



# WOW NEWS TOWER

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



ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. VIII—No. 12

OMAHA, NEBRASKA, SEPTEMBER 1, 1944

PUBLISHED MONTHLY

## IT'S HERE... THE PARADE OF STARS!

STARS OF NEW NBC SHOWS ON WOW THIS FALL



Something new, something blue, but everything terrific! That'll give you a rough idea about some of the new shows on WOW this fall. New shows will feature Rudy Vallee (3), Ed "Archie" Gardner (6) of "Duffy's Tavern," Dinah Shore, the songbird (4). Then there's Jackie Gleason, who's joined the Old Gold show; pretty Julie Conway (2) of "Finders Keepers," and Frank Morgan (5), who'll star in his own Thursday nighter.

### Duffy's Tavern, Rudy Vallee, Dinah Shore Join NBC's '44-'45 Parade of Big Names

(Turn to page 6 for other Parade of Stars photos)  
By BILL WISEMAN

The flowers may bloom in the spring, tra la, but the top radio programs bloom in the fall . . . and they're all set to start this week on WOW!

WOW begins its 22nd fall radio season with a lineup of programs, the quality of which has never been equalled.

There are new stars, old stars coming back to the fold, and all of the top-notch "regulars" who've been away on vacation—all back on the air.

There'll be the November elections, the world's series, the nation's top football games and, certainly most important of all the war news . . . probably the Swan Song of Adolph Schickelgruber by Thanksgiving Day.

Surely, Mr. and Mrs. John Q. Public will get more than their money's worth out of their loudspeakers during the next few months.

First, a word about new stars and new programs. Rudy Vallee's returning for a Saturday night show, the nature of which right now is a secret (more next month). Ed "Archie" Gardner brings his great "Duffy's Tavern" show ("Duffy Ain't Here!") to NBC and WOW on Friday nights, starting September 15. Dinah Shore moves into the "Aldrich Family" spot (Thursdays), starting October 5. Frank Morgan and a brand-new show replaces the old "Maxwell House Variety Hour" (started August 31). Smilin' Ed McConnell starts a new Saturday morning show for Buster Brown shoes, September 2. RCA brings in "Music America Loves Best," starting September 7 at 10:30 p. m. Jackie Gleason joins the Old Gold show in place of Bob Crosby. Other new shows are in the making and, you'll hear about them in due time.

The complete list of NBC shows is published on page 7. I suggest you clip this and hang it up near your receiver. Leave space for additions yet to come.

Most of WOW's fall local shows are already under way. One that starts September 11, for Scrutan, is an across-the-board strip at 11:15 a. m., starring Victor H. Lindlahr, America's most popular nutritionist. You're probably already familiar with the popular new "Finder's Keeper" program at 9:30 a. m., Mondays through Fridays, and the new KC Jamboree on Saturdays at 10 o'clock. All will be extra good listenin'.

Throughout this issue of the News Tower are special features about new fall programs on WOW. Next month we'll try to cover others which aren't quite ready to write about yet.

### State Fair 4-H-ers to Be Guests of WOW at 'Feed' and Show

Radio Station WOW will be host to about 800 Nebraska 4-H boys, girls and leaders at the Nebraska State Fair on Tuesday, September 5.

The guests of honor will be those boys and girls who participate in the State Fair competitions. It is expected that delegations from about 65 counties will be present.

The WOW party will begin with a "feed" at 6 p. m., and conclude with a gay entertainment hour under the direction of Lyle DeMoss, WOW Program Director.

Tickets for the dinner will be available at the 4-H office at the fair early Tuesday. Only fair competition participants will be guests at the dinner, but all 4-H-ers are welcome to attend the entertainment.

In anticipation of the event, WOW purchased more than 500 pounds of choice Nebraska hams several weeks ago. Also on the menu will be au gratin potatoes, a salad, cocoa malt and milk, hot rolls and ice cream.

The "feed" will be served in unique style in the center of the main arena in the 4-H Club building.

State 4-H Club Leader L. I. Frisbie and his staff, as well as

county agents and their assistants, will be special guests of honor.

After the entertainment, the 4-H-ers will be guests at the evening performance in front of the grandstand at the fair.

#### CLARK AT FAIR

Arrangements have been completed for Ray Clark to conduct several of his "Noonday Forum" programs from the 4-H Club building at the Nebraska State Fair during the first week in September.

#### HARP MUSIC

Louis Seidl, popular WOW harpist, will be starred in a new series of programs starting on WOW September 4 at 8:05 a. m., Mondays through Fridays. The sponsor is the Campbell Cereal Company, makers of "Malt-O-Meal."

#### NEW "STOOGEE"

Charlie McCarthy and Mortimer Snerd will have a new companion when the "Chase & Sanborn Show" returns to NBC in the fall after a summer vacation. She'll give the boys plenty of trouble, too, for she's an old maid with young ideas.

### NEWS FLASHES Listeners Snap at Chance to Get 'Radio at War' Souvenir as a Gift

John J. Gillin, Jr., President and General Manager of Radio Station WOW, Inc., and Bill Wiseman, Promotion Manager, went to Chicago (August 27) to attend the War Clinic of the National Association of Broadcasters. Wiseman was to speak at one session on "Audience Promotion."

Joe Herold, WOW's Chief Control Engineer, will spend the month of October in New York, attending a special RCA course on television. WOW is the first (and only) Omaha station which has asked the Federal Communications Commission for a television license.

Bill Stern, NBC's Director of Sports, will embark on one of his heaviest autumn football schedules, Saturday, September 16, when he broadcasts a play-by-play account of the Michigan-Iowa Pre-Flight game from Ann Arbor (NBC, 1 p. m., WOW).

Several hundred WOW listeners have already snapped at the opportunity to secure a copy of the new "Radio at War" book free.

This 40-page, four-color war souvenir is the most elaborate publication ever offered by WOW. It will sell for 50 cents per copy, but it is offered free for a limited time with a one-year subscription (or renewal) to the WOW News Tower magazine.

The "Radio at War" book will be off the press some time during September, and deliveries will be made as soon as the books are received by WOW from the publishers.

"Radio at War" is a pictorial record of WOW activities for the past two or three years. It contains photos of every member of the WOW staff, many of the unusual "shots" and many of the humorous.

Scores of photos show WOW folks at work on special events in towns throughout the midwest.

"In my judgment, this 'Radio at War' book is a war souvenir that should be in every WOW-Land home," said John J. Gillin, Jr., President of WOW, Inc. "Years from now the scenes depicted in this book will be of great interest. I don't believe WOW ever offered so nice a premium as the 'Radio at War' book."

The "Radio at War" book is being offered free of charge (with one News Tower subscription) for a limited time. Listeners who want it may simply send their name and address and 50 cents to WOW News Tower, WOW, Omaha 2, Neb. They will then receive a full year's subscription to the News Tower and the "Radio at War" book.

### 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 9/44, which means September, 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!

# 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



## TAKE CARE OF YOUR RADIOS . . . !

A radio set is a delicate piece of machinery. It requires good care and the attention of a good service man from time to time. The radios in your home are probably the only sets you will have until eight months after the war ends.



Bill Wiseman

The availability of parts and tubes is a little better right now than it was six months ago. Service men are scarce and very busy. Take your sets to them one at a time and give your service man plenty of time to fix your set right.

You'll be amazed at the improvement of tone quality if you have your old sets overhauled.

RIGHT NOW, this very day, is the time to have your set checked over and put in first-class shape. If possible, call the man who sold it to you.

Following are some ways which will help to prolong the life of your radio:

1. Don't place your radio on a radiator or adjacent to steam pipes. Excessive heat may cause breakdown of important parts.
2. Don't place your radio next to a window. Exposure to rain and moisture not only spoils cabinet, but also causes damage to delicate parts.
3. Avoid operating your radio in a damp playroom or cellar.
4. Play your radio, but don't leave it on continuously day and night, thus hastening the end of its usefulness.
5. Don't expose your set to too much sunlight. The heat affects both cabinet and parts.
6. If your set has push-button tuning, make sure that adjustments are set for maximum reception efficiency.
7. Keep your radio at peak performance by having a periodic checkup.
8. If something goes wrong with your set, don't monkey with it. Let a radio expert fix it.
9. Demand a 90-day guarantee on all service work done on your radio.

Bear in mind that there'll be long, cold (and otherwise dull) days and evenings ahead. Also, that this fall and winter you'll hear the greatest lineup of talent ever offered to lift your morale and to keep you informed.

Dont' let your radio go "haywire" through neglect.

V...-

## TEN WEEKS LATER . . .

It was just after midnight, Tuesday, August 15—10 weeks after D-Day. Announcer John Leslie and News Manager Soren Munkhof were about ready to call it a day. Then came word from NBC that "important news might break during the night."

So WOW remained on the air. At 1:11 a. m., H. V. Kaltenborn came on—speculated on what might be coming up. Then at 5:10 a. m. it came: "FLASH—UNITED NATIONS INVADE SOUTHERN COAST OF FRANCE."

All of NBC's star commentators at home and abroad were all set. They gave WOW listeners excellent coverage. Incidentally, it was strictly a radio news break, because newspapers have no editions between 1:45 a. m. and breakfast time.

NBC, by the way, is making tremendous plans for coverage of the first "V-Day"—the day when Germany surrenders unconditionally.

V...-

## CONGRATULATIONS TO . . .

A score or more of WOW clients who will contribute time to help put over this year's all-important United War Fund and Community Chest drive.

Ray Olson for a beautiful singing job on the "Supreme Serenade" show during Lyle DeMoss' brief vacation.

Tom Dailey and the WOW Sports Department for fine coverage of Bert Murphy's baseball team's games.

"THE BROADCAST STATIONS ARE VITAL TO THE COUNTRY.

They are performing a really great service; a service of great importance to the war effort; a service, therefore, we must make every effort to sustain unimpaired."

James Lawrence Fly

Chairman Federal Communications Commission



## 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 great audience joined in tumultuous expression of thanks to the officials of WOW for the Sunday morning service and also for the broadcasts both Sunday mornings from the big tabernacle tent.



Rev. R. R. Brown

It is thrilling to hear men in responsible positions tell us that the end of the war in Europe is near. Who knows but that before you read this article it may be over. Extensive preparations to put a broken world together, to mend wounds, establish unity and restore normalcy are now going on. What will be the basis of world peace? And how shall it be preserved is the momentous question. Next, what can be done to prevent an economic debacle, a splurge of spending and an orgy of indulgence, and an outburst of lawlessness at home.

We seriously question whether or not peace can be maintained by an international police force. The present and future generations should not be compelled to look into the muzzle of a gun to remind them of what will happen if they don't behave, but we should be building the Christian concept of life and relationships in their hearts. To prevent wasteful spending, people should be urged to give to religious, cultural and worth-while projects for permanent good. The church should be ready to take the message of the Gospel to all parts of the world. Let us beware here at home that we do not neglect the things essential to our way of life. Let us pray for guidance for all of those in responsible positions for a great spiritual awakening, which will contribute much to maintaining law and order.

Keep tuned to WOW and to our chapel service every Sunday morning at 8:30 from the studio chapel of the Omaha Gospel Tabernacle, 2008 Douglas Street.

"Echoes from Okoboji or breezes from the midwest's most beautiful lake" might appropriately introduce the first part of this monthly letter. However, it is not the voice of the lake that speaks, but the great Bible and Missionary Conference which was held on its shores last month. They were 10 wonderful days. Serious-minded religious people came from 11 states, representing 22 different denominations. In the audience were many ministers of various church connections. It was a remarkable demonstration of religious unity without organization. By an actual poll of the great overflow audiences of Sunday morning and evening of the closing day, fully 90 per cent of the nearly 2,000 present belonged to WOW's listening audience. The Conference is sponsored jointly by the Christian and Missionary Alliance and the World Congregation.

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## 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 write you a letter, but it seems only yesterday that I told you all "bye for now" on August 1. Time is like an eel—you think you have a hold of it, and all of a sudden it has slipped through your fingers. We usher in a new month and plan many things to be done. We make a few turns and find the month is gone and all the things we planned to do, undone.



Aunt Sally

I'm going to write to my shut-in children this time. I hope every one of them receives the News Tower, and in the future I am going to make a special effort to obtain subscriptions for each member, for it is the only way that those who do not hear our early breakfast-time chat may keep in touch with the activity of the organization.

If you know of any member who is not receiving the News Tower, tell them, please, to advise me and I will see that they get a subscription immediately.

With only an occasional lift from a stenographer, it is impossible for me to keep up with the mail or reply to the many letters from our listeners, so I never get time to write to the shut-ins. I only hope these children of mine will realize my silence is not lack of interest, but a situation, since our growth, that I am powerless to remedy.

And now for any news I might brush up about members of my big family. Leona Scholten of Alton, Iowa, beloved by all who knew her, (Continued on page 7)

# 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.

## 12-YEAR LISTENER

Norton, Kans.—Enclosed is \$1 for a two-year renewal of my subscription to News Tower. My nephew, now in England with the Armed Forces, first introduced me to your excellent publication by sending copies containing pictures and articles he knew would be of special interest to me. Later he sent me a two-year subscription as a gift. Having been a consistent listener to your station for nearly 12 years, I was pleased indeed to see the faces of people whose voices have become as familiar as those of my nearest friends. The picture of the staff in the current issue is easily worth the subscription price.

Having my hands occupied with sewing day after day, it is necessary to do most of my reading "by ear." Such programs as the "Noonday Forum" bring outstanding personalities of the day right into my living room. "Your America" should wake up the population east of the Appalachian Range to the fact that we who inhabit the Great Plains are not all Indians and cowboys. I enjoy many types of programs, but could do with fewer daytime serials. Authors of most of them seem to assume that we who listen during the daylight hours are a bunch of amiable morons. Their stories are decidedly "too much of muchness," so my radio tubes have a chance to cool during certain periods of the day.

I hope my renewal will reach you at the proper time to rate a copy of "Radio WOW at War."

Sincerely,  
MISS LORA M. FAWCETT.

V...-

## WELL DONE

Omaha, Neb.—I have been intending to write you and tell you how much I enjoy May Mahoney's program, which is broadcast by WOW at 9:45 a. m., Sundays.

Regardless of the fact that I have known Miss Mahoney personally for 30-odd years, and have liked her all that time, I did not know that she had the ability to "put over" a radio program like she does. It is interesting, instructive and extremely well done. May has a very pleasing voice, and she should go far in radio work. I have heard much favorable comment among my friends about this program.

LINN P. CAMPBELL.

V...-

## QUIZ ADVICE

York, Neb.—I have listened to a lot of your quizzes, but have failed to hear Omaha win (I know they do once in a while, but not near often enough). Why can't they win more?

Let me suggest that the Omaha quizmaster do as much suggesting and give as much time to getting correct answers as Des Moines quizmaster.

Also cut out the conversation with the quizzed. Who wants to hear about them? You spend all your time on the first few and hurry up the last ones.

Less razzing of quizmasters is a lot better. Be sensible—not funny.

L. E. FOSTER.

V...-

## AUNT SALLY FAN

St. Joseph, Mo.—I received the service record book, and thank you. It is such a fine book. I like the News Tower so much. WOW has many fine programs. Aunt Sally is my favorite, of course. She is such a grand person and is so good to me and all her shut-ins.

FLORENCE FERGUSON.

V...-

## MONDAY MUSIC

Omaha, Neb.—I am certainly deeply grateful for the "Firestone Hour" tonight, with Dorothy Maynard, and "The Telephone Hour," with its wealth of first-flight soloists. Tonight Joseph Hoffman playing the last movement of Chopin's Concerto with incredible delicacy. I never can be thankful enough that I bought my Stromberg-Carlson two years ago. Hope we'll some day have an F. M. station near.

MARY LEARNED.



# WOW BUYS NEW RECORDED LIBRARY

## STAFF STUFF

By SOREN MUNKHOF

Leaving the WOW staff shortly is Harold Griffin, for eight years a WOW engineer. Griff is going into business for himself, having purchased a movie theater at Maxwell, Iowa, about 35 miles out of Des Moines. Griff will operate the theater himself.



Soren Munkhof

He takes Griffin's place.

Just returned from a vacation is Sybil Mills of the Promotion Department. Sybil spent some of the time at her home in Anthon, Iowa, just outside Sioux City. While there she put in part of her vacation shocking oats (that's not the same as shocking relatives). Sybil got along because she has had previous experience at it before she left the farm for the "big city."

### Paper "Boy"

The last half of her vacation she spent at Iowa City at the home of her aunt and uncle, Mr. and Mrs. James Griffith. Sybil, apparently bound and determined to help alleviate the manpower shortage, found herself another little job. While there she got up at 3:30 every morning and delivered three paper routes. It appears that her uncle is agency manager for the Des Moines Register, and three of the carriers were out of town.

A much shorter vacation was that of Jean Pray, Secretary to Promotion Manager Bill Wiseman, who took off just two days to spend with her army husband, who was home on a short furlough.

### Bookkeeper to Kansas

Vi Kuehl of the Bookkeeping Department visited with her sister and a brand-new niece in Wichita, Kans.

Another recent vacationer was Transmitter Engineer Mark McGowan, who spent his vacation in Colorado, part of it in Denver and part of it fishing.

### Two Staffmen Ill

Frederick W. Fry, Transmitter Engineer, was in the hospital for a couple of weeks during the month after a serious attack of appendicitis.

Harry Burke, Assistant General Manager, was also ill for a week or two.

### "Where, Oh, Where . . ."

A hectic session for Chief Newscaster Ray Clark came one noon about the middle of August. Ray's wife called in to say that little Jimmy (2½ years old) had disappeared. It was just before noon, and as Clark rushed out to look for Jimmy, John Leslic stepped into the breach to take the Four-Bell News Round-Up, and Lyle DeMoss took the Forum program at 12:45. After a couple of hours, Jimmy was found strolling casually along the street about 15 blocks from home. Jimmy talks fairly well, but he had no explanation. He just likes to walk, Ray guesses.

President John Gillin business-tripped during the first couple of weeks of the month, and Lyle DeMoss, Ray Olson, Tom Chase, Thomson Holtz, Joe Herold and Magician Howard Huntington went to Fremont for a big 4-H Club gathering, where they entertained.

### On Civic Committee

Five WOW men are members of an Omaha civic committee, known as the Creighton Stadium Fund, Incorporated. The committee was set up to sponsor a world-famous rodeo contest on September 13, 14, 15, 16 and 17. The proceeds are to be used for the improvement of the Creighton athletic field stadium. The stadium has become, during the past two or three years, more

(Continued on page 7)

## "Yes, Sir, the End of the War is Now in Sight!" 1,000 Basic Tunes, New Issues Included

By HERB LEE

The silver lining is beginning to show more and more on the dark clouds of war. An encouraging message came this (August 21) afternoon from British General Sir Bernard L. Montgomery. In a special message to his troops, Montgomery said flatly:

"The end of the war is in sight . . . Let us finish off the business in record time.

When Montgomery spoke, he was just echoing the words of millions of young Americans. That's what they are fighting for—to get it over with in record time . . . so they can come back home again.

Some people worry about what the war is doing to these boys of ours. They are afraid they will come home . . . killers and fighters . . . who can't settle down. That's all wrong.

Those kids are fighting to get it over with so they can come back to the old routine . . . the old job in the shop or the factory or office. Some of them want to go back to school.

They want to come back to their families, their wives and their children . . . or their parents and brothers and sisters . . . and to their sweethearts.

They want to go golfing or bowling or dancing again. They want to go to the ball games, the football games . . . down to the corner drug store for a soda . . . or to the neighborhood tavern for a glass of beer.

They want to get back to living again. They are just average American boys.

They went away that way . . . and that's the way they'll be when they come back.

War is NOT a regular business for Americans . . . it's just a sideline.

Something that has to be done in an emergency when things get out of gear.

One of the best descriptions of war, as Americans see it, came from Union Pacific President William Jeffers of Omaha when he was National Rubber Director. Speaking on the New York Tribune Forum in New York, in November, 1942, Bill Jeffers said:



This is Herb Lee, veteran Omaha newswriter and author of Groves' "Highlights and Sidelights of the News," on WOW, 6:45 p. m., Mondays, Wednesdays and Fridays. Father of two lads in the service, Herb's broadcast of August 21 was of such great interest that it is reprinted here.

"War is never pleasant. War is a destructive mission. A democracy accepts war with less grace than any other peoples. It must be forced on us." But, Jeffers added: "When we do fight, we fight with an indignation and a fierceness that is stronger than any coercion that a dictator may bring to his people . . . either through fear or bayonet. It is this vigor which will give us the energy, the strength, the fortitude, the men and materials to win that war."

Jeffers' words of almost two years ago have been borne out by what we have done. That's how it is that today General Montgomery can say: "The end of the war is in sight."

Jeffers said in that same speech that as we fight for victory we wonder what we will do with it when the victory is won. He said that one thing we are gaining from this war is experience, which if properly used, will give us a better

world. Then Jeffers swung to his favorite theme . . . that the only true happiness in this world is the happiness that comes from honest work and honest achievement. He said that, because of the war, millions of people are being taught to work with their hands and their feet, as well as their minds . . . people who could find no work before, because they knew no talk. When it comes to work—and hard work—Bill Jeffers knows what he is talking about. His father came to this country from Ireland and worked as a laborer on the Union Pacific. He helped lay the ties and rails. The man who is now President of that great railroad started out as a call boy, and worked his way to the top. Those were not easy days, but they were happy days. Here is how Jeffers tells it: "When I was a boy, we didn't have a lot of money, but we were happy. We had the plenty that

(Continued on page 7)

## AMERICA'S HOME FRONT SECRET WEAPON

### Is Our National Sense of Humor

Harry Hershfield of the "Can You Top This?" (NBC, Saturdays, 8:30 p. m., WOW) gang, tells about the time Hitler was going to visit an insane asylum and all the inmates were taught how to give the Nazi salute when he entered. They practiced and practiced. When the Fuehrer came in, they all raised their hands and said: "Heil, Hitler!" All did, that is, except one fellow.

Hitler turned to him and asked: "Why aren't you saluting?"

The fellow replied: "I'm the keeper here. I'm not crazy."

V. . .

Phil Kramer, stooge on the Harry Savoy comic series over WOW Thursday nights, speaks through his nose. Savoy asked him the other day what school he had attended. Said Kramer: "The U. S. Nasal Academy."

V. . .

Dead-Pan Comedian Ish Kabibble of the Kay Kyser "Kollege of Musical Knowledge" troupe says that from three civilians whom he asked the question: "What is a corpse?" he got as many different answers. They were:

1. An army non-commissioned officer.
  2. Excess weight.
  3. A small business corporation.
- "I can't understand such ignorance," comments Ish. "I thought everybody knew a corpse is the commander of a military corps!"

V. . .

Ted Saidenburg, accomplished pianist in Victor Young's orchestra, heard Sundays with John Charles Thomas, remarks that the reason we call language the mother tongue is because fathers so rarely get a chance to use it.



Millions get a laugh-a-minute from the antics of "Vic and Sade" (10:15 a. m., Mondays through Fridays on WOW). The cast above, l. to r.: David Whitehouse, Art Van Harvey, Bernardine Flynn and Clarence Hartzell, who portray Russell Miller, Vic and Sade Gook, and Uncle Fletcher.

Julie Stevens, "Abie's Irish Rose," tells us that radio row is modernizing a few of the old familiar maxims to fit the microphone. Among these are:

A bird in the hand is worth two from the audience.

A rolling stone is a sound effect for thunder.

If at first you don't succeed, try another gag man.

Early to bed and early to rise, a morning sustaining is nobody's prize.

"There's such a thing as being too considerate," says Songstress Helen Forrest, frequent guest star on the "Everything for the Boys" radio show. Like the woman who was hauled before a judge for shooting her husband with a bow and arrow.

"Madam," exclaimed the judge, "why on earth did you use a bow and arrow?"

"Well, your honor," said the lady, "I just didn't want to wake up the children."

V. . .

According to Hope's daffy definitions, Hollywood Boulevard is "one of the most famous arteries (although slightly varicose at the moment); persons wearing monocles are 'wolves with windshields'; some people have taken to calling it Hollywood Island, a body of pin-up girls completely surrounded by service men. I'll never forget my first screen test. All nose and chin and no Hope."

V. . .

Victor Borge, the Danish pianist-satirist, who will again be heard on the Lower Basin Street programs in the fall, passes on the newest Winston Churchill story.

In Parliament recently, an MP, a member of the opposition party, button-holed the Prime Minister and questioned him at length about the progress of the war. Finally, he sarcastically inquired if Mr. Churchill had any idea what military strategy is.

"Sure!" grinned Churchill, shifting his inevitable cigar. "It is usually poor judgment that happens to work out all right!"

Many of the nation's most popular musical organizations, dance bands, symphonies, novelty groups and vocalists will be heard regularly on WOW in the future, as a result of the purchase recently of the Standard Electrical Transcription Library.

Assistant General Manager Harry Burke, Program Manager Lyle DeMoss and Production Manager Ray Olson have spent several weeks picking out fine recorded selections to add to WOW's already extensive library.

The new service will add 1,000 selections immediately, and will include the addition monthly of many new records as they are released.

The Standard Library will be used on WOW along with the NBC Thesaurus and Langworth Libraries—two of the largest and best transcription services available.

### On KODY, Too

The addition of "Standard" makes WOW one of the few stations in America which uses all three of the top transcription services.

Listeners will note great improvement in many WOW programs, particularly "The Falstaff Hour," "Time and Tunes," "5:30 Call," "Mid-Morning Melodies," "Cheerful Earful," "A to Z in Novelty" and the "Little Show."

The entire Standard Library has also been purchased by Radio Station WOW, Inc., for Station KODY at North Platte.

In addition to the purchase of the Standard Library, General Manager John J. Gillin, Jr., approved a special budget to permit WOW program officials to buy the newest releases of phonograph records which are available for broadcast purposes.

### All Non-ASCAP

The Standard Library will be made up entirely of selections not controlled by ASCAP, and will, therefore, all be available for broadcast.

A few of the top dance orchestras whose selections are included in the new purchase are:

Henry Busse, Duke Ellington, Paul Martin, Jack Teagarden, Paul Baron, Alvino Rey, Don Allen, Vern Buck, Bob Crosby, Freddie Martin, Joe Reichman, Matty Malneck, Spike Jones' City Slickers, Jimmie Newell, Ronnie Kemper, Carlos Molina, Louis Betencourt, Ray Noble, Dave Rose, Billy Mills and Claude Sweeten.

Some of the transcriptions by vocal stars and groups will include those of:

The Threesome, the Dinning Sisters, Nora Martin, the Charioteers, the Robert Childe Choir, the King's Men Quartet, the Robert Mitchell Boy Choir, the Uptowners' Quartet, Donald Novis and Cindy Walker.

The novelty groups will include: The Accordion Aces, George Barnes Octet, Carol Gilbert and the Swingshifters, Paul Carlson and Edwin LeMar, pipe organists; Skeeter Hubert and his Cowboys, and the Jack Connor Trio.

Also included will be many recordings by the Philharmonic String Quartet, the Earl Tower Concert Orchestra, the Windsor String Quartet and the Victor Military Band.

The new releases every month will all be selected by WOW programmers and will represent all types of music.

V. . .

### GILLIS ELEVATED

Donald E. Gillis, NBC Chicago director, has been transferred to NBC, New York, where he will direct the NBC program, "General Motors Symphony of the Air."

Gillis has been closely associated with Lyle DeMoss in direction of the Union Pacific's "Your America" programs in Omaha.

Gillis has traveled more than 29,000 miles between Chicago and Omaha to be present for the "Your America" each week-end.

# "THIS (WOW) IS THE NATIONAL

If you could manage by means of some dexterous sleight-of-hand to slip behind your radio dial, you would find yourself in a wonderland far surpassing anything ever dreamed up by the most imaginative story-teller.

You would find yourself in a world of great, steel towers—hundreds of them—rearing into the sky, silent and still, yet magically vibrant with voices, music, drama, entertainment and news. Then you would become aware of a narrow ribbon of telephone wires, crisscrossing the nation and linking more than a hundred of those jutting towers. Follow that ribbon—trace it through Nebraska and Iowa, across Illinois and Indiana, into Ohio, past Pennsylvania—to New York City. It leads you straight to the RCA Building in New York, home of the National Broadcasting Company.

The National Broadcasting Company—a name to conjure with in the Wonderland of Radio!

NBC headquarters in New York is a modern honey-comb of sound-proof, perfectly-insulated studios—several of them as large as modern theaters—scores of offices and reception rooms, and working quarters of every description, where the business of building radio programs goes on hour after hour in an endless effort to send you a constant flow of the finest in entertainment, information and inspiration.

It is the home of television, where you can see and take part in actual television at work.

It is the nerve center of world news, where renowned commentators, analysts and news men are on the alert 24 hours a day, listening for the faintest murmur of news that may swell in seconds to the thunder of history-making sentences.

It is a modern cathedral of the air, where the ancient wisdoms of all faiths are given the power to penetrate steel and stone, and carry their truths to the most remote corners of the earth.

It is a gay night spot, where the torrid wailing of a trumpet sinks to a whisper, as an idolized voice croons the words of the latest song hit.

It is all these—and much, much more.

It is the National Broadcasting Company.

### Once Upon a Time . . .

How did all this begin? Amazingly enough, the beginning is within the memory of many of us. For it is all very young—only 23 years old—and it grew, like many great things, from a humble beginning. The tiny acorn of today's great oak of modern radio was planted in the city of Pittsburgh in September, 1920. And into what fertile soil that seedling fell! All unwittingly a department store had a hand in sowing this seed that was to flourish as amazingly as Jack's beanstalk. That department store placed an advertisement in the Pittsburgh Sun, stating that Dr. Frank Conrad was broadcasting experimentally, and that by purchasing a receiver (hand made by a local man) one could join the select group of listeners who were being entertained by this new marvel of science.

We do not know how many people read that auspicious advertisement, nor how many heeded it and purchased those hand-made receivers. For that was the very beginning of the broadcasting era; the public was yet to become radio conscious.

From that time on radio's growth was swift, bewildering and phenomenal. Historic "firsts" tripped over each other's heels. The country became a nation of radio amateurs. Millions of radio sets were built on the kitchen tables of millions of American homes, and millions of Americans lost millions of hours of sleep as they strained their ears in the small hours of the morning to hear the feeble signals of stations hundreds of miles distant.

The first permanent coast-to-coast network was established on December 23, 1928, when NBC opened its transcontinental line from New York westward (to include WOW) and to San Francisco. Thus the world was given one of its memorable Christmas presents. The ribbon of the NBC network now spanned the continent. The nation had become a great checkerboard of 48 states—each of them a theater, a concert hall, a news room for NBC microphones.

### Snapshot of a Network

Today there are approximately 911 of those broadcasting station towers, spiraling into the blue skies over America. Of those 911 stations, the National Broadcasting Company services 141. Only six of these are managed and operated by NBC—the remaining 135 associated stations are independently owned and operated.

Stations alone do not make a network. You must next add 15,000 miles of special telephone lines to link those stations together. These lines you cannot see, as they are carried in cables buried deep underground. Now, you have the stations and you have the connecting link of the telephone lines. But, do you have a network? No, not yet. You must add still one more thing—program service. One hundred and forty-one stations—plus—15,000 miles of telephone lines—plus—program service—and you have a network—the NBC network.

There is the complete picture—snapshot of a network.

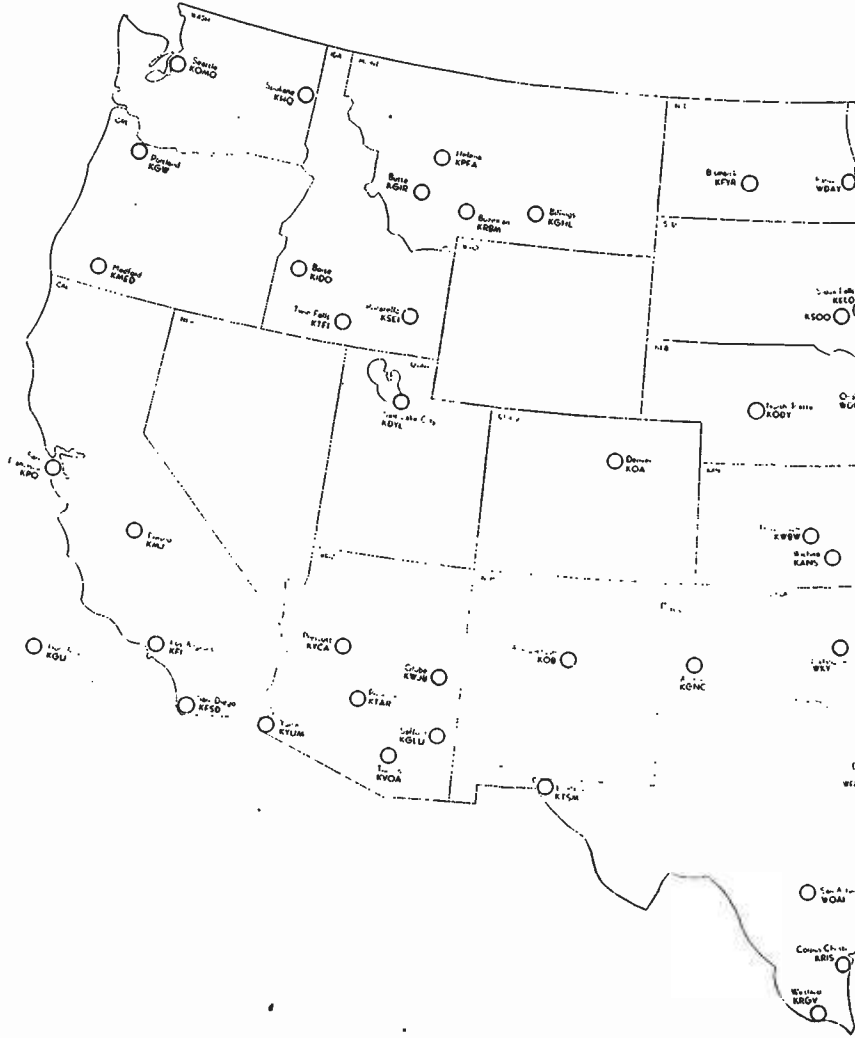
In this picture of the NBC network we must not overlook the two NBC short wave stations, which, operated with the cooperation of government agencies, regularly broadcast favorite programs to the men and boys overseas, as well as news and special programs to many foreign nations. During 1942 alone, the amazing total of 19,000 international programs was broadcast over these two NBC stations.

### Brought to You Through the Courtesy of . . .

There's more goes on behind your radio dial than meets your ear.

Thus far we have formed a picture of what network radio is and how it operates. But, who pays the bills? Who makes it possible for you to hear Jack Benny, Bing Crosby, Bob Hope, Red Skelton, Fibber McGee and Molly, the Hour of Charm, the NBC Symphony and all the other great NBC shows? You know very well you don't pay for them. In America, Americans pay no annual fee to operate their radios. Radio's only cost to the listener is the initial cost of the receiver, and the slight expense of occasional repairs and tube replacements. Who, then, does provide the revenue for the broadcasting industry? The answer to that question is an inspiring story of a major American industry successfully operating under the banner of the American system of free enterprise. It's the story of national advertisers, who unstintingly spend millions of dollars to develop the finest possible radio pro-

## Independently Owned NBC Stations!



grams for broadcast over NBC. Part of this money is paid to NBC for time on the air. NBC in turn uses it to pay the associated stations which broadcast these commercial programs, to provide NBC sustaining programs for the network, and to pay operating expenses.

The national advertiser spends all these millions for just one purpose—to reach you, the American listener. In fact, 60 of America's leading advertisers, the clients of NBC, spend over \$1,000,000 a week—that's \$52,000,000 dollars a year—to bring outstanding programs of entertainment to you and 130,000,000 other Americans. Think of it! You sit down each day to a \$150,000 show—brought to you free! It requires that much money to provide the wealth of talent on NBC shows and bring them to your home.

One very important fact emerges at this point in our story. It is this: *Only networks plus national advertisers* can assemble for you and the other listeners of your local station the world's leading entertainment. This is true because only networks *plus* national advertisers have the mechanical facilities, *plus* the money required.

### When War Came

Yes, there's a war going on behind your radio dial. There's no escaping this war in which we are engaged.

And it started—

### —when the Fourth Chime Sounded

It was a peaceful Sunday afternoon on December 7, 1941, in the world of radio. The usual Sunday programs were going on the air. An America at rest was listening. Millions drowsed away the sleepy afternoon in the winter comfort of their warm homes.

And then, suddenly, twenty-five hundred miles away, a bomb exploded.

From far out in the Pacific the thunder of that explosion shattered the peace of 130,000,000 Americans. The trag-

edy of Pearl Harbor was happening. It started at exactly 2:26, Sunday afternoon, December 7, 1941, when the Japanese loosed their bombs simultaneously on Pearl Harbor in Hawaii and on Manila in the Philippines.

At NBC the famous Fourth Chime was added instantly to the customary three chime signature which follows the close of every program. You probably heard it as you listened in your own home on that day of infamy. It was the pre-arranged emergency signal to all NBC engineers and key personnel to report immediately to their posts for special duty.

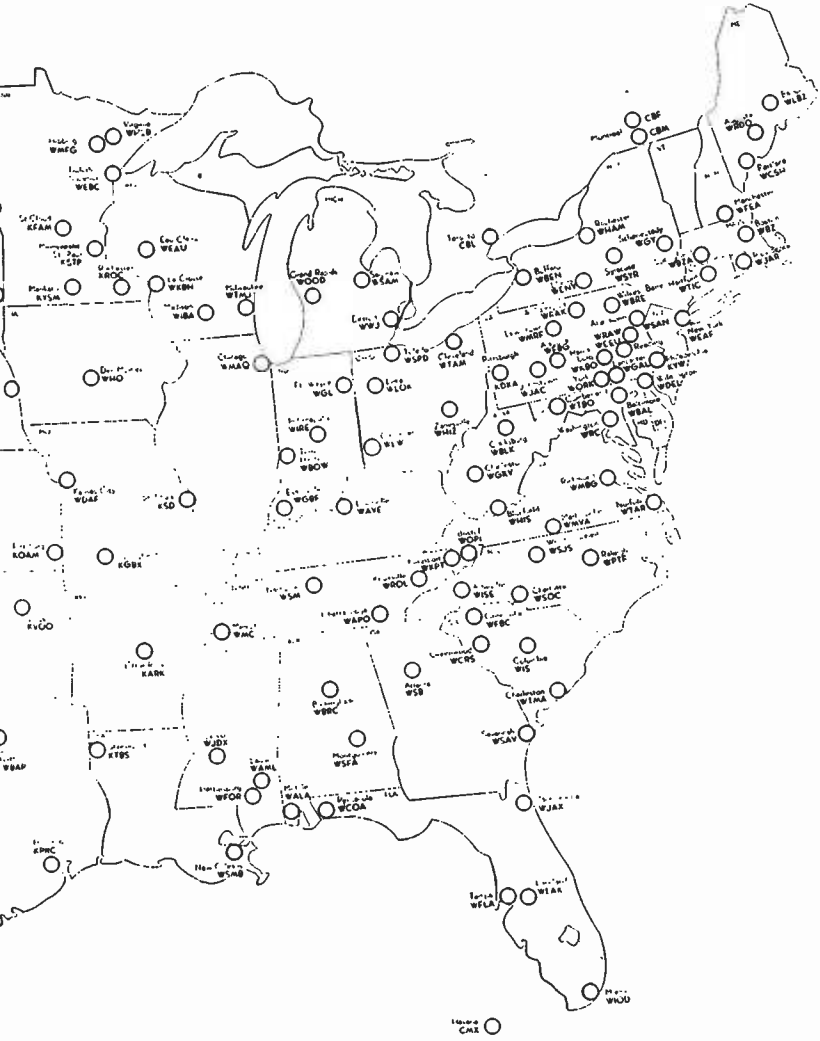
NBC News and Special Events went into action, and at 4:07 p. m. a commentary was presented from Honolulu, Hawaii. At 5:15 p. m. bulletins and commentaries were carried by NBC from New York, San Francisco and Manila. At 6:05 p. m. NBC put on the air a commentary by Bert Silen from Manila. The following day at 2:23 p. m., NBC News and Special Events scored one of its most brilliant scoops by putting Manila on the air during a Japanese attack. With Japanese planes soaring overhead, Bert Silen and Don Bell described the bombing of Nichols Field and Fort William McKinley. This was the first eye-witness on-the-spot account of the bombing of American territory by Japan since Japan's attack on the United States. What has happened to these two NBC correspondents? According to the last received reports, both Silen and Bell are prisoners of the Japanese in concentration camps in the Philippines.

In this greatest crisis in American history NBC conclusively proved its worth as a public servant to 130,000,000 tense, war-worried Americans. *During one typical month of 1942, NBC News and Special Events carried the American people on a journey of 626,845 miles in its overseas broadcasts—a distance equal to 25 times around the equator.*



# NATIONAL BROADCASTING COMPANY

Cover Every Part of the U. S. A.



From January, 1942, to June, 1943, NBC brought its listeners a total of 2,486 broadcasts from 34 different countries. No wonder the American people have come to realize that they are the best-informed nation in the world today.

Through all this every effort was made to avoid hysteria, to give the facts, to keep people informed, but to preserve as far as possible the normal entertainment function of radio—a morale factor of incalculable value.

The record of NBC's unbiased, unprejudiced and truthful on-the-spot broadcasting during these months of war is a record that only a free radio, operating in the interests of a free people, could make.

### NBC's Public Service Becomes WAR Service

War brought to NBC, as it did to many American businesses, the necessity for conversion from peacetime to wartime output. NBC had been preparing for this emergency for months in advance. Overnight NBC converted its many educational, cultural and informative programs so that they furthered the war effort to the greatest possible degree, and in many instances worked directly with the government and officials of the War Department. Today these programs of a public service nature play a major role in the war effort under the following general headings:

- Telling the nation of the progress of the war.
- Improving international relations.
- Mobilizing the nation's youth.
- Gearing civilian life to a war economy.
- Keeping the world informed of United States' war aims and efforts.

Let us glance quickly now at several outstanding examples of the special wartime programming on NBC.

### When the President Speaks

Of course, the most important public service program occurs when the President addresses the nation. On December 9, in 1941, when the President made his Declaration of War, almost 92 per cent of all United States citizens heard the President outline the nation's war duties. That day the Chief Executive spoke to the greatest and certainly the most attentive audience ever assembled in history.

### The Army Hour

On April 5, 1942, on the first broadcast of the Army Hour, Secretary of War Stimson introduced the program with these words: "We ask you to look upon the Army Hour, not as a radio program, but as a military operation of the Army of the United States." And that is just what the Army Hour has been.

NBC is proud to have been selected to carry this program exclusively. The time alone, donated for the program by the more than 100 associated NBC stations over which it is broadcast, would have a commercial value of more than \$15,000 a week. As its share, the National Broadcasting Company is happy to assume the approximately \$3,500 weekly charge for telephone lines and talent.

### Shifting the Gears of Civilian Life

You can almost hear them as they mesh—the gears of civilian life—shifting more and more into wartime speed. NBC and its associated stations have made every effort to help those gears shift as smoothly as possible, keeping them well greased with the lubricant of facts, figures, instructions and new rulings. Inform, inform, inform and then inform again—that has been the constant wartime service of NBC to civilian listeners. News announcements, one-time special programs, thousands of special announcements,

programs for bond drives, USO, Red Cross, scrap rubber and metal, civilian defense, voluntary enlistment appeals, war work instructions, rationing and victory garden messages—all these and many, many more are poured into the thousands of hours per year which NBC and its associated stations are devoting to war effort programs and announcements.

It should be understood, too, that all this time and effort are given free. Indeed, in such instances, as when a speech by the President coincides or overlaps that of an NBC commercial broadcast, NBC not only donates the time and pays the line charges to the point of broadcast from the nearest NBC studio, but also foregoes the commercial revenue otherwise received. On network war effort programs in one year, the commercial value of the time alone given by NBC associated stations amounted to more than \$3,000,000.

### American Radio's Four Freedoms

The Wonderland of American Radio, lying behind your radio dial, has its law and order just as any well-governed country must have. It is a government based on American Radio's own Four Freedoms—expressing the very essence of the American system of free radio.

In the early days of radio it was determined that there were only 106 frequencies or channels, each 10 kilocycles wide, for broadcasting stations in the standard broadcast band in the United States, Canada, Mexico, Cuba, Haiti, Newfoundland and the Dominican Republic. These frequencies or channels you will notice on your radio dial, run from 550 to 1,600 kilocycles. Obviously, to distribute the hundreds of stations in the United States, to say nothing of those of our neighboring nations, so that they could use 106 frequencies without interference, required a considerable amount of "doubling up," and somebody with authority to assign channels or frequencies to stations. In the United States, as most listeners know, that "somebody" is the Federal Communications Commission. This body was created by an Act of Congress for the special purpose of assigning frequencies to United States radio stations. It is in reality the traffic squad of the air lanes.

What are American Radio's Four Freedoms?

The most satisfactory way to answer that is to name them and contrast them with the systems under which radio operates in many foreign countries—particularly Germany and the Axis-dominated nations.

**1. Freedom to Listen.** American listeners are voluntary listeners. They may listen to any domestic or foreign broadcast at any time they choose.

In the Axis nations the people may listen only to Axis-operated stations. To be discovered listening to broadcasts from outside the country is a crime punishable by imprisonment.

**2. Freedom Not to Listen.** American listeners may listen if they choose, or they may not listen.

Listeners in many foreign lands have little program choice. Government-controlled program services rarely supply more than two programs at the same time. In the foreign nations where radio is operated by private enterprise, there are far fewer stations than in the United States. (Actually the United States has 37 per cent of the world's radio stations.)

**3. Freedom to Broadcast.** American networks and independent broadcasting stations have the privilege of formulating their own operating policies, of building their own program structures, and airing the programs which they believe most of the people want to hear.

In the United States radio is carried on as a private enterprise and is operated in the public interest.

In the Axis nations the opposite is true. Radio stations are operated by the government to serve the government in driving home its propaganda.

**4. Freedom from Fees and Licenses.** In the United States you pay no receiving set tax to operate your radio receiver. Broadcasting service is entirely free to the listener.

In many foreign nations the listener supports the government-operated broadcasting stations by paying a monthly or annual fee. Often this works a hardship on families of small incomes, and tends to reduce the possible number of radios in operation. An indication of this is seen in the fact that in the United States there are 425 *freely operated* radio sets per 1,000 population, while in the Axis-dominated nations there are only 62 licensed radio sets per 1,000 population.

Yes, we have much to be grateful for, much to cherish in our Wonderland of Free American Radio. One truth we should never forget is this: American radio has achieved its greatness because it has been created by Americans for the service of the American public. In hallowed tradition it is truly—Of the People—By the People—and For the People.

### New Ties

NBC short wave stations are fulfilling another valuable wartime service in world-wide programs of many types, in many languages—news, music, entertainment—telling the story of America's principles, ideals and war aims. These broadcasts convey hope and encouragement to oppressed peoples all over the world.

### When War Goes . . .

When the last bomb has fallen—when the last shell has burst . . . that land which lies behind your radio dial has great plans for the day when war goes and peace comes.

The whole vast field of electronics, which the Radio Corporation of America scientists and research engineers are now exploring, promises the peace world a succession of amazing new devices for service, comfort and entertainment. Some of these marvels of electronics are already hard at work in war industries, saving incalculable time and performing incredible tasks. Their peacetime applications will be myriad.

During the past 50 years the world has seen television develop from a dream into a reality. Today, laboratories hold promise of television receivers which will eventually permit you to see your favorite stars and programs in color.

And so we have come to the end of our brief visit in the Wonderland of Radio. Now, let us slip back from behind your radio dial into the everyday reality of the humdrum world.

Did we say "humdrum"? Well, we were wrong. The world will never be humdrum so long as you can turn on your radio and hear . . .

"This is the National Broadcasting Company."

# PARADE OF STARS SET ON WOW

## Autumn Calendar of Stars on WOW

Here's a quick check list of new and returning programs to be heard over the NBC via WOW network this fall:

Thursday, August 3, 9:30 p. m., "March of Time."

Sunday, August 13, 9:30 p. m., "Jackie Gleason-Les Tremayne Show." Andy Russell, Patsy Garrett, vocalists; Sylvan Levin, conductor.

Thursday, August 31, 7 p. m., "Maxwell House Coffee Time," starring Frank Morgan.

Thursday, August 31, 8:30 p. m., "Joan Davis Show, with Jack Haley."

Sunday, September 3, 5:30 p. m., "The Great Gildersleeve," starring Hal Peary.

Sunday, September 3, 7 p. m., "Chase & Sanborn Program," starring Edgar Bergen, Charlie McCarthy, Mortimer Snerd and, introducing for the first time, "Effie Klinker."

Thursday, September 7, 10:30 p. m., "Music America Loves Best." Jay Blackton, conductor. Guest stars.

Saturday, September 9, 7 p. m., Rudy Vallee in a brand-new program idea.

Saturday, September 9, 7:30 p. m., "Truth or Consequences." Ralph Edwards and his wacky crew.

Monday, September 11, 8:30 p. m., "Information Please." Clifton Fadiman quizzes experts Franklin P. Adams, John Kieran and Oscar Levant.

Friday, September 15, 7:30 p. m., "Duffy's Tavern." Ed Gardner as Archie, Florence Robinson as Miss Duffy, Eddie Green as Eddie the waiter, Charlie Cantor as Finnegan.

Friday, September 22, 9 p. m., "Amos 'n' Andy," with Freeman Gosden and Charles Correll in the title roles.

Wednesday, September 27, 8 p. m., "Time to Smile," starring Eddie Cantor, Bert Gordon as the Russian; Nora Martin, vocalist.

Tuesday, October 3, 8:30 p. m., "Fibber McGee and Molly." Jim and Marian Jordan in the title roles.

Wednesday, October 4, 9 p. m., "Kollege of Musical Knowledge." Kay Kyser returns as dean.

Thursday, October 5, 6:30 p. m., "Bob Burns, the Arkansas Traveler."

Thursday, October 5, 7:30 p. m., Dinah Shore.

Thursday, October 5, 9 p. m., Bud Abbott and Lou Costello.

Sunday, October 8, 1 p. m., "Those We Love returns to its former spot. Weekly dramatic serial.

Sunday, October 8, 6 p. m., Jack Benny, with Mary Livingstone, Eddie "Rochester" Anderson and Don Wilson.

Sunday, October 29, 4 p. m., "General Motors Symphony of the Air," presenting the NBC Symphony. Arturo Toscanini returns to the podium to conduct 16 weeks of the winter series. Malcolm Sargent and Eugene Ormandy, guest conductors.

Thursday, November 2, 8 p. m., "Kraft Music Hall." Bing Crosby returns.

Tuesdays (no date set yet), 9 p. m., the Bob Hope program, with Jerry Colonna and Frances Langford.



EDGAR BERGEN . . . Chase & Sanborn's great ventriloquist, who returned with his impish stogie, Charlie McCarthy, on September 3.



THE GREAT GILDERSLEEVE . . . shown with "Leroy" (Walter Tetley) and Niece Marjorie (Lurene Tuttle), will come back on WOW on September 3.



FIBBER AND MOLLY . . . (Mr. and Mrs. Jim Jordan) top-notch program on the air, returns to WOW October 3. Undoubtedly Fibber will include again his great closet-door crash gag.



AMOS 'N' ANDY . . . return on September 22. This year you'll hear a flock of interesting new characters in the Gosden-Correll troupe, on WOW on Friday nights.



BOB BURNS . . . the Arkansas Traveler, will be back with his bazooka and a hilarious new program setup to pep up the Thursday schedule on October 5.



KAY KYSER . . . dean of the "Kollege of Musical Knowledge" and champ soldier entertainer, returns to his former Wednesday night spot on October 4.



EDDIE CANTOR . . . with Singer Nora Martin and a host of variety entertainers, is due back September 27 with his "Time to Smile" program.



RALPH EDWARDS . . . spent the summer gathering new gags for his "Truth or Consequences," which returns to NBC and WOW on Saturday night, September 9.



INFORMATION PLEASE . . . will again be emceed by the famed book reviewer, Clifton Fadiman, aided by John Kieran, Franklin P. Adams and Oscar Levant, starting September 11.



JOAN DAVIS and JACK HALEY . . . co-proprietors of the "Village Store," came back early (August 31) and started off the season with a gay new show. Will Joan really get a man this year?



JACK BENNY . . . with Mary Livingstone, "Rochester" and Don Wilson return for a new sponsor on the Sunday 6 p. m. spot, starting October 8.



BUD ABBOTT and LOU COSTELLO are due back on October 5. There'll be laughs every second in this Thursday nighter during the fall and winter season on WOW.



# TIBBETT IS NOONDAY FORUM GUEST

## THE SPORTS EYE

By TOM DAILEY  
WOW Sports Editor

Hy-ya, Good Americans!  
If you don't believe it, look it up, but it's a fact that . . .

When a batter is at the plate he must study each pitched ball and make up his mind whether it's going to be a strike or a ball—decide whether or not to swing—all in two-fifths of a second!



Tom Dailey

Two weeks ago the St. Louis Browns were leading the American league. But still they stood sixth in club batting and sixth in club fielding.

Night baseball is nothing new. Matter of fact, it's older than a lotta grandpas. At Nantucket Beach in the year 1880, 64 years ago, two amateur teams played a game under electric lights. Abraham Lincoln was notified of his nomination for the Presidency while he was at the plate batting. When officials told him about it, he said: "Wait a few minutes, while I make another base hit."

At the half-way mark in a championship football game, the Giants of New York were trailing the Chicago Bears by 13 to 0. The playing field was covered with ice. So the Giants switched to rubber-soled shoes during halftime. Final score: Giants, 30; Bears, 13.

In 1873, Cornell and Michigan were scheduled to play the first inter-sectional football game. Upon hearing of the planned contest, the President of Cornell said, quote: "I won't permit 30 men to travel 300 miles merely to kick around a bag of wind." Unquote.

Once a football player ran 210 yards for a touchdown. It was Lehigh vs. Lafayette. A halfback took off in the wrong direction, circled the goal posts and ran the whole length of the field to paydirt!

The game of golf used to be known as "kolf." And it didn't originate in Scotland, but over in the low countries, where the game was played on ice. Sea captains took the game to Scotland, and they switched it to the soil. (That's nothing. I've played in many lakes and rivers. Takes too many golf balls, though.)

The Kansas City, Kans., basketball team once met the Rainbow Athletic Club. Final score was a whopper. Kansas City, 234; Rainbow A. C., 2.

Dusty records show that in the old days as many men as were needed could be used on a basketball team. They sometimes used as high as 50 men on each side!

The word "tennis" comes from the French word "Tenez." It means "Take it, play."

In one season long ago the Cincinnati baseball team had won 92 straight games. Brooklyn fans stopped the streak when they left the stands, ganged up on an outfielder and caused him to miss a fly ball.

"When the One Great Scorer comes to write against your name, He writes not that you won or lost, but how you placed the game."

## BRADLEY WEDS

Curley Bradley, cowboy singing star, stole a march (Lohengrin) on his friends recently by starring in a wedding ceremony at the Second Presbyterian Church of Chicago. His bride is the former Olga Bewon of Chicago.

The marriage culminates a romance which began two and a half years ago in the studios when Miss Bewon was Secretary to a network Assistant Program Manager. The couple will live at 4738 North Ashland Avenue, Chicago.

Bradley is starred as vocalist-m.c. in the new variety show, "KC Jamboree," which began a weekly run August 5 (NBC, 10 a. m., WOW).

## ON FURLOUGH



Only feminine member of the WOW family who is in the armed forces, Private Ardice Fowler, U. S. Marine Corps, recently came home on her first furlough. She formerly was a secretary in the newsroom.

## AUNT SALLY

(Continued from page 2)

Went to her heavenly home a few days after her birthday in June. Leona joined my family in its earliest days. Her name was sent in by dear old Uncle Henry Ungersma, who has long since gone to rest.

Leona was a gentle, Christian girl, whose lovable character endeared her to all who came within the radius of her glorious smile. A smile that endured regardless of the pain she always knew. Somehow I do not feel that lovely Leona is gone—she is just away—away for a little while. She will live in our hearts and our memory not for just a day, not for just a year, but always. Like a fragile blossom, she bloomed on earth long enough to make it a better place, then she was tenderly gathered into the Master's garden.

Cyrilla Foltz of Saint Joseph Villa, Nebraska City, Neb., has been enjoying the summer in a big way, going around everywhere in her new wheel chair that we sent her this spring.

Now, the next case up is . . . but I'll tell you about that at our little breakfast table some morning at 6:15.

Well, 'bye for now!

YOUR AUNT SALLY.

## "Reconversion" News Staff

Appointment of a special news staff, first of its kind in radio, to cover, correlate and broadcast all major news of this country's reconversion from a wartime to a peacetime economy was announced recently by William F. Brooks, NBC Director of News and Special Events.

Appointed to this special staff by Brooks were Don Goddard, NBC news reporter in New York, who is already conducting a special survey of the country's leading industries on questions of reconversion; Richard Harkness and Morgan Beatty, who as NBC reporters in Washington, are daily in close touch with these problems, and Louis P. Lochner of NBC's Hollywood news staff, who is surveying the west coast, where many boom industries of the war have located.

This special group of "reconversion reporters" already has begun the gathering and reporting of information on the pressing problems of home economy that are emerging as the Allies move closer to victory. Most of these problems, Brooks points, are now beyond the academic stage.

V. . . —

## STAFF STUFF

(Continued from page 3)

and more a center for Omaha civics. It is the home for the Ak-Sar-Ben shows for service men, which have been an outstanding part of Omaha cultural life for the past two years.

WOW men who are committee chairmen on this civic committee are J. J. Isaacson, a WOW Director; Robert P. Samardick, Director, and Soren Munkhof, News Manager. On the general committee are Francis P. Mathews, Director, and John J. Gillin, Jr., President. Combined with the rodeo will be the Creighton University Homecoming, for which your writer is the general chairman.

### It's the Little Things

Vital Statistics—Production Manager Ray Olson and his wife, Ruth, became parents for the third time recently when a little female Olson was born—name of Joan Ellen. In Texas, First Lieut. Ted Hatch and his wife, Vonnie, became parents for the first time when a young male was born—name of Michael Edward. Ted was formerly in the WOW News Department.

## DIET EXPERT



Today, everybody recognizes you can eat your way to better health. And no one is better qualified to show you how than Victor H. Lindlahr, America's most popular nutritionist and author of that famous best seller, "You Are What You Eat." For over seven years, Victor H. Lindlahr's program has been an outstanding daytime favorite. Today, with food shortages and rationing, it is more popular than ever. Starting September 11, Mondays through Fridays, at 11:15 a. m., Serutan brings you this outstanding food authority.

## KING & QUEEN



Ray Clark journeyed to Fremont to catch the 4-H Club fair's new "King" Gerry New and "Queen" Elaine Kluge.

## FORUM GUEST



Another interesting "Noonday Forum" guest was Colonel Ed Wentworth of Chicago (Armour & Co.), one of the nation's leading authorities on the meat supply problem.

V. . . —

## TREANOR KILLED

Tom Treanor, National Broadcasting Company and Los Angeles Times correspondent, has been killed in France. First report of his death was received recently in a broadcast by NBC's John MacVane from the American sector in France.

## Clark Describes Famed Joslyn Castle

Probably the feature of the interesting recent interviews on the "Noonday Forum" program (McKesson & Robbins, 12:45 p. m., Mondays through Saturdays) on WOW was that with Lawrence Tibbett, popular baritone of the Metropolitan Opera Company.



Ray Clark

Another interesting program was that with a number of service men on a WAC recruitment tour, who put on a combination interview and musical program on the Forum.

On the political side, Ray Clark interviewed Tom Ingoldsbey, WOW City Editor, on the subject of the Democratic and Republican national conventions at Chicago, both of which Tom covered for WOW.

Another interesting program was from the Omaha armory of the Nebraska State Guard, during marksmanship practice on the armory's firing range.

### Visits Joslyn Castle

On one occasion, Ray took the microphone to the famous Joslyn Castle in Omaha. The Castle has just been taken over by the Omaha Board of Education, which will use it to house the offices of the Omaha school system. Part of the Castle's many rooms will also be used to house a museum for Omaha school children. The two square blocks of grounds, with its many shrubs and plants and its greenhouse, will be used for nature study classes for Omaha school children.

Clark made a journey to Beatrice, Neb., for the 66th anniversary of the Dempster Mills. The program included discussion of the early operations of the company, which was started in 1885.

Other programs included one with Charles Leeman of the Omaha Ration Board and Ward Phelps, who was born in Japan, where his parents were missionaries. Mr. Phelps told something of the life and people in Japan. There was also an interview with Lieut. Edward Searle of the Netherlands Navy. Lieutenant Searle escaped from Paris when the Germans took it.

V. . . —

## War to End

(Continued from page 3)

our countryside afforded. We ate in the kitchen—and we ate well. Those are the kind of men upon whom the future depends. The man who juggles his chop sticks in China . . . the miner who opens his lunch pail in Wales . . . the Russian who munches black bread on the cold steppes and fights for his home . . . the American rail-roader who struggles with wind and floods and blizzards to keep a rail line open—those are my kind of men . . . who eat in the kitchen . . . the men with the rolled-up sleeves. Upon the way these men think and act depends the economic freedom of the world."

The kind of men Jeffers describes are the kind of men who are away fighting to keep our liberty for us . . . fighting so that they can come back home again . . . and eat in the kitchen.

It is going to be a better America, too, Jeffers said, adding that the war emergency is bringing men and management closer together in the common cause to save the freedoms which we love and upon which our existence depends. Jeffers knows labor, and he knows management, because he has been part of both. He says that only when they work in complete harmony can the victory be won . . . and after it, the peace!

# WOW'S SEPTEMBER NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "9/44" 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	Great Gildersleeve Kraft
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	Prof. Melodies—Hamms	Eye-Witness, Hamms	Fitch Bandwagon Tom Reddy, News	
6:45	News, Groves	Johnny Presents Ginny Simms Philip Morris	News, Groves	Frank Morgan Show General Foods	News, Groves	Down the Fairways	Chase & Sanborn Hour	
7:00	Cavalcade of America Du Pont	A Date With Judy Turns	Mr. and Mrs. North Woodbury Products	Music of the Evening NBC	Cities Service Concert Oil Marketing Companies	Rudy Vallee P. & G. Drene, Ivory	One Man's Family Standard Brands Fleischmann Yeast	
7:30	Voice of Firestone Concert	Mystery Theater Molle Shaving Cream	Beat the Band Raleighs	Kraft Music Hall Bing Crosby	Duffy's Tavern General Foods Post Toasties	Truth or Consequences P. & G. Duz	Manhattan Merry-Go-Round Dr. Lyons	
8:00	Telephone Hour Bell Telephone	Words at War Johnson Wax	Time to Smile Ipana—Sal Hepatica	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	Bob Hope Pepsodent	Mr. District Attorney Vitalis	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	Phil Harris Lucky Strike	March of Time Magazine	Boston Blackie Lever Rinso	Palmolive Party	Jackie Gleason Old Gold	
9:30	Dr. I. Q. Mars, Inc.	C., B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C., B. & Q. WOW News Tower Paxton & Gallagher Lever Lifebuoy	C., B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	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 Lever Lifebuoy	C., B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C., B. & Q. WOW News Tower Paxton & Gallagher Lever Lifebuoy	C., B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	Talks			
10:00	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports	Walter Winchell Jergens Lotion	
10:15	Symphonette Longines—Wittnauer	Dick Haymes Auto-Lite	Symphonette Longines—Wittnauer	Music America Loves RCA	Symphonette Longines—Wittnauer	I Sustain the Wings NBC	Basin Street Fun Woodbury	
10:30	Midnight Revue Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman	News Reports, NBC	

**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—Crow's Hybrid, Kellogg Feed..... 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..... Sat.  
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.—Morning Musical..... Mon., Wed., Thu., Fri.  
WOW—Land at War..... Tue.  
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.  
Smilin' Ed McConnell—Buster Brown..... 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.  
Here's Babe Ruth—Spalding..... Sat.  
Omaha's Front Page—Nebraska Power..... Sun.  
9:45 A. M.—May Mahoney..... Sun.  
WOW—Land at War..... Sat.  
10:00 A. M.—Road of Life—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.  
KC Jamboree—KC Baking Powder..... 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.—Star Playhouse—P. & G. Dref, Crisco..... Mon., Tue., Wed., Thu., Fri.  
Melody Roundup—Goodyear..... Sat.  
Meditation..... 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.—Victor Lindlahr—Serutan..... Mon., Tue., Wed., Thu., Fri.  
Alex Dreier—John Morrell & Co..... Sat.

11:30 A. M.—Aunt Jenny—Lever Bros. Spry..... Mon., Tue., Wed., Thu., Fri.  
Markets..... Sat.  
Stradavari Orchestra—Prince Matchabelli Cosmetics..... Sun.  
11:45 A. M.—Life Can Be Beautiful—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.  
Omaha's Front Page..... Sat.  
12:00 Noon—Four-Bell News, Markets..... 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.—Farm Magazine of the Air—Yager Seed Company..... Sun.  
12:30 P. M.—Supreme Serenade—Merchants Biscuit..... Mon., Tue., Wed., Thu., Fri.  
WOW News Tower—Peter Paul, Paxton & Gallagher..... Sat.  
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..... Sun.  
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.  
Barbara and the Boys..... Sat.  
3:30 P. M.—Lorenzo Jones—Sterling Products..... Mon., Tue., Wed., Thu., Fri.  
Horse Races, 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.  
News, NBC..... 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..... Sat.  
5:15 P. M.—Music Room..... Daily except Sun.

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