

Radio  
Station  
WOW

# RADIO NEWS TOWER

5000  
Watts  
590 Kc.

Complete Radio Program News From Radio Station WOW

VOL. I—No. 7

OMAHA, NEBRASKA, APRIL 1, 1937

PUBLISHED MONTHLY

## WOW CELEBRATES BIRTHDAY

### New Sponsor For J. Fidler

Jimmie Fidler, who stands at the head of reporters covering the Hollywood movie front, is now on a new series of programs broadcast for Drene Shampoo, a Procter and Gamble product.

Fidler's frank and fearless news of the screen colony, his authentic notes, his open letters, his notes from the little black book and his previews from the latest films make his program an outstanding offer on the air.

Perhaps you did not know it, but he is from Tennessee, and has been an actor, reporter, press agent, magazine publisher and columnist. Working with him is a rather large staff of assistants, who help gather material for each broadcast.

He is blond, energetic and a human dynamo of action. You can hear him every Tuesday night over WOW from 9:30 to 9:45 o'clock.

### Gene and Glenn In Omaha

Gene Carroll and Glenn Rowell, famed on the radio as "Gene and Glenn," with "Jake and Lena" are coming to Omaha to help radio station WOW celebrate its 14th birthday. The Gene and Glenn program on April 2 and 3 will originate in the studios of radio station WOW.

### Burns and Allen Now On WOW

Glad you're on WOW! Everybody's glad that George Burns and Gracie Allen, the famous radio comedy team, are starting a new series of weekly broadcasts over WOW, beginning Monday, April 12, at 8:30 p. m., under the sponsorship of General Foods Corporation, in the interest of Grape-Nuts.

The program will originate in the Hollywood studios. Burns and Allen, now popularly called the "Nitwits of Networks," made their microphone debut with Eddie Cantor in 1932. Their success on the air led to motion picture contracts and splendid radio programs.

Gracie hails from San Francisco and George from New York. They met in a small theater in Unionhill, N. J., and have been going "great guns" ever since.

At first Gracie played "straight" and George gave the gag answers, but the audience laughed so much at Gracie's questions that they changed their parts, and now George plays "straight" for Gracie.

### THANK YOU . . .

Fourteen years ago this month the Sovereign Camp of the Woodmen of the World launched radio station WOW, then WOAW.

Through the foresight of the late Sovereign Commander W. A. Fraser and the courageous efforts of my colleagues, particularly Col. T. E. Patterson, vice president; John T. Yates, former secretary, and Orson Stiles, organization head, this radio station has gone ahead as the pioneer station of the middle west, devoting itself to the public service, providing cheer and education for our listeners.

Today, Pres. De Emmett Bradshaw, the board of directors and the fraternal members of the Sovereign camp, and our radio staff, express gratitude to all those who have helped in the success of radio station WOW, and to pledge again our determination to serve well all WOW listeners.

WILLIAM RUESS,  
Personnel Director of Radio Station WOW.

### "Smiling Ed" Makes Good His Offer

The bulky McConnell has been promising his listeners that he would broadcast from the home of some listener who would give him the best suggestions for a "reducing formula."

It seems that Aloysius Charlevoix, 127 Forest avenue, Royal Oak, Mich., made the best suggestion for reducing "Smiling Ed's" 294 pounds. On Sunday, March 21, at 4:39 p. m., "Smiling Ed" gave his broadcast from the Charlevoix living room in Royal Oak.

As far as records go, it is believed that this program was the first broadcast on network to originate in a private home.



At left is Mrs. De Emmett Bradshaw, to whom was given the honor of cutting radio station WOW's 14th birthday cake for De Emmett Bradshaw, president of the Sovereign Camp of the Woodmen of the World, and William Ruess, chairman of the board of auditors of the Sovereign camp and personnel director of the radio station. . . . Mrs. Bradshaw was one of the first of the volunteer artists to broadcast over WOW in 1923.

Radio Station WOW Celebrates Its 14th Birthday Since Its Establishment on April 2, 1923

On April 2, 1923, the Sovereign Camp of the Woodmen of the World, under the leadership of W. A. Fraser, achieved distinction by venturing into the then almost unknown field of radio.

In the mind of the sovereign commander, the air represented an ideal method of transmitting the fraternal spirit of the Sovereign Camp of the Woodmen of the World to members and to listeners at large.

The station, then known as WOAW, set forth on an uncharted sea, without precedent, without experience. It set a goal of service to listeners. Through the efforts of Mr. Orson Stiles, organization head of the Sovereign camp, and the station managers, WOW has grown from a "small-time" station to a "big-time" station, with 5,000 watts power on 590 kilocycles, covering intensively a major portion of six states, and serving listeners and advertisers with the same high regard and principles laid down 14 years ago.

Under the direction of Pres. De Emmett Bradshaw and Mr. William Ruess, chairman of the board of auditors of the Sovereign camp and personnel director of the station, WOW now enjoys the finest studio facilities available.

WOW is also proud to possess a complete new transmitter, with the vertical radiator antenna, with which it broadcasts in the most modern high fidelity manner to all its listeners.

The 14th birthday of radio station WOW proves how clearly the founders of this station saw the future and how well all concerned have carried out their work.

Miss Louise Seidl, well-known harpist on the Northern Naturals program, was guest artist recently at the Fortnightly club in Omaha. Miss Seidl played a group of three numbers, consisting of "A Harp Solo from Lucia di Lammermoor," by Donizetti; "Schone-Erinnerung," by Hahn, and "Zephyrs," by Johnson.

## BRIDGE



Mrs. Ely Culbertson (above) and her husband, of bridge fame, now conduct a series of bridge lessons broadcast by electrical transcription over WOW every Tuesday and Thursday at 1:45 p. m.

The interesting feature of this series is that listeners may obtain each lesson in printed form absolutely free, by calling the sponsors, the Evans Laundry and the Emerson-Saratoga Laundry in Omaha.

### NBC President Sends Greetings to WOW

From Lenox R. Lohr, president of the National Broadcasting Company, comes congratulations on WOW's 14th birthday.

Mr. Lohr writes:

"The occasion of the 14th birthday of station WOW is one which I should not wish to have pass without expressing the deep pride which the National Broadcasting Company feels in the association of this station with our network.

"May I extend my warm congratulations to you and the station staff, as well as, through you, to Mr. Bradshaw, the president of the organization which has given this country one of its outstanding broadcast stations."

## Brandeis Store, Omaha Sponsors Fashion "Parade"

Fashion news is important news, and authentic fashion news is more than important—it is rare.

That is why Brandeis Store of Omaha sponsors Kay Brandson in the "Brandeis Fashion Parade," broadcast every Friday from 3 p. m. to 3:30 p. m. over WOW.

Kay Brandson is a vital, interesting person, who has spent a great deal of time in fashion study and has a distinctive ability to pick out important style trends before they actually become apparent.

One of the reasons you will enjoy her program so much is because she explains fashions in terms of our own pocketbooks and purposes. Style authorities have confessed that extremities in style are only for the few, and most women have a limited budget that requires careful handling.

Women who listen to Kay Brandson always profit by it. She tells them the right things to buy, and in following her advice they actually save money and look much smarter.

In checking over some of the radio stars and their actual habits, Kay Brandson has found that Joan Blaine, the star of "A Tale of Today," wears brilliant-toned ensembles. Her favorite color is blue. Her new outfit in that color combines a soft wool dress with navy zipper openings, short sleeves and a coat of English tweed.

Incidentally, the fashion parade

### John J. Gillin, Jr., Youngest Radio Head

John J. Gillin, Jr., manager of radio station WOW, is one of the youngest major radio executives in the entire nation. He joined WOW in 1929 and became manager in 1931. He has not only been instrumental in guiding radio station WOW to a position in first rank in the industry, but he has also found time to serve as a director of the National Association of Broadcasters and vice president of the Sixth district of the National Junior Chamber of Commerce.

## Kay Brandson On Air . . .



Kay Brandson, stylist of WOW and featured in the broadcast of the Brandeis Store, the "Brandeis Fashion Parade," is shown here as she appears in the WOW studios for the regular broadcast every Friday afternoon at 3 o'clock. All of the styles which Miss Brandson discusses are to be found in the various departments of the Brandeis Store. Write to her concerning your problems of proper style selections. Her service to listeners is without charge. Simply write to Kay Brandson, care of radio station WOW.

# WOW

The Radio News Tower is published monthly by the Sovereign Camp of the Woodmen of the World Life Insurance Association.

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We apologize to Mrs. F. E. Briggs. Here is a letter we received:

"While listening to your station advertising your 'Radio News Tower' one day last week, I was astonished to hear the announcer say that 'Dari Dan' in the program 'While the City Sleeps' was played by Mr. Zinsmaster. At least that sounded like the name.

"My son, Finney Briggs of Chicago, has played the part and written most of the script for over two years, and begins a new contract on March 8. Will you please explain the use of the name Zinsmaster?"

Well, Mrs. Briggs, we made a slight mistake in not explaining clearly what Mr. Zinsmaster was doing in connection with the "Dari Dan" program. But we are glad we made this error, because it brought us in touch with you. We did not know that Finney Briggs' mother lived so close to us, practically neighbors.

The whole idea was that Mr. Zinsmaster, who drives a Roberts' Dairy truck, selling "Dari Rich," had an experience some time ago very similar to those dramatized on the adventures of "Dari Dan." The story about Mr. Zinsmaster merely ran to show how the material is gathered for the script in which your son stars.

Thank you for your kind letter!

RADIO NEWS TOWER EDITOR.

"My home is in Columbus, Neb., but I am here (El Centro, Calif.) on a visit, 2,000 miles from Omaha, and your station WOW comes in very clearly and loud....I think that is very good.

"JOHN STEINHAUSER."

Thank you, Mr. Steinhauser! We had no idea we were getting out so far with our programs.

Speaking of oddities! It so happened the other day on WOW that a commercial announcement was followed by the "Streamliners" broadcast, heard every morning. Just as the WOW commercial announcement was finished, the switch was made and the Streamliners came on the air with a shout: "Don't believe it!"

Bill Baldwin, staff announcer of WOW, and noted for his fine work on the Woodmen of the World program, "Out of the Night to You," recently had an interesting experience. He concluded a regular program on WOW and introduced the next feature, which originates in California. Much to his surprise, Elza Shallert, who then came on the air, said: "Thank you very much, Bill!" Just an oddity. Another Bill was her announcer, and Bill Baldwin announced her on WOW.

A listener writes us from Norfolk, Neb., asking us:

"I should like to know why Foster May always has his back turned in pictures.

"I should like to see a good picture of his face.

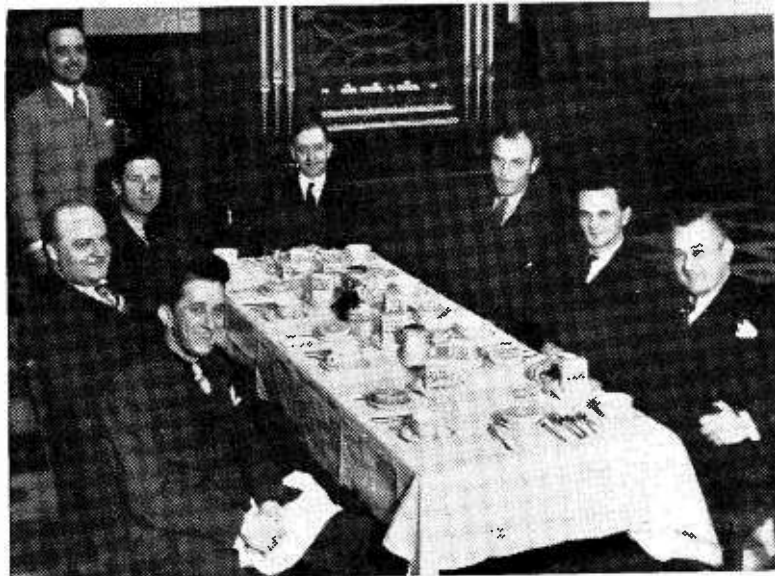
"I have always enjoyed the Radio News Tower.

"ADA BRANDENBERG.

"Norfolk, Neb."

Well, Mrs. Brandenburg, we appreciate your note of curiosity and your complimentary paragraph about the News Tower. As a matter of fact, it just happens that way. You see, when Foster May is interviewing someone, it is almost impossible to get both of them facing the same way at the same time. Hence, the photographer, jumping about as he must to get the picture, tries to get the face of the person being interviewed rather than Foster May's.

## Gene and Glenn Celebrate



Seated at the table in WHO studio, Des Moines, are Gene Carroll, Warren Wade, Hale Bondurant, Ernie Sanders (standing), J. O. Maland, O. E. Moe of the Kellogg Company, Don Kerr, N. W. Ayer official, and Glenn Rowell. Together this group celebrated on March 9 the first anniversary of the Cornbelt Wireless. (See page 4 of the Radio News Tower for further details on the Cornbelt Wireless.)

## Orson Stiles Speaks of WOW

By HARRY BURKE

In that the April issue of the News Tower deals with WOW's 14th anniversary, I thought we should go back to the beginning and briefly mention a few instances concerning the station's early history. Naturally, it was necessary to talk with an individual who was responsible for radio station WOAW, as it was known then. Mr. Orson Stiles, one of the pioneers of radio, was the gentleman that I had the pleasure of interviewing, and if I could put in writing the many interesting things he had to tell, I could fill the entire issue of the News Tower. But since that is impossible, I want to bring to light, briefly, some of WOW's early history.

The first official program of this station was broadcast in the early evening of April 2, 1923. And this was indeed a mid-western occasion. The two-hour performance included some of the finest amateur and professional talent of the states of Iowa, Missouri and Nebraska—all participating through invitation. For several years the management of WOAW refused to commercialize the station. However, commercial and civic interests were assigned time on the air in exchange for their programs. The commercial interests gained such favorable publicity through mention of the sponsors, sales of their products were stimulated.

As there were no commercial accounts, the programs were made up exclusively of volunteer talent, but as the publicity value was recognized by the best local and national talent, WOAW was fortunate to have on its programs the finest talent of the country—all of whom were styled artists. At that time music publishers engaged nationally-known and capable singers and musicians to plug their songs. Now stations are required to pay a licensed fee for the same privilege.

Those of you who are technically-minded will be interested in knowing that in the early years of phone broadcasts all stations transmitted on a 360-meter assignment. About 1924 the stations were divided into two classes—A and B. The B stations continued on 360 meters; the A stations were given an assignment of 400 meters. This station was given the latter preferential assignment. The transmitter signal was broad and listeners' receivers lacked selectivity. There was a group of listeners known as DX'rs, who always desired to bring in distant stations, and they continually protested if a local station occupied more than two or three hours a day, and they received consideration of the broadcasters for silent nights.

When the National Broadcasting Company was being formed, Mr. Stiles, among others of our organization, recognized the possibility of

a larger and better service to the community, and aggressive as he is, he persisted in his request for an affiliation with NBC, and was even granted this privilege before trunk lines were used west of Chicago.

Many stations have come and gone since WOW first went on the air. The trials and tribulations of the broadcasters were many and varied. Many tried, but few survived. But those comparatively few stations who strived over a period of years to render a real service, have been rewarded for their courage.

As to the future in radio, no statistics can suggest the magnitude of the radio art. Television and high-speed fac-simile communications are now ready for field demonstrations. However, they are not ready for practical use. There is no doubt but we are yet to see many new developments of the laboratories emerging into practical achievement.

## Former Omahan Works For "Time"

A letter comes to Omaha from Jim Shanahan, now of Chicago, written after he had taken a trip to New York and visited with Chuck Findley, formerly with Bozell & Jacobs, Inc., of Omaha, and remembered for his fine work on the "Big City Broadcast" of the Nebraska Power Company. At present Mr. Findley is connected with "Time" magazine and the "March of Time" movie.

In visiting the studios broadcasting the "March of Time," Mr. Shanahan found that the cast does not get together until Wednesday of each week, then they rehearse all evening, and the script then goes back to the rewrite crew of three men, who work on it all night. At noon the next day the cast is assembled again, this time with the orchestra of 35 pieces, under the direction of Howard Barlow. They rehearse all Thursday afternoon, get an hour for dinner, then rehearse again until 10:30 p. m.—broadcast time. Many changes are submitted right up to the last minute of broadcast.

Stranger than "Lights Out" Fiction: Arch Oboler, author of those ghoulish NBC Lights Out dramas, says he hardly expects anyone to believe this, but he swears it's true. He had his secretary stay down one night recently to type some scripts which were due next morning, and when the work was completed at a late hour he offered to drive her home. He drove to the street to which she directed him, only to discover that the address was a cemetery—the Bohemian cemetery of Chicago. Arch thought it was a joke, but the girl assured him she lived there—and she does. Her father is caretaker and lives in the cemetery!

Isabel Randolph, who plays the title role in Dan Harding's Wife, collects cats—real and china.

## George VI Speech To Be Broadcast

The first speech of George VI after his coronation as king of England will be broadcast throughout the United States over the National Broadcasting Company on coronation day, Wednesday, May 12.

The king's address to his subjects will also be heard throughout the British empire.

Elaborate plans have been made for covering this historic event. NBC will have 40 pick-up points, and all details of interest will be described.

From early morning, when King George and Queen Elizabeth leave Buckingham palace for Westminster Abby, until the final part of the ceremony, NBC will be on the job. Of course, WOW will carry as much of the broadcast as possible.

The capital "D" in Carleton Kadell's name is as much of a mystery to the announcer on the Amos 'n' Andy program as it is to his fans, who invariably write inquiring letters about it. The name, according to the NBC mikeman, is French and the Kadell family always spelled it that way.

## "First Nighter"



Don Ameche

Campana's Italian Balm program, the "First-Nighter," is a real favorite among radio listeners. It is heard every Friday night over WOW at 9 o'clock. This program features such stars as Don Ameche, Shaindel Kalish, Arthur Jacobson, Cliff Soubier, Vincent Hayworth, Bob Fiske and Stanley Andrews.

Critics regard the "First-Nighter" as the best dramatic show on the air.

Perry Como, singer with Ted Weems on the Fibber McGee and Molly programs, is nicknamed "Romance-Mender." He receives dozens of letters every week from people who have kissed and made up after hearing him sing.

## REMINDER!

Remember, on April 25 all radio programs are rescheduled because of daylight saving time in eastern cities. This means that many of your network favorites will come to you one hour earlier than usual. It also means that many local programs have been changed as far as broadcast hours are concerned. We suggest that after April 25 you check the printed schedule given in this issue of the Radio News Tower on page 6. These listings are as accurate as it is possible to make them in order to include them in this issue.

An oil painting by Howard Clancy, NBC announcer, is now on exhibition in one of the shop windows in Rockefeller Center. It is a summer scene in the gardens of the Luxembourg in Paris.



Shaindel Kalish

Phil Spitalny's singing orchestra of 30 girls will be heard at 8:30 p. m. every Monday in place of the former time of 3 p. m.

The orchestra was organized three years ago and is one of the first all-girl orchestras in the country. Its popularity has steadily grown and it ranks as one of the top-notchers today.

Rosaline Greene, who was voted in 1926 as having the "perfect radio voice," is one of the featured entertainers and acts as mistress of ceremonies.

Studio pick-ups: Edgar Bergen, the ventriloquist appearing on the Rudy Vallee Variety Hour, is a graduate of the Chautauqua circuits. ... Irene Wicker is in her seventh year as NBC's Singing Lady. That's a career in radio.

Don Wilson, the NBC announcer and stooge for Jack Benny, is now down to a mere 228 pounds. He set out last week to take a few strokes off his golf game, and after several rounds with Chester Lauck (Lum of Lum and Abner), lost nine pounds instead.

## MARVIN - GERARD - BALDWIN



At left is Richard Marvin, director of radio for the Chicago office of J. Walter Thompson, advertising agency for the Omar Bakery. He visited WOW studios recently to discuss with Melva Gerard, who takes the part of Mary Baker, and Bill Baldwin of WOW, the program of the Omar Bakery, "Mary Baker's Matinee," heard over WOW every week day at 11 a. m.

# C-H-A-T-S

## With Your Own Aunt Sally of WOW . . . .

Happy day. . . . out there. . . . And this is the day you find the now very popular RADIO NEWS TOWER in your mail box and . . . . here am I. Speaking of mail . . . . my goodness me. . . . letters, letters, letters everywhere. In the past month I have seen them in my sleep, crowds of them walking toward me, demanding in loud tones to be opened and read at once. That's how it is when they have a mail drive in a radio station. Did you ever think about a mail drive and what it means? If you would like to step behind the scenes, as it were, I'll explain that when mail is asked for over the air some people believe it means that this person or program is going bye-bye if there is a scanty stream of letters. The listener then begins to bemoan the departure of a favorite and writes a letter of praise of him, or the listener may laugh and dance with glee and hope the mail will be as scarce as hen's teeth. . . . forgetting the little button which will do away with anyone or anything on the radio in short order. How incomplete a radio would be without the little "switcher offer."

In radio, someone is busy all the time with research to ascertain how many listeners tune in at any hour to determine which time is suited to a particular type of program. A record is made of mail from all towns and cities for distance or coverage.

A mail count is taken daily to judge the favor with which an artist or program is received, and mail does tell the story. In radio you need not trouble to broadcast how good you are and what the people think of you, for your mail tells that. With your friends, or so-called fans, you just "is or you ain't."

You do a mighty good deed in writing a letter of appreciation to a radio station about someone you admire, someone who makes an effort to entertain you. Then, too, you might be doing a fine thing in having some of us shot at quite early dawn. There is that side to be considered, of course.

Letters with knocks are really rare, so perhaps the listening public is over-indulgent or kind-hearted. Perhaps the real reason for the scarcity of pan letters is the fact that you have learned you can turn that little button on the radio and do away with the offender much quicker than you could write a letter or have him, her or it, shot.

Now, it is quite true that the little button turns with ease, but when you wish to rid your home of an unwelcome radio person, why must you turn that button with such a definite snap? Well, Aunt Sally could tell you, for after business hours I become a "listener inner," and I, too, am a good "switcher offer."

Marvelous, isn't it, that you may sit in an easy chair or lie on a downy couch and bring to your side a lecture and allow your brain to absorb something constructive or you may relax to the soothing strains of an orchestra, and by turning a little button may bring splendid plays into your home. I often wonder how we lived without the radio.

And what does all this wonderful entertainment cost? There isn't so much that is free, is there, and yet radio and all that it brings to you is without charge. You appreciate radio. I know you do, but if you do not write a letter voicing that appreciation occasionally, the world will never know—your favorite entertainer will never know.

A radio personage belongs to the public, to a world of his own. You. . . . OUT THERE. . . . belong to him and he belongs to you, and when he faces the microphone, which brings him into your home, he is, for the moment, a part of your life, a part of your day.

Did this person bring happiness into your home and your heart? Then why not tell him so? Many of you are timid about writing your first letter, but if any of us appeared upon the stage of the

# David Harum In Action



Here you see the cast of the "David Harum" show, heard over WOW every week day at 10 a. m. The movie form has widened the friends of that character far beyond any expectations of the man who wrote it. If Edward Noyes Westcott were alive today he would thrill to these broadcasts as we do. To the sponsors, Bab-O, listeners owe thanks for the broadcasts.

Just a few notes about the "David Harum" program.

Wilmer Walter, who impersonates this beloved individual, has virtually lived himself into the part. He comes from up-state New York,

and has steeped himself in his character's mannerisms. He frequently forgets to be himself and answers an ordinary question with a salty Yankee twang.

## "Lights Out" Show Alters Study Habits

It has recently been discovered that the scary program which originates in Chicago, "Lights Out,"

has really effected the studying, sleeping and "dating" habits of the students of the Northwestern university. It was found that study lamps were turned out in most fraternity and sorority houses at 11:30 p. m. every Wednesday and the radio tuned to this spook drama.

# Kitchen Utensils Make Music . . .



At least kitchen utensils make music when they are in the hands of the "Hoosier Hotshots," whose original style of music makes the program of Uncle Ezra a joy to all radio listeners. Much of their music they compose themselves, and they combine rustic flavor with lively rhythm, a "Hotshot" style all their own.

Remember, they originate over Uncle Ezra's Alka-Seltzer station, E-Z-R-A, broadcast over WOW every Monday, Wednesday and Friday at 6:15 p. m.

theater in your town, would you give us a hand? Would you applaud? Of course you would.

It is so easy to plan to write a letter and it is easier still to put the task off. In the great OUT THERE. . . . live people with big hearts, well-wishers who mean to write letters to radio stations. If we received all the mail you have meant to write, it would be necessary to erect another building just to hold the mail. And now remember that back of the little light in your radio is a human heart, beating with the same hope for happiness that yours is. And now that I have told you at last what I wanted to tell you—that we of the radio are human. . . . yes, believe it or not, so don't be a "PUTER OFFER" . . . if you like us, tell us so. . . . and write a letter today.

YOUR AUNT SALLY.

# ABC of NBC Takes Listeners "Backstage"

Sounds Like Government Identification of Alphabetical Bureaus, Doesn't It?

Every Saturday evening, at 6:45 to 7 o'clock the National Broadcasting Company has been presenting the A B C of radio. During these programs listeners are taken behind the scenes and see how programs really get on the air. On the first broadcast of this series a trip was made through the studios. On the second, the sound effects man did his stuff.

If you haven't heard this series, we suggest that you listen. It is very interesting and will tell you many things about radio that you will be glad to learn.

# Congratulations to Fred . .

Congratulations from WOW of Omaha to Fred Astaire of Omaha for having the Packard Hour renewed for the spring season. Fred will continue to broadcast at 8:30 p. m., with the same supporting cast that has helped build the program into its top rank position. They include Charlie Butterworth, Francia White, Conrad Thibault, Trudy Wood and Johnny Green's orchestra.

It must be admitted that though Fred Astaire and Charlie Butterworth were strangers to radio until their first program last September, they have certainly worked out a marvelous combination. Butterworth has developed the only new radio comedy find of the year.

Thibault, who began on radio, reverses the course of his friends, as we understand he is taking screen tests and may soon be seen on the flickering screen.

Mrs. J. E. Henderson, who is Movie Star Lyle Talbot's mother, lives in Omaha. She recently took the part of "Mrs. Blake" in the "Millie and Tillie" program, which is heard regularly on radio station WOW.

Evidently Lyle Talbot owes some of his acting ability to his mother. She really has a fine radio personality.

Sentimental to his fingertips, Smiling Ed McConnell, NBC's Singing Philosopher, refuses to have the long curls trimmed off the head of nearly 2-year-old Edwin, Jr.

# "Cat Whisker" Sets Recalled

By JOHN K. CHAPEL

I recall when radio was in its infancy and the scientists predicted big things for the men who entered its field. Do you remember the "cat whisker," the clumsy, cumbersome ear phones and the family of several members, all trying to share in the exciting moments of a new invention? Radio was then being discussed from early morning until late at night. In those days programs were never planned, voices were rarely selected for the qualities one hears today, and no set standards were made for the scheduling of daily shows. The radio was, plainly speaking, the toy with which we had hoped to reach success. Little did we realize what the future held for those in the new profession.

In the early days of radio the announcer was the kingpin. By that I mean he was the general manager and the entire staff, working for himself and the man who playfully invested a few hundred dollars to see what would happen. He and the engineer operated as they saw fit—just like a ship's crew sailing a vessel without a captain. There, before a microphone, the announcer would have to write continuity and schedule the following days program. Between the musical selections he announced for live talent programs (that is, when he wasn't playing records). He ran back and forth from one studio to another, hoping everything was under control. The studio in which he madly rushed around was generally located in some hidden crevice of an old office building, where no one else would rent space.

What a change has taken place since that time! Today, radio has the greatest perfection added to the various departments, which operate most efficiently for the entertainment of the public. With 14 years behind WOW, we finger again the pages of our old scrap book to renew and enliven the moments that were hard to bear in those days, but rather pleasant to recall today. Now we work on the split second. We rehearse programs with the same precision that is meted out to all stage actors. We have rigid rules that govern the policy of radio stations. But yet I feel that the old days are worth remembering. Like everything else, the world moves on, and perfection with quality, is the watchword for better public service.

In those days of radio, we thought as mother did—in the present, not in the future. Later, we realized that radio was destined for greater things, and with this thought in



Fred Astaire

Vivian Fridell, leading lady of NBC's Backstage Wife, is getting circles under her eyes. Her new cocker spaniel pup, 2 months old, refuses to sleep alone and insists on a place beside Vivian's bed. Every hour it whines until Vivian pats it back to sleep. Then Vivian snatches a few winks of sleep before the next whine.

# MEET--LEWIS



May we present Miss Helen Lewis, assistant program manager of WOW! Miss Lewis has been with WOW since October, 1929, and knows as much about the detail business of radio station WOW as anyone at WOW. Not only does she know about it, but upon her firm shoulders rests the responsibility of scheduling every second of WOW's 18-hour broadcast day, with accuracy. Making a program schedule takes knowledge and brains, and Miss Lewis has both. You can thank her for the accuracy of the WOW schedules.

mind we tried to educate mother in our ways. May we offer this poem, written for my mother and your mother? It was printed in the early book of poems, "The Twilight Reveries," copyrighted 1931. This will, I believe, explain why the above subject and material was used in this issue of the Tower.

## WE COULD NEVER EDUCATE MOTHER

We never could educate mother  
To give up her old-fashioned ways;  
A little black bonnet with lavender on it  
And she was dressed for the day.  
  
The movies she found too exciting,  
And dances, too, fancy by far;  
She's always contented, the evening well  
ended,  
In making a muffler for pa.  
  
The folks looked too fine at the opera;  
The automobile was too fast.  
At every new wrinkle, her bright eyes  
would twinkle—  
We know that the die had been cast.  
  
When everyone else was out sporting,  
And dad had come home from the fights,  
We found her there knittin' and strokin'  
the kitten,  
Until she had put out the lights.  
  
But now when the house is all quite,  
And sewing is hurting her eyes,  
She listens to singin' the ether is flingin'  
In mystical waves through the skies.  
  
The crystal receiver won't do her—  
She has passed to a triple-tube set,  
And has picked up Chicago, but that is not  
far though—  
She hopes to get Australia yet.  
(Copyright, 1931, John K. Chapel)

## Rev. R. R. Brown's World Radio Congregation

Rev. R. R. Brown, D.D., Minister of Radio Station WOW, Pastor-Evangelist of the Omaha Gospel Tabernacle, Christian and Missionary Alliance.

On Sunday morning, April 18, 1937, the announcer of radio station WOW, then WOAW, was heard to say something like this: "We now present the first religious service to be broadcast by this station. The program has been arranged and will be presented by Rev. R. R. Brown and members of the choir and orchestra of the Omaha Gospel Tabernacle." On Sunday morning, April 4, 1937, Judge Lester Palmer will be heard to say: "With the playing of the chimes, we have opened our 728th consecutive Sunday morning chapel service of the World Radio Congregation, which marks the close of 14 years of continuous broadcast." He might, with perfect truthfulness, add: "This was the first non-denominational radio service broadcast in America." Prior to that time all religious services had been given by remote control from churches. WOW has the distinction of having given the first complete religious service, music and sermon, arranged and presented especially for the radio audience.

It was no small task. We really were experimenting. We had no programs after which to model our service. But genuine interest was expressed in those religious broadcasts from the very beginning. Radio station WOW is to be commended for having retained this program and service, which has become an institution, not only of the station, but of the middle west.

The World Radio Congregation is the official name created by the station which was given to the program in 1923. From its first broadcast, with the limited number of radios and listeners, it has expanded until we now have a record of communications from 16 states and the Dominion of Canada. We have published at infrequent intervals a paper called "The Tabernacle Bulletin and Ministry of the Air," to an active mailing list of nearly 12,000. This represents volunteer correspondence.

Not only have we retained many hundreds of the original listeners, but we still have on our staff some who became identified with the work in its earliest beginnings. Miss Elizabeth Westerfield, pianist, joined the radio group soon after the first service was broadcast, and succeeded Mrs. Albert McIntosh, the original pianist. Thomas B. Chase, now a member of WOW's announcing staff, also became a member of the double quartet and male quartet shortly after we went on the air. Among others who have had long, acceptable and continuous service of nearly 10 years are Jess Mills, Fred Davis, tenor soloist, and Mrs. William Henry. Robert S. Brown was 10 years of age when the first service was broadcast, and he became identified with the work first as trombonist in the orchestra when in high school. He is now assisting as choir director and leader of our Sunday morning singing groups, as well as appearing in trios and quartets. Mr. Ward Pinnell, a member of the orchestra, and known as one of "The Tabernacle Trumpeters," played with the instrumental group in the first service.

One of the interesting incidents in connection with the early history of the work was the naming of the radio minister's baby. She was born less than two weeks after the first service was given, and the officials of the station requested the privilege of having the radio audience submit names from which we would select one for her. A radio manufacturer gave a new receiving set to the person selecting the name chosen for the baby. This brought hundreds of responses from all over the United States and Canada.

It is also fitting for us to say very sincerely, "Heartiest congratulations" to WOW as they pass their 14th milestone.

We trust that God will have, through consecrated servants, an

## They're In . . . .



Right you are! "Vic and Rush" are in the dog house for leaving a pile of greasy bolts, nails and screws in the top drawer of "Sade's" linen chest.

"Vic" (Art Van Harvey) and "Rush" (Billy Idelson) are applying for their official charters for the Chicago chapter of the "Knights of the Dog House."

"Vic," "Sade" and "Rush" are heard over WOW every Monday through Friday at 2:30 p. m.

opportunity to make known the message of His eternal truth concerning the Lord Jesus Christ by means of radio.

Maestro Toscanini is now in Italy, but he will return later in the year to New York City.

Toscanini wrote to Mr. Sarnoff, president of RCA, saying he would be very happy to conduct the series and looked forward to playing to a large radio audience.

## Cornbelt Wireless Is Explained

By HAROLD GRIFFIN

Since the 21st of October, 1936, WOW listeners have been listening to the country bumpkin humor of Gene and Glenn at 8 a. m. every weekday morning by means of the cornbelt wireless "network."

The wireless network takes the place of the long distance telephone lines generally used for the transmission of program from station to station. This "network" originates at WHO in Des Moines, Iowa, and is picked up by members of the network including WOW, on a high fidelity receiver and re-broadcast so that our listeners may enjoy these programs.

### Special Antenna Built

For pickup here at WOW we use a special receiving antenna 150 feet long supported by two telephone poles 60 feet high located at the transmitter site at 56th and Kansas Ave. The antenna is connected with the receiver which is in the transmitter building proper by means of a 200-foot transmission line using special coupling devices at both the antenna and the receiver end.

The "ground" used for the receiver is the complete "ground" system of the WOW transmitter and consists of almost 10 miles of buried wire.

The output of the receiver instead of going to a loudspeaker is connected to a switch. With the switch in No. 1 position the regular program from the studios in the Insurance building is fed to the transmitter, with the switch in No. 2 position the output of the receiver is fed to the transmitter.

### Engineer Tunes Program

In actual operation the operator on duty at the transmitter tunes in on WHO 15 or 20 minutes before time for the program to be broadcast to be sure that everything is in working order. After WHO and WOW have made their station identification the operator at the transmitter trips the switch from position No. 1 to position No. 2 so that when the program starts in WHO studios you hear it as plainly as though it originated in WOW's studios.

As a matter of fact, at the present time Gene and Glenn are broadcasting from the Twin Cities and a wire line is used from that point to bring the program to Des Moines and it is there put on the wireless network.

In addition to the program spon-

sored by the Kellogg Company each week day morning WOW uses the wireless "network" to bring you the program of Mother Randall each Monday, Wednesday and Friday afternoon at 1 o'clock, sponsored by the Omar Baking company.

### Several Tests Made

The engineering problems connected with the pickup of programs by means of the wireless network were many and interesting. In the first place, having a fine high fidelity receiver right in the control room at WOW it was thought that with a suitable antenna on the roof of the eight-story Insurance building, in which the studios are located, it would be possible to pick up the program here and feed it to the transmitter over the usual line used for that purpose. Trial, however, proved that too much noise existed at this location, due to elevators, traffic lights, neon signs, etc. Further trials on an ordinary antenna at the site of the transmitter proved much better but occasional noise crept into the program from the operation of the high voltage rectifier and from numerous relays used in route transmitter operation. So it was necessary to erect the special antenna.

### Good Receiver Used

The receiver used for picking up the wireless network broadcasts is a high fidelity Western Electric receiver having automatic volume control as well as manual control as is common practice in all high priced receivers, a selectivity control for reducing interference, a sensitivity control and the usual on and off switch.

EDITOR'S NOTE.—As this article is being written concerning the Cornbelt Wireless Network, radio station WOW is planning on being host to "Gene and Glenn" here in Omaha. Listen for announcements on WOW when "Gene and Glenn" come to Omaha.

IT'S HIM! . . .



It's Bill Thompson, or as he is known on the "Fibber McGee and Molly" program, Horatio K. Boomer, Nick the Greek and Vodka. Bill Thompson is really a character actor of considerable talent. He recently celebrated his first year with "Fibber McGee and Molly," and is well known for his character dramatizations of Nick the Greek, Horatio K. Boomer and Vodka. . . .

Incidentally, "Fibber McGee and Molly" will broadcast every Monday at 8 p. m. beginning April 12, one hour later than their present schedule.

## Aunt Hannah's Cooking Corner

Recipes for food for husbands whose wives want them to eat at home.



### RAW CRANBERRY SALAD

1 package of lemon jello  
1 1/2 cups boiling water  
3/4 cup sugar  
2 tablespoons lemon juice  
2 cups ground raw cranberries  
2 slices pineapple, cut fine  
1 whole orange  
1/2 orange peel, grated  
1 cup diced celery  
1/2 cup chopped nuts  
Pour boiling water over jello; let it dissolve well. Add lemon juice and sugar, and cool. Add cranberries with fruit, celery, nuts and grated orange peel. Blend well. Mold. Serve with mayonnaise.

### NOODLE RING

1/2 pint noodles (broad)  
1/2 pint milk  
1/2 teaspoon salt  
3 eggs  
1 tablespoon butter  
2 tablespoons flour  
1/4 teaspoon pepper  
Cook noodles in boiling salt water. Beat the eggs well; add cream. Add noodles to this mixture. Pour into a ring mold. Cook one-half hour in a pan set in boiling water, or until set. Turn out on dish and serve with creamed chicken, creamed mushrooms or creamed lobster in center.

## Radio Maintains Political Balance

In a recent article released by the National Broadcasting Company it was pointed out that on March 9 NBC had scheduled 63 speeches concerning the supreme court issue. Thirty-three were speaking for the president's proposal, 30 against the proposal. In addition to the talks pro and con, NBC has presented two neutral discussions. The first of these, in February, was presented when passers-by in the streets of New York, Chicago and San Francisco were asked their opinion; then on February 14 the University of Chicago Round Table program discussed the problem.

As far as radio in general is concerned, the presentation of this important problem to the listeners demonstrates again how radio serves in presenting both sides of every question.

Josef Koestner, NBC conductor, has found that even the immortals of music were human enough to err. Studying a priceless 171-year-old manuscript of "Romeo and Juliet," presented to him last year by the late Ernestine Schumann-Heink, he discovered that Composer Zingarelli had left out a sharp on one of the pages.

## Garden Plans Made Easy



Here are the "Monticello Party Line" people laying out a garden, using one of the plans and the seeds included in the offer now being made by the makers of Dr. Caldwell's Syrup Pepsin. Just send a box top from the Syrup Pepsin to WOW and the fine assortment of seeds and garden plan will be mailed to you. Remember to listen to the "Monticello Party Line" over WOW every morning at 8:45 a. m.

## This Too Shall Pass Away

Grief can be borne with head held high;  
No trace of shame betray,  
If silently our heart repeats,  
"This, too, shall pass away."

Life's hardest blow, fate's seeming jest;  
The pain of love's decay,  
Will scatter as the rising mist  
When comes the dawn of day.

So mourn you not for things now lost  
The wisest once did say:  
"Fear ye not, beloved ones,  
This, too, shall pass away."  
—Mary Ellen.





# CURIO, Everybody

## Oddities by "Yours Truly Mr. Dooley" at Radio Station WOW

Curio, to YOU, everybody.... On March the 4th, that's the old-fashioned inauguration day for every president prior to Franklin D....Mr. Dooley broadcast your Curiosity club meeting from the stage in the auditorium of the Henry Yates school in Omaha....Packed and jammed with kiddies, he answered some of the questions submitted by 101 boys and girls and girls and boys of that school.

Do you think these juveniles asked elementary questions? Well, you're mighty wrong....Just listen to a few oddities developed from some of those Mr. Dooley was unable to answer on account of time....Remember, each of these oddities was prompted by a curious question from some boy or girl.

Snakes do not dig their own holes....Snakes are lazy lizards, who appropriate the cast-away home in the ground that's been excavated by something else.

Prairie dogs and rattlesnakes do not live together in the same old hole in the ground....No self-respecting prairie dog would think of such a thing.

Elephants are actually not afraid of mice, so Mr. Dooley is informed by one who keeps up on his elephants in a great big way....That old story is just another big bunch of nature-faking paralleling the story about the ostrich, which sticks his head in the ground, under the impression he's hiding....No ostrich ever sticks his head in the ground for any reason....The authority for that is the positive statement of grand old ex-President "Teddy" Roosevelt, too.

The reason that the ancient Egyptians took such pains with the burial of their dead was good and sufficient....Those early folk actually believed that the soul would return to occupy the old torso, were it preserved in a manner befitting to reoccupation.

The world's most complicated language is that of the Chinese....Yet there's not a single letter in their alphabet....Theirs is a picture language, and the oddity of it is that the majority of the pictures are similar in every detail but one....that one is represented by the big splash cast through the major portion, and this splash indicated the sound that the phonetic is supposed to encourage....Think of this....We learn 26 letters....Little Chinese kiddies must master more than 6,000 more or less complicated pictures in order to read or write.

Old English Doctor Johnson, the daddy of all dictionaries, included not a single word in his original that began with "X"....In fact, the good doctor said there WAS no such word in anybody's language.

It was another Johnson, also English, but the poet whose Christian name was Ben, who was buried in a sitting position in Westminster Abbey....The king had promised him burial there, but when it came time for Ben to be buried, another corpse was found to have usurped the plot....There was just enough room....about two feet square....to put Ben away in....so....the good king, in order not to break his promise, had him bent into a reclining, or sitting position, and that's how it all happened.

The first buttons were made for decoration purposes only. The first use of buttons on men's clothing was started by the king of France....not for buttoning-up purposes, either, but sewed down the outside of the soldiers' coat sleeves, and made of carved wood, too....They were supposed to prevent the soldiers from wiping their noses on the sleeves of their colorful coats.



Gladys Swarhout

## Gladys Swarhout Heads New Show

The famed singer of opera and movies, Miss Gladys Swarhout, now appears with Frank Chapman on the program sponsored by the leading ice and ice refrigeration manufacturers of this country.

The program is heard over WOW every Wednesday at 9:30 p. m.

It was something of a surprise on the first program when Miss Swarhout sang simple songs. As Mr. Chapman says: "Just about what any crowd might sing around their piano."

Miss Swarhout says that she doesn't look upon a radio audience in a mass. She thinks of them as little groups and builds her program accordingly. Apparently her method is a great success, as listeners have expressed approval on this new program.

The sliding-scale voice of Andy Devine is the result of a childhood accident—and now it's making him a fortune.

## Cheerio Celebrates 10th "Air Birthday"

Ten years ago Cheerio started his daily personal program. On March 13 he celebrated that anniversary.

As a special feature for this broadcast, the program, which ordinarily was a half-hour length, broadcast for a full hour on many stations.

Lenox R. Lohr, president of NBC, was guest of honor during the program.

Cheerio occupies an unusual place in radio. Although he has been prominent for 10 years, he has never given an interview nor had his program published. In fact, nobody knows his name, what he looks like or the details of his personal life. He is all things to all people.

His morning program is really a spiritual setting-up exercise, which gives people "a good start for the day." He is heard regularly over WOW at 7:30 a. m.

Harold Peary of the Girl Alone cast is master of an even dozen dialects. He plans to add a couple more during 1937.

## More News About Television

By PAUL MacDONALD

A few years ago the world was startled with an announcement that a system had been developed for sending and receiving actual pictures by wire and radio. Naturally, everyone was interested in seeing this remarkable achievement, and not long after the announcement was made a number of demonstrations were staged in various parts of the country for the public to see. While the results obtained in these demonstrations were far from perfect or even pleasant to look at, the patient public began to realize that truly a new wonder of the age had been produced and that vast improvements in the art were forthcoming.

### Tubes Used Now

The system of transmitting and receiving pictures then, as it is now, consists of dividing a picture up into minute components and impressing these components one after another in rapid succession on to a photo-electric cell, which changes the light values of these picture elements into corresponding values of electrical currents, which are amplified and carried by wire or radio to the receiver, which reverses this process, or, in other words, changes the electrical currents back into corresponding light values and assembles the picture components to form the complete picture. The quality of the picture is directly dependent upon the number of minute elements into which it is divided, and that is where improvement in the art has made its greatest advancement.

### Parts Compose Picture

Without becoming technical, let us take as a measure of comparison one of the early television pictures, which were divided into 45 lines of 45 individual elements each. This allowed the picture to be divided into 2,025 separate parts. "A lot of individual parts." You will say, but let us consider the present picture as it is divided: 441 lines of 441 elements each, totaling 194,481 individual parts. As an illustration, let us examine the halftone photograph found in the newspaper. Now mark off an area one inch square from a section of the photo. You will notice it is made up of parallel rows of finely divided parts, and the density of each part in its place form the picture. This one-inch area of the picture will give you a good idea of what the early 45-line television picture looked like. Now, if you can imagine what that same picture would look like if it were made up of 100 times as many parts, you can see that it would be almost perfect.

### Many Improvements Needed

So far the improvements in television have not been so simple as merely increasing the number of picture elements. With an increase in picture elements, better electrical facilities had to be developed. The number of picture elements, while being increased, had to be produced in the same amount of time as that in which the original number were confined, and this meant an equal number of electrical impulses, to be handled in the same time, so today the amplifiers necessary to handle television are designed to reproduce signals far better than the highest high-fidelity amplifier on your radio broadcast receiver. To be exact, they must carry faithfully signals which occur at time intervals of from 20 per second to 5,834,430 per second.

### Home Sets Planned

Developments in television have been directed toward its utility in the home, so present demonstrations have been in the form of home receivers. The picture viewed appears on a screen, which is approximately 6x8 inches in area, and is located on the front of the receiver cabinet, where it may be seen with comfort from your favorite chair. The picture seen is equal to, if not better, than a motion picture projected on a screen of equal area. It is without "flicker" and "fuzziness," and is really pleasing to the eye.

### When Will We Have It?

Just how soon television transmitters will be installed over the country receivers and will be placed on the market has not been announced by the companies now developing them, but it is generally believed that it will not be long.

# Shades of Good Ol' WOAW

Page 2

WOAW RADIO BULLETIN

April 5, 1937

## W-O-A-W RADIO BULLETIN

PUBLISHED SEMI-MONTHLY ON THE FIRST AND FIFTEENTH OF THE MONTH

We broadcast information to members, officials and friends of the Woodmen of the World who are interested in Station W-O-A-W Radio Programs.

PEGGY MELTON  
BUSINESS MANAGER

EUGENE M. KONECKY  
EDITOR

LESTER PALMER  
ASSOCIATE EDITOR



OFFICE  
W. O. W. BU.  
OMAHA, I.

All contributions  
twenty

Application for  
second class of  
the act of Aug  
1900, pending.

### "RADIO"

We hope your fortune of an malicious-lool shows his gu snarls "More sometimes ha in the busiest hustle-bustle, pulled off with by nery gun- to a choice b one's life, o takes the ch world regard as a fool, ev having a lily

Now we co tion. Suppos stance, it bec the choice o We know, of course, that right now the whole country is radio mad; that radio constitutes the backbone of one of the fastest growing and value-creating industries in the world; an unparalleled economic asset. We know, too, that radio is wielding a power of influence in the world of art, literature and science, an influence so fundamental that it will yet result in a new conception of ethics and life.

Yet the radio is illustrative of that tendency of all human beings to over-value things of secondary value. The radio is not the goal of life; it is one of the means of making life richer, better, more beautiful and more tolerable. Life comes first, radio and everything else afterwards.

Then why not protect your life if it is more valuable than anything else in the world? Surely it is logical to point out that if you are willing to insure that radio set of yours, you ought to insure your life for the improvement of which the radio is used! And if you concede this irrefutable logic, you also must realize that the best kind of insurance is the insurance-at-cost offered by this great fraternal organization, the Woodmen of the World. With a surplus of assets over \$6,000,000, with a membership approaching

1,000,000, with policies noted for their excellent features and low premiums, with over \$46,000,000 in reserve, conservatively invested in municipal, state and federal bonds so that chance of loss is impossible, with one of the largest and most efficient tubercular hospitals in process of construction, with an eye to the building of a home for old and disabled members, the Woodmen of the World stands out as the Gibraltar of the insurance world.

And with the entrance of our Society in the field of radio it would be desirable for thousands of non-members to make an immediate affiliation for the social, intellectual, economic and fraternal benefits which will be

best and largest radio corporations in the country.

This economical stroke of business was achieved by the Woodmen of the World when we arranged and held one of the greatest radio expositions and receiving demonstrations ever given in the United States. Expert radio engineers of our organization were present and witnessed the installation of almost every make of radio-receiving sets by the experts of the many companies who were present to demonstrate their respective machines. It is by virtue of the recommendations made by these expert engineers that the Woodmen of the World is co-operating with the membership of the official Camps in the sale, distribution and installation of receiving sets and special parts of radio machines.

It is not easy to realize the tremendous economy and efficiency involved in this achievement because the thing is so big. Woodmen Camps will find it possible to purchase the best and finest radio equipment at the lowest possible price, and thus furnish to the membership of the Woodmen of the World the invaluable benefits which can be derived through this newest of scientific miracles—the radio. In terms of money, the deal means a saving of thousands of dollars to those affiliated with the Woodmen of the World; in terms of efficiency, it means the saving of time and effort, because the best conveniences for installation by experts are offered.



As Sovereign Fraser has urged, "Every Camp, both large and small, should equip itself with radio and receiving apparatus to be able to listen in to the daily programs which will be broadcasted from Station WOAW of the Woodmen of the World, Omaha, Neb., as well as to many other large broadcasting stations located in the principal cities of the United States."

Listened to your test made this evening. Your broadcasting came very clear and strong, as good if not better than we receive from much nearer stations. D. D. UNDERWOOD, Tindall, Mo.

1923  
Sovereign Camp of the Woodmen of the World celebrated its 33rd anniversary.

Sovereign Camp of the Woodmen of the World listed assets of over \$61,000,000.

Mr. W. A. Fraser had been second sovereign commander for 10 years, succeeding Joseph Cullen Root in 1913.

Sovereign Camp of the Woodmen of the World founded radio station WOAW, and located studios in the W. O. W. building in Omaha.

1937  
This year the Sovereign Camp of the Woodmen of the World celebrates its 47th anniversary.

Today the Sovereign Camp of the Woodmen of the World lists assets of over \$125,000,000.

In this year, De Emmett Bradshaw, head of the Woodmen organization, celebrates his fifth year in that position. He succeeded Mr. Fraser in 1932.

Today the Sovereign Camp of the Woodmen of the World celebrates the 14th birthday of its radio station, whose name was changed in 1926 from WOAW to WOW.

veyed very forcibly to the hornet.

From this we perceive that the message did not originate from the hornet, but from the towers, and it is an apt conclusion that something must have actuated the towers, and perhaps this was a very electrifying talk by Mr. Fraser, Sovereign Commander of the Woodmen of the World.

We hope this is a clear definition of remote control. Mr. Fraser makes a speech, the speech is transformed to electrical energy, the electrical energy actuates the hornet, the hornet actuates one end of the dog, the other end of the dog translates this into canine talk, so that Spot's whole family can enjoy Mr. Fraser's address.

## W. O. W. GRANTED SPECIAL CONCESSIONS BY RADIO CORPORATIONS

One of the main features of Woodmen radio service was announced to members and officials of the Woodmen of the World by Sovereign Commander Fraser March 17, 1937. Due to the large size of the organization and the great possibilities for business volume in radio supplies, the Woodmen of the World were granted special prices on receiving sets by the

Here is the grandfather of your present News Tower. It is the bulletin of radio station WOAW, which later became WOW. It may interest you to know that the call letters of this station remained as WOAW until 1926, when a ship on the Pacific coast, the "Henry J. Bibble" was decommissioned, and the call letters which they had up to that time, WOW, were granted to the station of the Woodmen of the

World by the Federal Radio Commission. Radio station WOW was launched under the direction of William A. Fraser, president of the Sovereign Camp of the Woodmen of the World, for the purpose of "fraternizing the air" and bringing a broader message of fraternalism to the members of the Woodmen and to the world at large.

# AIR CRAMMED WITH ACTIVITIES

## Governor Cochran Starts Power . . .



At noon, on February 22, Governor Roy L. Cochran of Nebraska turned the throttle control which efficiently started the new one-million-six-hundred-thousand-dollar service addition to the Nebraska Power Company plant in Omaha. As he turned the throttle, James E. Davidson (at right), president of the Nebraska Power Company, proudly watched 40,000 more horsepower added to the capacity of the power company's present plant. This ceremony was broadcast over WOW, and was handled by Foster May.

## Radio Programs Now Cover a Greater Field Than Ever Before

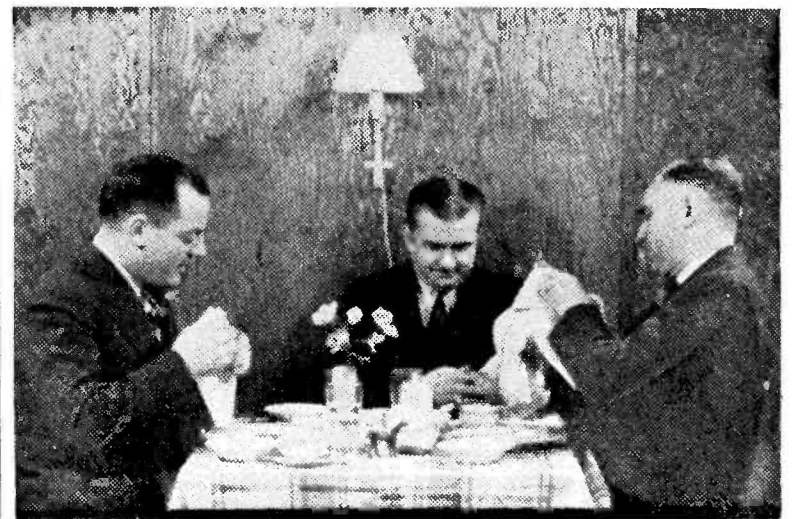
In the 14 years since the founding of radio station WOW, the field of radio broadcasts has broadened tremendously. Where formerly a few studio programs were scheduled every day, now radio microphones get to many places, and radio people have multiple activities.

On this page you will see a few photographs which show in part some of the activities of radio people and some of the things they do when they are not on the air.

The scope of radio station WOW today includes music, dramatics, news and special events of unusual and interesting connection.

In a way these photographs are a record of what this station does to make every minute of its broadcasts interesting, helpful, educational and entertaining.

Thirty secretaries are required to take care of the mail of Dr. Marion Sayle Taylor, the Voice of Experience heard over NBC. All of them are men.



At left is Mr. Harold Hutchinson, former football star at Nebraska university; John Chapel of radio station WOW, and Ralph Wagner, sports editor of the Omaha Bee-News. They are shown in the film "Touchdown," which also showed scenes of the 1936 Nebraska games. The film was produced by Mr. H. F. Chenoweth, and appeared in over 300 theaters in this area.



From left to right is Harley Conant, Morris Jacobs and Foster May. This photograph was taken during the broadcast of the dedication ceremonies for the additional 40,000 horsepower equipment of the Nebraska Power Company. Morris Jacobs, vice president of Bozell & Jacobs, Inc., advertising agency for the power company, directed the ceremonies.

## Magic For Millie and Tillie



Our good friends, "Millie and Tillie," now sponsored by Magic Washer Soap, are proud of their guest star. Mrs. J. E. Henderson, Lyle Talbot's mother, who is an actress in her own right, appeared as guest for "Millie and Tillie," who are now sponsored by the Magic Washer Soap, heard over WOW Monday, Tuesday, Wednesday and Saturday at 1:15 p. m.

## Dr. J. F. Kelly Speaks On Cancer



On March 2, at 1 p. m., Dr. James F. Kelly, professor of radiology of the Creighton University School of Medicine, spoke over WOW as part of the campaign of the United States for lay education on cancer as it affects women.

Radio station WOW realizes its responsibility to its listeners on programs other than pure entertainment. There are a number of subjects which pertain vitally to the interests of its listeners, and this program was broadcast as part of the WOW plan to serve its listeners well.

Fels-Naptha Company, the sponsors of the "Curiosity Club of the Air," conducted by "Yours Truly, Mr. Dooley," are making a very fine offer. To the person who submits the best question each week on the box bottom of a Fels-Naptha soap carton will be given a splendid world globe, 11 inches wide, standing on a heavy metal base.

All boys and girls should try for this beautiful and educational prize. It has meridian and time measurements. It would be a grand addition to any boy's or girl's room.

## Essay Winners Honored

The essay contest, "National Defense Is a National Responsibility," concluded with a wonderful showing of essays. The judges had a very difficult time in selecting the winners.

The first prize in the senior group, a gold medal of award, went to Robert Burkwist, a North high student. The second prize in the senior group, a silver medal of award, went to Katherine Gardipee of St. Mary's high school. The third prize in the senior group, a bronze

medal, went to Frances Volz, also a student at St. Marys high school.

In the junior group, Betty Jane Monroe of Tech high school won the first prize of a gold medal. The second prize, a silver medal, went to Evelyn Arneston. The third prize, a bronze medal of award, was awarded to Maryse Bartley.

The judges for the contest were Lieut. Col. George Helms of Maj. Gen. Stanley H. Ford's staff in Omaha, Leon Smith, assistant superintendent of schools, and Al May, past commander of the American Legion post No. 1 of Omaha.

The prizes were donated by Lieut. Col. Oscar E. Engler, national president of the Reserve Officers association.

The contest was sponsored by the Reserve Officers association, with Maj. Ralph Pierce of the Reserve Officers association serving as chairman of National Defense week.

The awards were made at a ceremony held at the Paxton hotel, Friday, March 5. Presentations were made by Col. John F. Franklin, representing Maj. Gen. Stanley H. Ford.

A special broadcast with the local winners was heard over WOW at 2 p. m., Saturday, March 6.

Fred Astaire spends nearly 24 hours in rehearsal for his NBC program each week, although the show itself is on the air for only one hour.

## Bond Brings Terry and Ted



Bond Bread now presents "Terry and Ted," Monday through Friday, at 5:30 p. m. "Terry and Ted's" adventures with Major Campbell in the land cruiser are fascinating stories for all boys and girls.

Above is Mr. Chester Morris, local manager of the General Baking Company, bakers of Bond Bread, and Mr. Walter Ryberg, one of his route men. They are standing at the side of one of their delivery trucks, which carries a poster calling attention to "Terry and Ted."

## School Aids Dooley . . .



"Yours truly, Mr. Dooley," assisted by his co-conspirator, John K. Chapel, and 250 pupils of the Henry Yates school of Omaha, broadcast the Dooley show from the school auditorium on Thursday, March 4.

To the sponsor, Fels-Naptha, goes the credit for permitting Mr. Dooley to make this broadcast.