

**Basic
NBC
Network**

WOW NEWS TOWER

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

**5000
Watts
590 Kc.**

ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. 10—No. 7

OMAHA, NEBRASKA, APRIL 1, 1946

PUBLISHED MONTHLY

Station WOW Prepares For Television

82 Per Cent Say Radio is Doing a Good Job

More than 8 out of 10 people in the United States believe that radio is doing either an excellent or a good job in the community.

Smaller majorities commend the accomplishments of churches and public schools. And only a minority feel that local governments are on the whole doing either a good or an excellent job.

These are the highlights of a recent nation-wide survey made by the National Opinion Research Center, University of Denver, in cooperation with the National Association of Broadcasters.

In an effort to uncover all possible complaints against radio, interviewers asked a cross-section of radio owners . . . "Do you ever feel like criticizing when you listen to the radio . . ." one out of three persons has no complaint.

Significantly, criticism of commercials are limited to 29 per cent of the population. The remainder of the complaints are concerned with poor talent, disagreement with speakers, bad taste, daytime serials and jazz.

Members of NORC's trained interviewing staff talked with civilian adults in all walks of life in every part of the United States. All were asked:

"In every community, the schools, the local government, each has a different job to do. Around here, would you say that the schools are doing an excellent, good, fair, or poor job? How about the radio stations? The local government? The churches?"

Radio	Excellent		Fair or Poor	Undecided	Total
	Good	Poor			
Radio	82%	11%		7%	=100%
Churches	76	14		10	
Schools	62	23		15	
Local govt.	45	38		17	

"Excellent" ratings are distributed as follows: radio—28 per cent; churches—25 per cent; schools—17 per cent; local government—7 per cent. Only 1 per cent think the radio is doing a "poor" job; 2 per cent give churches the lowest rating.

All four civic institutions receive a larger degree of criticism from the college educated than from any other group in the population. For example, radio stations are rated as "Fair" or "Poor" by 17 per cent of persons with a college background but by only 10 per cent of those with no more than a high school education. The community job done by local government is considered "Fair" or "Poor" by 48 per cent of the college group but only 35 per cent of those with only high school or grade school training or with no education at all.

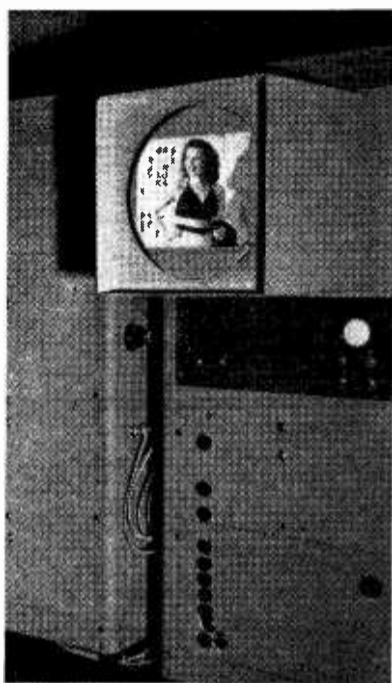
A second question asked by NORC showed that a majority of radio owners either actively favor radio advertising or are somewhat indifferent to it. This question was put only to people owning a radio set:

"Which one of these four statements comes closest to what you yourself think about advertising on the radio?"

- A. "I'm in favor of advertising on the radio, because it tells me about things I want to buy. . . . 23%
- B. "I don't particularly mind advertising on the radio. It doesn't interfere too much with my enjoyment of the programs 41

(Continued on page 3)

WOW MEN STUDY MODERN TELEVISION



Television experiments are in progress daily in WOW's studios.

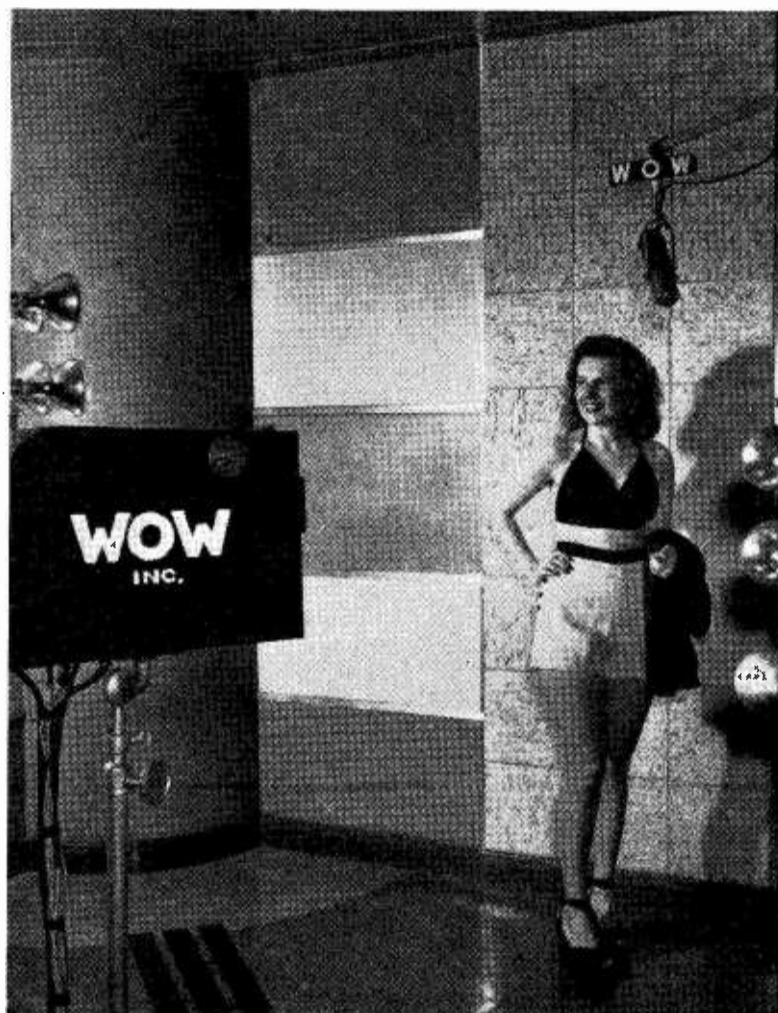


Photo at right show lights, camera and subject (Loretta Dundis) being televised.

Photo above shows the actual photo in the kinescope—the photo an engineer will regulate when it goes over the air to the looker's home instrument.

Site is Selected and Two Cameras Ordered

WOW's 24th year of service (which starts April 2) may be "the year when WOW started television in Omaha."

Chief Technical Supervisor, Joe Herold, in a report to General Manager, John J. Gillin, Jr., made public WOW's activities in the television field. The report indicated that television in Omaha may be much closer to reality than most WOW listeners realize.

WOW's application for a television broadcasting license was filed with the FCC in May, 1944 and is now pending.

Specifically Herold's report says:

WOW's television transmitter site has been selected at 36th and Farnam Streets on top of the Blackstone Hotel.

WOW engineers have constructed a complete television demonstration unit for use in training personnel in television engineering. This unit is the standard 525-line interlaced scanning electronic system.

WOW has been promised delivery of a television transmitter (subject to approval by the FCC of the application for a television station construction permit) for November or December of 1946.

Television studio and transmitter room designs are being studied. Tentative plans for both studios and transmitter have been drafted.

Herold reported that he and W. J. Kotera, chief engineer, have been actively engaged in television experimentation since the winter of 1930-31. They have attended dozens of conferences in the east and have inspected television stations and studied in television laboratories in New York and Chicago. At the present time they are conducting weekly lesson periods for the entire engineering staff of WOW.

For training of production and programming departments WOW has ordered from RCA, two Image Orthicon Type Portable cameras and associated equipment. Delivery has been promised by June 1, 1946.

When this new equipment arrives WOW's entire program and production personnel will begin an extensive training program. During January and February of this year Herold went to New York to see demonstrations of color television.

Herold declined to predict any specific date when WOW will begin telecasting. He indicated, however, that it "may be much closer than people think."

—WOW—

FAMOUS 1st WORDS

Last week Merrill Workhoven, WOW announcer underwent an appendectomy. Before he was brought to his room following the operation, Mrs. Workhoven turned on the tiny radio to sort of "take the chill" off the room. A half-hour later, with Merrill safely bedded down and the effects of the anesthetic beginning to wear off, came the end of the General Mills program. The announcer closed the show gave the chain break and the NBC chimes came thru'. Workhoven, his eyes tight shut, lifted his head and in true trouper fashion, roared so that the occupants of the entire floor could hear, "This is WOW, Omaha!"

Retailers to Hear the Joske Story

Omahans who influence placement of retail advertising will hear details of "The Joske Experiment" at the Omaha Advertising Club's "Radio Night" May 7, Hotel Fontenelle. The meeting will be sponsored jointly by Stations KFAB, KBON, KOIL, and WOW.

The speaker will be Frank Pellegrin, former Omahan, now chairman of the Department of Broadcast Advertising, National Association of Broadcasters, Washington.

"The Joske Experiment" involves a year's test of radio advertising at the big Joske department store in San Antonio, Texas.

—WOW—

IN THE RECORD

The NBC Sunday Harvest of Stars show is on the record—for real. It's in the U. S. Congressional record for posterity. Representative Albert Thomas, of Houston, Texas, inserted the text of the March 3 Harvest of Stars broadcast honoring his native state.

—WOW—

GERSON IS BACK

Betty Lou Gerson, who created the role of Marilyn Larrimore for NBC's Today's Children, has returned from a long visit in New York to step back into the role.

FIRST AGAIN!

As WOW starts its 24th year its programs continue to be the most popular on the air according to the 15th Annual Radio Editors Poll taken by Billboard magazine.

Fourteen out of a possible 21 first places went to the NBC network, the programs of which are on WOW. The NBC and WOW also won 9 second places.

CBS won 4 firsts, 7 seconds and 3 thirds.

ABC landed 2 firsts, 2 seconds and 4 thirds.

The NBC-WOW firsts were:

- Fred Allen
- Bob Hope
- Information Please
- Bing Crosby
- Dinah Shore
- Bill Stern
- H. V. Kaltenborn
- Don Wilson
- John Charles Thomas
- Chesterfield Supper Club
- Kenny Delmar
- Army Hour
- Johnson's Wax Program

In addition NBC and WOW won a commendation for presenting the best public service programs.

For photographs of most of the Billboard radio winners see pages 4 and 5.

Daylight Time to Change Programs

Most of WOW's topnotch NBC network programs, and some local features will be heard One Hour Earlier starting April 28, when NBC starts operating on Daylight Savings Time. Full details of the changes in WOW's schedules will be given in the May News Tower.

Generally, WOW's breakfast time, noon-hour and dinner-time features will remain where they are.

All three of the national networks will change to DST.

A movement is underway in the broadcasting industry to induce Congress to establish a "uniform time" throughout the country so that program schedules won't be upset.

—WOW—

TO NBC SESSION

Six members of the WOW family, including Francis P. Matthews and M. M. Myers, directors of Radio Station WOW, Inc., and John J. Gillin, Jr., president, attended the NBC affiliates' meeting in Chicago March 25-27. Program Manager Lyle DeMoss, Promotion Manager Bill Wiseman and Technical Supervisor Joseph Herold completed the delegation.

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

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

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 4/46, which means April, 1946.

If your WOW News Tower subscription expires soon, wrap 50 cents in a piece of paper, with your name and address. Your renewal will start when your present subscription expires. CHECK NOW!

THE WOW NEWS TOWER

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BILL WISEMAN, EDITOR SOREN MUNKHOF, ASSISTANT



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AS WE SEE IT! . By BILL WISEMAN

CONFERENCE ON STATION PROBLEMS . . .

A fortnight ago several hundred radio men from throughout the nation and the radio students at the University of Oklahoma gathered at Norman, and Oklahoma City for their Annual Conference on Radio Problems. It was our privilege to attend and to lead a couple of panel discussions.



Bill Wiseman

Theme of the conference was "Radio in Transition"—a discussion of radio as it is today and as it will be tomorrow. Some recollections follow.

THE \$64 QUESTION . . . ?

A part of a discussion went something like this:

Station Man: "The electronics instrument of the future will be an instrument with television photos six to eight hours a day. Right?"

Leader: "Undoubtedly."

Station Man: "And that instrument will include both photos and sound—the latter when pictures are not being shown. Right?"

Leader: "Right."

Station Man: "And the sound part of that instrument will be short wave—probably the same as Frequency-Modulation. Right?"

Leader: "Corre-ct!"

Station Man: "Then why have F-M at all?"

Leader: "You've got me, Pal!"

—WOW—

OBELER SOUNDS OFF . . .

Most exciting moment of the conference came when Arch Oboler, writer-producer ("Lights Out" and horror stories) made a blistering attack on radio commercials in place of his scheduled talk on "Radio Writing."

No sooner had he finished sounding off when Willard Egolf of NAB, challenged the speaker, won a hearty endorsement of the American System of broadcasting. Said Egolf: "It isn't perfect, but like Democracy, it's the best system we know of!"

—WOW—

NOW, NOW, PROFESSOR . . . !

At a gripe session a music professor declared he could never find any music on the air except "trash" (popular music).

An Oklahoma station man promptly enumerated specific programs available to the professor—and these totaled 74 hours a week!

The professor guessed he hadn't really looked hard enough for "good music."

—WOW—

TELEVISION NOTE . . .

Another interesting idea was tossed in by a Chicago Commonwealth Edison man who is in charge of television advertising for his company. He said that his company expects there will be 100,000 television sets in use in the Chicago area within two years. Each television set owner, he figures, will pay an extra dollar per month on his electricity bill because of his television set. Thus the electric company will collect \$100,000 each per month, which ain't hay! (Nebraska Power, please note!)

—WOW—

CONGRATULATIONS . . . !

Our sincerest congrats to Mrs. A. Glenn Steele, planner, writer, producer, and director of the program "We March with Faith" for the Omaha public schools. It was recently awarded one of the Peabody Awards as "an outstanding children's program." The program is aired on KOWH at 1:45 p. m. Thursdays and repeated by transcription, Sundays at 1:45 p. m.

WOW, winner of the Award in 1940, fully appreciates the high honor given to Mrs. Steele and her associates.

An Eastertide Thought

"MAN stands facing a great threat and a thrilling opportunity. The possibilities of science enable him to look bravely at the stars and to seek a finer destiny.

"Man needs most the faith and the spiritual guidance that would lead him to apply his new knowledge to peaceful pursuits.

"The hope of peace that is lasting and a world that is free lies within the soul and heart and mind of man."

—Brig. Gen. David Sarnoff, President of the Radio Corporation of America, in a speech before the Federal Council of Churches of Christ in America, broadcast over NBC and WOW.

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



Rev. R. R. Brown

April means showers, flowers and the return of the songs of the birds. It also brings to us the most tragic and glorious events in our religious calendar. We go down into the ever-deepening shadows of the crucifixion of our Saviour, and then His glorious triumph on Easter morning. We not only sing, "The Old Rugged Cross," but triumphantly proclaim, "Hallelujah, Christ Is Risen!" All of this can be expressed in one glorious word—"Hope." Hope is desire unrealized. The human race had tried to find a way out of its moral dilemma and to penetrate beyond the grave with its reasonings and man-made religions, but they brought no certainty nor illumination. But now we have in this glorious event the assurance that sins may be removed, and from their domination we may be delivered; and that the grave has lost its terror and death its sting.

If men could but realize in their lives the life of Him who triumphed for us, how quickly we would solve the confusing problems of our times. The whole world had hopes that out of the death, disaster and debris of World War II there would arise not only the monuments to the memory of the millions who died, but a new message of peace that would inspire the hopeful expectations of a weary world.

The nations are actively engaged now in building the machinery to preserve peace, but an institution is impersonal. It must represent the profound convictions and the determined purpose of the peoples who created it to use it for its intended objectives. While we are putting up this house of peace, men everywhere are talking war, and nation is still rising against nation

and class against class. There is no foundation for hope, far less optimism, unless men themselves are changed. Just as the new life of springtime changes the face of the earth and all vegetation, so will faith in God through Christ change human nature which will affect the thinking, feeling and acting of men everywhere.

Anniversary Day

Sunday, April 7, will mark the twenty-third anniversary of the World Radio Congregation. It was on Sunday morning, April 8, 1922, that we gave the religious service over this station whose call letters then were WOAW, and it has not been omitted from the program of the station one Sunday since that time. Since it was a church service broadcast from the studio for the radio audience, it has been established as America's first non-denominational radio service.

We recognize with sincere gratitude and deep humility the kindness of the executives and staff of WOW who have continued this program on the air without interruption. We congratulate the station on its twenty-third anniversary which occurs on April 2. We are indebted to you, our listeners, for your kindness and to our faithful associates for their sacrificial service. To God we give praise for the permanent good that has been accomplished. The service is given each Sunday morning, 8:30 to 9:30, CST.

Be sure to tune in for the special anniversary program on Sunday night, April 7. You will also hear the Holy Week Devotional Services each week-day morning, April 15 through April 19.

—WOW—

SUMMER SCHOOL

Objectives of the fifth annual NBC-Northwestern University Summer Radio Institute, beginning a six-week session in advanced radio instruction on June 24, were outlined to instructors at the first faculty meeting held last week, according to Miss Judith Waller, NBC Central Division public service director and co-director of the institute.

Armand Hunter, also co-director, requested faculty members to submit outlines of their respective courses of instruction by May 1, and reported that many requests for enrollment had been received. Miss Waller also announced that R. J. Loughrin, NBC Central Division production director, will be instructor for the Radio Programming course.

? Your Last Copy ?

Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "4/46" means April, 1946. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

COMMENTS and LETTERS

Note.—WOW listeners are cordially invited to air their views on any phase of radio in this column. Please make your comment brief, and don't fret if the editor uses only what he thinks is most interesting to the most folks.

RAISES DOUGH!

Fairbury, Neb.—How's about another song by the (WOW) quartet? I think they're good.

I would like to hear them sing "You Tell Me Your Dreams." I sing too and would like to be where I could help carry the melody. Enclosed you will find a check for a \$1. Please send me the WOW News Tower for two years.

I also hear the 8:07 Special in the mornings. You see I like the WOW gang.

Thanks for all the fun I've had in the past and looking forward to a lot more in the future.

I usually iron Saturday morning and bake bread so I always hear the Jamboree program. The quartet always helps the bread raise.

MRS. JEAN BOKENKROGER.

—WOW—

ONE FOR CLARK

Omaha, Neb. (to Ray Clark)—Hugo speaking, Ray:

That picture of you and those two handsome boys really "threw me for the count!"

I was at the Ft. Crook airport when you landed after your overseas experience. I saw you pick up those "little guys" and hold them close. It was really something that touched a fellow.

Ray, I just wanted to congratulate you on such a grand family and I know that they will always be as proud of you as you are of them.

I have always enjoyed listening to you, meeting you and on the few occasions where you have appeared personally, being in the audience. So, just take this little greeting from one of your good friends and with best personal wishes to all of the Clarks, I remain

(signed) HUGO HEYN.

—WOW—

Service Men Like

Romantic Ballads

Kay Kyser's survey of 115 army and navy hospitals reveals that "Symphony" is the favorite song of disabled servicemen. Of the top songs chosen, nine were romantic ballads.

Touring the country to play at camps and hospitals, Kyser found music the favorite form of entertainment in the service. Anxious particularly to please the patients on the "Bedside Circuit" of the Armed Forces Radio Service, he polled them on their favorite songs.

The 10 most popular songs in order chosen are "Symphony," "It Might as Well be Spring," "Doctor, Lawyer, Indian Chief," "It's Been a Long, Long Time," "I Can't Begin to Tell You," "Waiting for the Train to Come In," "Stardust," "Let It Snow," "Till the End of Time" and "Some Sunday Morning."

—WOW—

President Truman is

a Burns & Allen Fan

George Burns and Gracie Allen, whose Maxwell House Coffee Time program recently (NBC, Thursdays, 7 p. m., WOW) was built around a letter which they thought was from President Truman, actually received a telegram from the President the following morning, telling the famed radio couple how much he had enjoyed the show.

Mr. Truman's wire read: "We all enjoyed the show immensely. There was more truth than poetry in many of the jokes. Mrs. Truman, Margaret and myself listened with a lot of pleasure. I'd like a copy of the script."

George and Gracie said it was one of the biggest thrills of their 20 years together in show business.

—WOW—

Jack Holden, NBC National Barn Dance announcer, is back on the job after a month's rest under doctor's orders.

ELECT 5 WOW-ANS TO 20-YEAR CLUB

STAFF STUFF

By SOREN MUNKHOF

Radio broadcasting is a serious business, but once in a while the boys manage to pull off a joke. Last month, they put Chief Announcer John Leslie through the torture. Leslie was worn out—probably from worrying over income tax. He dozed off between spot announcements in the chair in the announcer's booth.

It would have been simple to wake him up just before the break. But, Production Chief Ray Olson and Controlroom Operator Louis DeBoer got one of those fiendish ideas. They decided to let Leslie sleep through the break—but first they arranged to protect the station. Ray Olson took the announcement in the back studio. At the same time, DeBoer turned on Leslie's mike, on the audition channel in the studio's only. Transcription Boss Tom Chase rushed into the studio and shook Leslie who woke up to find the red light on and the microphone open—and, no announcer's copy on his desk. Leslie sweated it out for several minutes until he found the entire crew laughing at him.

In the new faces department is Eleanore Mayne. Eleanore has taken Ruth Jones' place in files. Speaking of Ruth Jones, she was one of the winners in that "Dirty Eight" tournament we told you about last month. Ruth and Margaret Kelly won the nylons Promoter Bill Wiseman had put up as prizes.

Harold Storm—WOW's publicity grabber, came close to winning. Storm was in the All-Girl tournament as a stand-in for Jackie Lee who was on the switchboard. Storm was leading the field when the last hand came up. Popular demand of the other contestants brought Jackie up from the switchboard to play the last hand herself. She lost. Speaking of Storm, he is sharing honors with Dagwood Bumstead of comic strip fame. It seems that one of the younger Storms (Ginger, she's 10) was involved in a sort of a "Truth or Consequences" program for her fifth grade class. Her pappy, whose job it is to dream up ideas, was called on to furnish some "consequences." After much brow-wrinkling, Ginger was sent to school with a list to stir the childish imagination of a fifth-grader.

But, daughter came sadly home the next night. The "consequences" were all "X"ed off or marked "poor."

The word "poor" just about describes your writer—the poor guy. Your writer is the only man in the radio station who knows the stocking sizes of all the girls—over 30 of them—working for the station. And, thereby hangs a story.

Wilma Swatek received the enchanted post card the other day—and rushed out on her lunch hour to buy a pair of nylons. Boss-of-the-mails Phyllis Murphy (it's really Philomena) saw the nylons and returned to the balcony. "Girls," she gossiped with an Irish glint in her eye, "Munk has bought his secretary a pair of nylons. ('Tweren't true.)"

The phone started ringing. Meta Sparks wanted to know why she didn't get any nylons—the size, she said, was 9½. Betty Bauer called—size 9½ medium; Jerry Hetmanek—size 9; Gertrude 10's; Gwen 8½. Jean, Yvonne, Dottie, Marge, etc. Nine and a half, 10½, 9½, 10, etc. Nylons, sizes, stockings and finally Storm popped up with a request for size 8½. And, we don't think his wife wears size 8½—let him explain that.

But, a newsman is never down for long. We tucked a cardboard

Five WOW-ans Selected For Radio's Who's Who

Certificate of Membership
in the
Twenty-Year Club

This is to certify that

JOHN J. GILLIN, JR., BILL WISEMAN, THOMAS B. CHASE, BILL KOTERA, LYLE DEMOSS

having served the great cause of radio broadcasting for more than two full decades, is hereby recognized as a member of the Twenty-Year Club, with all the rights and privileges thereto appertaining.

H. V. Kaltenborn
Founder

Organized in New York City - April 4, 1942

Names of five WOW executives who have been named to radio's "Twenty Year Club" are superimposed on this facsimile of the club's certificate of membership.

82 Per Cent Say Radio Doing Its Job

(Continued from page 1)

- C. "I don't like the advertising on radio, but I'll put up with it" 26
- D. "I think all advertising should be taken off the radio" 7
- Undecided 3

When radio owners were presented with a definite choice—advertising or no advertising—a 35 per cent minority preferred radio programs without advertising. NORC asked:

- "If your radio programs could be produced without advertising, would you prefer it that way?"
- Prefer advertising 62%
- Prefer NO advertising 35%
- Undecided 3

A majority of every population group studied would prefer radio

carton under the left arm, grasped Wilma's empty nylon box firmly in the left hand, and stalked swiftly and silently through the office where all the girls work.

Twenty steps and there were shrieks, the patter of tiny feet—and some not so tiny—and one poor news manager was pinned in a corner, fighting for his life.

Speaking of life brings us to pens (you know, "lifetime" pens). We can always tell when Announcer Gene Edward is on duty. Because, hanging on the desk pen in the announcer's booth, right under the microphone is usually a sheet of paper carrying such cryptic notes as "cut-in" and "car." The "cut-in" note means there's a commercial "cut-in" coming up on some program. The other note means it'll soon be time to feed another nickel to the parking meter.

His Mis-cast

Ten to ten-thirty Saturday mornings is "nut" time on WOW—that's the time of the WOW Jamboree program. On a recent Saturday, the feature of the show was the "Life of Gene Edward."

WOW Announcer Gene Edward wanted to play the part of himself. But, Bill O'Halloran, the writer of the show, voted against that. Says Bill: "Gene just isn't the type."

programs with rather than without advertising. The largest minority against radio advertising—44 per cent—was registered in the New England and Middle Atlantic States. Substantial minorities answering "No radio advertising" also came from radio owners in the more privileged educational, economic, and occupational strata.

When the same question was asked about the daily press only 10 per cent said they would prefer their newspapers without advertising. NORC asked:

- "If your newspaper could be produced without advertising, would you prefer it that way?"
- Prefer advertising 87%
- Prefer NO advertising 10%
- Undecided 3

Other questions included in the same survey revealed that among radio owners:

- 81% say that they are able to get the kind of radio programs they like when they want to listen to them.
- 84% would rather do without the movies than without the radio if they had to give up one or the other.
- 81% think radio stations are usually fair in giving a hearing to both sides of an argument.
- 71% think radio did the best job of all mass media in "serving the public during the war."
- 13% said they would pay \$5 a year to get radio programs without any advertising in them.

This NORC survey comprises the first major post-war study—on a national scale—of popular reactions to the radio as an integral part of American life.

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Barbara Bates on The Aquila Staff

The lady with three names—Barbara Bates, Barbara Gunderson and Joy Barton—is stepping up in the world. She became radio director of The Aquila, women's fashions center, as of March 15.

Until a few weeks ago Barbara was Director of Women's Activities for WOW. She relinquished her post when her hubby came back from the

wars and she decided to take a long rest with him.

Professionally Barbara used her maiden name "Barbara Bates" in radio. In private life she is Mrs. Robert Gunderson. On WOW she became widely known as "Joy Barton," the role she played in The Aquila's "Special Delivery" (8:30 a. m., Mondays, Wednesdays and Fridays). Hence the three names.

In accepting her new post, Miss Bates will continue to be "Joy Barton." She will also resume writing and directing chores for The Aquila's popular daytime show. Additionally she will serve as a public relations director, and fashions exploiter for The Aquila.

Barbara was born in South Dakota, attended college there with Ray Clark, got her start in radio at WNAX. She came to WOW from The Potts-Calkins-Holden Advertising Agency where she was radio director.

—WOW—

PEANUT DOLLS

Penny in NBC's One Man's Family and Corny in NBC's His Honor, the Barber, is busy these days making peanut dolls in her spare time. Her inspiration came from a peanut doll from Ecuador, which Margaret O'Brien, young film star, gave her.

—WOW—

Bert (Mad Russian) Gordon, heard on NBC's Eddie Cantor show is going to night school to learn to speak Russian.

100-Years' Work in Radio is Indicated

Five members of the WOW staff have been honored by membership in the "Twenty-Year Club"—indicating that they have been associated with the radio industry for two decades or more.

The WOW veterans thus far accepted for membership are:

- William J. Kotera, chief engineer.
- Lyle De Moss, program manager.
- Thomas B. Chase, transcription department manager.
- John J. Gillin, Jr., president and general manager.
- Bill Wiseman, promotion manager.

The "Twenty-Year Club" was established in 1942 under the guidance of H. V. Kaltenborn, dean of radio commentators. Membership is by invitation only. There are no officers, fees, constitution, by-laws or meetings.

Members' radio careers are reported in a booklet issued annually, and called "The Twenty-Year Club of Pioneers in Radio Broadcasting." Its roster is essentially a "Who's Who in Radio." Among its most famous members are Phillips Carlin, Vaughn De Leath, Edgar Kobak, Graham McNamee, David Sarnoff, Judith C. Waller, Mark Woods and many others.



H. V. Kaltenborn

Veteran Kotera

Chief Engineer Kotera is the oldest WOW employee in point of years. He experimented with radio telegraphy and operated his own amateur radio station in 1921. He obtained a second-class operator's license in 1922. He joined the staff of WOW in 1925 and has been continuously associated with WOW except for a brief period in 1927 when he was chief engineer of Station KMMJ at Clay Center, Nebraska. Currently he is engaged almost full time in television research work.

Bill Wiseman's first contact with radio was in 1922 when he was the town's first radio editor at the old Omaha Daily News. He broadcast news over WOAW in 1924, became the "globe trotter" on KOIL in 1926. He became associated with WOW in 1937.

Singers

Tom Chase began his radio career as a singer on the World Radio Congregation program (Rev. R. R. Brown) in 1923. He joined the staff of WOW as announcer in 1930.

Lyle DeMoss was an announcer and singer over Radio Station 9-DXH in Anthony, Kans. in 1923. He too was once associated with KMMJ at Clay Center at a time when the famous Bill Hay was an announcer. Later DeMoss was associated with KGBZ at York, Neb., still later with KFAB at Lincoln. He joined the staff of WOW in 1938 and became program manager in 1942.

Up from Ranks

John J. Gillin, Jr., entered radio in 1924 as a vocalist and in dramatic roles with the Creighton University players. He entered commercial radio in Chicago in 1927, came back to WOW in 1929 as an announcer while he was attending Creighton law school. In 1931 he was chief announcer and program director of WOW. In 1932 he became general manager. Since 1934 he has been a director on the Board of the National Association of Broadcasters and an outstanding figure in the industry nationally. In 1943 he became president and general manager of Radio Station WOW, Inc., and as such, executive head of Station KODY at North Platte.

BENNY TROUPE FINALE IN NEW YORK

Dennis Day Back as Cast Goes to New York

Present plans call for Jack Benny to broadcast his last three programs of the current radio season from Chicago and New York. The Waukegan wit expects to broadcast from Chicago on May 12 and from New York on May 19 and May 26, completing the season with the latter show (NBC, 6 p. m., WOW).

The entire Benny troupe, including Mary Livingstone, Phil Harris, Rochester, Don Wilson and Dennis Day, who returned to the Benny show on March 17 after two years' service in the navy, is expected to leave Hollywood on May 6 for the east, returning approximately June 1.

End of the 1945-1946 season will complete Benny's 14th year as a radio comedy star.

—WOW—

Housing Shortage Solved in Scripts

There may be a housing shortage in real life, but writers can blissfully ignore such trivia and so Art Glad, who scripts the NBC serial *Masquerade* (NBC, 11 a. m., Tuesdays through Saturdays, on WOW) has moved two whole new families into the show with no trouble at all.

In so doing, he demonstrated how simple these things are by putting them on opposite sides of the tracks. The *Wrong Siders* are only two, a high school senior named Jeannie Rourke, played by Sandra Gair, and her father, Jim, portrayed by Omaha's Ray Suber. Jim is a dreamer who can't seem to find his niche in life. His daughter is a talented beauty who has her heart set on a better life.

A family of four comprises the *Other Siders*, the Wendells, who are the social arbiters of Fairview, Ia., where the scene is laid. Shirley Linder and Sid Ellstrom are heard as the senior Wendells, Jane Webb as daughter Vicki and Ned LeFevre as son Phil.

Listeners scent a romance between Phil and Jeannie and considerable trouble between the two families.

—WOW—

57-Voiced Mel Gets Recognition

Mel Blanc, the versatile gentleman of 57 different voices, has been named as the best supporting comedian of the year by "Woman's Day" magazine. Jack Benny's Rochester was the winner last year.

Known by many editors as a hilarious "one-man* crowd," Mel plays the part of Pedro, the gardener ("Pardon me for talking in your face, Senorita"), and Roscoe E. Wortle, the traveling salesman ("Hello there, girlie, remember me?"), on the "Judy Canova Show" over NBC Saturday nights at 9 p. m., WOW. In addition, he is the stuttering Snafu for Bob Hope, the Wistful Postman for George Burns and Gracie Allen, the Parrot for Jack Benny, the Hubert Peabody for Jack Carson.

—WOW—

IOWANS WIN

Wilber and Lucile Goodhew and their three children, outstanding farm family near Carlisle, Iowa, were honored for an exceptional job of food production when they received the 168th W. G. Skelly Agricultural Award on the Skelly News program, Saturday, March 23 (NBC, 7 a. m., WOW).

—WOW—

WINS FIRST PRIZE

Charlie Cantor's daughter, Marla, recently won first prize for writing a radio script. The contest was sponsored by her school, Beverly Hills (Calif.) high school. The daughter of Clifton Finnegan of NBC's *Duffy's Tavern* will play the leading role when the script is aired.

TOPS WITH EDITORS IN BILLBOARD POLL



BILL STERN, repeated his 1945 victory, and was chosen America's "Favorite Sports Announcer" in Billboard's Editors' poll. Another NBC star, Clem McCarthy placed high in this category.



MOLLY MCGEE (Fibber's spouse) represents the popular Johnson's Wax show which has "commercials in good taste," and is the second favorite comedy show (Hope first).



JOHN CHARLES THOMAS, Westinghouse vocalist was "top male singer of operatic and concert music." Top female was Lily Pons. (See page 5 for other NBC-WOW Billboard poll winners.)



Allen



Wilson



Shore



Hope



Crosby

T. or C. GUESTS

A host of the greatest stars of radio, including Jack Benny, Dinah Shore and her husband George Montgomery, Rochester and others, were guests of Ralph Edwards when his *Truth or Consequences* celebrated its sixth anniversary, Saturday, March 23 (NBC, 7:30 p. m., WOW).

Each of the visiting guests came masked. Contestants attempted to identify each star, and those successful, were asked by Edwards to play the consequences.

? Your Last Copy ?

Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your *News Tower* subscription expires is printed here. "4/46" means April, 1946. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

Cass Daley, star of NBC's *Fitch Bandwagon*, will call her autobiography, "I Said It and I Meant It!"

FAVORITE STORIES

Bill Stern, NBC director of sports and star of NBC's "Colgate Sports Newsreel" program is the author of a new book, "My Favorite Sport Stories," published today by Mac-Davis Features of New York City.

"My Favorite Sport Stories" is a collection of 150 stories and anecdotes, garnered by Stern from the world of sports. It touches on every sport from auto racing to yachting and includes yarns on baseball, football, boxing, hockey, swimming, tennis, horse racing and many others.

Handsome Merrill Workhoven is No Prima-Donna

By HAROLD STORM

The summer sun beats down unmercifully . . . heat waves wrinkle the landscape into miniature mirages . . . insects hum in the long grasses . . . man and beast alike move as little and as infrequently as possible. High above the earth, in the crotch of a tall tree, reclines the lean, half naked figure of a youth. Over his shoulder is coiled a rope—at his side hangs a crude knife. His shoulders are bronzed by the sun—his black hair grows long on the nape of his neck—he ponders intently over the dog-eared pages of a book . . . (sounds like Edgar Rice Burroughs' "Tarzan," doesn't it?). Well, it isn't. The kid needing a hair cut and reading "Tarzan of the Apes" was Merrill Workhoven, who, if he had had the voice for it might have grown up to scream "Aaahho-o-o-wah" at an ape in place of Johnny Weismuller instead of becoming a radio announcer.

Merrill was born on August 2, 1910 in Orange City, Iowa, moving to Sioux City while still very much of a youngster. His youth was comparable to that of any average mid-west boy—grade school—junior school—high school. As he grew older (this was after the Tarzan episode), he worked during his summers—on farms—in the brickyards. Winters found him content to stretch his long legs under the "seat ahead" and suffer the indignities of the contagion of education. He graduated from East high school in Sioux City in June 1928 and attended Iowa university for two years—one year in pre-law, one

for the west coast and a job with the Hollywood and Vine branch of a Los Angeles bank. Merrill spent three years in California—working in the bank—posing for a commercial photographer—doing radio dramatics—taking part (male lead, incidentally) in some 15 Little Theater productions and acting in a few Columbia picture "Shorts."



MERRILL WORKHOVEN

year in business administration. Following the two years at Iowa "U," he returned to Sioux City and a job as transit manager in one of the banks. He remained in this position for six years, leaving in 1936

Merrill's chance in radio came while he was vacationing in Sioux City. An announcer at radio station KSCJ broke an ankle and because of his experience in radio dramatics, Merrill was asked to fill in. That did it. He remained for a year and a half and was news editor for the station when he resigned to join the staff of station KSOO, Sioux Falls, S. D., also as news editor. Here he stayed for four years, then left for KTAR, Phoenix, Ariz. He joined the announcing staff of Radio WOW in 1945.

In 1940 he was married to Helene (Honey) Norris (a cutie with fabulously red hair). They have a son, Nicky, aged 2½ years. Despite the early showing caveman-like tendencies, Merrill is as pleasant as his voice. He is even-tempered, kind and considerate of all with whom he has contact. He possesses a fine talent but has not gone "prima-donna." To sum it all up, this is his story and he's stuck with it—but that isn't too bad, since a success story is not a bad kind of a story to be stuck with.

TECHNICAL INFO

By GLENN FLYNN
WOW's Chief Control Operator
YOU'LL HEAR MORE ABOUT 'TELERAN' . . .

This item seems like the ultimate in attempts to make flying more safe. RCA engineers are working on a new system of air navigation known as *Teleran*. *Teleran* collects information by means of Radar equipment on the ground, combines it with meteorological, geographical, and control data, and transmits a television picture of the assembled information to a television receiver in the plane. The receiver shows the pilot the position of his plane in relation to that of all other planes at his altitude, superimposed upon a map of the surrounding territory, with route markings, weather data and flight instructions.



G. Flynn

—WOW—

100 TELE STATIONS WITHIN 2 YEARS . . .

The Federal Communications Commission's new Acting Chairman Charles R. Denny has predicted that there will be 100 television stations in operation by the end of 1947. He also states that television receiving sets will be available in considerable volume by the middle of this year.

—WOW—

2,000 ASK LICENSES

The Federal Communications Commission hope to authorize construction of a "large number" of new radio stations throughout the country in six weeks or two months. Plans call for consideration of approximately 2,000 broadcasting applications now pending before the Commission.

—WOW—

ENGINEERS ATTEND CLEVELAND MEET

From the WOW engineering department comes this news: Roy Glanton, WOW transmitter supervisor and Beuford Eaves, KODY chief engineer attended the Broadcast Engineers conference at Columbus, Ohio, March 18 through 23. Recording work this month took WOW engineers to Topeka, Kans. for the Farmers Union meeting, and to Hartington, Neb. for the start of Cedar county Red Cross drive.

—WOW—

WOW SETS ON GOOD EARTH

One of the factors that makes for good reception of radio programs is the ground conductivity or nature of the soil at the transmitting station. WOW is fortunate in being located in an area of very good ground conductivity. In fact the whole Missouri Valley region is of the same nature.

—WOW—

FACSIMILE, COMING UP!

Another electronic wonder promised for the postwar era is facsimile. Facsimile is a method of transmitting printed matter by radio. News, market reports, cartoons, weather maps, photos, and other material can be received in your home by means of a small printer which can be attached to your radio.

Before the war a number of broadcast stations were transmitting facsimile on an experimental basis during the night hours after the end of regular program service. During the war improvements were made in the methods of transmitting and receiving printed matter.

So perhaps one of these days you can turn on your receiver before retiring at night and in the morning you will have the latest news.

"JOURNEY" ... "MYSTERY CHEF" RETURN

C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK!
MAY I COME IN?

Hi, neighbors, how'er you all? Well it might as well be spring for we all have spring fever by this time. When I was a little girl, mother fixed up the sulphur and molasses by April 1st and brother and I began to beg to take the "heavies" off.

Last month I asked lots of questions of the inside members for information on the file cards. This month I'll try to give the inside and the outside members some information about our work of the past year. I won't be able to tell you of the sunshine distributed in the way of many nice calls or of lovely cards and cheery letters received but I can tell you of many comforts our listeners have provided through their interest and generosity.

We should head this list of expenditures with "Where Your Money Goes."

Our hospital bills	\$616.32
To physicians	388.00
Ambulance service	140.00
For glasses	96.00
Medicines	18.10
Wheel chairs	300.39
Repairs on radios, chairs, materials, parts and express; also batteries for radios	108.19
Transfer service	19.10
A rug for a Shut In's room	14.00
Corrective shoes for girl	18.55
Daily paper for Shut In boy	18.10
Nursing care	25.00
Crutches	2.00
To girl for treatments	50.00
Mattress	16.75
Radios	50.00
Dental work	214.00
Stove for an old lady	25.00
Hospital bed	15.00
Telephone	44.36
Postage	130.46
Merchandise— Clothing, gifts, etc.	283.82
Flowers	40.00
Total	\$2,633.14

There's a lot more figures and items in the little brown book of small things that would run this column over, I fear, but the above list will give you some idea of the work done the past year.

Add to this list all the lovely gifts at holiday-time supplied by our good neighbors, all the birthdays remembered as well as special days, and you may know our business is "sunshine" and we deliver car loads of it.

Meet me at the little breakfast table neighbors, and hear the message to "Somebody Who Needs a Friend."

Well, 'bye for now!
YOUR AUNT SALLY.

WIFE GIVES OK

Jack Owens, singing star on NBC's Tin Pan Alley of the Air, must have friend wife's approval of his flying activities because she presented him with a handsome leather flying jacket on the occasion of their 13th wedding anniversary on March 8. Jack, who recently purchased a plane, is taking flying lessons from Johnny Neblett, Tin Pan Alley narrator.

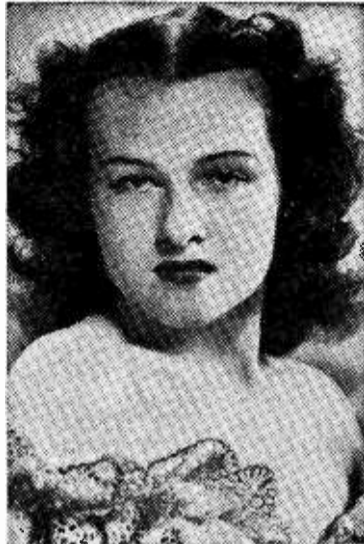
TO VISIT IRELAND

If Barry Fitzgerald's plans materialize, the star of NBC's His Honor, the Barber, will cross the Atlantic this summer to make a film in his native Ireland.

EDITORS PICK RADIO LEADERS



RALPH EDWARDS' "Truth or Consequences" (six years old this week) ran second only to "Information Please" in the "Favorite Quiz and Contest programs" classification.



JO STAFFORD, and her co-star Perry Como came in for a double win. Their Chesterfield Supper Club was "Favorite 15-Minute show" and Jo ranked high as a "top Fem Pop" singer.



KENNY DELMAR ("Senator Claghorn") won as "Radio's Newest Star"—the category in which Perry Como placed third. As most everybody knows "Clag" is a Fred Allen star, and "find."



Benny



McGee



Langford



Bergen



Fadiman

THEY SAID IT ON WOW!

"It would seem quite evident that when Russia sacrifices, twice within 28 days, a long built-up and highly prized reputation for respecting the letter of written treaties, some very important new factor must have entered into her appraisal of the world situation."—CLIFTON UTLEY on NBC commentary.

"World peace is strictly a human problem, whether it involves enough food and clothing or just understanding the other fellow's point of view."—Donald McKNIGHT, 21-year-old national winner of the 4-H Club leadership contest, on the NBC National Farm and Home Hour.

"If the verdict on our loan to Britain is 'no,' the United States will find it extremely difficult to sell its surplus goods overseas—and we will have a surplus in two or three years. . . . Furthermore, the countries on the other sides of the seas will be hurt by not getting the goods they need. Once before this vicious circle was a contributing factor to a world-wide depression that hit the United States a terrific wallop."—ALEX DREIER on Skelly News program.

"Guess I never will understand wimmin—they're allus hollerin' they ain't got a THING to wear—and then it takes 'em three hours to put it on!"—UNCLE (Pat Barrett) EZRA on NBC's National Barn Dance.

"You haven't lived until you bury yourself in a good book. Ah, books—'The Last Days of Pompeii,' 'The Late George Appley' and 'For Whom the Bell Tolls.'"—DIGGER O'DELL, the friendly undertaker, on NBC's Life of Riley.

"Your carrots and my tomatoes won't be shipped to Europe but they will help to release more wheat and other foods that can be shipped to hungry people across the ocean;

and it will ease the load on the railroads; and what's more a garden will help your waistline."—JOHN BAKER, chief of radio section, Department of Agriculture, on NBC's National Farm and Home Hour.

"Art, the caretaker at the Elks Club, who's a big fat fellow, has to have his appendix taken out. Doc Gamble offered to operate for nothing, but all the fellows wanted to donate \$5 apiece—they hated to see a pot opened without a few chips on the table."—FIBBER MCGEE on NBC's Fibber McGee and Molly show.

"New Yorkers are really a swell bunch of people. They'd brave any kind of weather—snow, sleet or blizzard—to come and see a show. Particularly, when it's free."—BOB BURNS on NBC's Bob Burns show.

"I know a radio actor who is a typical Hooperchondriac."—EVE ARDEN on NBC's Sealtest Village Store.

"In public utilities, like railroads and communications and other industries directly affecting the public, workers have developed a method of threatening disaster to the nation as a whole, and thereby getting their demands. This is not collective bargaining, it's more like a holdup."—WILLIAM H. HESSLER on NBC's World Front.

"I learned all about flowers when I was a Woodcraft cadet. Now, to compare the chrysanthemum with the rolldedoldrum. The chrysanthemum, or as it's technically known, the 'hyburnicus mandamus,' has longer pistols shooting from its fungus, while, on the other hand, the rolldedoldrum is more like the petunia, or 'evictus nox vomicus.' The stem is closer to the roots and the pollen is more gregarious."—Archie (ED GARDNER) on NBC's Duffy's Tavern.

New Daytimers Are Spring Pickups

Lone Journey, dramatic story of Montana ranch life, will return to WOW via NBC on Monday, April 1, and will be heard Mondays through Fridays thereafter from 9 to 9:15 a. m., CST. Written by Sandra and Peter Michael, Lone Journey will star Staats Cotsworth and Charlotte Holland.

Miss Michael was the 1942 winner of the Peabody Award for excellence in radio drama, often called the "Pulitzer Prize of Radio."

Lone Journey, which was heard on NBC from 1940 to 1943, is based upon the premise that every man fights alone in his search for happiness. All the characters in the drama are real people in the ranch country, and are friends of the writers. The story is based upon actual events in their lives at Spear-T ranch and in the mining town of Lewiston, Mont.

The program will be sponsored by the Carnation company for Carnation Evaporated Milk.

—WOW—

Mystery Chef Is New AM Feature

One of radio's most famous home economics programs—"The Mystery Chef"—is now a regular feature on WOW, Tuesdays and Thursdays, 11:30 a. m., by courtesy of the Metropolitan Utilities District.

"The Mystery Chef" gives recipes and household hints. His recipes are reputed to be now in use in 7,000,000 American homes.

In addition the "Mystery Chef" frequently allows himself to delve into homespun philosophy. Recently he gave a "recipe for a happy married life" on the day of his own silver wedding anniversary.

—WOW—

BLACK IS WHITE?

Lou Costello told his partner Bud Abbott, starred with him on WOW Thursday nights, that proverbs are paradoxical. Lou challenged Bud to offer a few proverbs and see whether they couldn't be contradicted by others meaning just the opposite.

- Bud's list included:
- (A) Be sure you are right, then go ahead.
 - (B) Revenge is sweet.
 - (C) Look before you leap.
 - (D) Fine feathers make fine birds.

Costello countered with:

- (A) Nothing ventured, nothing gained.
- (B) Return good for evil.
- (C) He who hesitates is lost.
- (D) Don't judge a book by its cover.

NBC CHANGES FOREIGN STAFF

New staff assignments for NBC personnel abroad have been announced by William F. Brooks, network director of news and international relations, upon his return from a two-week visit to Europe. The new lineup is:

- Henry C. Cassidy, General European director.
 - London—Merrill Mueller, United Kingdom director; Ed Haaker, reporter.
 - Paris—Paul Archinard, office manager.
 - Germany—Roy Porter, reporter.
 - Basle—Max Jordon, eastern European director.
 - Moscow—Robert Magidoff, Soviet Union director.
 - Stockholm—Sven Norberg, reporter.
- Brooks, Mueller and Cassidy conferred in London last week concerning plans for 1946.

HANDY NEWS TOWER ORDER BLANK

Why not order the WOW NEWS TOWER MAGAZINE for several of your friends? The cost is only 50 cents a year (for 12 issues). For your convenience, just fill in the coupon below, enclose the cash to cover the cost and mail it today.

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NOTE.—The subscription price of the WOW News Tower is 50 cents a year. Be sure to enclose the exact amount to cover each subscription you send in.

KODY EXEC GIVEN WAR BOND MEDAL

John Alexander Cited by U. S. Treasury

John Alexander, general manager of Station KODY, North Platte "WOW's Little Brother," is the only Nebraska radio man (thus far) to receive the United States treasury department's gold medal in recognition of his war bond selling activities.

W. D. Newberry, Lincoln County war finance chairman presented the medal to Mr. Alexander in a ceremony which was broadcast by Station KODY.

Alexander was active in all seven of the regular war loan drives and in the victory war loan drive. In the 5th war loan drive he arranged for "Dr. I. Q." to make a personal appearance in North Platte which netted bond sales totalling more than \$600,000.

In the 7th war loan Alexander and the North Platte committee induced Skelly's Alex Dreier to make a war bond appearance which netted sales of \$1,100,000 worth of bonds for one performance. In the victory loan drive Alexander arranged for WOW's Ray Clark, then only recently back from overseas to appear at a war bond rally which was largely responsible for the success of their drive in Lincoln county.

During each of the war bond drives Alexander arranged for KODY to present from 45 to 60 different local speakers, who gave war bond sales talks. Chairman Newberry said that these talks were "extremely effective."

Alexander served on the statewide committee of the Nebraska Broadcasters association which correlated the efforts of all Nebraska stations in war bond selling activities.

Alexander has been general manager of KODY since it was taken over by Radio Station WOW, Inc., December, 1943. He came to North Platte from a Denver station but he had formerly been a North Platte resident in the days when the station was KGNF.

-WOW-

Russ Baker Returns to WOW in June

Just plain civilian Russ Baker is expected back on the WOW staff as an announcer about June 1. He was due to return to the States in mid-April after a two years' service in the army in India.

Baker put in about 40 months in all in the army. While overseas he earned a commission from the ranks and the army's coveted Bronze Star.

Russ is the son of Mrs. Frank Baker of Omaha. His wife, Dorothy O'Connor Baker was formerly a hostess in WOW's reception room.

-WOW-

Church Group Wins WOW News Towers

Emcee Thomson Holtz of Listerine Toothpaste's "Nebraska-Iowa Quiz" awarded three WOW News Tower subscriptions as prizes at a Dundee Presbyterian church "quiz" recently. Winners were Claire Raish, Beverly Danielson, and Mary Jo Downing.

-WOW-

WHAT YOU MAKE IT

"Marriage is like a wedding dress—it's what you put into it, how you make it. You choose a pattern and cut your cloth accordingly—and don't let anyone look over your shoulder and direct you how to sew it."—Clare (ELOISE KUMMER) Lawrence in NBC's The Guiding Light.

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Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "4/46" means April, 1946. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

A MEDAL FOR JOHN



Photo shows Chairman Newberry of the Lincoln County war finance committee presenting the treasury's gold medal to John Alexander, general manager of KODY. Inset shows medal.

Returning Vets Add Sparkle to Daytime Serial Shows

It's old-timers time these days for the casts of three NBC serials, all of them broadcasting as part of the quartet of shows presented under the aegis of Authoress Irna Phillips. Well-known characters have been bobbing up in them recently after a longish spell of absence.

A gentleman by name of Ted Hill, for instance, has returned to Woman in White (NBC, five-a-week, 1:30 p. m., WOW), portrayed by Herbert Butterfield. Ted, in his previous appearances, was a very nasty guy, causing trouble for everybody, but he's reformed now, and the author has brought him

back from California to prove it. Another character who had a long trip in the same story is Ruth Hamilton, played by Sharon Grainger. Ruth has been overseas with the Red Cross.

Judge and Catherine Colby, of Today's Children (NBC, five-a-week, 1:15 p. m., WOW), haven't been away, really, but the characters to whom they're most closely related have been in Rio, so the Colbys took a rest. Now played by Nannette Sargent and Herbert Butterfield, they're back in circulation again because the voyagers, Marilyn Larrimore (Betty Lou Ger-

Burlington Vista Car Broadcast Was Headache For NBC Engineers

Marconi was probably a swell guy, good to his mother, never kicked the dog and didn't step on ants, but he shoulda stood in bed is the embittered reflection of two NBC Chicago field engineers. The boys, Art Hjorth and Carl Cabasin, were assigned recently to cover a National Hour pickup (NBC, Sundays, 3 p. m., WOW) from the Burlington railroad's new vista dome car.

On Thursday preceding the broadcast, they went down to a spot near Kewanee, Ill., with an NBC mobile unit to make a test pickup—not taking any chances on having to iron out bugs at the last minute before the Sunday broadcast. The test went off beautifully, but on the way back to Chicago they burned out a bearing and were marooned for three days while an old blacksmith cast a new one.

On Sunday, they drove onto a frozen corn field north of Monmouth, Ill., to set up their equipment and be ready when the streamliner flashed through with Announcer Bob Brown aboard, "In peace and comfort," say Cabasin and Hjorth resentfully.

During the hours they waited, a farmer's cattle and pigs chewed

happily on the antenna guy wires, so the unhappy duo herded live stock and had a never-ending job of patching. At the end of the broadcast they sighed wearily, packed up and found they couldn't move. The nice spring sunshine had reduced the field to a sea of mud that mired them to the running boards. A farmer and his team pulled them out.

Both of them are courteous-types and naturally they felt deeply indebted to the Good Samaritan. And so, when they discovered that, for years, his radio had been picking up nothing but a small down-state station, they decided to look the set over.

So several hours of high-priced experience and labor went into the entire rebuilding of the dilapidated radio. Not only that, the two engineers used up some extra fine wire they found in the mobile unit. It turned out to be a rare and expensive item—now irreplaceable—and their gesture earned them some caustic words from Marshall Rife, who heads the NBC field engineers in Chicago!

But the broadcast was swell—the whole two minutes of it.

20 YEARS AGO ON WOW

Twenty years ago today (April 2) on WOW:

7:00 p. m.—Kiwanis quartet: Henry J. Schneiders, first tenor; Ralph D. Ebright, second tenor; Harry S. Disbrow, baritone; A. L. Hobbs, bass; F. Al Carlson, accompanist.

7:15 p. m.—Zabriskie string quartet: Louise Schnauber, violin; Phyllis Reiff, violin; Flora Shukert, viola; Betty Zabriskie, cello; Marion Fisher, soprano, Mrs. G. F. Fisher, accompanist.

8 p. m.—He-Man's trio: Hugo Heyn, marimba; Angelo Lupo, saxophone; Lillian Madsen, entertainer; O. D. Temple, tenor; Clara Kurtz and Helen McDonnell, harmony sisters; Everett Dodds, Scotch songs.

9 p. m.—Quartet: Frances Wyatt Van Gundy, soprano; Glenna Blei Heath, contralto; Myron Johnson, tenor; George Wahl, baritone and director. Instrumental.

10 p. m.—Tracy-Brown's Oklahomans at Roseland gardens. Speakers: Mayor James C. Dahlman, Dr. W. L. Ross, secretary Mid-West Listeners; Hal Edwards, secretary Radio Trade Association; Dr. James Crain, executive secretary Omaha Ministerial union; Clark Powell, commissioner Chamber of Commerce.

son) Murray and Husband (Kleve Kirby) John, have returned from South America.

A very troublesome lady, whom everybody thought was out of the

way for good, is back in The Guiding Light (NBC, five-a-week, 1 p. m., WOW). She's Nina Chadwick Davis (Lois Zarley) and once again she is up to no good.

FOUR MORE WORLD WAR II VETS REJOIN WOW'S STAFF



BILL DUNBAR . . . is back at WOW as a member of the engineering staff. His trick in the navy's radar service makes him a more valuable civilian employe.



DON LARSON . . . served in the army's ground forces, and is back on the WOW staff as a pianist, staff arranger, and trumpet player, with the WOW studio orchestra.

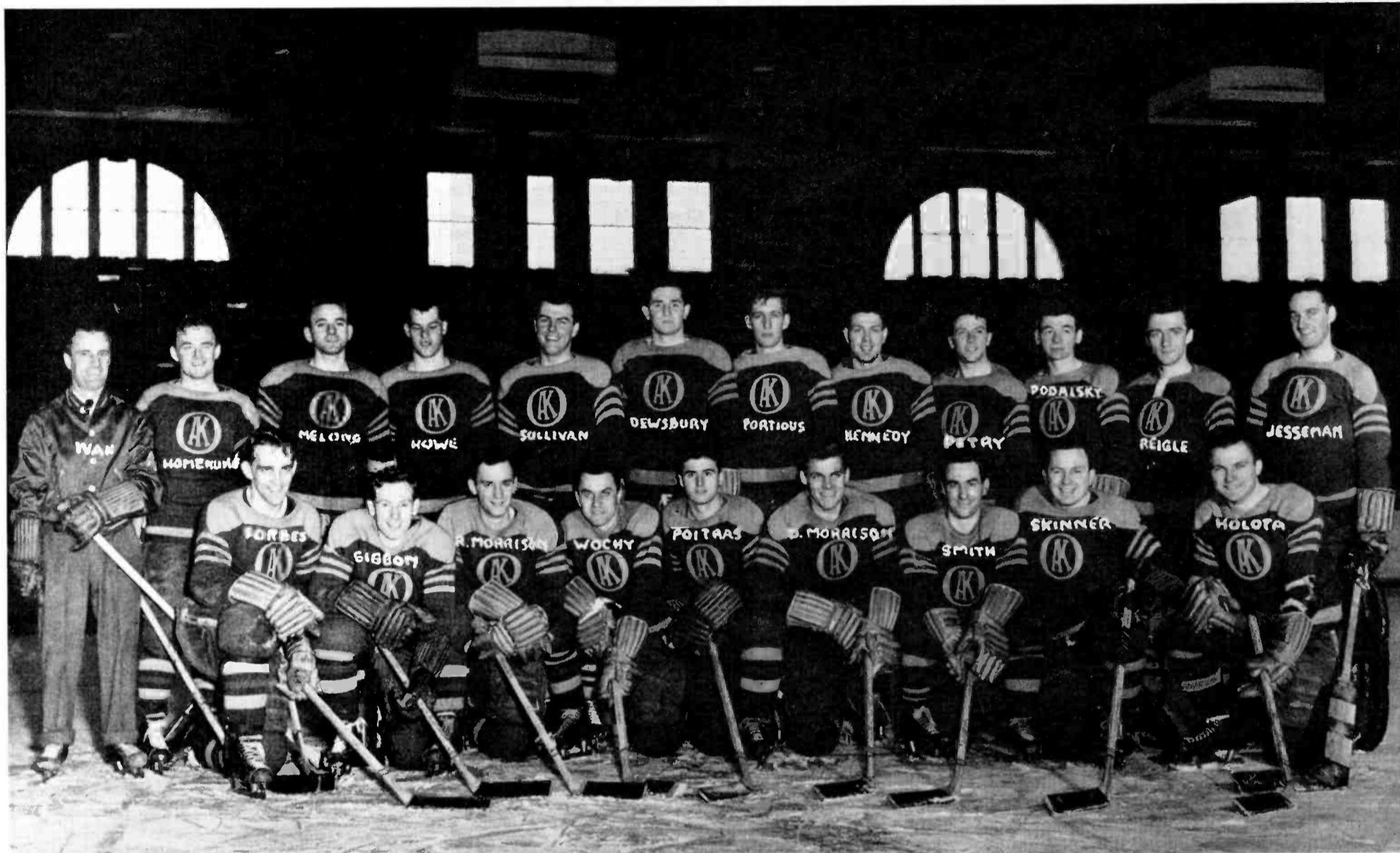


AL LARSON, WOW's office manager, is another G. I. who has laid aside his uniform and returned to his duties. During his service WOW employed Mrs. Larson.



DICK PECK . . . who is back at WOW as a control engineer, spent a good deal of time in the radio section of the army, mostly in Africa and Italy.

WOW AIRS U. S. HOCKEY PLAYOFFS



Coach Tommy Ivan says this is the best photo ever taken of The Omaha Knights, now engaged in the U. S. Hockey League Playoffs. It was taken by Harold Storm of WOW.

Back row left to right are, Ivan, Homenuke, Melong, Howe, Sullivan, Dewsbury, Portious, Kennedy, Petry, Podalsky, Reigle, and Jessiman.

In the front row left to right are, Forbes, Gibbon, Rod Morrison, Wochy, Poitras, Don Morrison, "Winky" Smith, Skinner (captain), and Johnny Holota.

THE SPORTS EYE

By TOM DAILEY

Hello, Good Sports!
They pack their grips in Canada, come to the United States and promptly commence to bash each others heads and cut big gashes in each others bodies. They rant and rave and fight like demons. These are young Ambassadors of Good Will from our neighbor to the north. These rough and tough Ambassadors are hockey players.



Tom Dailey

Omaha should be justly proud of the gang we have in the season just closing. This reporter has travelled extensively with this group of youngsters as our station made broadcasts from various rinks. I have been deeply impressed with the way they behave—and proud that they represent Omaha and the midwest. For instance in Kansas City two elderly ladies were trying to get through the front door of a hotel and with their luggage. Quickly noticing that they needed help, Gordon Howe and Eddie Reigle rushed to help them. Always kind to everyone they meet—never abusive to strangers and forever impeccable in dress and appearance. That's the sort of group you have had to represent you in ice hockey.

S'long

They'll go back to their jobs in Canada during the summer. But most of them will be back next fall when the season opens again. And it will be good to see them return, because we need such fellows on our team.

On the ice they're pretty rough customers, these hockey players.

They carve each other up like a Christmas turkey, but off the ice they're different.

Wordphotos

Let's look them over:

Gordon Howe, 17—likes to wear peg-pants and loud ties; **Barry Sullivan** goes around singing jive stuff—like "hey-bob-a-ree-bob"; **George Homenuke** spends his spare moments imitating sports announcers—like—"Tom Dailey speaking and broadcasting the hockey game. Homenuke skates in and scores a goal!" **Johnny Holota** is a fun-and-sunshine factory; **Rod Morrison** and brother **Don** bang each other to pieces in practice; **Winky Smith** has piercing eyes and a brilliant mind; **Jimmy Skinner** slices hockey players in the winter and buns in the summer—at his hot dog stand in Canada; **Pappy Petry** is always sneaking up behind the writer and beating me to the draw by yelling "Hi Pappy;" **Steve Wochy** likes milk and so do the other 18; **Harvey Jessiman** has been tending goal since he was 5; **Jake Forbes'** checks always bounce, i.e.,—checks on opposing players; **Freddy Gibbon** can't sing, but he does; **Al Dewsbury** is knots about ties, using the Oxford; **Eddie Reigle** plays hockey with the kids on the corner pond; **Coach Tommy Ivan** is just one of the gang—admired by all.

On wings of steel they have given us thrills and pleasures. In their bodies the some 240 stitches show the way they have tried. Here's to a bunch of gentlemen—our young friends of Canada.

—WOW—

Members of the Tulsa hockey team were guests of Tom Dailey recently on a visit to Father Flanagan's Boys Home. The Tulsans were photographed with Father Flanagan and each team member provided with a print.

PLAN SPORTS SHOW

Tom Dailey, WOW's sports editor will be Falstaff's Master of Ceremonies at the American Legion's 9-day Sports Festival, City Auditorium, starting April 20.

The festival will include a series of contests for bait-casters, log-rollers, marksmanship and other events, during which Dailey will explain the events.

Dailey said that undoubtedly some of his Falstaff and Nebraska Clothing sportscasts will originate from the festival.

—WOW—

Newcomer—to Masquerade, Betty Ruth Smith in the role of Barbara Palmer, young war-widow school teacher.

Tom Dailey to Air Knights' Part in All League Hockey Playoffs

With Tom Dailey at the microphone, WOW will broadcast a summary and play-by-play of all U. S. Hockey League playoff games in which the Omaha Knights participate. The playoff special broadcasts are to be sponsored by The Nebraska Clothing Company.

As this was written it was expected that the first games would be played in Omaha (March 26-27). If Tulsa is the Knights' first opponent the second two games will be played a couple of days later in Tulsa. If a fifth and sixth game is

necessary (to determine a four-out-of-seven champ), the third series will be played during the first week in April in Omaha, and if a seventh game should be necessary, play is scheduled to move back to Tulsa.

The same procedure will be followed if Omaha's ice-heroes win the preliminaries and advance to the final playoffs.

Regardless, however, of who plays, or where, WOW will be on hand to bring listeners direct first-hand accounts of the play. As is the custom, the WOW broadcasts will begin at 10:15 p. m. for each game, with a summary of the play thus far. Then Dailey will do his regular play-by-play of the remainder of the game.

Full details of the playoffs setup will be announced on Dailey's 5:55 p. m. weekday Falstaff sports period and on his regular "All-American Sports Review," 10:15 p. m., weekdays courtesy of The Nebraska.

—WOW—

DISSECT KYSER

"Minors Major with Kyser," is the literary product of seven high school editors in the current issue of "Seventeen," the magazine for the junior miss. The teen-age writers have verbally dissected, analyzed and explained Kay Kyser, star of NBC's College of Musical Knowledge.

—WOW—

CHICKEN MYSTERY

Opie Cates, musical director of NBC's Judy Canova Show and Meet Me at Parky's, reported a big mystery that took place out at his Van Nuys (Calif.) ranch. Somebody stole a dozen of Opie's six-pound chickens from his flock, and left a dozen four-pounders in their place.

WOW NEWS SCHEDULE

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

6:00 A. M.—News Tower.....	Daily except Sun.
6:55 A. M.—News	Sun.
7:00 A. M.—Alex Dreier.....	Daily except Sun.
7:30 A. M.—News Tower.....	Daily except Sun.
8:00 A. M.—World News Review.....	Mon. Thru Fri.
8:15 A. M.—WOW News Tower.....	Sun.
9:00 A. M.—Robert St. John—News.....	Mon. Thru Fri.
9:30 A. M.—Midwest Report.....	Sun.
10:00 A. M.—News Tower.....	Sun.
11:00 A. M.—World Front.....	Sun.
12:00 Noon—Four-Bell News Roundup.....	Daily except Sun.
News Tower.....	Sun.
2:00 P. M.—Sheaffer World Parade.....	Sun.
4:30 P. M.—John W. Vandercook.....	Sat.
5:30 P. M.—Four-Bell News and Sports.....	Daily except Sun.
6:15 P. M.—News of the World, NBC.....	Mon. Thru Fri.
6:45 P. M.—Highlights of News.....	Mon., Wed., Fri., Sat.
10:00 P. M.—News Tower.....	Daily
11:00 P. M.—News	Sun.
11:30 P. M.—News	Daily except Sun.
11:55 P. M.—News	Daily
12:55 A. M.—News	Daily

WOW'S APRIL NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "4/46" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30	4-Bell News—Sports Phillips "66" Smith Bros. Studebaker Falstaff Overland Greyhound American Home Prod.	4-Bell News—Sports Phillips "66" Studebaker American Home Prod. Fairmont Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Smith Bros. Studebaker Falstaff Overland Greyhound American Home Prod.	4-Bell News—Sports Phillips "66" Studebaker American Home Prod. Fairmont Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Smith Bros. Studebaker Falstaff Overland Greyhound American Home Prod.	4-Bell News—Sports Phillips "66" Studebaker American Home Prod. Fairmont Falstaff Overland Greyhound	Great Gildersleeve Kraft
6:00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Seven Up Club of the Air	Jack Benny Lucky Strike
6:15	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	Dinner Music Nebraska Power	Fitch Bandwagon Cass Dailey
6:30	Singin' Sam—Hamms	Skippy Hollywood Theater—Skippy Peanut Butter	Singin' Sam—Hamms	Bob Burns Lifebuoy	Singin' Sam—Hamms	Music, Allgaier	Charlie McCarthy Show Chase & Sanborn
6:45	Standard News	Philip Morris Follies of 1946	Standard News	Burns and Allen Maxwell House	Standard News	Life of Riley Teel	Fred Allen Show Tenderleaf Tea Blue Bonnet Margarine
7:00	Cavalcade of America Dupont	A Date With Judy Turns	Mr. and Mrs. North Woodbury Products	Dinah Shore's Open House Birdseye	Cities Service Highway in Melody	Truth or Consequences Duz	Manhattan Merry-Go-Round Dr. Lyons
7:30	Voice of Firestone Concert	Amos 'n' Andy Lever Rinso	Hildegard Raleighs	Bing Crosby Kraft Music Hall Kraft Foods Co.	Duffy's Tavern Vitalis Minit Rub	National Barn Dance Alka-Seltzer	American Album of Familiar Music Bayer Aspirin
8:00	Telephone Hour Bell Telephone	Fibber McGee and Molly Johnson Wax	Eddie Cantor Show Trushay—Ipana	Sealtest Village Store	People Are Funny Raleighs	Judy Canova Show Palmolive	Hour of Charm General Electric
8:30	Information Please Socony-Vacuum	Bob Hope Pepsodent	Mr. District Attorney Sal Hapatica—Vitalis	Abbott and Costello Camels	Waltz Time Phillips Milk of Magnesia	Grand Ole Opry Prince Albert	Meet Me at Parkys Old Gold
9:00	Contented Hour Carnation Milk	Red Skelton Raleighs	College of Musical Knowledge	Drene Show Rudy Vallee	Mystery Theater Molle	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	WOW News Tower Kilpatrick's Perfex
9:30	Dr. I. Q. Mars, Inc.	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	Colgate-Palmolive- Peet Co.	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	Bill Stern—Colgate	Sportstime	Show Time Murnan
9:45	C. B. & Q. WOW News Tower Paxton & Gallagher Lever Bros.	Sports Nebraska Clothing	Symphonette Longines	Sports Nebraska Clothing	Talks	Orchestra	Pacific Story
10:00	Sports Nebraska Clothing	Orchestra	Symphonette Longines	RCA Victor Show	Symphonette Longines	Midnight Revue Falstaff Beer	News
10:15	Honored Flights Longines	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer		
10:30	Midnight Revue Falstaff Beer						

YOU'LL ENJOY WOW'S MUSICAL AND COMEDY PROGRAMS—MIDNIGHT to 1:00 A. M.

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call.....	Daily except Sun.	11:30 A. M.—Meet Me at Hinky-Dinky's.....	Mon., Wed., Fri.
6:00 A. M.—WOW News Tower—Staley Milling.....	Daily except Sun.	Mystery Chef—Metropolitan Utilities.....	Tue., Thu.
6:15 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.	The Name Speaks.....	Sat.
Lee Farm Hour—Poultry Remedy.....	Sat.	House of Beauty—Lorenzo.....	Sun.
6:30 A. M.—Markets (Remote).....	Mon., Tue., Wed., Thu., Fri.	11:45 A. M.—Life Can Be Beautiful—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
Time and Times.....	Sat.	Victory View.....	Sat.
Sunrise Serenade.....	Sun.	Canary Pet Shop—Hartz Mountain Products.....	Sun.
6:35 A. M.—Happy Cowboy.....	Mon., Wed., Fri.	12:00 Noon—Four-Bell News, Markets.....	Daily except Sun.
Time and Tunes.....	Tue., Thu.	WOW News Tower—Kilpatrick's, Perfex.....	Sun.
Markets.....	Sat.	12:15 P. M.—Farm Magazine of the Air—Yager Seed Company.....	Sun.
6:55 A. M.—Reveille—Fair Store.....	Daily except Sun.	12:30 P. M.—Supreme Serenade—Merchants Biscuit.....	Mon., Tue., Wed., Thu., Fri.
News.....	Sun.	Ben Adams Family—Robinson Seed.....	Sat.
7:00 A. M.—Alex Dreier—Skelly News.....	Daily except Sun.	University of Nebraska.....	Sun.
Revival Hour, Gospel Broadcasting Association.....	Sun.	12:45 P. M.—Noonday Forum—Planters Peanuts.....	Daily except Sun.
7:15 A. M.—Lyle, Stan and Company—Nutrena.....	Mon., Wed., Fri.	Mitchell and Utley—American Dairy Association.....	Sun.
Little Song Shop—Swanson's "Ever-Fresh" Foods.....	Tue., Thu., Sat.	1:00 P. M.—Guiding Light—General Mills.....	Mon., Tue., Wed., Thu., Fri.
7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul.....	Daily except Sun.	Farm and Home Hour—Allis Chalmers.....	Sat.
7:45 A. M.—Reveille Roundup—Groves Cold Tablets.....	Mon., Wed., Fri.	Harvest of Stars—International Harvester.....	Sun.
Happy Cowboy.....	Tue., Thu., Sat.	1:15 P. M.—Today's Children—General Mills.....	Mon., Tue., Wed., Thu., Fri.
8:00 A. M.—World News Review—National Biscuit.....	Mon., Tue., Wed., Thu., Fri.	1:26 P. M.—Betty Crocker—General Mills.....	Mon., Tue., Wed., Thu., Fri.
What's What Today?—Metropolitan Utilities.....	Sat.	1:30 P. M.—The Baxters.....	Sat.
Al Williams Health System.....	Sun.	Westinghouse Concert.....	Sun.
8:07 A. M.—Eight-O-Seven Special.....	Mon., Tue., Wed., Thu., Fri.	1:32 P. M.—Woman in White—General Mills.....	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—Little Doghouse.....	Sat.	1:45 P. M.—Judy and Jane—Folger Coffee.....	Mon., Tue., Wed., Thu., Fri.
News Highlights and Sidelights—Tek-Seed Hybrids.....	Sun.	Veterans' Advisor Commander Ty Krum.....	Sat.
8:30 A. M.—Special Delivery—Aquila.....	Mon., Wed., Fri.	2:00 P. M.—Woman of America—P. & G. Soap.....	Mon., Tue., Wed., Thu., Fri.
Morning Musical.....	Sat.	Orchestras of the Nation.....	Sat.
Chapel Service, Rev. R. R. Brown.....	Sun.	Sheaffer World Parade.....	Sun.
8:45 A. M.—Musical Grab Bag.....	Daily except Sun.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Lone Journey—Carnation Milk.....	Mon., Tue., Wed., Thu., Fri.	2:30 P. M.—Pepper Young—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.
Homemakers Club—Nebraska Power.....	Sat.	Orchestras of the Nation.....	Sat.
9:15 A. M.—Lora Lawton—Babo.....	Mon., Tue., Wed., Thu., Fri.	One Man's Family—Standard Brands.....	Sun.
9:30 A. M.—Road of Life—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Right to Happiness—P. & G. Ivory Bar.....	Mon., Tue., Wed., Thu., Fri.
Adventures of Archie Andrews.....	Sat.	3:00 P. M.—Backstage Wife—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.
Midwest Report.....	Sun.	Doctors at Home.....	Sat.
9:45 A. M.—Joyce Jordon—P. & G.....	Mon., Tue., Wed., Thu., Fri.	The National Hour.....	Sun.
Cheer Up Time—Iowa Master Breeders.....	Sun.	3:15 P. M.—Stella Dallas—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Fred Waring.....	Mon., Tue., Wed., Thu., Fri.	3:30 P. M.—Lorenzo Jones—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.
WOW Jamboree.....	Sat.	Piano Quartet.....	Sat.
WOW News Tower—Kilpatrick's, Perfex.....	Sun.	Nebraska-Iowa Quiz—Listerine Tooth Paste.....	Sun.
10:15 A. M.—Gems and Jottings—Zales Jewelry.....	Sun.	3:45 P. M.—Young Widder Brown—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Barry Cameron—Manhattan Soap.....	Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—When a Girl Marries—General Foods.....	Mon., Tue., Wed., Thu., Fri.
Smilin' Ed McConnell—Buster Brown.....	Sat.	Household Finance.....	Sat.
This Bright World—Herzberg.....	Sun.	General Motors Symphony of the Air.....	Sun.
10:45 A. M.—David Harum—Babo.....	Mon., Tue., Wed., Thu., Fri.	4:15 P. M.—Portia Faces Life—General Foods.....	Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Strictly Instrumental.....	Mon.	4:30 P. M.—Just Plain Bill—Anacin.....	Mon., Tue., Wed., Thu., Fri.
Masquerade—Gen. Mills, Softasilk.....	Tue., Wed., Thu., Fri., Sat.	John W. Vandercook.....	Sat.
World Front—Bunte Bros., Candy.....	Sun.	4:45 P. M.—Front Page Farrell—Kolyos and Bisodol.....	Mon., Tue., Wed., Thu., Fri.
11:15 A. M.—Melodic Moods.....	Mon., Tue., Wed., Thu., Fri.	Tin Pan Alley—Leaf Gum.....	Sat.
Music in Three-Fourth Time.....	Sat.	5:00 P. M.—Young Dr. Malone—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.
		Martin Block's Record Shop.....	Sat.
		Catholic Hour, NBC.....	Sun.
		5:15 P. M.—Music Room.....	Daily except Sun.
		5:25 P. M.—Memory Album—Vicks.....	Mon., Tue., Wed., Thu., Fri.

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