini in music and Cantor for touring the Purple Heart Circuit.

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.

APPRECIATION

Taylor, Neb.—I wish to thank you for calling me, June 23, to inform me that my son would be interviewed in England and I might hear the broadcast over WOW Radio Station.

I appreciate this so much because we have no radio in the office (court house) and I do not return to my home until 12:30.

We could hear the broadcast perfectly and many remarked how well it came in. I believe every radio in town and up and down the North Loup Valley was turned to WOW that day. Will there be a transcription of this interview over your station at a future date? I am anxiously awaiting the transcription you plan to send me, for I was quite excited and feel maybe I didn't get the entire conversation.

So again I say thank you for calling me. Yours truly, (MRS.) FLORENCE SATTERFIELD.

V...—

WAR TOWN

Omaha, Neb.—I am listening with a good deal of interest to your "War Town" series. It is a splendid idea and I hope it will be continued.

For one thing, it is interesting for its informative value, and, in the second place, we certainly need every emphasis placed on influences which may stimulate more genuine interest in promoting good citizenship.

JOSEPHINE FRISBIE.

V...—

TYPICAL INVASION LETTER

Sioux City, Iowa.—Thank you kindly for so adequately covering the invasion news.

I heard, with amazement, the George Hicks transcription broadcast by WOW. The members of my family are employed on the swingshift and consequently miss late afternoon and evening programs.

Don't you believe that there is a sufficient number of people so employed to warrant an earlier rebroadcast of Mr. Hicks' transcription, say on Mr. Clark's fine Noon-Day Forum?

Thank you for past and future services. MARTHA (MRS. PAUL K.) RICE.

V...—

YOU'RE WELCOME

Omaha, Neb.—I wish to thank you at this time for the cooperation you have extended the Omaha Amateur Baseball Association in announcing results of our games played and also in letting the fans know when the grounds are too muddy to play. It is a real public service. Also in giving the results of Legion and CYO games. This local sports news brings you many new listeners to your sports period broadcast. Yours, MAT. PASCALE.

V...—

IT'S ON THE WAY

Overton, Neb.—Enclosed please find 50 cents in coin for which send me your paper. I believe the name is News Tower—a year's subscription . . . with the map of the invasion in Europe.

We listen to your station every day, especially at noon. Like the interviews and the "Guiding Light." Did enjoy hearing the news of the invasion—and all the news. Had our radio tuned to WOW most all day. Thank you.

Sincerely, MRS. ALBERT MILBOURN.

V...—

Jimmy McClain, the answer man on NBC's "Dr. I. Q." program, had no script to help him when his daughter, 4-year-old Eileen, asked the other day: "Daddy, who is Mississippi married to?"

OREGONIAN WINS G-E AUDITION

STAFF STUFF

By SOREN MUNKHOF

Probably the most interesting items in our Staff Stuff this time center around Jim Baugh, rewrite man in the WOW News Department. Jim took his vacation during the month because his son, Hale, was home for two weeks from West Point Military Academy and Jim wanted to spend the time with him.



Soren Munkhof

However, he was even more excited one Friday morning when he went out to the stable to feed his saddle horses and found a tiny "palamino" colt. This little colt has pink skin, a pure, rich, cream-colored coat, white tail and mane, and blue eyes. The "palamino" is a throw-back to the horses brought to this country by the Spanish "conquistadores." A perfect "palamino" is rated as the most valuable riding horse on the market today.

"Prize" Colt

When Jim called for some medicine for the colt, the word spread like wildfire among Council Bluffs and Omaha horse lovers. Almost before the colt was on his feet, one of the horse lovers was at the stable offering to buy him from Jim. It was no sale. The colt is being named "Starlight." Since his mother's name is "Twinkle," this is our excuse to break into this line, "Twinkle, twinkle, little starlight." (They don't have to read this column, do they?)

Jim, by the way, is making money on his horse deals. He bought a second-hand saddle many years ago for \$20 and spent about \$10 on it to have it put in tip-top shape, and he recently sold it for \$90.

Vacationers

Sports Editor Tom Dailey also vacationed at home.

Other recent vacationers on the staff are Engineers Roy Glanton, Glenn Flynn and Harold Griffin. F. W. Fry, incidentally, serves in the Engineering Department on vacation relief.

But, it isn't just the men on the staff who go on vacations. Some of the girls have been gone, too. Elinor Dillman of the Bookkeeping Department spent her time at home. Betty Bauer spent hers in California and Seattle. Harry Burke recently spent his vacation in Salt Lake and with his parents in Portland. Ray Olson, Production Manager, is another of the stay-at-home vacationers. Cele Broderick, Secretary to John J. Gillin, President, spent her vacation in Kansas City.

Many Business Trips

There were other recent "trippers." John Gillin went on business to Chicago and New York. Bill Wiseman went to Cleveland for a convention. Lyle DeMoss was in Chicago on business connected with the Union Pacific program, "Your America." Then, a special party went to North Platte on a bond drive.

In the group which helped Radio Station KODY at the bond rally were President John J. Gillin, Assistant Chief Engineer Joe Herold, Engineer Glenn Flynn, Promotion Manager Bill Wiseman, Program Director Lyle DeMoss, Announcers Tom Chase and Thomson Holtz, Production Manager Ray Olson, NBC's "Dr. I. Q." and his staff, and Dick Cole of the Cole Advertising Agency.

Newsmen Cover Flood

Away from the station at the same time were Chief Newscaster Ray Clark, Chief Engineer Bill Kotera, News Director Soren Munkhof and Newsman Carl Uhlarik, who were out covering the floods. Munkhof and Uhlarik went north to

(Continued on page 7)

"God Bless Those Kids Across the English Channel"

—Bob Hope.

These memorable words spoken by America's greatest funnyman on his Pepsodent show on D-Day, a night when "nobody feels like being funny."

"Folks, this is Bob Hope speaking from a P-38 air field near Van Nuys, Calif. We've looked forward to being with these men and doing our regular show here, but, of course, nobody feels like getting up and being funny on a night like this. But we did want to go through with our plans and visit with these fellows, because these are the same kind of boys that are flying those 11,000 planes in our big effort. What's happened during these last few hours not one of us will ever forget. How could you forget. You sat up all night by the radio and heard the bulletins, the flashes, the voices coming across from England, the commentators, the pilots returning from their greatest of all missions . . . newsboys yelling on the street . . . and it seemed that one world was ending and a new world beginning . . . that history was closing one book and opening a new one, and somehow we knew it had to be a better one. You sat there, and dawn began to sneak in, and you thought of the hundreds of thousands of kids you'd seen in camps the past two or three years—the kids who scream and whistle when they hear a gag and a song. And now you could see all of them again . . . in four thousand ships on the English channel . . . tumbling out of thousands of planes over



PEPSODENT'S BOB HOPE

. . . always most at home with doughboys.

Normandy and the occupied coast . . . in countless landing barges crashing the Nazi gate and going on through to do the job that's the job of all of us.

The sun came up and you sat there looking at that huge black headline, that one great black word with the exclamation point, "Invasion!" . . . the one word that the whole world has waited for, that all of us have worked for. We knew we'd wake up one morning and have to meet it face to face, the word in which America has invested everything these thirty long months . . . the effort of millions of Americans building planes and weapons . . . the shipyards and the men who took the stuff across . . . little kids buying War Stamps and housewives straining bacon grease . . . farmers working around the clock . . . millions of young men sweating it out in camps and fighting the battles that paved the way for that headline this morning. Now the investment must pay—for this generation and all generations to come. And, folks, what a wonderful thing it is that no matter the price, the reward will be greater than the sacrifice! We hope that thought can go along with a prayer tonight, the prayer of a whole nation, "God bless those kids across the English channel!"

"Cinderella" Is One Out of 10,000

Marie Rogndahl, 20, of Portland, Ore., has been announced as the winner in the radio voice auditions recently completed by the General Electric Company's "Hour of Charm" radio program. Selected as the "Singing Cinderella" out of 10,000 auditioned from coast to



Marie Rogndahl

coast, Miss Rogndahl was given a 13-week contract with Phil Spitalny and his all-girl orchestra.

About 150 girls from WOW's territory were among those who competed.

Marie is a junior at the University of Oregon, has sung at many Red Cross drives in Portland and Eugene, and in War Bond rallies and Army camps in the states of Oregon and Washington.

Miss Rogndahl joined the program immediately and was heard for the first time as a featured artist on the program of July 2. The "Hour of Charm" is heard regularly over the full NBC network Sunday evenings, 9:30 to 10 p. m., on WOW.

Women Politically Wiser, Says Bates

"Because of radio, with its news and educational programs, American housewives are better informed as to the news of the world than women of former generations," Barbara Bates, Women's Program Director of WOW, said at a luncheon of the Omaha Radio Council, June 19, at Hotel Fontenelle.

Miss Bates gave a review of the recent National Radio Institute, which she attended at Columbus, Ohio. Mrs. W. F. Ottman, President of the Omaha Council, who also attended the Columbus meeting, made a report on the 15th Annual Radio Education Conference, which was held in conjunction with the Columbus meeting.

Miss Bates said that the modern American woman, largely because of radio, can speak intelligently on national and international affairs today, where, as a generation ago, her predecessors were almost totally ignorant in this field of thought.

Harry Burke, Assistant General Manager of WOW and in charge of educational broadcasts for WOW, also attended the Columbus meeting.

WOW Has 100% Audience As Small Town War Hero is on NBC

The little town of Taylor, Neb., Loup County, received its biggest thrill of the war recently (June 23) when Lieut. Russell Satterfield was interviewed by John W. Vandercook on an NBC broadcast over WOW.

Lieut. Satterfield's story was a real thriller—so exciting that it warranted a special NBC feature program.

The Taylor, Neb., boy barely escaped capture by the Nazis when a B-24 bomber, the "Jamaica," made a forced landing on a beachhead landing strip in Normandy. With two of his buddies assisting, he told how two of their four motors "conked out" over a suburb of Paris. The boys carried on, however, dropped their bomb load on the target and headed back for England, well aware that they could never reach England.

The third motor went out just as they arrived over a fighting area on the coast, but they landed their ship all right. They then joined

the infantry soldiers in a pitched battle with the Nazis. Later all were escorted safely back to England on a navy ship.

Young Satterfield's report made terrific news in his home town. His mother, Mrs. Florence Satterfield, a Loup County welfare worker, was advised by WOW by telephone a few minutes before the broadcast started. She immediately notified the postmaster and the local "telephone central." Within four minutes all 272 residents of Taylor were tuned to WOW, and many of the boy's friends in rural areas had also been notified.

Satterfield's sister, Mrs. Raymond Bohy, was also called in Lincoln. Mrs. Satterfield and the boy's grandparents all heard the broadcast at Taylor.

"It was the most exciting thing that's happened here since the war started," the lad's mother told WOW afterwards. "I was so thrilled I cried."

Young Satterfield was a student at Kearney Normal before he entered the service nearly two years ago. He visited at home last November and flew over his home town before his crew departed for overseas in April.

Satterfield was one of five saved when a ship in which he was the bombardier-navigator crashed at Boise, Idaho in January. Four fellow crew members were killed.

WOW supplied Mrs. Satterfield with a recording of the broadcast as a souvenir.

V. . . —

CANTOR CUT

C. L. Menser, NBC vice president in charge of programs, recently issued a public statement telling why a part of an Eddie Cantor telecast was cut off the air over the strong protest of the comedian.

The "cut" was made because of NBC's "obligation to the public—not to bring into American homes material which the audience might find objectionable," Menser said.

The material cut included lyrics to a song entitled "We're Having a Baby, My Baby and Me."

V. . . —

—Back the Attack!—

Medal of Honor Heroes Here



Two of America's most widely feted war heroes, left, Sergeant Charles (Commando) Kelly and Lieut. Ernest Childers, told their experiences to Ray Clark over WOW recently when they came to Omaha to help War Bond sales. They are two of 15 living Americans who have been given the nation's highest award, the Congressional Medal of Honor.

Ebener Home



Captain Fred S. Ebener

The most recent visitor at WOW was Captain Freddie Ebener, former music director, of the Army Air Forces, who was on leave from his base in Alaska.

Also here at about the same time was Second Class Petty Officer Horace Hamacher, one-time WOW's morning news editor, of the Coast Guard, on his first leave in two years. Horace has been attending radio school in Maryland.

Corporal Bill Monaghan, formerly with the WOW News Department, now with the armored forces, also dropped in on a leave.

Another WOW-staffer, Ted Hatch, also at one time with the News Department, was recently promoted to first lieutenant. Ted is at a training camp in Texas.

Lieut. (jg) Harold Baker, formerly of the News Department, has been transferred from his active duty on a destroyer to a special school in Hollywood Beach, Fla.

I. Q.'S BOND SALES TOP \$27,000,000

KODY, No. Platte Rally Nets \$600,000

The cities of North Platte, Neb., and St. Joseph, Mo., as well as Omaha, were grateful to the NBC star, "Dr. I. Q.," for his aid in helping them put over their Fighting Fifth War Loan Drive.



Jimmy McClain

The "Dr. I. Q." War Bond rally in North Platte, arranged jointly by Stations KODY and WOW, netted sales totaling over \$600,000, nearly half of the quota of all of that western county, Lincoln.

At another huge bond rally in St. Joseph, Mo., "Dr. I. Q.'s" show produced War Bond sales of nearly \$4,000,000.

These two performances, plus the Omaha bond rally (see page 1), brought to over \$27,000,000 the total of War Bond sales at rallies in which "Dr. I. Q." participated.

For a time it appeared that the "Dr. I. Q." troupe might not be able to reach the North Platte bond rally because of complete disruption of transportation due to Nebraska floods. Leon J. Markham, state war finance officer, and Manager John J. Gillin, Jr., of WOW, however, finally arranged airplane transportation and the show went on as scheduled.

"Dr. I. Q." (Jimmy McClain), Harold Flaig of Mars, Inc., and WOW engineers were flown to North Platte in a private plane operated by Civil Air Patrol Pilot Bill Fraser.

So many private planes were engaged in covering the extensive floods that it became necessary for the Treasury Department to call upon the Army to transport the rest of the "I. Q." troupe to North Platte. Colonel Frank W. Wright, commanding officer of the Lincoln Air Base and the high command of the Second Air Force at Topeka, Kans., supplied an Army B-24 Liberator bomber for the other members of the cast. Those who made the trip to North Platte and back in the bomber were John J. Gillin, Jr.; the WOW Announcers Quartet—Lyle DeMoss, Thomsen Holtz, Ray Olson and Tom Chase; Bill Wiseman, WOW Promotion Manager; Richard Cole, advertising representative; Allan C. Anthony, "Dr. I. Q." announcer, and on the return trip, Engineers Joe Herold and Glenn Flynn.

The North Platte bond rally was promoted by Gerald Gentleman of

G. I. Wins Dr. I. Q. \$1,000 Bond



Pfc. Harvey Waldo, his wife and their baby, Karen, examine a book of 10 \$100 War Bonds, won by Waldo at a "Dr. I. Q." performance in Omaha.

DeWitt Lad Rests Eyes at I. Q. Show, Collects \$1,000 War Bond

Night after night, Pfc. Harvey H. Waldo of DeWitt, Neb., burned the midnight oil so he could one day become an M. D. in Uncle Sam's Army. Finally his eyes weakened and he had to take a night off. His charming wife suggested he take his holiday at the Paramount Theater to see the Mars "Dr. I. Q." show. The Waldos could use some extra cash—just in case—she intimated.

Thus, while attending his first show in two years, Pfc. Waldo became the winner of \$1,000 in War Bonds when he correctly identified the author of a "famous quotation." Because of his eye treatment earlier in the day, Waldo could hardly

see the stage. But he perked up and showed real interest when WOW Announcer Tom Chase put a microphone before him and asked him to name the author of the quotation:

"This generation of Americans has a rendezvous with destiny."

Waldo stuttered for a moment and then came up with the right answer—Franklin D. Roosevelt.

"Frankly, I just guessed at it," he said afterwards. "It just sounded like Roosevelt to me."

Waldo's award was \$1,000 in War Bonds, because for 10 successive weeks each previous contestant had failed to identify a quotation, and each week the answer grew in value by one \$100 War Bond.

Mrs. Waldo and their 6-month-old baby, Karen, were at the Waldo apartment, 433 North 39th Street, Omaha, listening to the program via WOW. She was so excited she nearly dropped Baby Karen when she heard her husband give the right answer.

The Waldos will use their winnings to further Pfc. Waldo's medical education during his internship at the University of Nebraska hospital in Omaha.

North Platte with the assistance of the Lincoln County War Bond Committee, which is headed by Keith Neville.

The rally was held at the Paramount Theater, through the courtesy of A. C. Stalcup, Manager.

Immediately following the North Platte rally, "Dr. I. Q." and his troupe journeyed by airplane to St. Joseph, Mo., arriving back in Omaha barely in time to make a camp show at Fort Crook.

Finders Keepers Is New NBC Feature

An amazing new quiz show with an unusual twist, "Finders Keepers," began on WOW, July 3, and has already aroused great interest. "Finders Keepers" is an NBC show, on WOW at 9:30 a. m. for a half hour, Mondays through Fridays. It is bright, entertaining and informative.

Master of ceremonies for the new feature is Bob Sherry.

Julie Conway, popular NBC star, is the vocalist.

V...—

Representatives of two great industries will renew acquaintances when Movie Producer Cecil B. DeMille and W. M. Jeffers, President of the Union Pacific Railroad, meet on "Your America," Saturday, July 8 (NBC, 4 p. m., WOW). They will discuss contributions to the war effort by the motion picture industry.

V...—

Alex Dreier, topflight NBC news analyst, will launch a new weekly quarter-hour series, titled "Commentary of the Week's News," Saturday, July 8 (NBC, 11:15 a. m., WOW). Dreier's new series is a replacement for Bob Becker's "Pet Parade" and will be sponsored by John Morrell & Co. for Red Heart Dog Food.

V...—

Many Families Save For Television Sets

Typical American families put television receivers at the head of their list of postwar home projects, according to a survey taken over NBC's television station in the New York area.

The survey revealed that 10,000 Long Island residents are making regular weekly bank deposits, which funds are earmarked for specific postwar projects. Twenty-two per cent of these depositors are saving for television sets, which they estimate will cost about \$400 each.

Automobiles, electric washing machines, refrigerators and helicopters follow the television set in that order.

WOW is the first (and only) station in this area which has applied for a television license.

V...—

SCARE-AWAY GAL

Minnie Pearl, the Grinder's Switch gossip of NBC's Prince Albert "Grand Ole Opry," received a letter recently from a group of men stationed in the Admiralty Islands, requesting a pin-up picture. "We want it to scare away the Japs," one of the men wrote.

C-H-A-T-S

With Your Own Aunt Sally of WOW

KNOCK . . . KNOCK!
MAY I COME IN?

Dear Folks: They tell me it is time to dip my pen in the old ink bottle again and get busy with a letter to you. It seems scarcely possible that the ink is dry on the June letter, but here 'tis July already.



Aunt Sally

Whenever I hear that word "already," I think of the colored boy who was sentenced to be hanged. The judge set the date and pronounced sentence upon the prisoner that "he be hanged at 5 o'clock Friday."

Said the prisoner: "You-all say Friday, judge? You-all don't mean this comin' Friday? This comin' Friday, eh? Lawsy me, judge! Here 'tis Toosday already!"

It has occurred to me that I might save some time by giving you the list of new members, and I hope you will write to welcome these newcomers into our big family.

Mrs. Alberta Briscoe, Atlantic hospital, Atlantic, Iowa.

Mrs. Rena Brooks, 903 East Peoria Street, Paola, Kans.

Mrs. Alice Bronelle, 4101 North 10th Street, Lincoln, Neb.

Gertrude A. Clair, Care of McPherson, Assumption, Ill.

Miss Mary Kathryn Courtright, Box 205, Palmyra, Mo.

Miss Freda Dean, 2517 Hanscom Boulevard, Omaha, Neb.

Miss Hazel Douglas, 415 West 13th Street, Jeffersonville, Ind.

Miss Opal Ferguson, Room 228, Douglas County Hospital, Omaha, Neb.

Miss Sara George, Olympic San 1001 Elden Avenue, Los Angeles, Calif.

Miss Georgia Mae Harrington, 4012 Nicholas Street, Omaha, Neb.

Mrs. Clara John, Room 228, Douglas County Hospital, Omaha, Neb.

Miss Hazel Landstrom, 4740 Seward Street, Omaha, Neb.

Mrs. Emma J. O'Hearn, 3726 South 24th Street, Omaha, Neb.

Mrs. Anna Ritchie, Grey Eagle, Minn.

Bessie Swival, Box 476, Grand Rapids, Minn.

Mrs. Jessie Shaffenburg, 220 Harrison Street, Council Bluffs, Iowa.

Please add these names to your membership file before they are lost.

I am aware that some of you have not had the report on those who have gone "HOME." The following persons have passed on within the last two or three months:

Mrs. Katherine Karhoff, Danbury, Iowa.

Miss Amanda Lowery, Omaha, Neb.

Mrs. Salina Hamm, Council Bluffs, Iowa.

Miss Stella Kruse, Omaha, Neb.

Mrs. Margaret Stewart, The Pines, Omaha, Neb.

Mrs. Emma Beneires, Omaha, Neb.

Well, I had a lot of things I wanted to tell you in this letter, but do you know there isn't another drop of ink in the bottle

So-o-o-o-o, it's 'bye for now!

YOUR AUNT SALLY.

V...—

Toscanini Returns to NBC on October 29

Arturo Toscanini will launch the winter series of the NBC Symphony Orchestra, Sunday, October 29 (NBC, 4 p. m., WOW), sharing the 24-week season with two noted guest conductors—Eugene Ormandy and Malcolm Sargent.

Toscanini will conduct for 16 General Motors "Symphony of the Air" broadcasts during the 1944-1945 concert season. Ormandy and Sargent each will conduct four concerts.

DR. I. Q. GIVES SILVER DOLLARS TO WOW-LAND G. I.'S



During his Omaha engagement, "Dr. I. Q." made many visits to military installations in WOW-Land. Photos show (left) Announcer Allan Anthony in "warm-up" at Lincoln Air Base show, (center) "Dr. I. Q." with G.I.'s at Fort Crook and (right) "Dr. I. Q." at top mess table at Grand

Island air base. In center photo Anthony stands near "The Doctor" and at right is Harold Flaig, Mars, Inc., representative, with boxes of Milky Ways for the losers. These camp shows, plus his bond rally appearances, kept the "doctor" very busy during his Omaha stay.

D-DAY ON WOW

HOW NBC BROUGHT YOU THE BIGGEST STORY OF THE YEAR!



NBC to WOW to YOU!

NBC'S OWN INVASION MAP. No one knew just where the invasion would take place, but NBC was excellently prepared. The above map shows where ace NBC war correspondents are permanently stationed, where they reported from on D-Day and where they will report from regularly for WOW listeners.

"Allied troops have landed off the coast of France!"
 Remember that June 5 at 11:41 p. m. on your radio?
 That "flash" was the signal for NBC and all WOW's other news sources to swing into action to cover the biggest military operation in the history of the world.
 Six months' work of careful planning began at that instant.
 Within less than 30 minutes dozens of the world's greatest commentators and news interpreters had arrived at the NBC newsroom in New York.
 For 24 hours they labored in relaying to

the American public the great drama of world-shaking significance.
 ★ WOW's newsroom, under the direction of Soren Munkhof, News Manager, also swung into action.
 ★ All eyes were focused on the United Press, Associated Press and the Chicago Daily News Foreign Service teletypes.
 ★ As the great story unfolded the news received from press associations, it was carefully checked against the news coming in from NBC.
 ★ Whenever the press associations were ahead, WOW listeners heard their news bulletins and flashes.
 ★ Whenever NBC was first, the network

broadcasts were carried.
 ★ During the first 24 hours WOW broadcast 1,001½ minutes of news and commentary on the invasion.
 ★ All network commercial programs were cancelled and more than 85 per cent of WOW's local commercial schedule was cut.
 ★ The invasion news came first.
 ★ Because the WOW management realized the full importance of the invasion story and for the further reason that WOW is the only station in this area which carries the Big Three press services, WOW listeners kept their ears glued to 590 and received the best invasion news service available anywhere in the world.



GEORGE HICKS . . . whose breath-taking descriptions of actual battle made radio broadcasting history on D-Day, and on D-Day plus One.

MERRILL "RED" MUELLER . . . veteran of two previous invasions, supplied the NBC newsroom many exclusive stories from the front lines.

ROBERT ST. JOHN . . . ace NBC commentator, who remained at or near NBC mikes for the first 24 hours of the invasion.

WRIGHT BRYAN . . . NBC and WSB Atlanta correspondent, who broadcast the first eye-witness account of the paratroop invasion of France.

STANLEY RICHARDSON . . . chief of NBC's London Bureau, who did a superlative editing job so that the most important news could be relayed first.

Hear Robert St. John on Alka-Seltzer's "News of the World" at 9:15 a. m. and 6:15 p. m., Mondays through Fridays, on WOW.

ED PRENTISS BLENDS G.-M., DRAMAS

Top Day Shows "Integrated" By Author

Marking another step toward welding "The Guiding Light," "Today's Children" and "Woman in White" more closely into a single presentation, Ed Prentiss, popular network announcer and actor, has been installed as master of ceremonies of the dramatic portion of the General Mills Hour (NBC, five-a-week, 1 p. m., WOW).



Ed Prentiss

Presentation of an m.c. to air-boss the serials follows the recent inauguration of a new drama device by Irna Phillips, author of the three programs, in which characters from one show are moved through one or both of the other broadcasts. Prentiss' narrations are blended into the format of the 45-minute period as a dramatic bridge between the respective serials. Franklyn MacCormack continues as narrator-m.c. of "Hymns of All Churches," which fills the fourth portion of the hour, 11 a. m., Tuesdays through Fridays, on WOW.

Miss Phillips points out the m.c. was added "to give the listener an enlarged perspective into the dramas and their characters." She adds that the narrator also opens the way to another programming technique under contemplation in which each of the three shows will be scheduled for 10 to 20 minutes, depending on plot development, rather than the traditional 15 minutes.

The conjunction of several basic facts conspire to make this situation unique. There is only one author for the three dramas, one sponsor, one producing unit and one network involved. Besides that, all three plots are contemporary, urban portraits.

Experiments

In bringing the technique into full play, the prolific authoress pointed out that she has experimented with the character transfer to a small degree during past years. Miss Phillips also noted that one of her first major experiments was attempted in 1938, when, in terminating "Today's Children," she had the cast tune in a radio serial titled "Woman in White," the program's successor, in a script that called for the participation of both casts.

"I think there are at least two good reasons why the same persons should be heard in more than one program," she said. "In the first place, each of us, as individuals, lives much more than 15 minutes a day. And so it seems logical that we should get more than a quarter-hour glimpse into the daily lives of radio characters.

"Secondly, I believe that listener interest will be enhanced if the audience can hear its favorite artists in more than one program."

The innovation in serial-casting already is under way. Listeners to "The Guiding Light" and "Today's Children" are well acquainted with the character of Pete Manno, portrayed by Michael Romano, not only a real life lawyer, but also an attorney in the serials.

Dr. Paul Burton (Ken Griffin), leading character in the forthcoming "Woman in White" serial, already has made his appearance in "The Guiding Light," and other characters slated to make the rounds of the serials in the near future are Mrs. O'Hearn (Helen Behmiller) and Dr. Jonathan McNeill (Sidney Breese) in "The Guiding Light" and "Woman in White," and Dr. Richard Gaylord (John Barclay), who will appear in all three serials from time to time.

General Mills also presents its "Betty Crocker" program on WOW at 11 a. m., Saturdays.

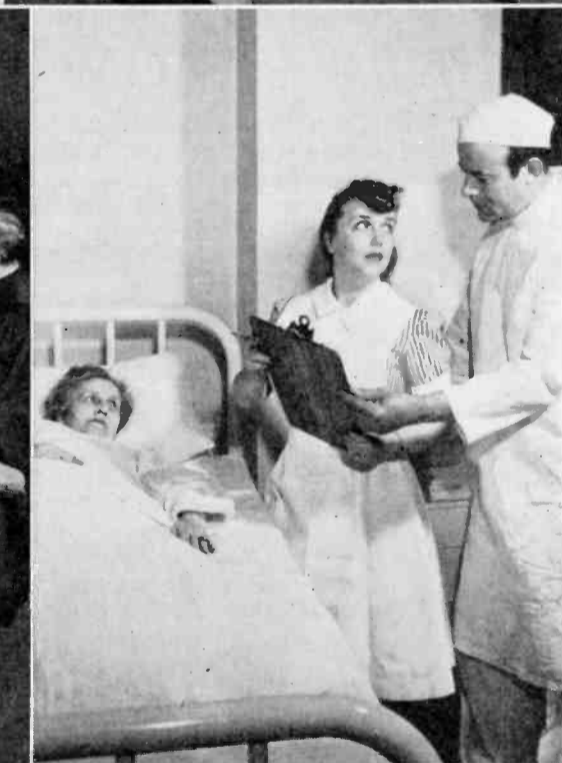
STARS OF "INTEGRATED" SERIAL IDEAS



Upper left: Lovely Eloise Kummer, heard as Clare Marshall in "Guiding Light," top-ranking daytime drama heard at 1 p. m. on WOW. Upper right: Patricia Dunlap, Betty Lou Gerson and Michael Romano of the "Today's Children" cast, heard at 1:15 p. m. on WOW.



Lower left: The "Hymns of All Churches" Choir, heard at 11 a. m., Tuesdays, Wednesdays, Thursdays and Fridays on WOW. Lower right: The two leading dramatic stars of "Woman in White"—Sarajane Wells (Nurse Eileen Holmes) and Ken Griffin (Dr. Paul Barton).



M. Bohlsen Gives New Picnic Ideas

By MARTHA BOHLSSEN

Director Homemakers' Club of the Air (Nebraska Power), 9:15 A. M., Saturdays, on WOW

Is your family getting restless about now? Feeling badly, perhaps, because there will be no long auto trips, vacations or trips to the cottage? There will be such a feeling of restlessness off and on during the vacation season, but there's always something we can do about it. Even our picnics and general outings are very limited this year because of lack of transportation. But, what's the matter with the back yard or the city park? If you have an outdoor fire place, you're really in luck, because you'll enjoy that back yard just as much—can have just as much fun as if you were transporting that picnic party to some far-away place. Invite some friends over and really have a picnic. It doesn't need to be expensive. There are lots of low-point or point-free meats that you can serve.



Martha Bohlsen

The potato-burgers, for instance, will be a treat that you'll want to repeat often. They're very easy to make up and will fry or broil beautifully over the open fire.

Just take one pound of hamburger, add one grated onion and two cups of finely-shredded raw potatoes. (Incidentally, don't peel the potatoes first. Just scrub them good and then grate them, peeling and all. They're healthier that way and they taste better.) Form them into large meat patties, just like hamburgers, and they're ready to place over the fire. That way you have the meat and potatoes all taken care of in one dish. Also, this potato-burger will help stretch that meat so it will serve more people. You can make at least eight large potato-burgers from one pound of hamburger. Then make up a good salad. A fresh combination salad, tossed together with a delicious chef's salad dressing, will accompany those potato-burgers perfectly. Have a hot vegetable, too. No doubt, your Victory garden can supply that now, either with fresh peas, spinach, wilted lettuce—and a little later on, new snap beans. For dessert, serve a fruit short cake of some kind. Or, how about getting out the old ice cream freezer? Give every member of the family a chance to turn that crank, and, before you know it, the ice cream will be ready.

There are many opportunities for outdoor meals that are fun. How about starting out some fine Sunday morning with a pancake breakfast in the back yard? Have the neighbors over for this event. They'll not mind getting out of bed when that kind of treat is in store. Bacon and eggs, preceded by some chilled cantaloup, which is on the market now, will make a perfect breakfast.

I'd like to offer a recipe for a prune coffee cake that will be just perfect for that outdoor breakfast.

PRUNE COFFEE CAKE
Two cups sifted all-purpose flour.
One teaspoon salt.
One teaspoon baking powder.
One-fourth cup sugar.
One-fourth cup shortening.
One-half cup prune juice.
One-half cup evaporated milk.
Ten large cooked prunes.

TOPPING
Three tablespoons sugar.
One teaspoon cinnamon.

Sift flour with salt, baking powder and one-fourth cup sugar. Cut in the shortening until the mixture is like coarse cornmeal. Mix the prune juice with the milk and add to the flour mixture. Spread mixture in a greased 9x9-inch square pan. Cover top with sliced prunes, and sprinkle with the sugar and cinnamon topping. Bake for 20 minutes in a pre-heated 425-degree oven. Serves eight.

Koestner Values His Rare Selections

The treasures of ancient Egypt were okay, allows Josef Koestner, conductor of Union Pacific "Your America" (NBC, Saturdays, 4 p. m., WOW), but the maestro has collected a few prizes himself, and he wouldn't trade them for a trunkful of Kohinoors.

For one thing, there's a small chest of lead soldiers in the Koestner menage. It was his first "pay," awarded him when, at the age of eight, he made his first professional appearance. Then he has a collection of recorded classics, valued at thousands of dollars. His piano is a Bechstein Grand, which came over from Europe as one of six on the first Graf Zeppelin trip.

But, best-loved of all, is a priceless 177-year-old score from Zingarelli's opera, "Romeo and Juliet." It was given to him by the late Mme. Ernestine Schumann-Heink on her 75th birthday.

V...—

—Buy More War Bonds—

BLONDES AWAY

Two items in the same NBC press release concern Chanteuse Georgia Carroll.

No. 1 said she has been made the "Above and Beyond Girl" of a famous military unit.

No. 2 reported her marriage to Kay Kyser on June 7 at Las Vegas, N. M.

Hmmmm!

V...—

ALL IN A DAY

Although she's an attractive, petite brunette, Mitzi Gould nearly always gets the parts referred to as "blonde" in the numerous radio shows in which she appears. As "Taffy" Graham in "We Love and Learn" (NBC, five-a-week, 4:15 p. m., WOW), she plays a beautiful blonde model, friend of Andrea Reynolds (Joan Banks), the heroine.

V...—

Harry Babbitt, for eight years singing star of Kay Kyser's "College of Musical Knowledge," donned Navy Blue recently.

NBC Wins Three Musical Awards

Three first places and one tie were awarded NBC programs in the first national radio poll conducted by Musical America, it was announced recently by Ronald F. Eyer, editor of the music publication. The tabulations are announced in the June issue.

Arturo Toscanini won first position in the "symphony conductor" classification in ballots cast by music editors and critics of leading daily newspapers in the U. S. and Canada. John Charles Thomas, baritone star of "The Westinghouse Program," came out as top "male vocalist," and "The Telephone Hour," conducted by Donald Voorhees, was chosen as the best "orchestra with featured soloists."

V...—

HONOR OBOLER

Arch Oboler's "Plays for Americans" have been honored by Ohio State University through that school's annual award for the best high school series of broadcasts.

WAR HEROES VISIT NOONDAY FORUM

THE SPORTS EYE

By **BILL WISEMAN**
(As told to him by Tom Dailey in strictest confidence)

Now it can be told. Dailey is away on vacation. He's resting up from a year's resting so he'll be able to rest better for another year when he returns.



Tom Dailey

Probably I'd better not tell how Tom happened to tell this tale on himself. It's enough for you to know that it was told on a rainy St. Patrick's afternoon, when he happened to be in a loquacious and confidential mood. He was

in a select company of prime (and primed!) liars, all of whom were in fine fettle.

Dailey Gives

Most of the gent-mun had shot their wads when I first noted a lilt in Tom's good eye, which, to me, was the tipoff that he was about to come up with something big. And he did. He really bared his soul!

Tom fixed the time of his tale as in the very early 20's (just a few months after he was first lassoed and forced to put on shoes). The scene was 500 stiffs east of Tobacco Road (Berskin Caldwell would've been nuts about Tom's bailiwick in Alabama!).

Tom's Discovery

A visiting YMCA physical instructor (a missionary, no doubt) had decided that Tom had a great future in the prize ring. That Body Beautiful of Tom's could fool anybody even now!

They made him a pair of pigskin gloves, padded with fur off'n a raccoon. Having no traffic with good litachure, he didn't know he couldn't make a (boxing) purse out of a sow's ear. (Whce!)

For months Tom sparred with his tutor, shadow-boxed with all the shadows on his pappy's plantation. His favorite cow, Ferdinand, sat under a nearby olive tree, smelled the flowers and watched his master train. The natives thought he was nuts and they weren't so dumb.

Finally Tom's Big Moment came. He boarded that midnight choo-choo and went to Birmingham for the State Amatoor Boxing Tournament. The calassified him as a welter wait and put him in the first bout.

Tom's Opponent

Tom's opponent was one Jasper Nelson of Red Bank, Ala., and he was the spittin' (literally) image of Mortimer Snerd, only he had red hair and his hands hung almost to the floor and were bigger'n Goliath's. He was so ugly, Tom thought he was looking in a mirror when he faced him. He was THAT scared! Loose-jointed Jasper looked awfully tired.

Tom's YMCA second told him to feel out Jasper at first and not to slug it out. So Tom went in dancing. He pecked here and there, and Jasper just stood there with his eyes closed, sort of in a trance. "I'll moider da bum!" thought Tom.

After 31 seconds of the first round Jasper moved slightly about like he was going to yawm. He dropped a huge clammy paw on Dailey's manly chest.

Dailey went down for a 20-minute count and he didn't come to for two hours!

You'd think this would've ended Tom's pugilistic career, but it didn't. They always come back for more. Tom fought several other fights, but somehow he never was able to get his heart into it again. As the sports writers say, he lost his fight-in' heart (in fact, they're still looking for it down in Birmingham).

We tell you this story hoping that Tom won't be sore at us. After all, it DOES prove he's a fight authority, doesn't it?

NEWS MEN COVER WOW-LAND FLOODS



LEFT: Ray Clark broadcasts from the edge of a broken dyke at Hamburg, Iowa.



LOWER LEFT: Refugees on the road near Winslow, Neb., view the swirling Elkhorn, which enveloped their town.



LOWER RIGHT: The driver of this car barely escaped death in the swirling waters of the Elkhorn near Waterloo.

Commando Kelly, Lt. Childers On WOW

Two of America's most widely feted war heroes, Sergeant Charles (Commando) Kelly and Lieut. Ernest Childers, headlined a long series of visiting celebrities interviewed on Ray Clark's McKesson & Robbins "Noonday Forum" during the past fortnight.



Ray Clark

The two famous holders of the Congressional Medal of Honor were in Omaha in connection with a Fifth War Loan rally sponsored by 30,000 bomber plant workers.

In addition to the many "Big Names" on the "Noonday Forum," Clark included during the month several special event broadcasts in connection with the devastating floods which swept over much of WOW-Land during early June.

Two or three other programs were special and exclusive feature stories in connection with the invasion of Europe.

The "Noonday Forum" during the month included:

A round-table discussion with several 4-H Club boys and girls in Omaha for a conference.

A round-table discussion with several OPA authorities in Omaha for a "cost-of-living" study conference.

An interview with James Patton, President of the Farmers Union.

An interview with Bruce Palmer, newly-elected President of the National Junior Chamber of Commerce.

An interview with Colonel G. F. N. Daley, U. S. Army engineer, who conducted extensive surveying and map-work on the Cherbourg peninsula.

An interview with Harriet Hilliard and Ozzie Nelson, stars of the NBC Red Skelton show, in Omaha for a bond rally.

An interview with Jimmy McClain, the "Dr. I. Q." of NBC quiz fame, who was in Omaha for personal appearances.

One of the most unusual special events of the month was Ray's broadcast of the bond auction where De Emmett Bradshaw of the Woodmen of the World won the right to christen a "baby flat-top" by purchasing \$3,000,000 in War Bonds. Former Governor Nels Kraschel of Iowa was the auctioneer.

V...—

WOW's Own Men Cover Politics

Even in these days of war, the political doings of the nation are important. Because the interest of the American people is definitely centered on the conventions, which will determine the future administration, Radio Station WOW undertook to cover them to the fullest.

In covering the Republican convention, WOW used the full services of the National Broadcasting Company, the United Press and the Associated Press Radio Division to bring reports. Also, WOW sent M. M. Meyers, Secretary of the company, and Tom Ingoldsby, City Editor, to Chicago to cover the convention from the local angle.

The same full coverage will be used at the Democratic convention.

V...—

WEDDING BELLS

Marian Bergman, formerly of WOW, now of NBC in Chicago, was married on June 17 to Captain I. J. Pernicone of the Signal Corps stationed in Chicago. The wedding took place in Chicago, where the couple will live, and Marian will continue her work at NBC.

Dr. I. Q. Aids War Bond Sales

(Continued from page 1)

his troupe stopped at the United States' Veterans Hospital and entertained several hundred World War I patients.

This visit was arranged with the help of Superintendent E. R. Benke and the hospital's welfare officer, Mrs. Darby. About 100 ambulatory patients were in the audience. In addition, the program was "piped" over the hospital's modern central speaker system to several hundred bed-ridden patients. Mr. Flaig provided Mars bars for all.

During the second week of "Dr. I. Q.'s" Omaha engagement the show presented performances for military personnel at the Naval Ammunition Depot at Hastings and at the Grand Island Army Air Base. "Dr. I. Q." gave two performances at the naval depot before 1,700 enlisted men and officers. Captain D. F. Patterson, USN, commander of the depot, and his staff were hosts to the "Dr. I. Q." troupe on Wednesday, May 31.

The next day the show moved to Grand Island and performed before 1,000 enlisted men and officers. Lieut. Colonel Hal W. Painter, commandant of the Grand Island field, and Lieut. John Farwell, special services officer, cooperated with the arrangements.

John J. Gillin, Jr., President and General Manager of WOW, accompanied "Dr. I. Q." Mr. Anthony and Mr. Flaig on the Hastings and Grand Island trip. During the next week of his visit "Dr. I. Q." took his show to Fort Crook, where he performed in one of the post mess halls before an audience of several hundred G.I's. "Dr. I. Q." and his group also staged successful War Bond rallies in North Platte and at St. Joseph, Mo. (See page 4 for details.)

"Church In Action" Is New Series

"The Church in Action," a 13-week series of religious broadcasts presenting a comprehensive report on the ministry of the Protestant churches of America and their plans, began on WOW via the NBC network, Sunday, June 18, 1 to 1:30 p. m.

The series, presented under the auspices of the Federal Council of the Churches of Christ in America, includes descriptions of the ministry among men and women in the armed forces, prisoners of war and industrial workers.

V...—

STAFF STUFF

(Continued from page 3)

Scribner, Hooper and Norfolk immediately when flood waters started rising and worked with the flood all the way down the river to Hamburg, Iowa, on the Missouri, where Ray Clark and Bill Kotera joined them. Ray Clark put on a program from Hamburg and then returned to Omaha. Uhlarik and Munkhof continued to Rockport, Mo., to cover the southern edge of the flood before returning.

Another member of the News Department to take a trip during June was City Editor Tom Ingoldsby, who went to Chicago to cover the Republican National Convention.

Al Larson, WOW Office Manager and a lieutenant in the CAP, finished his written examinations for a private pilot's license during the month. He will soon go for a final flight check.

Staff Members Speak

Talks to outside groups were made by Barbara Bates, who spoke to the Omaha Radio Council, and by Ray Clark, who spoke to the Junior Chamber of Commerce.

Mary Lou Slayton of the Stenographic Department left for Milwaukee to join her husband. Transferred to her job is Mary Claire Dickerson, who was formerly night hostess. Newly-hired to take the night hostess job is Margaret George. Another new night hostess is Nancy Ann Ciciulla.

A feat in carrying outside activities has been accomplished by Louella Cannam, Sales Department. In addition to work in music and with the Chamber of Commerce Women's Division, she is also taking courses at Creighton University. To top it all, Louella has just won a service stripe for 150 hours of service as a nurse's aide.

WOW NEWS SCHEDULE

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

The regularly scheduled newscasts on WOW are as follows:

- 6:00 A. M.—News Tower..... Daily except Sun.
- 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.—NBC World News—Holland Furnace..... Sun.
- World News Review—National Biscuit.....
- Mon., Tue., Wed., Thu., Fri.
- 8:15 A. M.—WOW News Tower—Roberts..... Sun.
- 9:15 A. M.—Robert St. John—News..... Mon. Thru Fri.
- 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.—Alex Dreier—Morrell, NBC..... Sat.
- 11:45 A. M.—Local News—Nebraska Power. Daily except Sun.
- 12:00 Noon—Foster May—Robinson Seed..... Sat.
- News Tower..... Sun.
- 12:30 P. M.—News Tower..... Daily except Sun.
- 2:00 P. M.—Upton Close—Sheaffer Pen, NBC..... Sun.
- 3:00 P. M.—Rupert Huhges, NBC..... Sat.
- 4:30 P. M.—Searchinger Review, NBC..... Sat.
- 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., Thu., Sat.
- 11:55 P. M.—News Reports, NBC..... Daily
- 12:55 A. M.—News Daily

WOW'S JULY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "7/44" 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 Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	Men at Sea NBC
6:00	Chesterfield Music Shop	Chesterfield Music Shop	Chesterfield Music Shop	Chesterfield Music Shop	Chesterfield Music Shop	Starring Curt Massey Schutter Candy Co.	Tom Dorsey All-Time Hit Parade	
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	Lucky Strike	
6:30	Pfd. Melodies—Hamm	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Charlie Chan Lifebuoy	Pref. Melodies—Hamm	Eye-Witness, Hamm	Fitch Bandwagon Tom Reddy, News	
6:45	News, Groves	Johnny Presents Ginny Simms Philip Morris	Mr. and Mrs. North Woodbury Products	Those We Love Grape-Nuts	Down the Fairways	News, Groves	Chase & Sanborn Hour	
7:00	Cavalcade of America Du Pont	A Date With Judy Tums	Beat the Band Raleighs	Aldrich Family General Foods Postum	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	Mystery Theater Molle Shaving Cream	Time to Smile Ipana—Sal Hepatica	Kraft Music Hall Bing Crosby	The Thin Man General Foods Post Toasties	Authors Playhouse NBC	Manhattan Merry-Go-Round Dr. Lyons	
8:00	Telephone Hour Bell Telephone	Words at War Johnson Wax	Mr. District Attorney Vitalis	Village Store Sealtest	Waltz Time Phillips Milk of Magnesia	National Barn Dance Alka-Seltzer	American Album of Familiar Music Bayer Aspirin	
8:30	Information Please H. J. Heinz Summer Show	Miss Charlotte Pepsodent	Phil Harris Lucky Strike	Comic H. Savoy Camels	People Are Funny Wings Cigarettes	Can You Top This? Colgate Dental Cream Supersuds	Hour of Charm General Electric	
9:00	Contented Hour Carnation Milk	Hildegard Raleighs	March of Time Magazine	March of Time Magazine	Boston Blackie Lever Rinso	Palmolive Party	Bob Crosby Old Gold	
9:30	Dr. I. Q. Mars, Inc.	C. B. & Q. WOW News Tower Paxton & Gallagher Bauer Blue Jay	C. B. & Q. WOW News Tower Paxton & Gallagher Bauer Blue Jay	C. B. & Q. WOW News Tower Paxton & Gallagher Bauer Blue Jay	Bill Stern—Colgate	Grand Ole Opry Prince Albert	WOW News Tower Kilpatrick's Uncle Sam's	
9:45	C. B. & Q. WOW News Tower Paxton & Gallagher Bauer Blue Jay	C. B. & Q. WOW News Tower Paxton & Gallagher Bauer Blue Jay	C. B. & Q. WOW News Tower Paxton & Gallagher Bauer Blue Jay	C. B. & Q. WOW News Tower Paxton & Gallagher Bauer Blue Jay	Talks	Westinghouse Concert	Walter Winchell Jergens Lotion	
10:00	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Basin Street Fun Woodbury	
10:15	Stories of Escape NBC	For the Boys Auto-Lite	Concert Hour NBC	New World Choristers	Authors Playhouse NBC	I Sustain the Wings NBC	News Reports, NBC	
10:30	Midnight Review Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman		

YOU'LL ENJOY WOW'S MUSICAL AND COMEDY PROGRAMS—MIDNIGHT 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..... 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., Tue., Wed., Thu., Fri.
Markets..... Sat.
6:55 A. M.—Reveille—Fair Store..... Daily except Sun.
7:00 A. M.—Alex Dreier—Skelly News..... Daily except Sun.
News Summary, NBC..... Sun.
7:05 A. M.—George Crooks, Organ, NBC..... Sun.
7:15 A. M.—Do You Remember..... Mon., Tue., Wed., Thu., Fri.
Dick Liebert, Organist, NBC..... Sat.
7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul
Boone County Neighbors, NBC..... Daily except Sun.
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.—World News Review—National Biscuit..... Mon., Tue., Wed., Thu., Fri.
What's What Today?—Metropolitan Utilities..... Sat.
NBC World News—Holland Furnace..... Sun.
8:15 A. M.—A to Z in Novelty..... Mon., Tue., Wed., Thu., Fri.
Little Doghouse..... Sat.
WOW News Tower—Roberts..... Sun.
8:30 A. M.—Stan Rucker Quartet..... Mon., Tue., Wed., Thu., Fri.
Chapel Service, Rev. R. R. Brown..... Sun.
9:00 A. M.—Lora Lawton—Babo and Aunt Polly's Soup Mix..... Mon., Tue., Wed., Thu., Fri.
Homemakers' Club of the Air—Nebraska Power..... Sat.
9:15 A. M.—Robert St. John, News—Miles Lab.—NBC..... Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Finders Keepers, NBC..... Mon., Tue., Wed., Thu., Fri.
Omaha's Front Page—Nebraska Power..... Sat.
9:45 A. M.—May Mahoney..... Sun.
Words and Music, NBC..... Sun.
10:00 A. M.—Road of Life—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.
Jamboree, NBC..... 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.—Dreft Star Playhouse—P. & G. Dreft..... Mon., Tue., Wed., Thu., Fri.
Melody Roundup—Goodyear..... 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.—Strictly Instrumental..... Mon.
Hymns of All Churches—Gen. Mills, Softasilk..... Tue., Wed., Thu., Fri.
Betty Crocker—Gen. Mills, Softasilk..... Sat.
World Front—Bunte Bros., Candy..... Sun.
11:15 A. M.—Mid-Morning Melodies..... Mon., Tue., Wed., Thu., Fri.
Listen to Liebert..... Sat.
Alex Dreier—John Morrell & Co..... Sun.

11:30 A. M.—Musical Moments..... Mon., Tue., Wed., Thu., Fri.
Markets..... Sat.
Stradavari Orchestra—Prince Matchabelli Cosmetics..... Sun.
11:45 A. M.—WOW News Tower—Nebraska Power..... Daily except Sun.
12:00 Noon—Life Can Be Beautiful—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.
Foster May—Robinson Seed..... 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, Bobbie and Lyle—Merchants Biscuit..... Mon., Tue., Wed., Thu., Fri.
12:30 P. M.—WOW News Tower—Peter Paul, Paxton & Gallagher..... 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.
The Church in Action, NBC..... Sun.
1:15 P. M.—Today's Children—General Mills..... Mon., Tue., Wed., Thu., Fri.
1:30 P. M.—Woman in White—General Mills..... Mon., Tue., Wed., Thu., Fri.
Here's to Youth, NBC..... 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.
Music, NBC..... Sat.
Upton Close—Sheaffer Pen..... Sun.
2:15 P. M.—Ma Perkins—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.
2:30 P. M.—Pepper Young—P. & G. Camay..... Mon., Tue., Wed., Thu., Fri.
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.
Rupert Hughes, NBC..... Sat.
3:15 P. M.—Stella Dallas—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri.
Horse Races, NBC..... Sat.
3:30 P. M.—Lorenzo Jones—Sterling Products..... Mon., Tue., Wed., Thu., Fri.
Doctors at War, NBC..... Sat.
Nebraska-Iowa Quiz—Listerine Tooth Paste..... Sun.
3:45 P. M.—Young Widder Brown—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri.
4:00 P. M.—When a Girl Marries—General Foods..... Mon., Tue., Wed., Thu., Fri.
Your America, NBC—Union Pacific..... Sat.
General Motors Symphony of the Air..... Sun.
4:15 P. M.—We Love and Learn—General Foods Bran Flakes..... Mon., Tue., Wed., Thu., Fri.
4:30 P. M.—Just Plain Bill—Anacin and Benefax..... Mon., Tue., Wed., Thu., Fri.
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..... Sat.
5:15 P. M.—Musical Library..... Mon., Tue., Wed., Thu., Fri.

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