

Radio  
Station  
**WOW**

# RADIO NEWS TOWER

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

Complete Radio Program News From Radio Station WOW

VOL. VI—No. 3

OMAHA, NEBRASKA, DECEMBER 1, 1941

PUBLISHED MONTHLY

5000  
Watts  
590 Kc.

## OLSON WINS DAVIS AWARD

### WOW Seeks Best U. S. Army Bugler

The ancient and honorable art of bugling will come into its own December 10 when WOW conducts the finals of the Seventh Corps Area Bugling Contest. The "tooters" will toot between 6:30 and 7 p. m. over WOW, Wednesday, December 10.

Ten U. S. army buglers, already adjudged the best among three-quarters of a million soldiers, will gather for the finals in Omaha. The contest will be held in the grand ballroom of the Hotel Paxton. Listeners especially interested are invited to attend the contest.

The winner will be presented with a gold-plated bugle by John Gillin, Jr., General Manager of WOW, and will also receive the congratulations of Brigadier General Frederick E. Uhl and his staff.

At this writing bugling champions have been selected at several of the camps in the Seventh Corps Area. Private, First Class, Frank Grammond, 63rd Infantry, whose home is in Eau Claire, Wis., was the winner at Fort Wood, Missouri. Private, First Class, Charles A. Peters, Company C, First Quartermaster Training Regiment of Elkhorn, Wis., was the winner of the contest at Cheyenne. Private, First Class, Robert F. Alison of Andrews, N. C., was the winner at Fort Crook.

Other winners who were to be determined early in December included those at Camp Robinson, Arkansas; Jefferson Barracks, Missouri; Fort Riley, Kansas; Fort Leavenworth, Kansas; Fort Meade, South Dakota; Fort Snelling, Minnesota, and Fort Des Moines, Iowa.

When the winners assemble in Omaha for the finals, each will be required to play four bugle calls. Two of these calls, "Mess" and "Taps," are compulsory. A third call, to be selected from the standard repertoire by lot, will also be compulsory. For the fourth call, the entrant may choose his favorite, or any call he prefers. Judges will include Mrs. Evelyn Elias Kowalski, well-known Omaha girl trumpet player and instructor; Colonel James G. McIlroy, National Guard Officer, Seventh Corps Area, and Lytton S. Davis, Director of Music, Omaha public schools.

### SIGNS MARY MARTIN

Kraft Cheese Company, Chicago, through J. Walter Thompson Co., Hollywood, has signed Mary Martin, film actress and singer, as a permanent feature of the weekly NBC "Kraft Music Hall," effective with broadcast of January 1. She replaces Connie Boswell, who leaves the show for a personal appearance tour.

### BREAKS NOSE

There is an old gag advising men against running after street cars and females.

Bruce Grant, new WOW announcer, disregarding the old saying, tried to show his wife how he could outrun her, attempting to catch a street car. He fell and broke his nose.

### ELECT BURKE

Harry Burke of the WOW staff has been named Director of the Association for Education by Radio. He is a charter member of the organization which has for its purpose the advance of education by radio. Burke will attend the annual convention of this group in Chicago, December 3 to 5, inclusive.

### BLOW BOYS BLOW!



Attractive Evelyn Elias Kowalski, famous girl trumpeter, who is one of the judges in the Seventh Corps Area Bugle Contest sponsored by WOW.

### GREETINGS

WOW listeners will have until December 4 to participate in the very unusual Christmas greeting-card offer of the B. T. Babbitt, Inc., makers of Bab-O and sponsors of "David Harum," heard at 10:45 a. m., Mondays through Fridays.

Bab-O offers 10 French-fold Christmas cards with envelopes, and a package of Christmas seals, on each of which is reproduced the statue of Santa Claus in the park at Santa Claus, Ind.

### AIDS DEFENSE

Procter & Gamble Co., Cincinnati, one of the nation's heaviest users of radio, will donate time from its various sponsored programs to the Office of Emergency Management for defense purposes.—From Broadcasting, November 24.

### WAGON UNIT

Newest recruits to Lewis Stone's station wagon battalion of the National Guard are Fibber McGee and Molly's quartet—the King's Men. The unit, which will number 200 station wagons when complete, is being assembled under direction of the motion picture star as an official division of government defense activities for men over draft age.

### FOR HOTEL MEN

Bill Wiseman, Promotion Manager of WOW, addressed the Nebraska Hotel Men's Association at North Platte on "Hotels Need Institutional Advertising," November 1. He repeated the talk November 20 before the Nebraska-Iowa Hotel Greeters Association at Hotel Hill.

### EXPECTING

The Horace Heids are anticipating.

### THE WINNAH!



Staff Announcer Ray Olson of WOW, who was adjudged the Central Time Zone winner in the National H. P. Davis Announcer's Award Contest for 1941.

### WHERE'S FOSTER?

With the conclusion (November 30) of Chevrolet's sponsorship, Foster May gathered up his "Man on the Street" transcribing equipment and departed for parts unknown to make "some unusual programs." Last heard from he was traveling south from Chicago on the Illinois Central's famous Panama Limited.

"I'll send you programs from time to time from somewhere," he said. "Maybe I'll find a new sponsor on my trip."

### WELCHES RENEWS

The Welch Grape Juice Co., sponsors of the Irene Rich starring vehicle, "Dear John," have announced a 13-week renewal on WOW. This feature is heard Sundays at 10 p. m. on WOW.

### ANSWER MAN

The program "Answer Man," sponsored by the General Cigar Co., will be heard on WOW Mondays and Fridays at 6:45 p. m., starting December 19.

### Christmas Idea

Why not send your friends an annual subscription to the WOW News Tower magazine for Christmas?

The cost is only 50 cents a year (five annual subscriptions for \$2). Simply send your Christmas list and 50 cents for each name, and WOW will do the rest.

### Staff Announcer Best in CST Region

Ray Olson, WOW staff announcer, is the Central Time Zone winner in the H. P. Davis Announcer's Award for 1941.

The award was announced over the coast-to-coast combined Red and Blue networks of the National Broadcasting Company on November 29.

The other four Time Zone winners in the contest were Robert White, Station WBZ, Boston; Ed Brady, Station KOA, Denver, and George Presby, Station KGO, San Francisco. The national winner was Durwood Kirby, NBC announcer on the staff of WENR, Chicago. Kirby received \$300 in cash and a gold medal. Olson and the other Time Zone winners each received a handsome ring with an engraved inscription. Station WOW, and the other Time Zone winning stations, each received an engraved scroll.

Ray Leonard Olson is 27 years old, Norwegian descent, and was born and educated in Superior, Wis. He is a trombonist, violinist and singer, and has been associated with several dance orchestras and for three years with the Duluth Naval Reserve Band. Mr. Olson came to WOW in May, 1937, and for four years was an announcer and Program Manager at WNAX, Yankton, S. D. Prior to that he was employed at Station WIBU, in Portage, Wis.

Olson's selection as the WOW entry was made in a novel manner. WOW transcribed a one-minute announcement off the air (without any announcer's knowledge) of the six regular members of the WOW staff. These recordings, identified by number only, were sent to John Blair & Company, WOW's national representatives in New York. The Blair staff selected "No. 4," which happened to be Olson. Olson's entry in the competition was also made without his knowledge, and consisted of a 15-minute newscast, with commercial announcements on either end.

The H. P. Davis National Memorial Announcer's Award competition is an annual event, conducted in celebration of the 21st anniversary of broadcasting. H. P. Davis was the founder of Radio Station KDKA in Pittsburgh, and has been referred to as "The father of American broadcasting."

### CHARITY PLAN

WOW listeners have a few more days to participate in Butter-Nut Coffee's annual Christmas Club. For every Butter-Nut tin strip, or jar label, sent to WOW, Butter-Nut will contribute to a cash fund to be used to buy toys for children in orphanages at Christmas time. For details, listen to the "Dramatic Story of Robert Clayton's Life" at 8:15 a. m., Mondays through Fridays, over WOW.

### F. D. R. TO SPEAK

President Roosevelt, former Chief Justice Charles Evans Hughes of the U. S. Supreme Court, Helen Hayes, stage and screen star, and a cast of Hollywood notables will participate in an hour-long program over the combined Blue and Red networks of the National Broadcasting Company on Monday, December 15, from 9 to 10 p. m., in celebration of the 150th anniversary of the adoption of the Bill of Rights.

### JOINS GOURMETS

Carlton E. Morse, NBC author-producer of "One Man's Family" and "I Love a Mystery," flew to San Francisco over the week-end to be initiated into the exclusive "Food and Drink Club" in the Bay City. The club is an exclusive organization of gourmets.

### PERKIN'S BIRTHDAY

"Ma Perkins," whose fictional adventures have become an institution with many American housewives, and her family and many friends will begin their ninth year on NBC with the broadcast, Thursday, December 4, at 2:15 p. m., over WOW and the NBC Red network.

### SIMMS A GUEST

Ginny Simms, until recently singing star of Kay Kyser's "College of Musical Knowledge," will make a guest appearance on the Rudy Vallee-John Barrymore program, Thursday, December 4, at 9 p. m., over WOW and the NBC Red network.

### WEIGHTY ORDER

Freddie Ebener, Director of the Radio Station WOW House Band, issued a blanket order for his musicians to start losing weight.

Order followed the purchase of new tail-less full dress suits for the outfit.

### MELTON IN OPERA

James Melton, "Telephone Hour" tenor, has been engaged for a series of performances with the Chicago Opera Company.

### LIONS FOR LYON

When it comes to accumulating gadgets, the fans of Charlie Lyon, "Uncle Walter's Doghouse" announcer, picked his collection for him. They send him toy lions.

# EDITORS HONOR RADIO NEWS TOWER

## Other Awards to Woodmen Magazine

Two publications of the Woodmen of the World Life Insurance Society received national honors at the annual conference of the Southwestern Association of Industrial Editors in Stillwater, Okla., November 7 and 8.

The WOW Radio News Tower magazine, edited by Bill Wiseman, received an Achievement Award for Editorial Merit. The Woodmen of the World Magazine, edited by Horace L. Rosenblum, received two Superior Rating awards, one based on editorial excellence and the other on appearance.

The News Tower has a paid subscription of 10,000 among WOW listeners and is also sent to advertising agencies and radio clients. The Woodmen Magazine is sent monthly to 400,000 members of the Society. The board of judges who made the awards included Paul E. Yard, Editorial Director of SAIE; Professor Clement E. Trout, the Journalism School of Oklahoma A. & M., and several house organ editors.

Luther Williams, editor of "The Diamond," house organ of Mid-Continent Petroleum Company, Tulsa, received the Suzanne Jester Memorial Award, given to the editor doing the most outstanding job.

(Continued on page 7)

## 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

Had the inn in Bethlehem been a modern hostelry, that memorable night more than 1,900 years ago, there might have appeared a sign, "Sold Out," or "no room available." At any rate, the inquiring, anxious husband, seeking a place of quiet seclusion for the expectant mother, was told, according to the sacred record, Rev. R. R. Brown that there was no room in the inn for anybody.

What an eventful night for the sleepy little town of Bethlehem! It was destined to be an epoch, and yet the only place available was a manger. The Babe was billeted with the beasts. A strange environment, an unworthy reception. They did not realize that on that pallet of straw lay the One Who was called the Son of God, Wonderful Counselor, the Mighty God, the Everlasting Father, the Prince of Peace, the One upon Whose shoulders the government would rest. They were like a man who does not recognize that the stone he has found is a valuable gem, or the child that would place more value upon a silver dollar than upon a \$50 gold piece.

"No room in the inn." These words have become the theme of songs and poems, and around them has clustered beautiful sentiment and serious inquiry. Why did they not realize that God was being revealed to humankind? "Great is the mystery of godliness: God was manifest in the flesh." Nor did they understand that ancient prophecies were being fulfilled, and that He was destined to speak "as no other man spake." He was to minister to human need wherever found, without exception or discrimination, and to finally give Himself in death and resurrection for the redemption



of the race. Through the centuries there has been one commanding question: "Why have the nations not made room for Him?" We are afraid that if He had come to the court of peace, He might hear them say: "No room here." Too often in legislative chambers He is not recognized nor would He be admitted. Regrettably, in the laboratories of the scientists, in the research of the historian, they see things, but cannot find a place for Him Who created all things. In the cloister of the thinker, where he builds his philosophies with which he hopes to guide men to higher and better things, we frequently see the sign, "No Room for Him Here." It is lamentable that He is left out almost entirely from the amusements and recreations of our day. In the market place, the counting house and the circle of money changers He is politely informed too often that He cannot be admitted.

What a revelation might come if man might stop and say: "Let Him in! We not only want what He says, and the record of what He has done, but we want this Prince of Peace, this Lord of Life, this Saviour of Mankind, to come in and shed abroad His light, impart His life and fill us with His love." How quickly all the darkness, destruction, sin and hatred would disappear! What a Christmas Day it would be for this world!

In this holy and blessed season, will you not ask yourself the question: "Have I room for Him?" While we think of giving to others, let us give Him a place in our lives and pray that He might have His place in a war-torn world.

Mrs. Brown, our children and my associates of the Radio Chapel service join with me in saying to all of you, our friends: "A very merry and joyous Christmas!" Remember each Sunday morning at 8:30 our chapel service. Listen for announcements of special holiday programs.

## News Tower SAIE Award



The "Achievement Award for Editorial Merit" given to Radio Station WOW by the Southwestern Association of Industrial Editors. The award was based on WOW's house organ, the Radio News Tower.

(Continued on page 7)

## Woodman Pays Tribute to Fraser

Ten years ago the Woodmen of the World Life Insurance Society purchased the building which now houses its national headquarters, the Insurance Building. On November 14 a bronze bust of the man who executed the purchase was unveiled in the reception lobby of the Society's executive offices.

The bust was of William Alexander Fraser, second President of the Society, who served in the office from 1913 until his death in 1932. Tribute was paid to his predecessor by De Emmett Bradshaw, the present head of Woodcraft.

Mr. Fraser's 2-year-old grandchildren pulled the ribbons that unveiled the bust. They were Nancy, daughter of George Fraser, and Betsy, daughter of W. A. Fraser, Jr.

Nearly 100 persons attended the ceremony, including Mr. Fraser's widow, Mr. and Mrs. George Fraser, Mrs. W. A. Fraser, Jr., and the following guests: Mr. and Mrs. W. M. Jeffers, Mr. and Mrs. A. L. Reed, Mr. and Mrs. L. F. Crofoot, Mr. and Mrs. C. M. Wilhelm, former Senator Norris Brown, W. A. C. Johnson, Mrs. F. A. Nash and Mrs. Luther Drake.



Woodmen President Bradshaw at WOW microphone during the ceremonies incident to the unveiling of a bust of the late W. A. Fraser, former President of the Woodmen of the World Society.

## NATIONAL TRAGEDY

Niles Trammell, President of the National Broadcasting Company, recently sent a telegram to John J. Moran, President of the Long Lines Telephone Workers Union, asserting that a long distance telephone lines strike at this time would be "a national calamity." Trammell declared that the entire nation is dependent upon network broadcasting because of "its tremendous contribution to national unity and civilian and military morale."

## DRAFT AUTHOR

Elaine Carrington, author of Procter & Gamble's "Pepper Young's Family," has been drafted as a consultant on the preparation of five-minute dramatic transcriptions for the United States Treasury Department.

## C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK!  
MAY I COME IN?

And may I sit very quietly here while I write a letter to my shut-in children who do not get up early enough to hear our daily breakfast-time chat at 6:15?

My Very Dear Children: I hope my pen doesn't scratch and bother you, for I want to write about our annual Sunshine Party, which was held November 7.

Aunt Sally Every year I try to make the occasion more interesting than the previous one to attract more people. Considering the early hour, when I do not reach so many party folks, I think our crowd was very encouraging, as the guests numbered 565.

I secured the services of Mrs. James DeVon of Council Bluffs, Iowa, for a review of one of the sensations of the year in the book world. Mrs. DeVon's charming manner of portraying characters, description of events, her pleasing voice and personality held the attention of her listeners and gave them something to remember for a long time.

After the review our guests participated in various games, made new acquaintances, met old friends and, would you believe it, some of them sewed all afternoon.

Of course, our task is not yet completed, for we must help this girl through the ordeal of treatment, casts, turnbuckles and all the

rest. So let's send her plenty of letters and cards and reading material while she is in the hospital.

If you will write to me, I'll be glad to tell you her address and any information you would like concerning her.

Words are indeed, inadequate to express the appreciation of Mae Crabbie and myself for the wonderful support we have had the past few months. Every day I find more wonderful people in this world of ours and particularly in this world of sunshine that I live in. I know God lives in the hearts of so many people, and when you find God in the heart of man, you have found someone good to know.

Land sakes! The ink bottle's dry, soooooo  
'Bye for now!

YOUR AUNT SALLY.

## Mae Crabbie Fund Hits Total of \$900

Proceeds of Aunt Sally's Sunshine Party increased the Mae Crabbie hospitalization fund to about \$900. The party was staged at the Brandeis Store Auditorium, November 7. Aunt Sally said that Miss Crabbie expected to enter a hospital in Des Moines on about November 28. Her limb injury is expected to be fully recovered in about 10 months.

Another activity of the Sunshine Club during the past month resulted from an appeal by a young mother-to-be, who needed a layette. Aunt Sally arranged for a group of Sunshine Club women to meet and sew many things for the anticipated infant.

## WOW

The Radio News Tower is published monthly by the Woodmen of the World Life Insurance Society.

Publication and editorial offices are located in the Insurance Building, 17th and Farnam Streets, in Omaha, Nebraska.

Subscription price is 50 cents per year.

Bill Wiseman, editor.

Permission to reprint material in the WOW News Tower is hereby given, provided a WOW News Tower credit line is used.



## Didja Know? . . .

By BILL WISEMAN

### AN IDEA FOR TIN PAN ALLEY . . .

Why wouldn't it be a clever stunt for some good popular tune-writer to do an original piece—and then dress it up like a classic? Sorta reverse the current trend.

Right now Peter Illyitch Tschaikowski (long time dead) is the dominate composer of popular tunes. His "Concerto in B Flat Minor," has been taken, rewritten and published by three contemporary "composers."

The pieces are called "Tonight We Love" (Pacific Music Sales), "Concerto for Two" (Shapiro-Bernstein), and Robbins Music has a new edition of the original classic.

All three versions are on this week's list of 10 "best hits of the day." Haw!

—wow—

### SOMETHING OUGHTA BE DONE ABOUT . . .

—fine movie actors and actresses who must try to sing on the air.

—network shows which include so much studio applause that the LISTENERS miss the gags.

—those (very rare) comics who insist on cleaning up dirty gags and using them on the air.

—using a sponsor's valuable and costly time to plug the star's latest movie.

(Got any suggestions for this department? Send 'em in!) Haw!

—wow—

### THE REAL RED MENACE . . .

Kissing a girl nowadays leaves its mark on a man. She also leaves marks on cigarettes and glasses, towels and spoons. Wherever she goes she leaves a trail of used mouths. It takes the fine cutting edge off a man's romantic mood to come out of an embrace tasting rose-scented goose grease and looking like a circus clown. I don't mind goo on girls—I mind it on me. Yet they use a strange substance which they can't keep on and a man can't get off. It is the real Red Menace.—Bob Hope in You.

—wow—

### CRIBBED FROM HERE AND THERE . . .

Variety carries a report that George Bernard Shaw will make his first U. S. radio appearance soon via short wave on one of Luckies' "Information Please" Friday nights.

Advertising Age's "Copy Cub" spots a football cover on This Week, including a University of Chicago pennant!

Tide learns that Standard of Indiana will identify its gasoline as Red Crown, White Crown and Blue Crown. Clever, eh?

—wow—

### SOME MORE WISE WORDS . . .

"The richest man cannot buy for himself what the poorest man gets free by radio."—David Sarnoff, President of the Radio Corporation of America.

—wow—

"I call on all our loyal workmen as well as employers to merge their lesser differences in a larger effort to insure the survival of the only kind of government which recognizes the rights of labor or of capital."—President Roosevelt on May 27, his proclamation of an unlimited national emergency.

—wow—

"The use of the word XMAS is not acceptable as a substitute for CHRISTMAS in any advertising in this newspaper."—Christian Science Monitor rate card.

—wow—

Fibber McGee and Molly's Christmas presents to themselves are the four bearskin rugs, now being treated, which will arrive from Seattle about Yuletide. The McGees shot the black bears during their Alaskan vacation this summer and will use them to decorate their rumpus room.

# BIG WOW SHOWS RENEW

## Edgar Bergen Is Tops of First 15 Shows

Red NBC network shows heard currently on WOW continue to hold the spotlight in national program ratings.

Edgar Bergen's Chase & Sanborn show holds the top spot for the third consecutive month. Following is how the Hooper reports now rank the top 15 evening network commercials:

Edgar Bergen (Chase & Sanborn), 7 p. m., Sundays, WOW.

Fibber McGee (Johnson Wax), 8:30 p. m., Tuesdays, WOW.

Walter Winchell (Jergens Lotion), 10:15 p. m., Sundays, WOW.

"Aldrich Family" (General Foods), 7:30 p. m., Thursdays, WOW.

Bob Hope (Pepsodent), 9 p. m., Tuesdays, WOW.

Jack Benny (General Foods), 6 p. m., Sundays, WOW.

Lux Theater, CBS.

Maxwell House (General Foods), 7 p. m., Thursdays, WOW.

Eddie Cantor (Bristol Meyers), 8 p. m., Wednesdays, WOW.

"Mr. District Attorney" (Vitalis), 8:30 p. m., Wednesdays, WOW.

Orson Welles, CBS.

Major Bowes, CBS.

"Kraft Music Hall (Kraft Products), 8 p. m., Thursdays, WOW.

Kate Smith, CBS.

"One Man's Family" (Standard Brands), 7:30 p. m., Sundays, WOW.

It will be noted that 11 of the 15 top-ranking shows are heard on Radio Station WOW.

—wow—

## I. Q. IN DES MOINES

"Dr. I. Q." (Jimmy McClain), will attain his majority as the favorite son of many cities, Monday, December 1, when he moves his weekly intelligence quiz to the stage of the Orpheum Theater in Des Moines, Iowa, the 21st city on his itinerary.

Touring with "Dr. I. Q." to the Iowa capital will be Announcer Allen C. Anthony, who introduces the genial doctor each Monday night at 8 o'clock over WOW via the NBC Red network.

## 'TENSION, STUDENTS



Introducing "Professors" Harry Burke, left, WOW's Program Manager, and Soren Munkhof, Assistant News Manager. Burke teaches radio classes at Municipal University of Omaha and Munkhof at the Creighton University.

## LEADS THE LIST

Meredith Willson's long-lived "You and I" song, which led the parade for six consecutive weeks and still is in the top three, goes into its 12th printing this month, which means that the sheet music sale is at the 300,000 mark. One hundred thousand Bing Crosby recordings of the tunes have been sold.

## JOAN'S PARTY

When Joan Blaine's 1,000th "Valiant Lady" broadcast for General Mills rolled around recently, she threw a gala theater party for all its actors. The play was "Cuckoos on the Hearth," written by her program colleague, Parker Fenelly.

## MOUNDS OF FUN



There were heaps of fun and Mounds of candy at a recent WOW staff party! Photo shows four WOW girls—left to right—Garnet Miller, Bonnie Amgwert, Betty Bauer and Irene O'Hara enjoying Mounds Bars, makers of which, Peter Paul, Inc., have sponsored newscasts for more than three years.

## Fitch and Skelly Sign For 1942

Several popular WOW programs have been ordered renewed by their sponsors. These include the Fitch "Bandwagon" and Skelly Oil's Clifton Utley news period.

### Fitch "Bandwagon"

The Fitch "Bandwagon," sponsored by the F. W. Fitch Company of Des Moines, Iowa, has been renewed for another 52 weeks on 114 stations of the NBC Red network, including WOW, beginning January 4, 1942. Program, featuring name bands of the country, is heard Sundays from 6:30 to 7 p. m. Order was placed by the L. W. Ramsey Company of Davenport, Iowa.

### Skelly Oil Renews

The Skelly Oil Company news program, featuring Clifton M. Utley as commentator, has been renewed for another 52 weeks over WOW and 20 stations of the NBC Red network beginning December 15. Order, placed by Henri, Hurst and McDonald, calls for two more stations than under current contract. The program is heard Mondays through Fridays from 7:30 to 7:45 a. m. on WOW.

### Becker Returns

"Chats About Dogs," featuring Bob Becker, prominent dog expert, returned to WOW in the NBC Red network on Sunday, November 30, for its fourth consecutive season. The program, placed by Henri, Hurst and McDonald on behalf of John Morrell & Company, will be heard from 2 to 2:15 p. m. over 55 stations in the interest of Red Heart Dog Food.

### Omar Returns

Omar, Inc., renewed sponsorship of the transcribed "Musical Meditations," heard on WOW, Sundays at 9:45 a. m. The program is placed through Hayes McFarland Company, Chicago.

## WIN AUDITIONS

Three young singers who live in the WOW territory took part recently in the Sherwin-Williams "Metropolitan Opera Auditions of the Air" program, heard Sundays at 4 p. m. via WOW and the NBC Red network. The singers were Marie Wilkins, coloratura soprano, and James Mack, tenor, both of Kansas City, and Maxine Martin, contralto, of Lawrence, Kans.

## RHUMBAS PAY!

Do Latin-American rhythms pay off? Well, Broadway is seething with the report that Xavier Cugat, who is heard Thursday nights over WOW and the NBC Red network with the "Camel Rhumba Revue," has just signed for one picture at a fee of \$75,000.

## Eric Mattson is New Singer With WOW Orchestra

That delightful tenor voice now being heard with the WOW Studio Orchestra belongs to Eric Mattson, newest WOW "find."

Mattson was engaged by John Gillin, Jr., WOW's General Manager, after Gillin heard him sing in New York.

A friend of Omaha's Walter Casel, Mattson has been starred with some of the nation's greatest musical organizations. He sang with Abe Lyman's orchestra in New York and Hollywood, and on a road tour. Eric sang 26 weeks with the "Gay Nineties Revue" at "Bill's" in New York and was a member of a quartet which sang in Billy Rose's "Jumbo."

During the winter of 1937-38 he sang with the St. Louis Municipal Opera Company, and the following spring with the Los Angeles Light Opera Association. He has appeared with such stars as John Charles Thomas, Francia White, Thomas Morgan and Della Lind in performances throughout the United States.



Eric Mattson

# WOW'S 1941 SPECIAL BROADCASTS

## ROSE BOWL STARTS IT



Nineteen forty-one got off to a flying special events start, with Tom Dailey and Foster May covering the Nebraska-Cornhusker Rose Bowl exhibition. It was one of the outstanding special events in WOW's history. Photo shows Dailey and May basking in the Phoenix, Ariz., sunshine.

## GRISWOLD TAKES OVER



Political history was made in Mid-January, when WOW broadcast the Swan Song of Roy Cochran as he turned over the keys to the Governor's office to Dwight Griswold. Listeners heard the keys jangle as Cochran handed them to the state's new chief executive.

## STARS' RADIO PAY LISTED



Most talked of radio story of the year was the list of salaries paid big-name stars, published in the March issue of the WOW News Tower magazine. List showed the Jack Bennys, pictured above, drawing \$18,500 per week.

Talent costs on other big shows carried by WOW (reported to be the same as last year) included Bing Crosby, KMH, \$12,000; Bergen-McCarthy, for Chase & Sanborn, \$10,000; Fanny Brice & Company, for Maxwell House Coffee, \$9,500; Kay Kyser, for Lucky Strikes, \$7,000; James Melton, "The Telephone Hour," \$7,500.

It is reported that radio sponsors are now spending one-half million dollars a week for network radio talent, and of this amount about \$300,000 weekly is paid for talent heard via WOW. These figures, of course, are for talent only, and do not include what sponsors pay for time, line charges or production costs.

## Millions Hear Big Shows via WOW

WOW helped record a lot of contemporary history in its vast territory during the year of 1941.

Scores of events of great social, political and civic significance were broadcast into the homes of the 4,000,000 listeners who have learned to depend on WOW to keep them informed.

As 1940 bowed out, WOW's Special Eventers were "Following the Cornhuskers" at the Rose Bowl. Both Foster May, WOW's News Editor, and Tom Dailey, WOW's Sports Editor, covered the trip west.

On January 15, a national poll showed that WOW's schedule included eight of the 10 most popular evening radio shows on the air. The battle between the radio industry and ASCAP was at its height. Late in January a radio authority announced that the American public had spent \$345,000,000 for 11,000,000 new radio sets in 1940. A Roosevelt Fireside Chat attracted 50,000,000 listeners, the biggest Fireside Chat audience on the record up to that time. WOW's special events included the inauguration ceremonies at both the Nebraska and Iowa capitols, as Governor Griswold took over the reigns in Nebraska and Governor George A. Wilson began his second term in Iowa.

### START BOMBER PLANT

Came March, WOW broadcast the ground-breaking ceremonies for the Fort Crook bomber plant. For the first time midwesterners heard an intimate personal story about the life and activities of the famous Glenn L. Martin, the bomber builder.

March threw many radio stations into bedlam and confusion due to the wavelength shakeup, but WOW remained on 590 kilocycles and continued to hold and enlarge its audience.

### WIN AWARDS

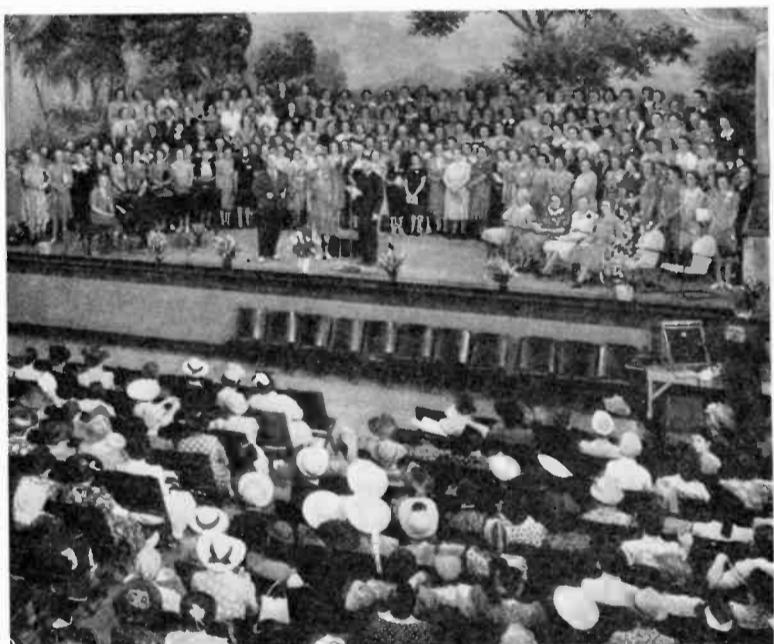
April was a banner month for WOW. The National Association of Broadcasters awarded the WOW News Tower a plaque as "The outstanding radio publication in the industry." A George Foster Peabody citation for meritorious public service was presented to WOW. Thirteen new programs were scheduled. Warm winds of May found Lyle DeMoss and Bill Wiseman off on the annual Chamber of Commerce trade trip. Falstaff again gave WOW listeners the Ak-Sar-Ben races, and Tom Dailey went south to visit baseball training camps. James C. Kilmer, Winnebago, Neb., oil man, was flying a new Piper Cub, which he won by entering the "Wings of Destiny" program contest. More than 15,000 persons turned out at

## DEDICATE HUGE DAM



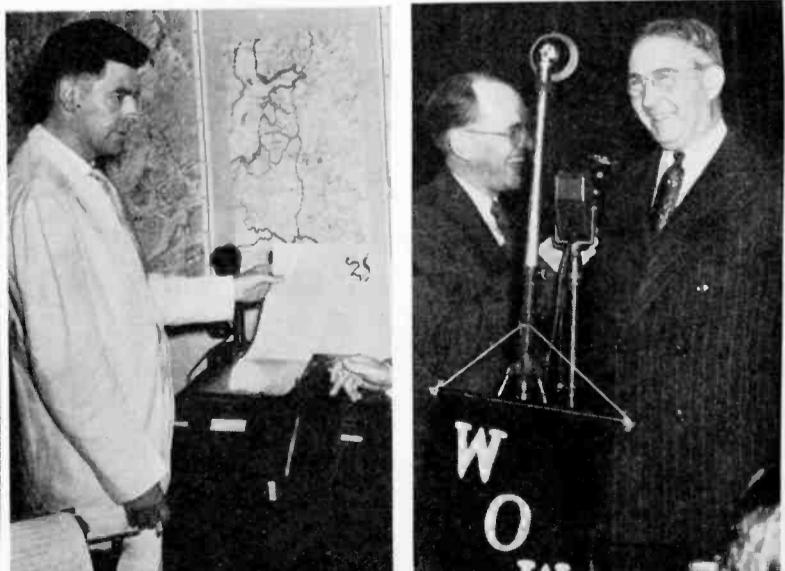
More radio history! Lyle DeMoss, with Chief Engineer George E. Johnson, at the dedication of the Kingsley Dam near Ogallala. Photo shows the time capsule in which valuable records were buried deep in the dam itself.

## MANY FARM SPECIALS



Typical of hundreds of 1941 farm organization broadcasts was the one pictured above, in which Lyle DeMoss appeared before 2,000 women early in July at the Nebraska Council of Home Demonstration Clubs at Hastings.

## UTLEY, MARTIN VISIT WOW



Nineteen forty-one brought many famed visitors to WOW's mikes, including Skelly's Clifton L. Utley and Glenn L. Martin, world's most famous builder of military bombers.

# MAKE CURRENT RADIO HISTORY

## WOW HAS A BIRTHDAY



April 2 was WOW's 18th birthday, and a half-dozen lovely 18-year-olds helped observe their own, and WOW's, birthday at a studio party. Some of them pictured above include Blanche Zaloudek, Roslyn Levy, Jacqueline Giles and Helen Rummelhart.

## AT NEW DOWD CHAPEL



WOW broadcast a historical event at Boys Town, when Miss Mary Dowd of New York City participated in the dedication of the beautiful Dowd Memorial Chapel. Photo shows Miss Dowd with the Right Rev. Msgr. E. J. Flanagan and DeMoss.

## "DIZ" HERE . . . STATE FAIR



Thousands will remember the two big special events pictured above. Left, is distinguished guest, Dizzy Dean in WOW's reception car. Right, is the WOW reception car filled with Plattsburgh, Neb., majorettes at a broadcast from the Nebraska State Fair.

## Food Show is Biggest WOW Event

Sioux City for the Piper Cub presentation ceremonies.

### KISSES FOR HARRIS

In June, Edward T. Flynn, Chairman of the Democratic National Committee, came to Omaha to find out why Nebraska and Iowa both voted for Willkie. WOW's studios were greatly enlarged, and five new comedy shows came on the air via network.

During July, Phil Harris came to town, and was kissed all over the place by a group of Omaha girl jitter-bugs. Harry Burke, Lyle DeMoss and Bill Wiseman went to the dedication of the Kingsley Dam near Ogallala. The Federal Radio Commission announced that men and women in broadcasting are the highest paid in the United States.

### DEMOSS AT FAIR

Dizzy Dean and Clifton Utley came to town, and both visits were big affairs. August ended with Lyle DeMoss doing a grand job as the Standard Oil Reporter at the Nebraska State Fair. Other memorable August broadcasts included coverage of the United Spanish War Veterans huge convention and Foster May's description of the Fort Crook bomber plant. There was also the National Amateur Golf Championship broadcasts from the Omaha Field Club. "Johnny" (Philip Morris, Jr.), Upton Close and Tennis Star Fred Perry visited the WOW's studios.

September found WOW engaged in its greatest promotional effort of the year — the Food Show, sponsored by the Omaha Independent Grocers' Association. More than 30,000 persons attended, and it was the biggest and best Food Show on record. The network schedules were jumbled due to the change in time, and Ivory Week was observed September 2 to 9.

### MORE COMEDY

October started out with a visit to Omaha of Tums' Horace Heidt and Foster May's visit to the Skelly network show in Chicago. The Carnation "Contented Hour" celebrated its 500th program on the air, and Nebraska Clothing Company was well on the way toward providing sportscasts for WOW listeners. The fall-winter WOW schedule, replete with new comedy shows, was beginning to gather momentum.

On October 16, the Hooper National Ratings announced that 13 "of the first 15 evening radio shows on the networks" were shows carried by WOW. Harry Burke began to teach radio classes at the Municipal University of Omaha, and Soren Munkhof became an in-

## FOOD SHOW STARS



Greatest WOW event of the year was the annual Food Show, which brought the galaxy of radio stars pictured above to Omaha. It was the fourth successive year WOW had arranged Food Show entertainment on instructions from Omaha grocers.

## FOOD SHOW CROWDS



Some of the 30,000 persons who turned out to see the 1941 Food Show at the Omaha City Auditorium.

structor of journalism at Creighton.

dress the Southwestern Association of Industrial Editors.

November was a big month, too. Falstaff hockey got under way. Jimmy Melton came to town for the Ak-Sar-Ben ball. Governor Griswold joined the Woodmen of the World Life Insurance Society. Other distinguished WOW guests included Gene Tunney, Edgar Bergen and Neville Miller.

### MAKES SPEECHES

Bill Wiseman went speech-making at North Platte before the Nebraska Hotel Association, and to Stillwater, Okla., to ad-

As the year end rolled around, a large Omaha company was to take over sponsorship of the "Man on the Street" programs, because Chevrolet had difficulty in getting cars to sell. John Charles Thomas, the famous Cities Service baritone, visited WOW. The Seventh Corp Area Bugle Championship Contest, sponsored by WOW, was under way in nine states. The WOW News Tower magazine was awarded another plaque by that Southwestern Editors' Association.

# SIGN "ALDRICHES" FOR SIX YEARS

**"Typical" Boy Show Into a New Peak**

NOTE.—General Foods, sponsors of "The Aldrich Family," has just signed a contract for this program for six years. This is the second of a series of special articles dealing with unusually popular shows on WOW.—The Editor.

In "The Aldrich Family," heard over WOW via the NBC Red network, Thursdays at 7:30 p. m., Ezra Stone portrays the role of "Henry," an average American boy. However, in real life, Ezra isn't average at all—he hasn't had time to be.

At Oak Lane prep school in his native Philadelphia, young Stone was too busy putting on plays to get in trouble with teachers—he didn't know them well enough. But even if he had had the time, it is unlikely Ezra could have brought himself to consider favorably his father's ambition for the son to become a chemist.

That gentleman himself was convinced that the son's interests really lay elsewhere when Ezra completed a third abortive attempt to run away to New York and go on the stage. Capitulating, the elder Stone paid Ezra's way into the American Academy of Dramatic Arts.

He wasn't there long. A school teacher pushed the youth into a bit part in the Theater Guild's production of "Parade." The show folded in seven weeks, but Ezra's interest in the professional theater was just whetted.

#### On Broadway

With time on his hands—some time he can't abide, the boy got permission to haul away the sets of the defunct "Parade." His ultimate destination was a summer theater upstate, where Ezra made money until the following fall, when he found himself back in the academy.

Harry Moses, the Broadway producer, caught Ezra in a school performance and drafted him for "O Evening Star." You had to look fast to see him. He was on the stage for just 30 seconds and the play lasted for only three days, giving Ezra a total run of one and one-half minutes.

But Ezra's next was a winner. With a letter of introduction from Moses, the lad braced George Abbott for a job in "Three Men on a



Ezra Stone

## "BEST FRIEND"



Dog lovers will welcome the return of Bob Becker, pictured above, with "his best friend." You hear his "Dog Chats" every Sunday at 2 p. m. by courtesy of Morrell's Red Heart Dog Food.

Horse." Cast as an understudy, Ezra soon pushed his way into the regular cast.

Meanwhile, he was making it his business to learn all the angles by hanging around the Abbott office. When he told Mr. Abbott that he could save the producer a thousand dollars on a handbill order, the producer knew that at great long last he had found a lad worth something around the office as well as on the stage. His office door presently bore this legend: "Ezra Stone, Casting Director, George Abbott Productions."

Then came "Brother Rat," which literally spanked Ezra into fame. He was the military school plebe who was paddled through 527 performances.

When the Abbott staff started work on Clifford Goldsmith's comedy, "What a Life," young Stone wanted badly the role of Henry Aldrich therein. On finding it required a boy with red hair, Ezra went out and got his dyed.

It was worth the effort, for out of the stage play was to come radio's "Aldrich Family," and you know the rest. Ezra begins to suspect that he will be playing a juvenile for the rest of his days.

## SWEETIE



So far three military camps have chosen liltin' Martha Tilton as their own sweetheart. You hear her as soloist on the "Fibber McGee and Molly" programs, Tuesday nights, on WOW at 8:30.

## SERIAL STAR



This is radio's beauteous blonde, Bess Johnson, star of the program bearing her own name for Colgate-SuperSuds, heard at 9 a. m., Mondays through Fridays, on WOW, via NBC.

## 2,000 Stars Shine on NBC's 15th Birthday

An all-time record for the number of guest stars to appear on a single network program, including WOW, was set on November 15, when NBC celebrated its 15th anniversary.

The star list included Edgar Bergen, Conrad Thibault, Frank Black, Irene Rich, "Quiz Kids," Bing Crosby, Lum 'n' Abner, Kay Kyser, Lowell Thomas, "Johnny" (Philip Morris), Fibber McGee and Molly, Southernaires, Red Skelton, Vivienne Della Chiesa, Rudy Vallee, Horace Heidt, Connie Boswell, Jack Benny, Don Wilson, Lucille Manners, Paul Douglas, Grantland Rice, Bill Stern, Ted Steele, Upton Close, H. V. Kaltenborn, WLS Barn Dance, Ed East, Ken Carpenter, Burns and Allen, Glenn Miller, John Vandercook, "Great Gildersleeve," Percy Faith, Edmund Low, Victor McLaglen, "Basin Street," Don McNeill, Ralph Lumke and Budd, Army Band, Navy Band, Marine Band.

## One 'Consequence' Costs Ivory \$775

It cost \$775 to stage one consequence on the Ivory program of Ralph Edwards' "Truth or Consequences" on a recent Saturday night over WOW and the NBC Red network. The consequence involved rushing a contestant over to a hotel, where Sammy Kaye and his band were playing. The contestant sang along with Sammy's band. The charges were: \$504 for the musicians, \$217 for wires into the hotel and \$54 for a stand-by announcer and incidental expenses.

## AROUND THE WORLD

U. S. soldiers and sailors throughout the world heard NBC's traditional Army-Navy football broadcast on November 29. International short-wave stations made it possible for all U. S. men in uniform to hear the broadcast.

## OFFERS ON WOW

The following are some of the special offers currently heard on WOW, details of which have been reported to the News Tower:

\$10—Plus a copy of the 1941 edition of the new "Information Please" quiz book. Offered by American Tobacco. Send questions, and if experts stumped, prize awarded. Details "Information Please," 7:30 p. m., Fridays.

**LYCONS FARM BOOK**—Offered by B. T. Babbitt. Send name and address. Details "David Harum," 10:45 a. m., Mondays through Fridays.

**CATALOGUE**—Showing all Raleigh premiums. Offered by Brown & Williamson. Send name and address. Details "Red Skelton," 9:30 p. m., Tuesdays.

\$25, \$10, \$5—Offered by Brown & Williamson. Send in letters outlining qualifications on "Perfect Husbands." Details "Uncle Walter's Doghouse," 8:30 p. m., Fridays.

**PIPER CUB AIRPLANE**—Offered by Brown & Williamson—an empty package of Wings with completed sentence. Details "Wings of Destiny," 9 p. m., Fridays.

**PICKLE FORK**—Offered by Campbell Cereal Malt-o-Meal—Yellow Malt-o-Meal box top. Details on announcement 12:31 p. m., Mondays through Fridays (additional spots during day).

**PRAYER BOOK**—Offered by National Council, Catholic Men. Details "Catholic Hour," 5 p. m., Sundays.

**CHICAGO ROUND TABLE BOOKLET**—Offered by Chicago University—10 cents one copy; 25 cents, five copies; \$1, one-half year's subscription. Details "University Roundtable," 1:30 p. m., Sundays.

**MAGIC WITCH FLOWER**—Offered by Dwarfs Corp., 10 cents and Dwarfs box top. Details on announcements, Sundays.

**EAT RIGHT FOODS**—Booklet offered by University of Nebraska. Details "Farm Facts and Fun," 1 p. m., Saturdays.

**MAGIC GARDEN BALL**—Offered by Folger Coffee Company label or tin band and 10 cents. Details "Judy and Jane," 1:45 p. m., Mondays through Fridays.

**CLOTHES PIN BAG**—Offered by Haskins Blue Barrel Soap—three wrappers and 15 cents. Details on announcements 12:40 p. m., Mondays through Fridays.

**JERGENS FACE CREAM**—Offered by Jergens & Company, with purchase of 50-cent bottle of Jergens Lotion. Details "Walter Winchell," 10:15 p. m., Sundays.

\$50—Offered by Mars, Inc.—three questions and wrapper from candy bar. Details "Dr. I. Q.," 8 p. m., Mondays.

## Martha's New Ideas On Christmas Cakes and Cookies

By MARTHA BOHLSSEN

Director, Homemakers' Club of the Air—Saturdays, 10:30 A. M.

At this point, in the month of December, we find ourselves hustling around in more or less of a state of excitement. There's so much to be done—most of the shopping, the Christmas makings, the decorations, the plans for the children. And then, most important of all, the atmosphere of hospitality in our own homes. We are more or less bursting with the Christmas spirit—anticipating the visits of friends and relatives, many individuals whom we see only at this one particular time in the year. Generally we don't bother about dignified invitations, rather we look forward to those "dropping-in guests," who should be approaching our doorsteps at most any hour during the holiday season. So, even if you haven't a Christmas party planned, you ought to have some little Christmas cakes and cookies—even sweets



Martha Bohlsen

and long strings of popcorn, and many other dainties, ready to prove your hospitality to these unexpected guests. I always think of this old poem when the Christmas season rolls around:

You never know with a doorbell  
Who may be ringing it—  
May be Great-aunt Cynthia  
To spend the day and knit!  
Of course . . .  
It could be the old umbrella man,  
Tools and bag and all;  
But it may be a lady in rustling silk  
With card case . . . come to call!"

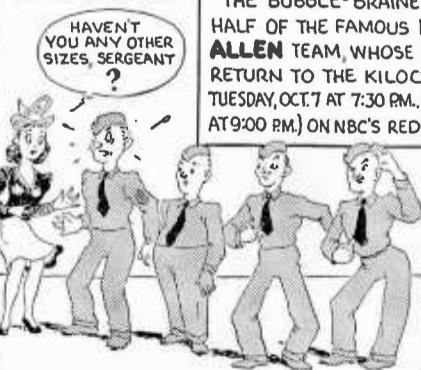
Of course, this poem has a very old-fashioned flavor, but it's charming, don't you think? At any rate, it expresses the idea—the anticipation of guests at Christmas time. Now, I know that you have a long list of favorite holiday cookies, that are almost an institution at your house. You have some special candies, and frosted nuts, and all sorts of things, but perhaps you've never made up the special tray of fancy cakes. I think you might like to try them this year. For the foundation, use any good white cake recipe. You probably have one that you like better than any other. The fun in making these cakes is in the finishing touches. Bake the cake in shallow oblong or square pans, so that you can turn them out and

(Continued on page 7)

## RadiOddities by Squier



GRACIE ATTENDED A CONVENT, STUDIED DANCING, MADE HER STAGE DEBUT AT SAN FRANCISCO'S HIPPODROME. SHE FIRST 'WOWED' HER AUDIENCE WHEN SHE MESSED UP A DANCE ROUTINE!



Gracie Allen  
THE BUBBLE-BRAINED HALF OF THE FAMOUS BURNS & ALLEN TEAM, WHOSE HIGH JINKS RETURN TO THE KILOCYCLES ON TUESDAY, OCT. 7 AT 7:30 PM. EST (REPEAT AT 9:00 PM.) ON NBC'S RED NETWORK.

SQUIER.

SHE LOVES COSTUME JEWELRY AND WACKY HATS...MANY OF THE MORE DAFFY MODELS SHE DESIGNS HERSELF! SHE'S 5 FT. 1 IN. TALL, HAS BROWN EYES AND RED-BROWN HAIR.



THAT "BROTHER" SHE'S TRACKED THRU MILES OF SCRIPT AND NOW SEEKS IN ARMY CAMPS IS JUST A GAG - SHE HASN'T ANY! BUT THE CHARACTER IS SO WELL KNOWN THAT DUMB ROOKIES IN MANY CAMPS ARE CALLED 'GRACIE'S BROTHER.'

## THE SPORTS EYE

By TOM DAILEY  
WOW Sports Editor

Hello, Good Sports!

Allow me to spin a little story for you about a football game played on Christmas Day. Coach Brown's

team had not won a game all year. They had been defeated by not less than 30 to nothing in every game, and the game today was evidently going to end as usual. It was half time, and the team had gone to the dressing room

Tom Dailey for the usual "jacking up."

Coach Brown took his place before his players and, after looking them over, spoke to them in moderate, measured tones:

"Boys, I have no harsh words for you at this time, but I would like to tell you a little story. As you know, we haven't won a game all year. I wanted to win this game from Central City today because of my mother. You see, I have a telegram here from mother, and she's listening-in to a broadcast of the game on the new radio I sent her for Christmas. I can see her now in her little white cottage on the edge of that small town in Kentucky. The grass is very green and the white fence seems whiter than ever as I see it now. Mother's flower garden is a riot of color, even on this Christmas Day, and the ivy has crawled up to form a beautiful frame around the window by which this dear soul now sits, listening to her son's football efforts."

### Christmas Radio

The coach scuffed the floor and wiped a tear away. The players dropped their heads, stealing glances around the quiet room.

The coach continued: "I can see mother as she smiles in admiration at her new Christmas radio, and I can see those beautiful but work-worn fingers caress that radio's shiny surface. She smiles and pulls her shawl closer about her shoulders and gazes out the window across the low-hanging hills to the west. It's a beautiful picture, fellows, and I just wanted you to know that mother would be mighty happy if she could hear the announcer tell of us winning this game, and then hear my voice as the announcer asked me those victory questions. That would be her wonderful Christmas present from you, the team, and she would cherish the thought for the rest of her days."

"That's all I have to say boys, except that I received this telegram as I came off the field. I might even read it to you."

### A Telegram

Coach wiped another tear as his players bit their lower lips.

He continued: "This is the telegram, fellows: 'Am listening-in to the game and praying that you will enjoy victory. Your mother loves you.' It's signed 'Mother.'"

Coach awkwardly stuffed the telegram at his side coat pocket and it fluttered to the floor. He turned his back and walked out of the room.

After nudging each other for a bit, and after drying up the sniffles, the players suddenly broke into a wild, victory-hungry crew, slapping each other on the back and yelling for a win for the coach, and, most of all, mother.

They stampeded from the room, with the quarterback last to leave. He grabbed up the telegram and read it as he ran. The telegram stated:

"Sure thing in fifth at Arlington. Bet Prince Pal on the nose."

But mother got her Christmas present because the quarterback kept still.

It isn't that you won or lost, but how you played the game.

The nation's blind, radio's most appreciative listeners, are going to "read" the exciting story of broadcasting. "I Live on Air," the chronicle of A. A. Schechter's career in radio's unpredictable special events, has been made into a "talking book."

# "BIG NAMES" MAY'S GUESTS

## NEWS TOWER OFFERS

(Continued from page 6)

**WRIST WATCH**—Offered by Peter Paul Ten Crown—jingle and wrapper from 5-cent pack of gum. Details on announcement 12:30 p. m., Mondays through Fridays.

**TODAY'S HOSTESS BOOK**—Offered by Procter & Gamble—tops from two large packages or from four medium packages of Ivory Snow. Details "Mary Marlin," 10 a. m., Mondays through Fridays.

**PARTY BOOK**—Offered by Procter & Gamble—25 cents in coin. Details "Truth or Consequences," 7:30 p. m., Saturdays.

\$10, \$5—Offered by Procter & Gamble—for consequences and questions used on program. Details "Truth or Consequences," 7:30 p. m., Saturdays.

**RECIPE BOOK**—Offered by Sealtest, Inc. Send postcard. Details "Rudy Vallee," 9 p. m., Thursdays.

**QUIZ CONTEST**—Offered by Standard Oil. Details "Auction Quiz," 6:30 p. m., Saturdays.

## SAIE AWARDS

(Continued from page 2)

over and above his regular duties. Editors of 75 house organs and industrial publications from 15 midwestern and southwestern states attended.

Bill Wiseman spoke on "The Use of the House Organ in Radio Promotion." He told of the history and purpose of the Radio News-Tower, and predicted that the time will come when all major radio stations will have a publication similar to WOW's.

## MARTHA BOHLSEN

(Continued from page 6)

then cut them into little individual cakes.

There should be round ones and square ones, triangles, crescents, star shapes, and many others. Allow the cake to cool before cutting, and then cut into fancy shapes. All cutting must be done with as little pressure as possible, and with quick, sure strokes, so the sides of the cakes will be smooth and the corners sharp. Avoid a sawing motion when cutting the cakes, or they will appear rough and will be difficult to frost. Then, for the frosting, use the simple "butter frosting" in the following proportions:

Four tablespoons butter.  
Two cups sifted confectioners' sugar.  
Three tablespoons milk.  
One teaspoon vanilla.  
A dash of salt.

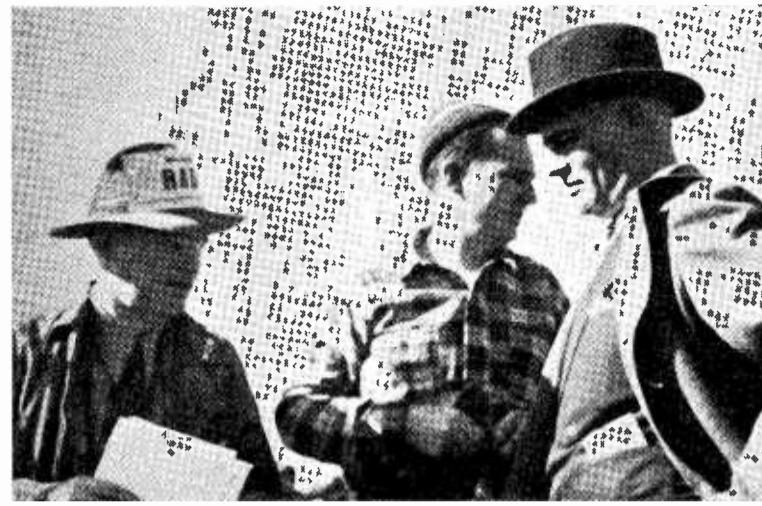
This makes enough frosting to cover the tops and sides of about two dozen cakes. Then when you begin the decorating, your kitchen table should be well supplied with holiday cake decorations, including a small bowl of little green candies, another of red cinnamon drops.

Candy confetti in all colors of the rainbow is still another, and the little silver balls that roll around the saucer like quick-silver, they're called dragees—you see them all the time in the caterer's store. Then, there should be some snowy coconut, two little piles of colored sugar, one red, one green—and also some thin slices of citron, colored green. Now, I'm sure you can begin to see holly wreaths and sprigs of mistletoe and all sorts of pretty designs growing right before your very eyes. Even the most inexperienced decorator can make attractive-looking cakes when she has such materials at the tips of her fingers. So, try your hand at these fancy little cakes this year. It's loads of fun to make them, and they'll make your presentation look like something that found its origin in a most exclusive bakery shop.

Merry Christmas to all of you and the best of everything in the new year.

The nation's blind, radio's most appreciative listeners, are going to "read" the exciting story of broadcasting. "I Live on Air," the chronicle of A. A. Schechter's career in radio's unpredictable special events, has been made into a "talking book."

## GOVERNOR AIDS MAY



Governor Dan Green of Illinois, right, was Foster May's chief assistant when Foster covered the National Cornhusking Contest recently at Tonica, Ill. In the center is Everett Mitchell, famous NBC announcer.

## KAY KYSER VISITS OMAHA



Kay Kyser, Dorothy Dunn and Foster May at the Union Depot—a shot snapped recently when the famous Lucky Strike star, his singer and their troupe visited Omaha.

## IN NEW WORKER'S HOME



WOW was the voice that launched 360 homes for defense workers in the Upland Homes Project. Photo shows Martha Bohlsen, Director of Nebraska Power's "Homemakers' Club," and Harry Burke, holding microphone, with officials of the project—left to right—A. W. Campbell, John Latenzer and J. W. Connor.

## GROCERS FETE VISITOR



After a special broadcast on WOW for grocers, Mrs. R. M. Kiefer, Secretary of the National Retail Grocers' Association, was feted at a dinner at the Blackstone. In the photo, left to right, are Mr. and Mrs. Harry Kulakofsky, Mr. and Mrs. Louis Kavan, Mrs. Kiefer, and Mr. and Mrs. Louis Sommers.

## Gibbs and Carroll On Special Shows



Foster May's "Man on the Street" program could have been labeled the "Bureau of Famous Persons" during the past month.

The parade of "big names" before the "Man on the Street" microphone reached a new peak as plans were made for a series of interviews by famous native sons and daughters to come back to Omaha for the Christmas holidays. Highlight of Foster's December plans will come on December 15, when a new "Man on the Street" sponsor will be announced. The Chevrolet Zone Dealers' Association relinquished sponsorship with regret, due to curtailment of new car production.

Foster May started off November with another unusual broadcast of the National Cornhusking Contest, this time in Tonica, Ill. Governor Dan Green of Illinois, Everett Mitchell, "National Farm and Home Hour" fame, and others assisted with the broadcast.

During the month a few of the celebrities who have been interviewed by May on the "Man on the Street" program included Sir Phillip Gibbs, noted war correspondent, lecturer and journalist; Countess Limierick of Great Britain came to Omaha to assist in the annual Red Cross Roll Call; Earl Carroll, Los Angeles, producer of Earl Carroll's Vanities and authority on feminine pulchritude; Chief Daniel Deasy of the New York fire department, recently returned from London, where he investigated incendiary bombs; Miss Ruth F. Woodsmall, Geneva, Switzerland, National Secretary, Y. W. C. A.; Jack Burnett, Sonja Henie's chief Publicity Manager; John Charles Thomas, famous baritone, and Miss Hertha Glaz, Viennese contralto, and Kay Kyser, famous professor of the Lucky Strike "Kollege of Musical Knowledge."

The past month has included two of the news roundtable discussions, in which WOW newswriters joined with Foster in a discussion of World War No. 2.

One of the most unusual broadcasts of the month was a series of questions on "Do you appreciate art?" conducted in connection with National Art Week.

## FOR THIRD YEAR

For the third successive year, Nebraska Power Company will sponsor a special Christmas Eve program over WOW, from 10:45 p. m. to 12 midnight. The program will include appropriate Christmas music and original Christmas drama, and a greeting from Martha Bohlsen and Harry Burke, who conduct the regular "Homemakers' Club of the Air," Saturdays mornings, 10:30 o'clock.

## Home-Made Music On the Increase

More families are interested in music within their homes than in any period in many years, according to William Schmoller, Vice President of Schmoller & Mueller Piano Company.

Mr. Schmoller said the sale of musical instruments, and especially pianos and the new Solovox units, has shown a marked increase during the past year.

The Schmoller & Mueller Company has found additional evidence of the increased interest in "self-made music" in its program on WOW "The Music Hour," heard Sundays at 12:30 p. m. In one quarter-hour broadcast nearly a thousand families responded to an offer (now expired) of a free Christmas Carol Song Book.

RETURN POSTAGE GUARANTEED  
To: Radio Station WOW  
Omaha, Neb.

BLANKENBORN MRS C E  
R F D 3

12-41

MAPLETON IA

RADIO NEWS TOWER

Sec. 562, P. L. & R.  
U. S. POSTAGE  
PAID  
Omaha, Neb.  
Permit No. 257

Page Eight

# WOW'S DECEMBER NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "12/41" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:15	Music Well Done Falstaff	Music Well Done Falstaff	Music Well Done Falstaff	Music Well Done Falstaff	Music Well Done Falstaff	Musical Melodies	Catholic Hour (5 to 5:30)
5:30	4-Bell News—Sports Vicks—Burlington Bus Clove Gum Salad Wafers—Falstaff	4-Bell News—Sports Vicks—Clove Gum Bauer Candy Salad Wafers—Falstaff	4-Bell News—Sports Vicks—Burlington Bus Clove Gum Salad Wafers—Falstaff	4-Bell News—Sports Vicks—Clove Gum Bauer Candy Salad Wafers—Falstaff	4-Bell News—Sports Vicks—Burlington Bus Clove Gum Salad Wafers—Falstaff	4-Bell News—Sports Tri-States Clove Gum Salad Wafers—Falstaff	The Great Gildersleeve Kraft Cheese
6:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Dinner Music	Jack Benny General Foods Jell-O
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	Auction Quiz Standard Oil	Fitch Bandwagon
6:30	Dinner Music	Burns and Allen Swan Soap	Dinner Music	Cugat Revue Camels	Dinner Music	Gen. Cigar—Beg. 12/19	Manhattan Merry-Go-Round Dr. Lyons
6:45	Gen. Cigar—Beg. 12/19	Johnny Presents Philip Morris	The Thin Man Woodbury Products	Maxwell House Coffee Time General Foods	Cities Service Concert	Knickerbocker Playhouse P. & G. Drene	Charlie McCarthy Chase & Sanborn Coffee
7:00	Telephone Hour Bell Telephone	Horace Heidt Tums Treasure Chest	Plantation Party Bugler Tobacco	Aldrich Family General Foods Postum	Information Please Lucky Strike	Truth or Consequences P. & G. Ivory	One Man's Family Standard Brands
7:30	Voice of Firestone Concert	Battle of the Sexes Molle Shaving Cream	Time to Smile Sal Hepatica Ipana	Kraft Music Hall	Waltz Time Phillips Milk of Magnesia	National Barn Dance	American Album of Familiar Music Bayer Aspirin
8:00	Dr. I. O. Mars Candy Bars	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis	Bing Crosby	Uncle Walter's Doghouse Raleigh Pipe Tobacco	Alka-Seltzer	Hour of Charm General Electric
8:30	That Brewster Boy Quaker Oats	Red Skelton & Co. Raleighs	Kay Kyser Show	Rudy Vallee Sealtest	Wings of Destiny Wings Cigarettes	Famous Jury Trials O'Henry Candy	Sherlock Holmes Bromo Quinine
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Lucky Strike	Frank Fay Tums	Grand Central Station Rinso	C. B. & Q. WOW News Tower National Biscuit	Dear John Welch Grape Juice
9:30	Cavalcade of America Du Pont	C. B. & Q. WOW News Tower National Biscuit	C. B. & Q. WOW News Tower National Biscuit	C. B. & Q. WOW News Tower National Biscuit	C. B. & Q. WOW News Tower National Biscuit	Sports Nebraska Clothing	Walter Winchell Jergens Lotion
10:00	C. B. & Q. WOW News Tower National Biscuit	Sports Nebraska Clothing	Sports Nebraska Clothing	NBC	NBC	Music Box	WOW News Tower Kilpatrick's Dwarfies
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	NBC	NBC	NBC	NBC	AP News
10:30	Falstaff will sponsor broadcasts of all Ak-Sar-Ben Knights hockey games, starting at 10:30 p. m. Consult your hockey schedule.						
11 & 11:55	AP News	AP News	AP News	AP News	AP News	AP News	AP News

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

## MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies.....	Daily except Sun.	11:30 A. M.—As the Twig Is Bent—Gen. Foods—Grapenuts.. Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—Early Morning News Tower.....	Daily except Sun.	Call to Youth, NBC..... Sat.
6:15 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.	Emma Otero, Soprano..... Sun.
Time and Tunes.....	Sat.	11:45 A. M.—Helen's Home—Lever Bros.—Rinso..... Mon., Tue., Wed., Thu., Fri.
6:30 A. M.—Markets (Remote).....	Daily except Sun.	Matinee in Rhythm..... Sat.
6:35 A. M.—Time and Tunes.....	Daily except Sun.	12:00 Noon—Aunt Jenny—Lever Bros.—Spry..... Mon., Tue., Wed., Thu., Fri.
6:45 A. M.—Lyle and Eddie—Nutrena Mills.....	Mon., Wed., Fri.	12:15 P. M.—Markets (Remote)..... Mon., Tue., Wed., Thu., Fri.
7:00 A. M.—WOW News Tower—Roberts, Mid-Continent, Peter Paul. Daily except Sun.	Daily except Sun.	Billy Grant, NBC..... Sat.
News Summary.....	Sun.	WOW News Tower—Kilpatrick's, Dwarfies..... Sun.
7:05 A. M.—Organ Music, NBC.....	Sun.	12:30 P. M.—WOW News Tower—Peter Paul—Haskins..... Daily except Sun.
7:11 A. M.—Transcriptions .....	Daily except Sun.	The Music Hour—Schmoller & Mueller..... Sun.
7:15 A. M.—Ideal Melodies—Wilson & Co. ....	Mon., Wed., Fri.	12:45 P. M.—Man on the Street..... Daily except Sun.
Morning Stars—Wimsett (Last 12/13).....	Tue., Thu., Sat.	Singing Canaries—Hartz Mountain Products..... Sun.
7:30 A. M.—Clifton Utley—Skelly News.....	Mon., Tue., Wed., Thu., Fri.	1:00 P. M.—Light of the World—General Mills—Gold Medal Flour..... Mon., Tue., Wed., Thu., Fri.
Musical Clock.....	Sat.	Farm Facts and Fun..... Sat.
Gypsy Ensemble, NBC.....	Sun.	Sammy Kaye's Sunday Serenade..... Sun.
7:45 A. M.—Musical Laundry Man—Kimball Laundry.....	Mon., Tue., Wed., Thu., Fri.	1:15 P. M.—The Mystery Man—General Mills—Wheaties..... Mon., Tue., Wed., Thu., Fri.
AP News.....	Sat.	1:30 P. M.—Valiant Lady—General Mills Bisquick..... Mon., Tue., Wed., Thu., Fri.
8:00 A. M.—Morning Melodies.....	Daily except Sun.	Whatcha Know Joe..... Sat.
Happy Jack Turner, NBC.....	Sat.	University of Chicago Roundtable, NBC..... Sun.
European News Roundup, NBC.....	Sun.	1:45 P. M.—Judy and Jane—Folger Coffee..... Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—Robert Clayton's Life—Butter-Nut Coffee.....	Mon., Tue., Wed., Thu., Fri.	2:00 P. M.—Against the Storm—P. & G. Ivory..... Mon., Tue., Wed., Thu., Fri.
Morning Melodies.....	Sat.	Defense and Your Dollar..... Sat.
Deep River Boys, NBC.....	Sun.	Bob Becker's Chats About Dogs—John Morrell & Co. .... Sun.
8:30 A. M.—Musical Melodies.....	Daily except Sun.	2:15 P. M.—Ma Perkins—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.
Hank Lawson and His Knights of Road.....	Sat.	H. V. Kaltenborn, NBC..... Sun.
Chapel Service, Rev. R. R. Brown.....	Sun.	2:30 P. M.—Guiding Light—P. & G. Naphtha..... Mon., Tue., Wed., Thu., Fri.
8:45 A. M.—Reveille Roundup—Groves Bromo Quinine.....	Mon., Wed., Fri.	Golden Melodies, NBC..... Sat.
Little Doghouse.....	Sat.	Listen America, NBC..... Sun.
9:00 A. M.—Bess Johnson—Colgate Supersuds.....	Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Vic and Sade—P. & G. Crisco..... Mon., Tue., Wed., Thu., Fri.
Police Bulletins.....	Sat.	3:00 P. M.—Backstage Wife—Watkins Products..... Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—Bachelor's Children—Colgate Dental Cream.....	Mon., Tue., Wed., Thu., Fri.	Associated Press News, NBC..... Sat.
Markets (Remote).....	Sat.	The Week's News—Kilpatrick's—Dwarfies..... Sun.
9:20 A. M.—United States Government Reports.....	Sat.	3:02 P. M.—Weekend Whimsey, NBC..... Sat.
9:30 A. M.—Helpmate—Cudahy Dutch Cleanser.....	Mon., Tue., Wed., Thu., Fri.	3:15 P. M.—Stella Dallas—Phillips Milk of Magnesia..... Mon., Tue., Wed., Thu., Fri.
America the Free—Anacin.....	Sat.	Tony Wons' Scrap Book—Hall Bros..... Sun.
Tom Terriss, NBC.....	Sun.	3:30 P. M.—Lorenzo Jones—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Road of Life—P. & G. Oxydol, Chipso.....	Mon., Tue., Wed., Thu., Fri.	A Boy, A Girl, A Band, NBC..... Sat.
Musical Meditations—Omar Wonder Flour.....	Sun.	The World's Most Honored Music—Longine's Watches..... Sun.
10:00 A. M.—Mary Marlin—P. & G. Ivory.....	Mon., Tue., Wed., Thu., Fri.	3:45 P. M.—Young Widder Brown—Bayer Aspirin..... Mon., Tue., Wed., Thu., Fri.
Lincoln Highway—Shinola.....	Sat.	4:00 P. M.—When a Girl Marries—General Foods—Swans Down..... Mon., Tue., Wed., Thu., Fri.
WOW News Tower—Kilpatrick's, Dwarfies.....	Sun.	Metropolitan Auditions—Sherwin Williams..... Sun.
10:15 A. M.—Pepper Young—P. & G. Naphtha.....	Mon., Tue., Wed., Thu., Fri.	4:15 P. M.—Portia Faces Life—General Foods—Bran Flakes. Mon., Tue., Wed., Thu., Fri.
Reformers Club—Coryell 70.....	Sun.	4:30 P. M.—Musical Melodies..... Mon., Wed., Fri.
10:30 A. M.—Lone Journey—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.	Creighton University..... Tue., Thu.
Homemakers' Club of the Air—Nebraska Power Company.....	Sat.	NBC Recital Period, NBC..... Sat.
Music and American Youth.....	Sun.	Nichols Family—Vicks Vapo-Rub..... Sun.
10:45 A. M.—David Harum—B. T. Babbitt, Bab-O.....	Mon., Tue., Wed., Thu., Fri.	4:45 P. M.—Arnold Grimm's Daughter—General Mills—Kix. Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Home Beautiful—Orchard & Wilhelm (Last 12/19).....	Mon., Tue., Wed., Thu., Fri.	Headlines Ahead..... Sat.
Creighton University of the Air.....	Sat.	5:00 P. M.—War Headlines—Plough, Inc..... Mon., Tue., Wed., Thu., Fri.
Second Guessers, NBC.....	Sun.	Catholic Hour, NBC..... Sun.
11:15 A. M.—Toby and Susie—Peter Pan Bakers.....	Mon., Tue., Wed., Thu., Fri.	5:05 P. M.—Musical Melodies..... Mon., Tue., Wed., Thu., Fri.
Consumer Time.....	Sat.	