

1945 WILL BE HAPPIER IF YOU KEEP ON BUYING WAR BONDS REGULARLY!



WOW NEWS TOWER

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



ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. IX—No. 4

OMAHA, NEBRASKA, JANUARY 1, 1945

PUBLISHED MONTHLY

Radio's 25th Year Pledged to Victory!

Alcohol Makers Offer Feed via WOW

Established as a vitally important war plant to make alcohol for explosives and synthetic rubber, The Farm Crops Processing Corporation has turned to Radio WOW to help it merchandise its first by-product, a high protein stock feed.



Foster May

Sale of the stock feed will be the first step towards turning the output of the huge plant to civilian uses, the first move toward eventual conversion from wartime to peacetime activities.

While the plant will continue to make industrial alcohol for war purposes as long as it is needed, it is the dream of the plant sponsors to one day utilize midwest farm surpluses for the benefit of farmers. The current move to market "Agrisol" is a step in that direction, according to Frank L. Robinson, Vice President and General Manager.

The new "Agrisol" marketing plan includes an interesting half-hour radio program every Sunday on WOW at 10:30 a. m., featuring Foster May, commentator.

The program is titled "Your Home Town," and is written and produced by May, long a radio favorite throughout the middle west.

May's first "Agrisol" program was a broadcast from the alcohol plant. His second covered the town of Bellevue, oldest community in Nebraska.

Every week Foster May will visit another interesting midwest town and tell all about it. He will interview leading citizens and old-timers, giving both the past history and the future prospects of each town.

Towns to be visited in the very near future, according to May, include Council Bluffs, Iowa, Nebraska City and Fremont, Neb.

V...—

NBC-WOW Carries Rose Bowl Game

For the 18th consecutive year the National Broadcasting Company will broadcast a play-by-play account of the famous Rose Bowl game, Monday, January 1 (NBC, 3:45 p. m., WOW). And for the eighth consecutive year, Bill Stern will be on the 50-yard line for NBC's exclusive coverage of this classic of the gridiron season.

The Bowl game this year will bring together two of the greatest civilian teams in the country, Southern California and Tennessee.

V...—

ON THE SPOT

Guthrie Janssen, NBC war reporter who found himself in the middle of the Athens civil warfare, is broadcasting from a spot too far front for his own comfort.

He recently cabled NBC: "Today's broadcast made with ELAS snipers clearly visible covering open studio window. During broadcast, several bullets whined past window."

V...—

Nora Martin, singing star of Edie Cantor's NBC show, certainly can bowl a mean game.

SANTA WAS MIGHTY GOOD TO WOW FOLKS.



Yes, sir! Santa Claus was very good to WOW folks, as the above picture indicates. He arranged with Tom Dailey for Pat, Mike and Dennis Dailey to have an electric train.

Photo shows some of the WOW "playboys" amusing themselves with it. Prone in the foreground is Lyle DeMoss and left to right the others are Thomson Holtz, Joe Herold and Tom himself.

Milestone To Be "Observed" In 1945

★ ★ ★

(For a review of 1944 WOW activities, see pages 4, 5 and 6.)

★ ★ ★

Unanimously pledged to "keep pitchin'" until the war is won, the radio broadcasting industry begins "observance" of its 25th anniversary on January 1, 1945.

Because the industry is busily engaged in 1,001 phases of the war effort, broadcasting is "observing," and not "celebrating," the important milestone.

Both the big networks and individual stations have renewed their pledge to the National Association of Broadcasters that during 1945 they will do everything possible to cooperate with all war agencies.

Radio's main job, as pointed out by John J. Gillin, Jr., President of Radio Station WOW, Inc., is to keep the civilian population "as fully informed as possible about the progress of the war," to lift the morale of home-fronters and to induce them to "back up our fighting men in every way possible."

Campaigns to aid the manpower crisis in war plants, the sale of War Bonds, the forthcoming Red Cross drive, the battle against inflation, and many other related activities, will be given all-out support.

"Further, radio must do all it can to help our people keep their chins up," Gillin said. "Our entertainment programs must give listeners brief periods of mental relaxation. They must make our folks laugh oftener. We mustn't forget that music, too, hath charms to soothe..."

In keeping with the industry's war policy, program sponsors, both on the NBC network and on WOW, have constantly sought to improve the quality of their offerings. In many cases the sponsors have little or nothing to sell, but they are continuing their radio shows just the same.

One big new show coming up should provide many laughs during dreary January and the months ahead. This is the new Colgate presentation (Saturdays, 9 p. m., on WOW via NBC), and featuring the comedienne, Judy Canova. This new feature is scheduled to start January 6.

Only a fortnight ago NBC brought out the new Chesterfield "Supper Club," featuring Ted Steele, a 22-piece orchestra, Mary Ashworth, Perry Como, and with the famed Martin Block as master of ceremonies (6 p. m., Mondays through Fridays, on WOW).

Several of the big NBC shows have announced renewals of their programs. One is the "Highways in Melody" musical program at 7 p. m., Fridays, on WOW (sponsored now by Petroleum Advisers, Inc.), for another 52 weeks.

Lever Bros. announces the renewal of the Bob Burns show for another 52 weeks.

The makers of Purina feeds will have a new morning show on WOW soon after January 1.



Judy Canova

Contented Hour to Begin 14th Year

On January 4, the "Carnation Contented" program, veteran NBC Chicago-originated broadcast, will celebrate the beginning of its 14th year on the air.

Featuring Metropolitan Opera Soprano Josephine Antoine, Basso Reinhold Schmidt and the Carnation orchestra and chorus, directed by Percy Faith, the airline veteran is sponsored by the Carnation Company and is broadcast Mondays from 9 to 9:30 p. m., on WOW.

V...—

I. Q. GOES SOUTH

After a seven-week stand at Toledo, Ohio, Jimmy McClain will pack up his bag of questions and take the "Dr. I. Q." show to Nashville, Tenn., for another seven-week stay. The show will originate from behind the footlights of the Paramount Theater in Nashville, beginning Monday, January 15 (NBC, 9:30 p. m., WOW).

This will be "Dr. I. Q.'s" first appearance in Tennessee.

V...—

Edith Wade and Gladys Thornton have joined the cast of NBC's "Portia Faces Life."

BULLETINS

When Private Harrington of Lincoln, Neb., appeared as a guest on NBC's "Finders Keepers" he won 31 silver dollars. Altogether, however, he became richer by \$81. The soldier's buddies had bet him \$50 that he would not be chosen as a contestant from the studio audience.

V...—

Dinah Shore's "Open House," which switched to NBC this fall, has already skyrocketed into the top dozen shows on the air, according to the latest popularity (Hooper) surveys.

V...—

"Information Please" will shift sponsors February 12, when the Socony Vacuum Oil Company takes over the show. The program will continue on its regular spot (Mondays, 8:30 p. m., WOW) over the NBC network.

V...—

Don Ameche has a ticket back "home."

The versatile actor-singer has been signed as m.c. of the Chase & Sanborn program starring Edgar Bergen and Charlie McCarthy. He made his first appearance Sunday, December 17 (NBC, 7 p. m., WOW).

Jack Benny Travels For March of Dimes

Jack Benny and his NBC crew will head east after their January 7 broadcast to spearhead the March of Dimes campaign in three special non-broadcast shows from New York, Philadelphia and Boston.

The regular broadcasts of the Jack Benny program (NBC, Sundays, 6 p. m., WOW) on January 4, 21, 28 and February 4 will originate at Radio City, New York, or at service camps nearby.

V...—

SPENDING SPREE?

To relieve a pent-up demand for every-day commodities of life, the American farmer will go on the biggest spending spree in agricultural history as soon as new postwar products are available, according to Lloyd Burlingham, midwest farm expert, featured on the Skelly News program (NBC, Mondays, Thursdays, Saturdays, 7 a. m., WOW).

V...—

NEW IN CAST

Theodore von Eltz, former star of silent movies, is a new addition to the cast of the NBC "A Date With Judy" program, Tuesdays, over NBC and WOW.

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

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

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 1/45, which means January, 1945.

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

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AS WE SEE IT! By BILL WISEMAN

A BIRTHDAY PROMISE . . . !

When the clock strikes 12 December 31, a year marking radio broadcasting's 25th anniversary will begin.

Broadcasting's 25th anniversary year will be dedicated to winning the war, so the industry's slogan will be:

"Radio's 25th Anniversary — Pledged to Victory!"



Bill Wiseman

Broadcasting is not celebrating its anniversary—it is observing it in the midst of a tragic world conflict.

American radio, the radio of a free people in a free land, has known its span of life from the last war to this.

Broadcasting during 1945 will give renewed and vigorous expression to the American principles which made this miracle of communication possible in so short a space of time.

Radio broadcasting has one important distinction. No other product of the age has been so close to the American people. Broadcasting's birthday means something to everybody!

WOW is particularly pleased to call attention to this birthday because it is one of America's pioneer stations. It was started on April 2, 1923. WOW will begin its 22nd year also—"Pledged to Victory!"

A QUESTION . . . ?

When the Sands of Time shall have run their course; when the sorrowful smokes of battle have passed from all sight; when the infamous trouble-makers of the world have suffered their due recompense, and my loved one is at home again, walking in the Victory Parade, I will ask myself the question: "Can I stand with my conscience as the Parade of Victory passes?"—Tom Dailey.

CONGRATS . . . !

One of these days you'll hear a new girls' trio on the air—THE BENNETT SISTERS. They're WOW alumni, and were known in these parts as "Marie and the Twins." A good many WOW folks will remember them in the "Red, White and Blue Revue," the old War Bond show sponsored by WOW a few weeks after Pearl Harbor. The gals are Irene and Inez, identical twins, and their older sister, Marie. Their last name is Laudenschlager, but they'll be the Bennett Sisters on the air.

Until a few months ago, Irene was a war plant worker, Marie a civilian employee at Fort Warren, Wyo., and Inez an Omaha bank clerk. All are native Nebraskans, and their mother still lives in Omaha. Their "discoverer" (again!) was Lyle DeMoss.

After a long series of auditions, the gals knocked off a good contract at WBBM and CBS in Chicago.

All of us here at WOW wish the gals the best of luck.

V. . . —

OUR BEST CHRISTMAS CARD . . .

"No matter what experience we have had in the past, our journey through the critical year ahead will be like traveling an unknown road. So let's have faith in God, faith in ourselves, faith in our country. With this faith and the confidence that springs from it, we can make our journey a successful one . . . we can make more secure than ever those certain inalienable rights—life, liberty and the pursuit of happiness.

"May the Christmas Star, in its shining hour, brighten your hopes for the present and strengthen your faith in the future."

—From a Christmas greeting card sent out by Mr. and Mrs. William Grinnell Murphy.

"God Bless Those Kids..."

...BOB HOPE

Those memorable words spoken by America's greatest funnyman on D-Day (republished by request).

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 the 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 Normandy and the occupied coast . . . in countless landing barges crashing the Nazi gate and going on through to do 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 the clock around . . . 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!'"

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 oft-repeated greeting, "A Happy New Year!" seems out of place this year when 1944 will pass on to its successor, 1945, its bloody battles, ruined cities, a multitude of bereaved homes, thousands of maimed and crippled bodies, national debts of mountainous proportions, political problems of intrigue and treachery, social challenges and religious complications. What a terrible heritage for the familiar "babe" that personifies the birth of a new year! However, our cordial New Year's greeting may still ring true if we have learned to live disciplined, sacrificial lives, and to make all of our problems opportunities.



Rev. R. R. Brown

One thing that we must remember is that this heritage is the responsibility of everyone. We must all accept the task of making secure our American way of life by exercising personal discipline and exhibiting highest moral courage. We must not think of the responsibility as belonging to the mass of people, but to each of us as individuals.

The year 1945 will present a real challenge to the heroic in us. Let us face it confidently, however, full of faith and determination to give our best to the best things for the good of the whole world. None of us can approach the threshold of a new year with security without

having first renewed our faith in spiritual values and consecrating ourselves to God, His work and His way.

Neither the achievement of success nor the preservation of our personal freedom to the neglect of the rights of everyone should control us. Let us "redeem the time," or buy up every opportunity, not only to make our own lives purer, humbler and richer in spiritual qualities, but to do our best to enrich the lives of others.

We are grateful to WOW for another year of service with them. We thank you for your interests and prayers. Continue to tune in each Sunday morning.

V. . . —

WOW TO PACIFIC

Almost like a letter from home was the way a WOW-Land U. S. Marine described his feelings when he tuned in and heard Station WOW while he was on Johnston Island, 1,000 miles the other side of Honolulu and more than 6,000 miles from Omaha!

Mrs. F. P. Murley, Kimball, S. D., wrote THE NEWS TOWER about it. The Marine is her son.

"I worked late one night and turned on the radio just before I hit the sack. WOW was just coming on the air. They announced that Aunt Sally was postponed, but I was too sleepy to wait for Alex Dreier . . ."

Apparently the Marine tuned in shortly before the November election. Mrs. Murley reported the incident when she sent in her renewal subscription.

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.

RELAYED TO WOW

President, The National Broadcasting Co., New York, N. Y.

Dear Sir: This letter is just a few weeks late, but wished to acknowledge how much wife, two guests and myself enjoyed your election night coverage.

Most radio listeners take a good job . . . and a heck of a lot of free entertainment and public service programs for granted. We appreciate this, hence the kudos.

We tuned into WOW, our local NBC outlet, early in the evening. The dials could just as well have been frozen there, and at 3 a. m. (when I retired), you will remember, NBC was still doing a swell job.

Might also say our home's three radios are almost always set at the NBC outlet. Even if we misplace the evening paper with the radio guide, we have learned to realize that the chances of the best entertainment ANY night is enhanced if we stick with NBC.

Speaking as an average man in an average listening home, can assure you broadcasters make the best possible choice when they chose your outlet.

Anxiously awaiting your December 31 treat.

ARTHUR R. OLESON.
502 South Tenth Street.

V. . . —

KIND WORDS

Barnston, Neb.—I want to thank you for sending me the "Radio at War." I really did not expect one, as I did not mention it in my renewal of the News Tower, as I thought with the shortage of paper you had so many calls for it, and as I have no one really near relative in the service thought that I would leave mine for some who deserved it more. But, nevertheless, I want to thank you for being so kind and thoughtful.

Am well up in years and do not go out very much, and certainly enjoy the News Tower and all of WOW programs. WOW really is my favorite station.

I enjoy Rev. R. R. Brown more than he will ever know. Hope his health may hold out, so he continues his sermons many, many years to come.

MAMIE L. ANDERSON.

V. . . —

C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK!
MAY I COME IN?

Hello, everybody! Also Happy New Year, and my wish for you is that all the good luck you hoped for last year and didn't receive, will fall into your lap in 1945, plus a lot more.

Right now there seems to be a lilt to the human chin, a song in the heart and a prayer on the lips of every individual in the belief that P E A C E will come. It WILL come if we keep right on smiling, singing and praying.

Well, I want to have a little heart-to-heart talk with my family now, so gather 'round, boys and girls, old and young, who are on the inside of the window and listen to your Aunt Sally, for I have some questions to ask you.

First, did you have a happy Christmas? Second, were you adopted by a listener of WOW? Third, did you receive a surprise Christmas package?

(Continued on page 6)



Aunt Sally

NBC (WOW) STARS SWEEP FAME POLL

STAFF STUFF

By SOREN MUNKHOF

The biggest staff event this month was a Christmas luncheon given by President Johnny Gillin and the WOW Board of Directors. The luncheon was held at the Blackstone Hotel in lieu of WOW's big annual Christmas party.



Soren Munkhof

The feature of the affair was the presentation of WOW staff pins and 10-year service pins and rings. The service pins or rings—the recipient had a choice of either one—carry the WOW emblem. They were awarded to John J. Gillin, Jr., President; Harry Burke, Assistant General Manager; Joe Herold, technical supervisor; Bill Kotera, chief engineer; Roy Glanton, chief transmitter engineer; Helen Lewis, traffic manager; Tom Chase, transcription manager; Luella Cannam, advertising sales; Betty Bauer, secretary, and Lester Palmer, announcer.

WOW Microphone Pin

The pin given to the staff members is a little silver microphone, with the WOW call letters at the top and the letters NBC at the bottom of the pin. The pin will identify the wearer as a member of the staff of WOW, a basic NBC station.

Herold, Flynn Promoted

There was another feature event at the party. That was the announcement of the promotion of Joseph Herold to the newly-created post of technical supervisor. Joe Herold, who has been chief control operator, spent several weeks in the east recently studying television (WOW has applied for a postwar television license). His new job will enable him to give more time to the study of television and general improvement of WOW's technical equipment and service.

William J. Kotera will remain as chief engineer. Promoted to the job as chief control operator in Herold's place is Glenn Flynn. Glenn is a veteran member of the WOW engineering staff. He has been acting control chief when Herold was away.

KODY Birthday

On December 13, Radio Station KODY, WOW's baby brother, observed its first anniversary. Many congratulations were received from the people of North Platte, who stressed the fact they feel KODY is doing a great public service in the area.

Here at WOW, Johnny Gillin was proud as the father of a year-old baby. To cap the day, he walked into his office and found a large birthday cake with one candle. On it were the letters, "Happy Birthday, KODY." The girls on the staff ate the cake.

Hospital News

Three WOW men hit the sick list with a bang during the month. Johnny Gillin was operated on at St. Joseph's Hospital and managed to get back to the station just before Christmas. While he was down flat on his back he was avowedly WOW's most assiduous listener. The result—jagged nerves for the engineers and announcers on duty—the boss was listenin'.

Also at St. Joe's was Roy Glanton. Roy was operated on for sciatica. He was still in the hospital when this column went to press. In fact, Johnny Gillin and Harry Burke (Johnny just out of the hospital) paid a visit to Roy to give him his service ring.

At Clarkson Hospital was Jimmy Van Liew, continuity writer, also seriously ill. He also was still in

CHAMPION of CHAMPIONS

(As determined by Motion Picture Daily Editors' Poll)

- NBC—Bob Hope
- NBC—Bing Crosby
- CBS—Radio Theater
- Blue—Radio Hall of Fame
- NBC—Jack Benny

MOST PROMISING STAR OF TOMORROW

- Blue—Alan Young
- CBS—Jack Carson
- MBS—Dick Brown

COMEDIENNES

- NBC—Joan Davis
- CBS—Fannie Brice
- CBS—Gracie Allen

MASTER OF CEREMONIES

- NBC—Bing Crosby
- NBC—Clifton Fadiman
- CBS—Phil Baker

MALE VOCALISTS (Popular)

- NBC—Bing Crosby
- NBC—Richard Crooks
- CBS—Nelson Eddy

STUDIO ANNOUNCERS

- Blue—Milton Cross
- NBC—Don Wilson
- NBC—Harry von Zell

SPORTS ANNOUNCERS

- NBC—Bill Stern
- CBS—Ted Husing
- Blue—Harry Wismer

SYMPHONIC ORCHESTRAS

- CBS—N. Y. Philharmonic Symphony
- Blue—Boston Symphony
- NBC—NBC Symphony

DAYTIME PROGRAMS

- Blue—Breakfast at Sardi
- Blue—Breakfast Club
- CBS—American School of the Air

PROGRAMS FOR CHILDREN

- CBS—Let's Pretend
- Blue—Lone Ranger
- CBS—American School of the Air

COMEDY SHOWS

- NBC—Bob Hope
- NBC—Jack Benny
- NBC—Ed Gardner

WAR PROGRAMS

- NBC—The Army Hour
- NBC—Words at War
- Blue—Meet Your Navy

COMEDIANS

- NBC—Bob Hope
- NBC—Jack Benny
-—Fred Allen

COMEDY TEAMS

- NBC—Fibber McGee and Molly
- CBS—George Burns and Gracie Allen
- NBC—Bud Abbott and Lou Costello

FILM PLAYERS ON AIR

- CBS—Lionel Barrymore
-—Orson Welles
-—Herbert Marshall

FEMALE VOCALISTS (Popular)

- NBC—Dinah Shore
- NBC—Ginny Simms
- CBS—Kate Smith

FEMALE VOCALISTS (Classical)

- NBC—Gladys Swarthout
-—Lily Pons
-—Marian Anderson

COMMENTATORS

- Blue—Raymond Gram Swing
- NBC—Lowell Thomas
- NBC—H. V. Kaltenborn

SYMPHONIC CONDUCTORS

- NBC—Arturo Toscanini
- Blue—Serge Koussevitzky
- CBS—Artur Rodzinski

DANCE BANDS

- Blue—Guy Lombardo
- CBS—Harry James
- NBC—Tommy Dorsey

DRAMATIC PROGRAMS

- CBS—Radio Theater
- CBS—Screen Guild Players
- NBC—Cavalcade of America

MUSICAL SHOWS

- CBS—Pause That Refreshes on Air
- Blue—Fred Waring Program
- NBC—Telephone Hour

QUIZ SHOWS

- NBC—Information Please
- CBS—Take It or Leave It
- NBC—Dr. I. Q.

BEST NEWS JOB BY RADIO IN 1944

- Network—CBS
- Individual—George Hicks, Blue, for D-Day coverage from invasion beachhead, a "pooled" broadcast.

Bold Type Indicates NBC (WOW) Features

Hope, Crosby and Benny Are Champs

Radio editors, critics and columnists of the United States and Canada again voted overwhelming preference for NBC programs and stars in the ninth annual Motion Picture Daily-Fame poll. NBC took 14 first places in the 26 classifications, with CBS and the Blue taking six each. All of the NBC winners are regular WOW features.



Bob Hope, popular NBC star, was chosen "Champion of Champions" for the fourth consecutive year by the editors, and he also was named radio's best comedian. His Tuesday night show was selected as the best comedy show.

NBC took three of the five "Champion of Champions" places. Bing Crosby was in second place behind Hope and Jack Benny was in fifth place.

Radio editors chose Crosby over Frank Sinatra as best popular male vocalist "by a wide margin," according to Motion Picture Daily. Crosby also was named best master of ceremonies on the air. Dinah Shore again won as best popular female vocalist. Joan Davis was named best comedienne, and Fibber McGee and Molly the best comedy team.

Other NBC winners included John Charles Thomas, best classical male vocalist; Bill Stern, best sports announcer; Arturo Toscanini, best symphonic conductor; "Information Please," best quiz show, and "The Army Hour," best war program.

NBC took nine second places; CBS, eight, and the Blue, five. Editors voted NBC ten third places; CBS, eight; the Blue, two, and Mutual, one. Five of the second and third places were taken by stars who do not appear regularly on any network.

Hope to Receive Poor Richard Award

Still another laurel will garland the Bob Hope brow when the NBC comedian is honored with the Poor Richard Club's award for outstanding achievement of 1944.

Hope will receive the gold medal from the president of the club, Graham Paterson, at the annual award dinner in the Philadelphia clubhouse, January 17.

Thus Hope joins such distinguished winners of previous years as General "Hap" Arnold, Colonel David Sarnoff, President of RCA; Walt Disney, the late Will Rogers, Eddie Rickenbacker, Will H. Hays, Alfred P. Sloan, Jr., Dr. Leo S. Rowe, Walter D. Fuller and Walter M. Dear.

The Poor Richard Club, an aggregation of Philadelphia's most prominent advertising men, was formed in 1906, and the annual awards are considered one of the top honors from the advertising field.

BACK IN BLUES

The Sixth War Loan drive found Rudy Vallee back in uniform. On inactive duty for the U. S. Coast Guard, Lieutenant Vallee in four weeks played 25 Southern California cities with the 11th Naval District Coast Guard Band for benefit of bond sales. This is the now famed military band the NBC star (NBC, Thursdays, 9:30 p. m., WOW) formed for the Coast Guard.

Vallee's redonning of uniform is in line with the star's previous statement that whenever there was anything that he could possibly do, his time was the Coast Guard's time.

Dink Trout, one of radio's finer character actors, is the newest addition to the cast of the NBC Tuesday "A Date With Judy" broadcast recently.

the hospital when this column went to press.

New Staff Members

Three new staff members have been added. They are all doing copy work in the Traffic Department. The girls are Gwen Hennings, Meta Sparks and Jeanette Gragson.

Among the social events of the month was a wedding. Nancy Cline, your writer's secretary, married Ray Zimmerman, who reports on the markets at South Omaha on the daily Noonday Four-Bell Roundup. The wedding took place December 21. Bridesmaid was Sybil Mills of the Promotion Department.

Barbara Lambert, Program Department, was scheduled to be married during the month to Lieut. Gayle Tate of the U. S. Army.

Some Laughs You May Have Missed

"I want it clearly understood," Bob Burns tells his studio audience before he goes on the air, "that whenever I refer to my Bazoooka-Berk Farm, it's spelled with a 'B'—not a 'J'!"

V...—

Like father, like son!

A page boy at NBC's Hollywood studio tried to keep Harold Lloyd, Jr., from going onstage to see his father after a recent "Comedy Theater" broadcast (NBC, Sundays, 9:30 p. m., WOW).

Drawing up in all of his 13-year-old dignity, he announced: "You can't stop me. I'm Harold Lloyd's son." So the page boy decided to let him pass.

But not the young companion that was with him.

"And," young Harold announced, "you can't stop him, either. He's the sponsor's son."

They both triumphantly made their way into the studio.

V...—

Wisecracks about lady drivers don't sit well with radio's popular baritone, John Charles Thomas. The reason? Thomas is married to a truck driver.

And that's not funny, either. Mrs. Thomas is engaged in serious war work for the American Women's Voluntary Service. She not only drives trucks, but pilots jeeps and other kinds of Army vehicles.

1944 WAS A GREAT RADIO YEAR

BOB, BING AND JACK...TOPS



When exciting 1944 began last JANUARY, the big three in radio were Bob Hope, Bing Crosby and Jack Benny. The year of '44 will end that same way—and from all indications they'll be on top for many years to come. Also in the "Top Four" are the Fibber McGees, pictured just across the page.

Some Highlights of WOW's '44

Activities

JANUARY: Hope, Benny, Crosby, McGees Lead Popularity Polls

Motion Picture Daily's national popularity poll, taken among 600 radio editors, named Pepsodent's Bob Hope the "Champion of Champions," and picked Jack Benny, Fibber McGee and Bing Crosby as runners-up . . . of 95 "most popular stars." 45 were heard on WOW . . . Union Pacific's "Your America" show, premiered on January 8 . . . Station KODY at North Platte became station No. 142 on the NBC network . . . WOW carried 12 of the "top 15" shows in the National Hooperatings.

V...—

FEBRUARY: Scouts Sell War Bonds; WOW Beats WHO in Quiz

Boy Scouts throughout WOW-Land joined with this station and did a whale of a job on a house-to-house canvass in the Fourth War Loan drive . . . The Tenth District of the National Association of Broadcasters brought representatives of 59 Iowa, Missouri and Nebraska stations to Omaha, and they fretted about Jimmy Petrillo and other station problems . . . General Electric's "Hour of Charm" announced its quest for "The Undiscovered Voice of America" . . . A team of WOW staffers whipped a WHO team in the "Nebraska-Iowa Quiz" . . . Harold Fair of WHO talked on "WOW Night" before the Omaha Advertising Club . . . The Red Cross thanked WOW for its successful campaign to recruit war nurses.

V...—

MARCH: Woodmen Pays \$3,000,000 for Calf at Whitey's Bond Sale

Four charming misses—Gladys Eisenach of Lincoln, Martha McGee Starks of Columbus, Evelyn Patrick of Mapleton, Iowa, and Lenore Beck of Lincoln—emerged victors of the "Hour of Charm" contest . . . John Gillin, Harry Burke and Joe Herold went to the NBC War Clinic in Chicago, and Bill Wiseman attended the same clinic in Dallas . . . Listerine took over the "Nebraska-Iowa Quiz" . . . Bedridden 11-year-old Malva Morlene Phillips of Lincoln won a Tiffany diamond ring on that Colgate NBC show . . . Whitey Ford came to Omaha and auctioned off a calf at a War Bond rally . . . Farrar Newberry bought it for the Woodmen of the World and bought \$3,000,000 worth of bonds to pay for it . . . WOW and KODY did a coast-to-coast NBC broadcast from the famed North Platte canteen.

V...—

APRIL: WOW Becomes of Age and a 4-H Girl Christens a Ship

WOW celebrated its 21st birth on April 2 by purchasing (Continued on page 5)

Let's Have April Encore



APRIL was renewal time for the "Fibber McGee and Molly" Johnson Wax show on NBC-WOW. In 1944, Fibber had pneumonia and was off the show when the 52-week renewal was written. Molly carried on as did "Beulah," Harlow and the others.

THOSE HOUR OF CHARM-ERS



Remember these charmers last FEBRUARY? They won the General Electric "Hour of Charm" auditions on WOW. They are Lenore Beck, Lincoln, and Martha Stark, Columbus, in the back row, left to right, and front row, left to right, Evelyn Patrick, Mapleton, Iowa, and Gladys Eisenach, Lincoln.

\$3,000,000 FOR A CALF



In MARCH, Whitey Ford, "The Duke of Paducah" on the "Grand Ole Opry" show, came to Omaha and held a War Bond auction. Farrar Newberry, President of the Woodmen of the World, bid in the calf, shown above, for \$3,000,000 in War Bonds! Whitey is at left in the photo above.

"Dr. I. Q." Was a May Guest



MAY was exciting, too, for "Dr. I. Q." (Jimmie McClain), the "Mars Mental Banker," brought his show to Omaha for seven weeks and gave away a lot of silver dollars. Photo shows Jimmie at the Lincoln Air Base, one of his many camp shows.

And June Brought D-Day



This photo was taken on JUNE 6, "D-Day—most exciting day of the year for everybody and particularly in WOW's newsroom. Photo shows John Leslie at the mike, News Editor Munkhof looking over his shoulder. The newsroom boys worked 24 hours in a row!

MORE '44 ACTIVITIES ON WOW

Two Medal of Honor Men



Typical of the "Noonday Forum" guests heard throughout 1944 on WOW were these two outstanding heroes—"Commando" Kelly and Lieutenant Childers, both Congressional Medal of Honor holders and both JULY guests of Ray Clark's popular program.

Kudos For Dinah Shore, Geo. Round



AUGUST brought news that Dinah Shore had been signed for a big Thursday night new NBC show on WOW. Also that farm editors think George Round, conductor of the "Farm Facts and Fun" show, is best in his field in the middle west.

WOW's Feed a 4-H WOW



WOW's big feed for 1,500 Nebraska 4-H Club folks who participated in Nebraska State Fair activities was the biggest event in SEPTEMBER. Credit for the grand dinner went to Fort Omaha soldiers, who prepared and served the meals. After that party nearly 500 boys and girls wrote "thank you" letters to John J. Gillin, Jr., President of WOW and official host for the affair.

More Highlights of WOW's '44

Activities

Andy" began their 17th year as big-time radio stars.

V...—
MAY: WOW Asks Television License and the Good "Dr. I. Q." Visits Here

WOW asked the FCC for a television license; announced this station would be first on the air in Omaha with television after Victory... Dr. I. Q." (Jimmy McClain) came to Omaha for a six weeks' stand at the Paramount and many camp shows in this area... Tom Dailey went to Des Moines to cover the Drake relays... The Army and Navy lifted their silly rule requiring announcers to say that services "did not necessarily endorse this product," etc... Physic NBC announced it was all set to cover "D-Day"... Ray Clark and Bill Wiseman spoke before the Nebraska Pharmaceutical Association conference at Lincoln... Eddie Cantor was re-signed by Ipana for the 10th time and for his 14th consecutive year in radio.

V...—
JUNE: "D-Day" Brings Year's Biggest News and Radio's Greatest Public Service

The biggest news of the year broke on June 5, when the Allies invaded the Normandy beaches... NBC and WOW cancelled all commercials for 24 hours; gave listeners finest service ever offered in history of radio... Mrs. E. W. Olsen of Council Bluffs was called to New York by Ralph Edwards to meet her war-hero son on a "Truth or Consequences" show... NBC and WOW got ready to cover the Democratic national convention... Clark, Soren Munkhof and others covered the Nebraska floods in northeast Nebraska and western Iowa... 1,500 U. S. Cadet nurses were inducted with ceremonies over WOW... Musical Director Morton Wells left for the Navy... Foster May signed for the Saturday noon "News, Views and Interviews" Robinson Seed Company series.

V...—
JULY: GI Cops \$1,000 Prize; G-M Intrates Its Serials

Captain Freddie Ebener came home from Alaska on leave... "Commando" Kelley and Lieut. Ernest Childers, Congressional Medal of Honor winners, were interviewed on WOW by Ray Clark... Private Harvey Waldo, University of Nebraska medical student, copped a \$1,000 War Bond prize at "Dr. I. Q.'s" show for remembering who said: This generation of Americans has a rendezvous with destiny... General Mills introduced a new technique in radio—the three-quarter-hour long "integrated" serial (still very popular on WOW, 1 p. m. to 1:45 p. m., Mondays through Fridays)... City Editor Tom Ingoldsby of the

(Continued on page 6)

"EFFIE" JOINS C. & S. SHOW



A tremendous event in OCTOBER was the introduction of "Effie Klinker," a new character on the Edgar Bergen Chase & Sanborn show. "Charlie McCarthy was none too happy about sharing the spotlight.

NBC STUDIO, ELECTION NIGHT



When NOVEMBER rolled around the most important of all national elections found NBC and WOW both set to give excellent news coverage service. Photo shows the main NBC studios in New York on election night.

CLARK WITH 4-H CHAMP



As 1944 came to a close, another 4-H event, the National 4-H Club Congress, was covered by WOW's Ray Clark. Photo shows Ray with Benny Grene of Clinton, Iowa, and his grand champion calf, snapped at the Chicago Congress in mid-DECEMBER.

(Continued from page 4)
the Associated Press leased wire service for both WOW and KODY... Midwest music lovers honored Toscanini on his 77th birthday... Kay Kyser played his 1,200th show before soldier audiences in his 480th different camp... Curt Massey pleaded publicly,

"Don't call me a crooner!"... Harry Burke business-tripped to New York... WOW helped arrange a "grand time" on the west coast for Elaine Skucius, Nebraska 4-H Club girl who went to San Francisco to christen the Liberty ship, "E. A. Burnett"... "Amos and

KYSER TO 'CARRY ON'.. CAMP SHOWS

5,000,000 Boys Saw 1500 Shows

Kay Kyser's first broadcast for his new sponsor, the Colgate-Palmolive-Peet Co., originated at the U. S. Navy Amphibious Training Base at Oceanside, Calif., on Wednesday, December 27 (NBC, 9 p. m., WOW).

Thus the Ol' Professor of the "College of Musical Knowledge" continues the policy of entertaining service men which he began nearly a year before Pearl Harbor. Since that time he has set so many records that he couldn't count them, even if he had the time.

He has played more than 1,500 shows for soldiers, sailors and marines at their camps and bases. One day he and his troupe did a total of 32 shows at one of the nation's largest camps. In all, he has entertained nearly 5,000,000 members of the armed forces and traveled 500,000 miles to do it.

Kyser's name is high on the list of bond salesmen, with the sale of \$90,000,000 worth of bonds officially credited to him and another \$50,000,000 unofficially so credited.



Kay Kyser

FRIENDS HONOR GOLF PRO



WOW's golf expert, Stanley Davies, the Omaha Field Club "Pro," smiles as he looks over a pre-Christmas gift of more than 1,000 silver dollars. The gift was presented in appreciation of his many years service to the club by club members.

AUNT SALLY

(Continued from page 2)

If you did have a nice Christmas, that means you received lots of cards, letters and packages. It was fun opening those packages and enjoying the gifts—nice to be remembered. Now comes the part that may not be quite so much fun, but a part that is very necessary to the success of our work, and that part is a "thank you" letter be written to every person who sent you a gift. Please do not put off this task. The senders of the packages were anxious to please you, and now will want to know if the package arrived safely and if you enjoyed its contents, so please, pretty please, write these letters immediately.

Now, the adoption idea proved to be a huge success, but a bit more than I could handle COMFORTABLY without the necessary help, so I am afraid some of my children may have been left out in the confusion of things.

If you were missed and received no gift or Christmas box through the listeners of WOW, then you just let your Aunt Sally know about it real quickly and I will see that one of your Christmas wishes does come true.

There will not be time to get out a form letter to members this year, so the news will have to be covered through the column. Please read the next paragraph carefully.

To be a member of the WOW Sunshine Service organization there is but one requirement, and that is a report card on the first of every month. This is the only method I have of keeping in direct touch with members as well as a check on the work, the activity and interest of our listeners.

Your report card will advise of any change which has occurred as to your health, family or address, and will tell of the number of visitors you have had and the amount of mail received. It will also tell of any assistance you may need which we are always glad to render.

Each member must have a recommendation and a sponsor. If a shut-in is unable to write, the sponsor performs the task.

Please remember, dear children, that it is not possible for me to write to you unless there is some special reason, but I always read your letters carefully, and in that way know all about you. You are constantly in my mind, and I regret it is not possible for me to have nice little visits with you now and then by mail.

Here's for a better and bigger year than ever for all of you.

And to you, dear friends on the outside of the window, I want to say that I appreciate very deeply your loyalty and cooperation of the years past and I hope you'll string right along with me so long as I string.

Best wishes to everybody and... 'Bye for now!

YOUR AUNT SALLY.

How to Prepare Stick-to-Ribs Dinners

By MARTHA BOHLSSEN

Director Homemakers' Club of the Air (Nebraska Power), 8:30 A. M., Saturdays, on WOW

A happy New Year to all of you! I hope you have had as much fun and pleasure as I have during the past few weeks in preparing those extra-special holiday meals. But after New Year's we might as well face the fact that those roast turkey, plum pudding and mince pie days are over once again, and get right down to the business of serving every-day "stick-to-the-ribs" meals again.



Martha Bohlsen

That doesn't mean, of course, that our daily fare cannot be appetizing and tasty as well as economical and practical. Not at all, and just to prove it I am going to give you a dinner menu that leaves nothing to be desired, and yet actually its chief course might be called a "left-over" dish. This "meal-in-a-dish" is called Hunter's Pie, and it is one of the neatest ways of using up cold meat, such as beef, veal, lamb or pork, or any combination of them, that we may wish to make. This Hunter's Pie differs from all ordinary meat pies in that the recipe calls for half a cup of sweet pickles—sliced thin. Now, isn't that unusual—sweet pickles in a meat pie? Yet, you can have no idea until you try it, what a delightful flavor sweet pickle can give to the whole dish. There is also a little of the sweet pickle vinegar added. Here is the recipe for the new 1945 version of Hunter's Pie. I know you'll want to try it. We'll complete the balance of the dinner later.

HUNTER'S PIE

- One and one-half cups gravy.
- Dash of ground cloves.
- Dash of sage.
- Dash of black pepper.
- One-half teaspoon salt.
- Two tablespoons sweet pickle juice.
- Two medium-sized potatoes, sliced.
- One cup cubed cold meat.
- One-half cup thinly-sliced sweet pickles.
- One-half cup sliced onions.
- One cup shredded cabbage.
- Pastry.

You'll notice the recipe calls for one and one-half cups of gravy, but perhaps your gravy from the original roast was so good that nary a drop of it was left. In that case, dissolve two bouillon cubes in a cup of water and thicken with flour to the right consistency. Now, to make the Hunter's Pie. First combine the gravy with the cloves, sage, pepper, salt and vinegar. Then place alternate layers of potatoes, meat, pickles, onions, cabbage and gravy in a buttered casserole. Cover and bake in a moderate oven, 375 degrees, for one hour. Then remove the cover, add a little more water if necessary and cover top of pie with a flaky pastry rolled to one-eighth inch in thickness. Moisten the edge of the casserole with water, press down the crust and pinch it with a fork. Be sure to prick the top of the crust with a fork in several places in order to let the steam escape and to keep the crust flaky. Then put the pie back in the oven—this time in a hot oven, 450 degrees, and bake for 20 minutes longer.

With this meal-in-a-dish you might serve beets, either the tiny whole beets that you canned last summer, or you may use the larger ones and cut them julienne style. They're pretty as a picture and will offer a fine color contrast to the menu. Be sure to make a nice big bowl of vegetable salad, with your favorite oil dressing. Then, for dessert, how about an Apple Brown Betty? You'll have the oven going anyway, so you might as well fill it with other dishes that can cook at the same temperature. Use your own favorite recipe for the Apple Brown Betty.

THE YEAR OF '44 AT WOW IN REVIEW

WOW News Department returned from the Republican national convention and prepared to go back to Chicago to the Demo. confab... Bob Hope's famous "D-Day speech" was printed in the News Tower (reprinted this month, page 2).

V...—

AUGUST: Dinah Signed; Kudos for Round; 4-Bell Midday News Roundup Is Started

WOW began its midday Four-Bell News Roundup (12 to 12:30, Mondays through Fridays) and other stations began to copy the format... Dinah Shore was signed to do a fall series on NBC and WOW (Birdseye's Open House, 7:30 p. m., Thursdays)... Lyle DeMoss took on the "Supreme Serenade," 12:45 p. m., week days... Midwest farm editors paid high tribute to George Round, conductor of "Farm Facts and Fun"... the WOW staff photo appeared in the News Tower... Newsmen decided that Dewey's radio voice was "just as good as F. D. R.'s"... Mrs. Adeline Brown, 1704 South 18th Street, Omaha, heard her son tell how he fought on Saipan via NBC from Honolulu... Frank Morgan was assigned top billing in the Maxwell House Thursday nighter... NBC changed its mind—decided the tune, "Don't Change Horses in the Middle of the Stream," was okay for broadcasts of a political nature... Jack Benny and company were in New Guinea.

V...—

SEPTEMBER: WOW Treats 1,500 4-H Folks at Gay Nebraska State Fair Party

WOW gave a feed for 1,500 4-H-ers at the Nebraska State Fair, and it was a terrific party.

(Continued from page 5)

The Army served the stuff... Gillin and Wiseman went to Chicago for the NAB War Clinic, where Wiseman made a speech on station promotion... Joe Herold went to New York to study television for a month... NBC's terrific "Parade of Stars" began on WOW... Five WOW men served on a committee to help Creighton put on its stadium fund rodeo... WOW bought the Standard Library, 1,000 basic recorded tunes, and a large number of new tunes each month for a year... Clark broadcast a couple of times from the Fremont 4-H Club Fair... The Ray Olson's thread... NBC's Newshawk Tom Treanor was killed in action in France... "Duffy's Tavern" (Fridays, 7:30 p. m.) began on WOW and Rudy Vallee came back to the airwaves from the coast guard.

V...—

OCTOBER: Clark's "Five Years at War" Issued; "Effie Klinker" Makes Debut

Benny and the McGees returned to the air in NBC's terrific Parade of Stars... Ray Olson left WOW's staff for a job as a top-flight NBC announcer in Chicago... Bob Hope came back from the South Pacific... Gene Edwards became emcee on the Falstaff "Midnight Revue"... Ray Clark's new "Five Years at War" was issued and 5,000 WOW listeners wrote in for it (a few are still available free if you'd like one)... Ed Dudley, the golf pro, visited with Tom Dailey and sports listeners... "Tex" Glanton, WOW's chief transmitter engineer, came up with a bumper crop of vegetables from the WOW "Transmitter Farm"... Foster May covered the Rob. Seed

Co. "Dealer's Day" picnic at Ted Robinson's Waterloo place... NBC War Correspondent Wright Bryan was captured by the Germans... Freeman Gosden ("Amos") got married and "Effie Klinker" became a new C. & S. star.

V...—

NOVEMBER: Most Listeners Tuned to WOW to Hear Results of the Elections

Again WOW and NBC cut commercials; gave excellent election returns service... While NBC did a remarkable job on the national contests, WOW cleaned up the Douglas County and Nebraska picture within an hour after the polls closed... Ray Suber, ex-WOW-ite, bought a 200-room (the Clarendon) hotel in Chicago... WOW sent a Christmas check to each of the 26 men and women it has in the service... Firestone hired Gladys Swarthout for 16 broadcasts... Harold Lloyd's "Comedy Theater" (Sundays, 9:30 p. m.) got under way with a high rating... Engineer Glenn Flynn went to the National Electronics Congress in Chicago to learn new television stuff... "Der Bingle" came back from France... NBC's "policy of persuasion" was at work on many big shows, and the quality of network shows became better and better... Harry Burke got his private pilot's license and larded it all over Office Manager Larson (who got his two weeks later)... WOW gave the only recorded version of Wendell Willkie's Omaha "abdication speech" to the National Archives in Washington.

V...—

DECEMBER: KODY Lights One Candle; Clark Covers 4-H Chicago Congress

Johnny Gillin went to the hospital for an operation on

CLARK AIDS UNITED E-BOND PUSH

All Stations Help As Sales Slow Down

Ray Clark, conductor of WOW's "Noonday Forum," joined with other Omaha special events experts in the united radio effort to speed up sales in the Sixth War Loan drive. Clark, Harry Peck of KOIL and Lyle Bremser from KFAB each took a special event crew into the farm sections of Nebraska to permit representative farmers to tell why they were buying War Bonds. The special effort was made under the direction of the "Radio at War Committee" of the Nebraska Broadcasters Association. The special programs secured by each of the three Omaha special events experts were supplied to all Nebraska stations and to one South Dakota station.



Ray Clark

Clark's portion of the work included an interview with the R. S. McGuire family near Wayne, Neb., a family which has sons in the war, all seven of whom are buying War Bonds regularly in addition to the bonds being bought by the McGuire here on the home front. This program, which was carried on the McKesson & Robbins "Noonday Forum," was one of the outstanding contributions of the year to War Bond sales efforts.

Clark's part in the War Bond drive came on his return from the International Livestock Show in Chicago, where he attended the National 4-H Club Congress. Clark made a full report to midwest listeners on the activities of the Nebraska and Iowa boys and girls who participated in the Chicago sessions.

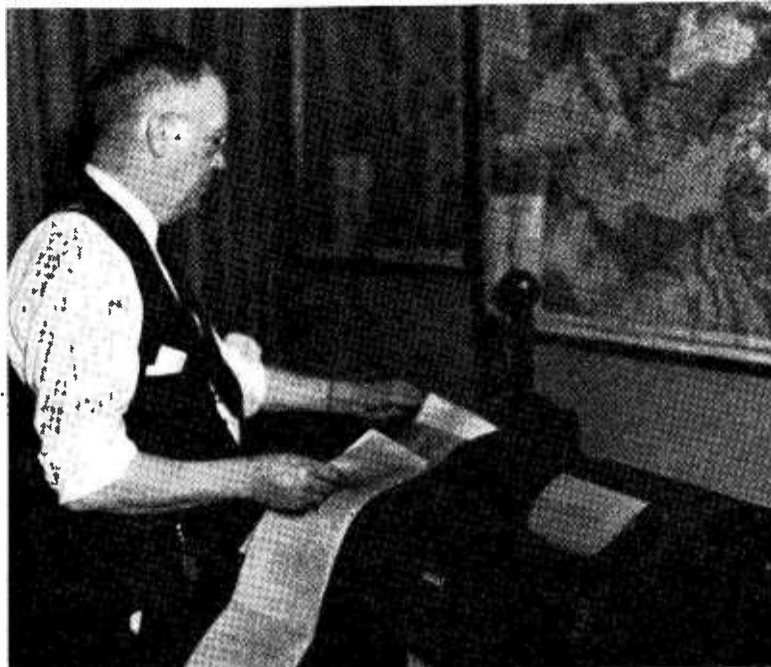
Other interesting programs on the "Noonday Forum" (12:45 p. m., Mondays through Saturdays) during the past fortnight or so include: Clarence W. Jones, "The Voice of the Andes," a radio personality from Quito, Ecuador.

Skippy Homeier, young star of the Broadway play, "Tomorrow the World," and the movies.

Louis Bromfield, noted novelist and farm leader.

Other recent special events include Clark's tour of the Red Cross hospital car while it was on display in Omaha and a transcription from the Pasture-Forage-Livestock meeting in South Omaha.

EDITS EARLY BIRD NEWS



News Writer Herb Lee arrives before WOW's battery of news teletypes at 4:30 a. m., Mondays through Fridays, to prepare early newscasts, including the "World News Review" for Premium Crackers—an 8 a. m., five-a-week bulletin period, prepared especially for busy housewives.

Wickel Gets His Cash; Books Pour In

After six weeks of fruitless searching, which started in a treasure hunt and ended with a drive for the Victory Book Campaign, Rudolph J. Wickel received his \$1,000 from Ralph Edwards of NBC's "Truth or Consequences" on December 8.

On page 13 of "Blood, Sweat and Tears," Wickel discovered the other half of the \$1,000 bill for which he has been hunting several weeks. The book was the 5,877th Wickel had searched for the missing half of the bill. All the books which listeners have sent him will be turned over to the Victory Book Campaign.

Fifteen-year-old Rudolph Wickel, Jr., who helped open books with the rest of the family and neighbors, was the actual discoverer of the important half of the bill.

Six weeks ago, Wickel's quest started when "Truth or Consequences" (NBC, Saturdays, 7:30 p. m., WOW) began a city-wide treasure hunt in Holyoke, Mass. He got there too late. The following week, Wickel received a check for \$1,000 with no bank name on it. He cashed it at the Verona (N. J.) Trust Company, was paid off in confederate money. Then Edwards presented Wickel with a 1,400-pound safe, inside which Wickel discovered the first half of the \$1,000 bill. Next week, he was given a talking parrot, who wouldn't talk—but Edwards found the missing half of the bill on the parrot's neck. He told Wickel he'd mail it to him on page 13 of a book. Then Edwards suggested that as a contribution to the Victory Book Campaign, listeners also should send books to Wickel.

The books poured in all week. None of them contained the missing half of the \$1,000 bill, until Wickel, Jr., stumbled across it. Even so, the books continue to pour in.

"I can't believe that I've finally found it," said Wickel at his home. "But it's been a lot of fun ever since the beginning."

HONOR NEWS MEN

Alex Dreier, NBC Skelly commentator, and Clifton Utley, news analyst of NBC's "Voice of the Dairy Farmer," were initiated into Sigma Delta Chi, professional journalism fraternity, at a meeting of the Chicago graduate chapter.

PORTER BACK, ILL

Roy Porter, for the past seven months NBC's reporter in Chungking, has returned to New York for hospital treatment following an attack of dengue fever.

A war correspondent since the Spanish Civil War, Porter joined NBC a year ago and journeyed to India before taking over the Chungking assignment. As the only American network reporter on the first B-29 operation over Japan, he described the history-making flight in a pool broadcast.

ST. JOHN NOVEL

Robert St. John, author of "From the Land of the Silent People," called one of the great books to come out of this war, has written another, just published by Doubleday Doran, called "It's Always Tomorrow." Unlike his first, the NBC commentator's new book is a novel. The story concerns an American correspondent reporting World War II in Poland, Hungary, Paris and London.

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.....	Daily except Sun.
	News Summary, NBC.....Sun.
7:30 A. M.—News Tower.....	Daily except Sun.
8:00 A. M.—World News Review.....	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—WOW News Tower.....	Sun.
9:15 A. M.—Robert St. John—News.....	Mon. Thru Fri.
9:30 A. M.—Omaha's Front Page.....	Sun.
10:00 A. M.—News Tower.....	Sun.
11:00 A. M.—World Front.....	Sun.
11:15 A. M.—Alex Dreier.....	Sat.
11:45 A. M.—Local News.....	Sat.
12:00 Noon—Four-Bell News Roundup.....	Mon., Tue., Wed., Thu., Fri.
	Foster May.....Sat.
	News Tower.....Sun.
12:30 P. M.—News Tower.....	Sat.
2:30 P. M.—Max Hill.....	Sun.
4:30 P. M.—John W. Vandercook.....	Sat.
5:30 P. M.—Four-Bell News and Sports.....	Daily except Sun.
6:15 P. M.—News of the World, NBC.....	Mon., Tue., Wed., Thu., Fri.
	6:45 P. M.—Highlights of News.....Mon., Wed., Fri., Sat.
	6:55 P. M.—News.....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

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Hy'ya, Good Americans!

The year 1944 saw the passing of one of baseball's greatest men.

If there should be such a thing as a "Verbal Monument," then the following words are respectfully dedicated to the memory of this great person.

(Editor's Note.—The following story, by Tom Dailey, was used by the Press Association, which serves some 500 radio stations in the United States.)

The Great Umpire has called "Strike Three" on Kennesaw Mountain Landis, High Commissioner of Baseball. But even in death the contributions and services to baseball by this 78-year-old Titan will live on in support of the fairness he so devoutly upheld.

A monument to K. M. Landis? Yes, there IS a monument—and neither rain, nor snow, nor storms, nor years can ever diminish its sturdiness—its monumental stateliness. This monument to the silver-thatched judge is Kennesaw mountain in the State of Tennessee, from which Mr. Landis got his name.

As you travel Route 70 across the State of Tennessee toward the Cumberland mountain chain, your car suddenly rounds a turn, and there, miles ahead, framed in the sky, is Kennesaw mountain. As sturdy as the sky, as full of grandeur as the landscape around it, Kennesaw mountain stands with the years in defiance of all nature and its elements. It has never tottered under barrages of thunder and lightning; it has never given an inch under the urging for space of the creeks and the rivers around its foot.

Kennesaw mountain stands strongly, with its chin resting on the rim of the great valley, watching the players on the fields of life, as it has done for centuries past. The face of the mountain is creased in sandstone and its stern gaze is held firm by stubby oaks which dot its checks. There is no trace of indecision in the countenance of Kennesaw mountain, but rather a picture of towering fairness bathed in cleanliness by the mists of its valleys.

As you prepare to drive on, you notice that a fleecy white cloud moves toward the mountain and hovers near its peak. A gentle breeze brings the cloud into place, capping the mountain in streams of flowing silver.

A monument to Mr. Landis. An immobile fixture of nature to preserve the fairness in judgment of its namesake. And through the years men of baseball will see that the ideals of this man live on, despite his death. For, when they pass through its vicinity, they will say: "See yonder, with the white cloud on its peak, is Kennesaw Mountain... Landis."

Bill Stern Selects All-America Team

Bill Stern's All-American football team, released recently, included Paul Walker, Yale, and Philip Tinsley, Georgia Tech, ends; William Willis, Ohio State, and Don Whitmore, Navy, tackles; William Hachton, California, and Ellis Jones, Tulsa, guards; John Tavener, Indiana, center; Claude Young, Illinois; Earl Girard, Wisconsin; Leslie Horvath, Ohio State, and Felix Blanchard, Army, backs.

Richard Kollmar, well-known Broadway actor and producer, has joined the cast of NBC's "When a Girl Marries" in the role of Captain Phil Stanley.



Tom Dailey

WOW's Representative Is Dean of West Coast Radio Men

WOW wants you to meet this affable man of letters, who is known quite seriously, and facetiously sometimes, too, as "The Dean"—



Lindsey Spight

not of any college, but of West Coast Radio. He is Lindsey Spight, Vice President and Pacific Coast Manager of John Blair & Co., a WOW national representative.

Although only 41 years old, Lindsey is one of the small group of radio veterans who have been in the business for more than 15 years. He was one of the original partners in the Blair organization, going into this field after four years with the Pacific Division of NBC in San Francisco, where he was Commercial Manager of KPO, the network's key 50,000-watt outlet.

Prior to getting into radio, Lindsey was Merchandising Manager of the Los Angeles Times and Assistant National Advertising Manager of the Portland (Ore.) Journal.

He is a graduate of Oregon State, and is mighty proud of the fact that he is the third generation of Oregon pioneers who crossed the plains in covered wagons, and of the fact that the family of his wife, Ruth Stephenson, came around Cape Horn to the west coast about the same time, in the 1850's.

They have two sons—Jim, 15, and Dick, 12—and make their home in Berkeley.

WOW'S JANUARY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "1/45" 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 Beemans Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Beemans Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Beemans Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Beemans Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Beemans Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Fairmont Beemans Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Beemans Gum—Falstaff Overland Greyhound	Great Gildersleeve Kraft
6:00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Starring Curt Massey Schutter Candy Co.	Jack Benny Lucky Strike	
6:15	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	Nebraska Power	Fitch Bandwagon News	
6:30	Pfd. Melodies—Hamm	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Bob Burns Lifebuoy	Prof. Melodies—Hamm	Eye-Witness, Hamms	Chase & Sanborn Hour	
6:45	News, Groves	Johnny Presents Ginny Simms Philip Morris	Mr. and Mrs. North Woodbury Products	Frank Morgan Show Maxwell House Coffee	Cities Service Highway in Melody	Gaslight Gaieties P. & G. Teel	One Man's Family Standard Brands Fleischmann Yeast	
7:00	Cavalcade of America Du Pont	A Date With Judy Tums	Carton of Cheers Raleighs	Dinah Shore Birdseye	Duffy's Tavern Ipana— Minit Rub	Truth or Consequences P. & G. Duz	Manhattan Merry-Go-Round Dr. Lyons	
7:30	Voice of Firestone Concert	Mystery Theater Molle Shaving Cream	The Eddie Cantor Show Sal Hepatica	Kraft Music Hall Bing Crosby	Waltz Time Phillips Milk of Magnesia	National Barn Dance Alka-Seltzer	American Album of Familiar Music Bayer Aspirin	
8:00	Telephone Hour Bell Telephone	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Ipana—Vitalis	Joan Davis and Jack Haley Sealtest	People Are Funny Wings Cigarettes	Can You Top This? Colgate Dental Cream	Hour of Charm General Electric	
8:30	Information Please H. J. Heinz	Bob Hope Pepsodent	Kay Kyser Colgate-Palmolive- Peet Co.	Abbott and Costello Camels	Amos 'n' Andy Lever Rinso	Palmolive Party	Comedy Theater Old Gold	
9:00	Contented Hour Carnation Milk	Hildegard Raleighs	The Drene Show Rudy Vallee	C., B. & O. WOW News Tower Paxton & Gallagher Nebraska Power	Bill Stern—Colgate	Grand Ole Opry Prince Albert	WOW News Tower Kilpatrick's Uncle Sam's	
9:30	Dr. I. Q. Mars, Inc.	C., B. & O. WOW News Tower Paxton & Gallagher Lever Bros.	C., B. & O. WOW News Tower Paxton & Gallagher Lever Bros.	C., B. & O. WOW News Tower Paxton & Gallagher Nebraska Power	Talks	C., B. & O. WOW News Tower Paxton & Gallagher Nebraska Power	Walter Winchell Jergens Lotion	
9:45	C., B. & O. WOW News Tower Paxton & Gallagher Lever Bros.	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Symphonette Longines—Wittnauer	I Sustain the Wings NBC	Hollywood Mystery Time—Woodbury	
10:00	Symphonette Longines—Wittnauer	Dick Haymes Auto-Lite	Symphonette Longines—Wittnauer	Music America Loves RCA	Midnight Revue Falstaff Beer	The Little Show Heilman	Wildroot News	
10:15	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.	11:15 A. M.—Victor Lindlahr—Serutan..... Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—Early Morning News Tower—Kellogg Feed..... Daily except Sun.	Alex Dreier—John Morrell & Co..... Sat.
6:15 A. M.—Aunt Sally..... Mon., Tue., Wed., Thu., Fri.	11:30 A. M.—Aunt Jenny—Lever Bros. Spry..... Mon., Tue., Wed., Thu., Fri.
Time and Tunes..... Sat.	Markets..... Sat.
6:30 A. M.—Markets (Remote)..... Mon., Tue., Wed., Thu., Fri.	Stradivari Orchestra—Prince Matchabelli Cosmetics..... Sun.
6:35 A. M.—Nothing But the Truth—Carey Salt..... Mon., Fri.	11:45 A. M.—Life Can Be Beautiful—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.
Time and Tunes..... Tue., Wed., Thu., Sat.	Omaha's Front Page—Nebraska Power..... Sat.
6:50 A. M.—Farm News and Music—Flex-O-Glass..... Tue., Thu., Sat.	12:00 Noon—Four-Bell News, Markets..... Mon., Tue., Wed., Thu., Fri.
6:55 A. M.—Reveille—Fair Store..... Daily except Sun.	Foster May—Robinson Seed..... Sat.
7:00 A. M.—Alex Dreier—Skelly News..... Daily except Sun.	WOW News Tower—Kilpatrick's, Uncle Sam's Breakfast Food..... Sun.
News Summary, NBC..... Sun.	12:15 P. M.—Farm Magazine of the Air—Yager Seed Company..... Sun.
7:05 A. M.—Sunrise Serenade..... Sun.	12:30 P. M.—Supreme Serenade—Merchants Biscuit..... Mon., Tue., Wed., Thu., Fri.
7:15 A. M.—Lyle, Stan and Lyle—Nutrena..... Mon., Wed., Fri.	WOW News Tower—Peter Paul, Paxton & Gallagher..... Sat.
Breakfast Music Box..... Tue., Thu., Sat.	Defense Program..... Sun.
7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul Boone County Neighbors, NBC..... Daily except Sun.	12:45 P. M.—Noonday Forum—McKesson-Robbins..... Daily except Sun.
7:45 A. M.—Reveille Roundup—Groves Cold Tablets..... Mon., Wed., Fri.	Mitchell and Utley—American Dairy Association..... Sun.
Purina..... Mon., Thu., Sat.	1:00 P. M.—Guiding Light—Betty Crocker Soup..... Mon., Tue., Wed., Thu., Fri.
8:00 A. M.—World News Review—National Biscuit..... Mon., Tue., Wed., Thu., Fri.	Farm Facts and Fun..... Sat.
What's What Today?—Metropolitan Utilities..... Sat.	Those We Love—General Foods..... Sun.
Al Williams Health System..... Sun.	1:15 P. M.—Today's Children—General Mills..... Mon., Tue., Wed., Thu., Fri.
8:05 A. M.—Neighborhood Song Shop—Malt-O-Meal..... Mon., Tue., Wed., Thu., Fri.	1:30 P. M.—Woman in White—General Mills..... Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—Nothing But the Truth—Carey Salt..... Tue., Wed., Thu.	Police Bulletins..... Sat.
Little Doghouse..... Sat.	Westinghouse Concert..... Sun.
WOW News Tower—Tek-Seed Hybrids..... Sun.	1:45 P. M.—Judy and Jane—Folger Coffee..... Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Special Delivery—Aquila..... Mon., Wed., Fri.	2:00 P. M.—Woman of America—P. & G. Ivory Snow..... Mon., Tue., Wed., Thu., Fri.
Ranch House Jim—Omar, Inc..... Tue., Thu.	Music, NBC..... Sat.
Homemakers Club—Nebraska Power..... Sat.	Sheaffer World News Parade—Sheaffer Pen..... Sun.
Chapel Service, Rev. R. R. Brown..... Sun.	2:15 P. M.—Ma Perkins—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.
8:45 A. M.—Korn-Kobblers—Beaumont Four-Way..... Mon., Wed., Fri.	2:30 P. M.—Pepper Young—P. & G. Camay..... Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Lora Lawton—Babo and Aunt Polly's Soup Mix..... Mon., Tue., Wed., Thu., Fri.	Music, NBC..... Sat.
Adventures of Omar—Omar, Inc..... Sat.	The Army Hour, NBC..... Sun.
9:15 A. M.—Robert St. John, News—Miles Lab.—NBC..... Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Right to Happiness—P. & G. Ivory Bar..... Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Finders Keepers, NBC..... Mon., Tue., Wed., Thu., Fri.	3:00 P. M.—Backstage Wife—Sterling Products..... Mon., Tue., Wed., Thu., Fri.
Ranch House Jim—Omar..... Sat.	Doctors Look Ahead..... Sat.
Omaha's Front Page—Nebraska Power..... Sun.	3:15 P. M.—Stella Dallas—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Iowa Master Breeders..... Sun.	3:30 P. M.—Lorenzo Jones—Sterling Products..... Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Road of Life—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.	Music on Display..... Sat.
KC Jamboree—KC Baking Powder..... Sat.	Nebraska-Iowa Quiz—Listerine Tooth Paste..... Sun.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food..... Sun.	3:45 P. M.—Young Widder Brown—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri.
10:15 A. M.—Rosemary—P. & G. Crisco and Ivory..... Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—When a Girl Marries—General Foods..... Mon., Tue., Wed., Thu., Fri.
Gems and Jottings—Zales Jewelry..... Sun.	Grand Hotel—Campana..... Sat.
10:30 A. M.—Star Playhouse—P. & G. Dref, Crisco..... Mon., Tue., Wed., Thu., Fri.	General Motors Symphony of the Air..... Sun.
Smilin' Ed McConnell—Buster Brown..... Sat.	4:15 P. M.—Portia Faces Life—General Foods Bran Flakes..... Mon., Tue., Wed., Thu., Fri.
Your Home Town—Farm Crops Processing..... Sun.	4:30 P. M.—Just Plain Bill—Anacin and Benefax..... Mon., Tue., Wed., Thu., Fri.
10:45 A. M.—David Harum—Aunt Polly's Soup Mix, Babo..... Mon., Tue., Wed., Thu., Fri.	John W. Vandercook—Sentinel Radios..... Sat.
11:00 A. M.—Strictly Instrumental..... Mon.	4:45 P. M.—Front Page Farrell—Hills Cold Tablets and Bisodol..... Mon., Tue., Wed., Thu., Fri.
Hymns of All Churches—Gen. Mills, Softasilk..... Tue., Wed., Thu., Fri.	Leaf Gum..... Sat.
Betty Crocker—Gen. Mills, Softasilk..... Sat.	5:00 P. M.—The Goldbergs—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.
World Front—Bunte Bros., Candy..... Sun.	The Baxters—PTA Program..... Sat.
	Catholic Hour, NBC..... Sun.
	5:15 P. M.—Music Room..... Daily except Sun.
	5:25 P. M.—Barbara Bates Memory Album—Vicks..... Mon., Tue., Wed., Thu., Fri.

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