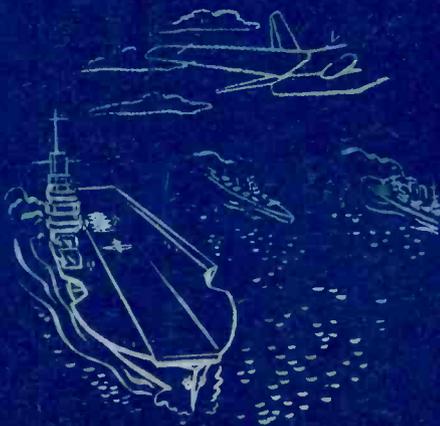
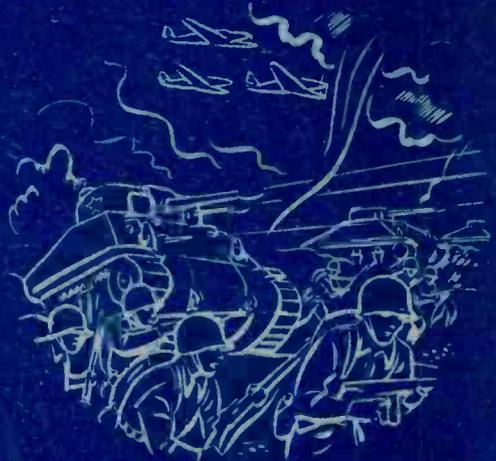
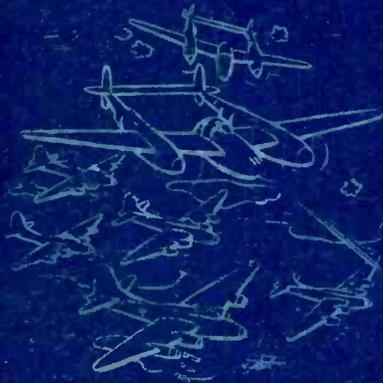


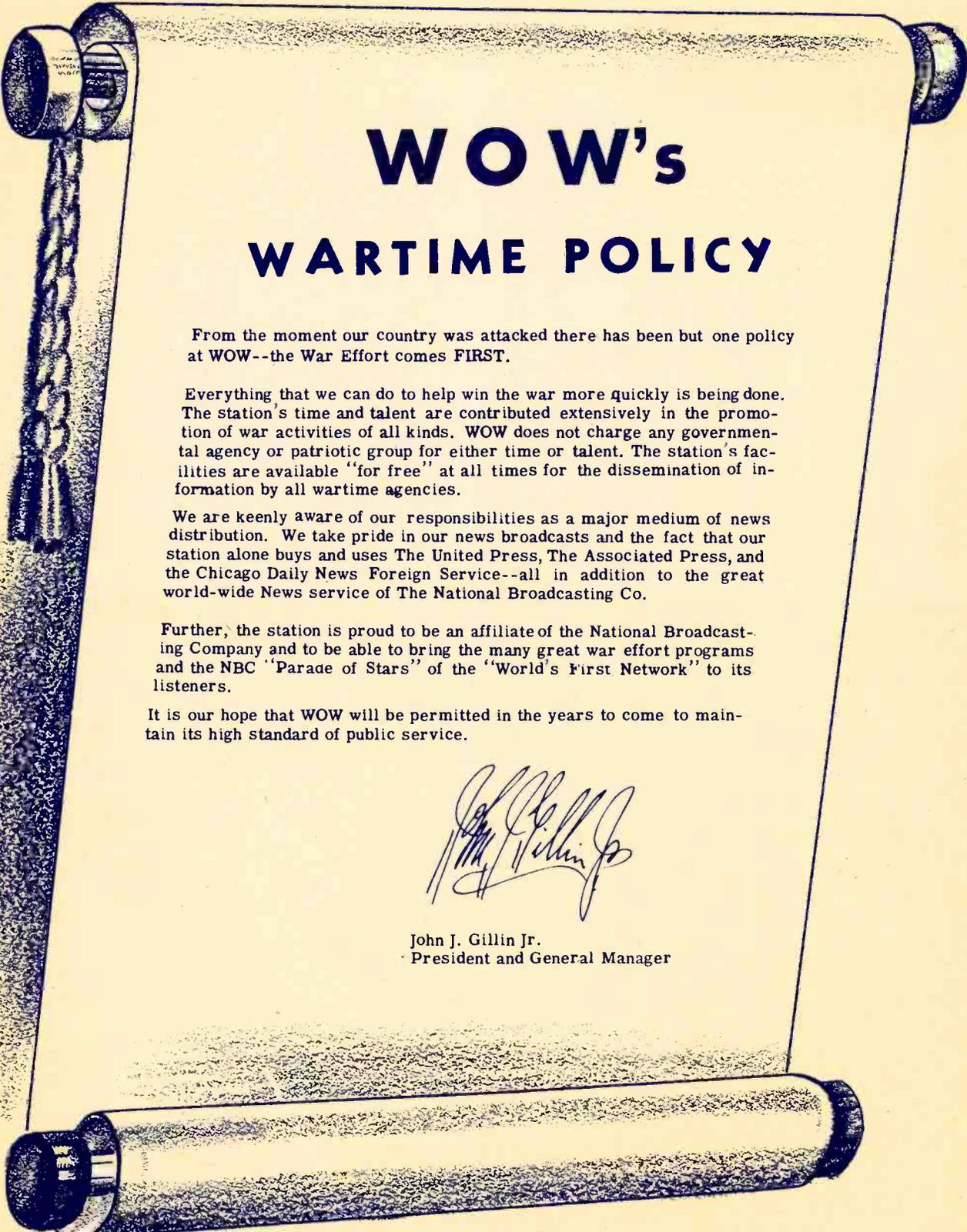
**R**adio



at **W**ar



PRICE  
50¢



# WOW's WARTIME POLICY

From the moment our country was attacked there has been but one policy at WOW--the War Effort comes **FIRST**.

Everything that we can do to help win the war more quickly is being done. The station's time and talent are contributed extensively in the promotion of war activities of all kinds. WOW does not charge any governmental agency or patriotic group for either time or talent. The station's facilities are available "for free" at all times for the dissemination of information by all wartime agencies.

We are keenly aware of our responsibilities as a major medium of news distribution. We take pride in our news broadcasts and the fact that our station alone buys and uses The United Press, The Associated Press, and the Chicago Daily News Foreign Service--all in addition to the great world-wide News service of The National Broadcasting Co.

Further, the station is proud to be an affiliate of the National Broadcasting Company and to be able to bring the many great war effort programs and the NBC "Parade of Stars" of the "World's First Network" to its listeners.

It is our hope that WOW will be permitted in the years to come to maintain its high standard of public service.



John J. Gillin Jr.  
President and General Manager



**SERVING**

**UNCLE SAM** ★ ★ ★ ★ ★

## PUBLIC SERVICE

... Behind our war effort is a vast organization known as "Our Government". This government is composed of many federal agencies and officials reflecting the policies of the President and Congress. These various agencies and individuals have important missions to accomplish which require widespread understanding and cooperation.

... In a Democracy - even at war - there is a limit to the effectiveness of regulations. In most instances, public acceptance must be secured. To reach our large population of 130,000,000, no medium is more effective than radio.

... And radio, alert to its vital role in this part of the war effort, is generously contributing its facilities, its time, and its trained personnel to serve the government and our people.

## HOW RADIO HELPS

### The Record:

U. S. Army  
U. S. Navy  
U. S. Civil Service  
Maritime Commission  
U. S. Employment Service  
American Red Cross  
War Production Board  
Office of Price Administration  
U. S. Treasury  
U. S. O.  
Department of Agriculture  
Office of Price Administration  
War Production Board  
Federal Security Agency  
Office of Civilian Defense  
Department of Labor  
Office of Coordinator of Inter-American Affairs  
  
War Production Board  
Department of Agriculture  
  
Department of Agriculture  
Department of the Interior  
Department of Agriculture  
Department of Interior  
Department of Agriculture  
  
National Park Service  
Department of Interior

### NATIONAL

Recruiting for Armed Forces  
Recruiting for Navy, Marines, Merchant Marine and Coast Guard  
Recruiting for War Production Workers  
Recruiting for Shipyards Workers  
Recruiting for War Factory Specialists  
Recruiting for Nurses, Nurses Aids, etc.  
Production Drive Information  
Price Control Information  
Sale of War Bonds & Stamps  
Campaigns for Funds  
Food Conservation, Rationing  
Gas Rationing  
Rubber and Scrap Salvage  
National Nutrition Drive  
Air Raid Precautions  
Child Welfare in Wartime  
Information on other American Republics  
Conservation of Electric Power  
Conservation of Household Equipment

### REGIONAL

Grain Storage  
Reclamation Campaign  
Relief for Farm Labor Shortage  
Promotion of Power Programs  
Promotion of supply of farm products vital to war  
Forest Fire Prevention  
Mine Service

Each local area can add scores of items to this imposing list.

# WAR *Communica*



Orders from headquarters by radio as troops leave bivouac area.



Marine uses portable radio in landing operation.



Sergeant in foreground is tank crew member plotting attack on basis of information radioed from outpost.

Report on enemy aircraft is radioed to concealed artillery at rear.



Portable Army radio outfit operates on maneuvers. Note hand generator.

Reporting by radio from concealed command car. Note transmitter key on radio operator's thigh.



# tions BY RADIO

OUR fighting forces throughout the world are linked to Command Headquarters in Washington by a vast network of military communication. Messages are necessarily sent in code -- for in them are the secrets of our future military operations. Our system of radio stations in the United States has been a reservoir which provided our Army and Navy with thousands of skilled specialists who now maintain our important lines of military radio communication. Meanwhile, the services are training thousands of additional men for radio duty on land, on the sea, and in the air. Today, radio is the nerve system of our military might. Crackling messages over the airways will carry the signal of the last great offensive and the first news of the final defeat of our enemies.



ON THE SEA



The Watch Below! Firemen report burner control readings.



In the operational radio control of a Naval Air Station.



Navy radio operators help to guard the sea lanes.



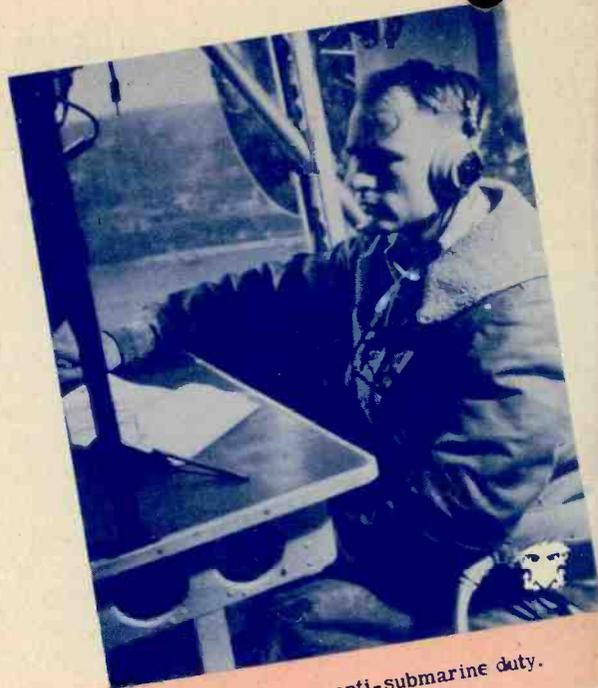
Some of the delicate radio equipment in a Navy radio room.

Radioman receiving message on U. S. Battleship.





Every one a radio operator.

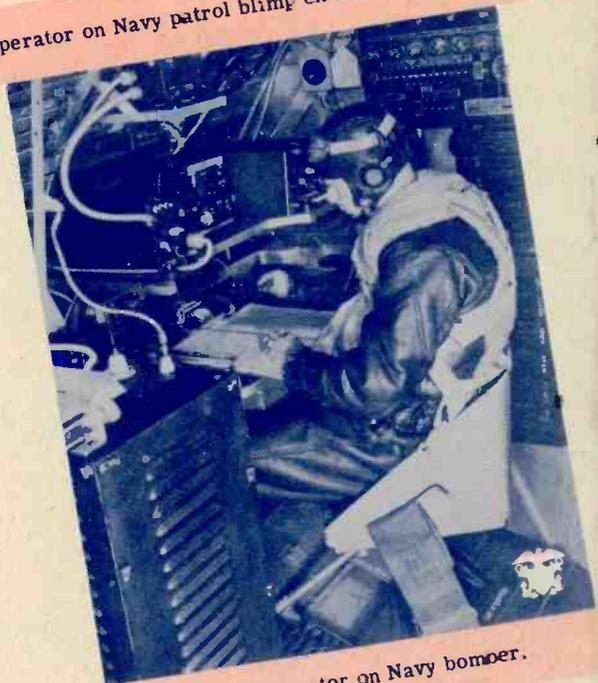


Radio operator on Navy patrol blimp on anti-submarine duty.

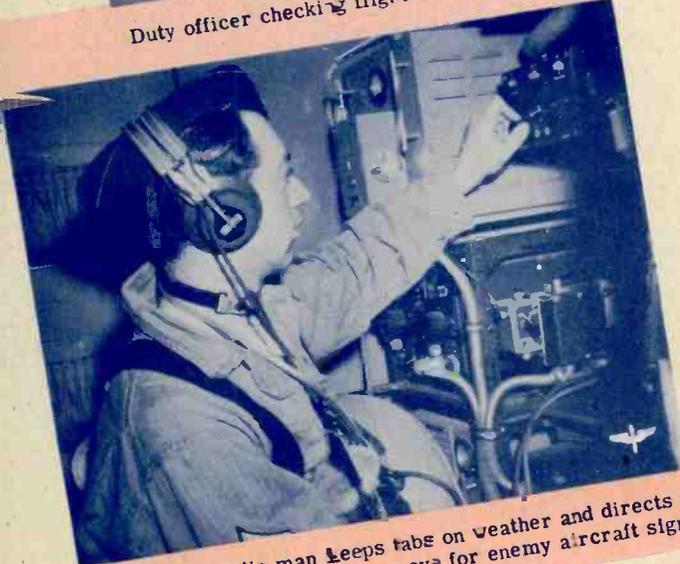


Duty officer checking flight board after flight.

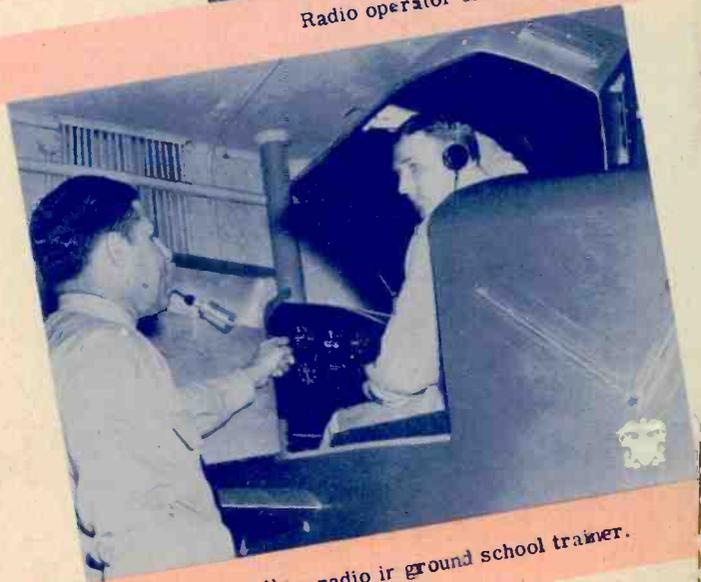
# RADIO IN THE AIR



Radio operator on Navy bomber.

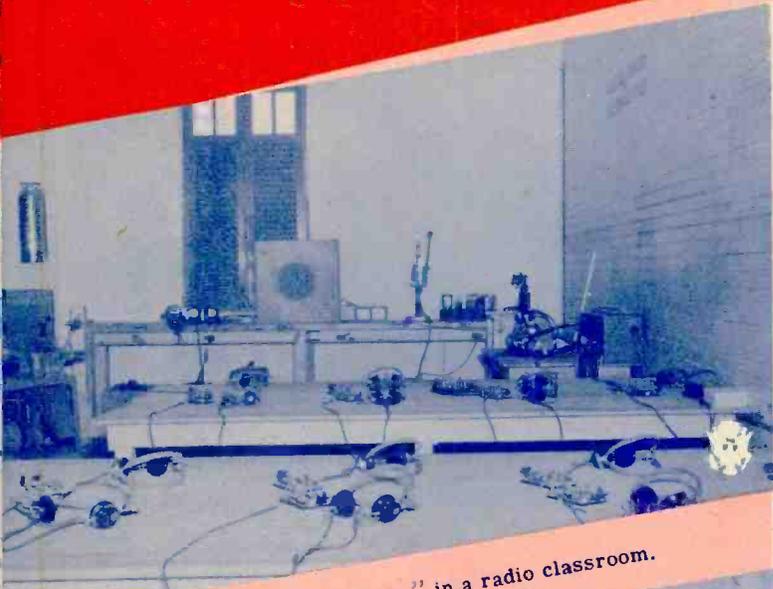


Coast patrol radio man keeps tabs on weather and directs surface ships to scene of disasters; keeps wary eyes for enemy aircraft signals.



"Blind flying" by radio in ground school trainer.

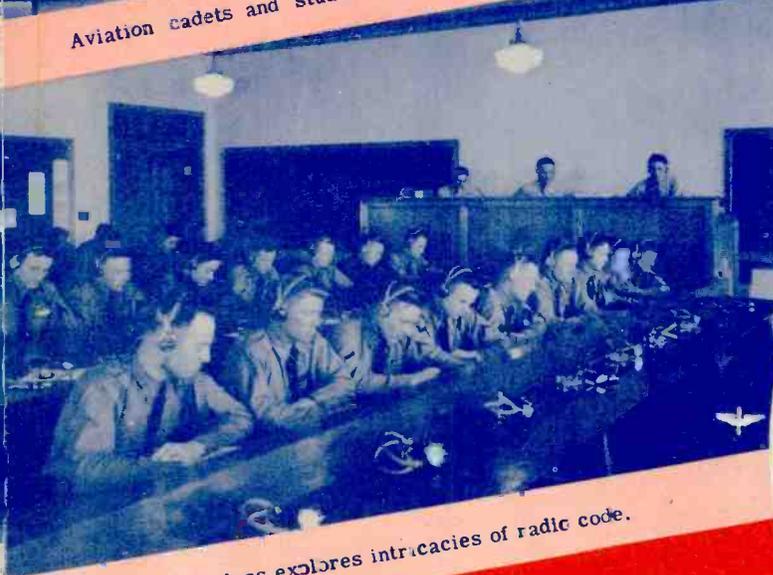
# RADIO INSTRUCTION



School dismissed. The "desks" in a radio classroom.

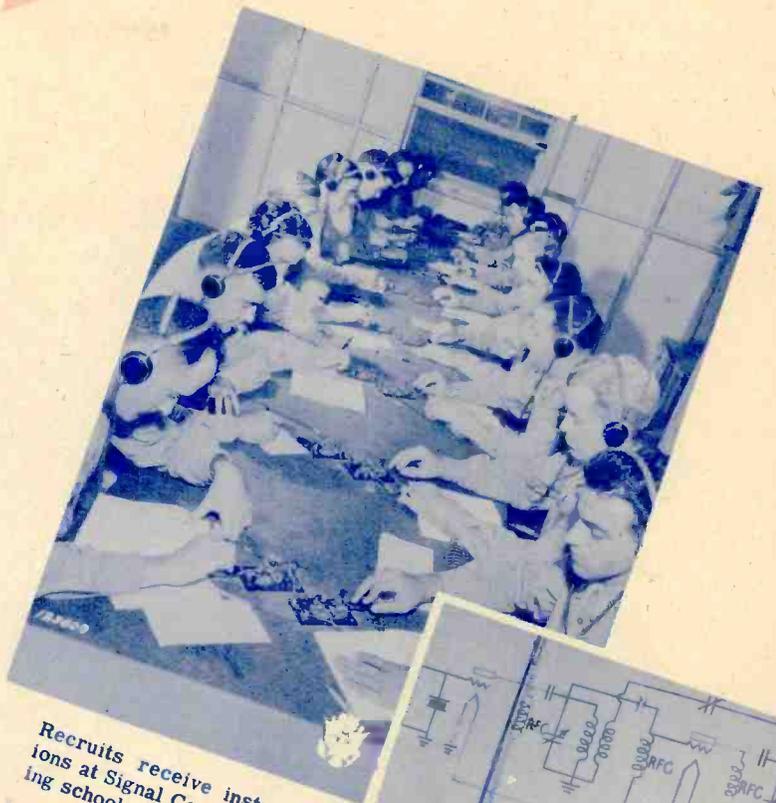


Aviation cadets and student officers attend "buzzer" class.



Another class explores intricacies of radio code.

Flight instructor corrects students' errors after formation flying.



Recruits receive instructions at Signal Corps Training school.

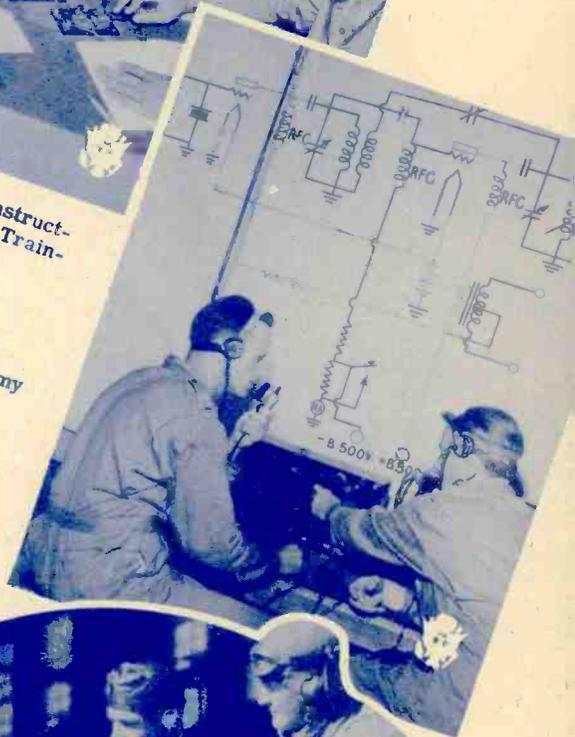


Diagram on wall aids Army Radio instruction.





Here's the famous walkie-talkie...  
"talk as you walk".

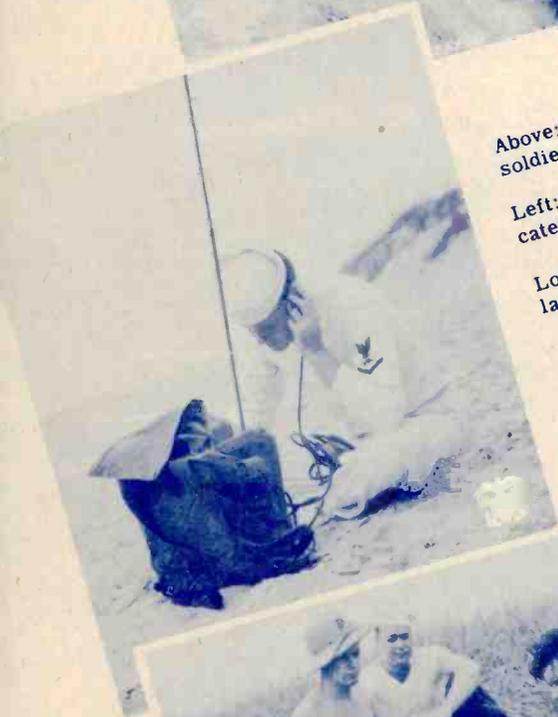
## WALKIE-TALKIE



Above: In landing operation, soldier reports back to ship.  
Left: Lone sailor communicates from beach.



Walkie Talkie on skis going up hill.



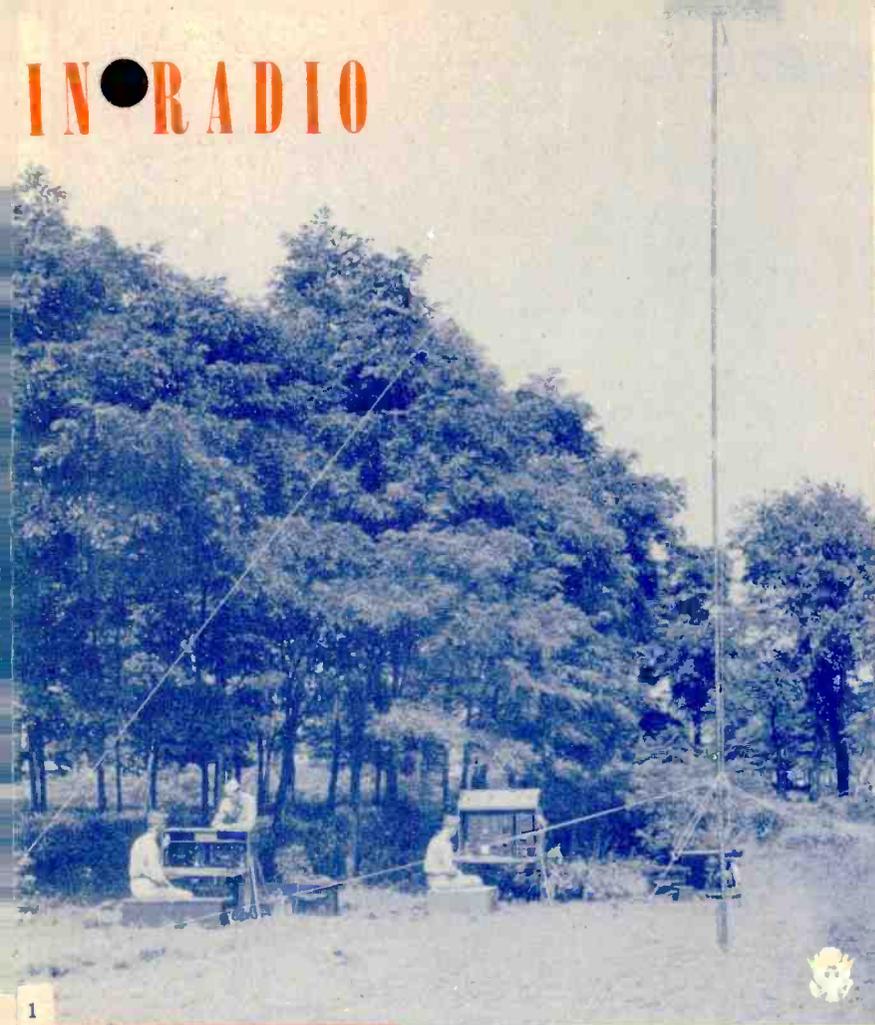
Lower left: The Marines have landed! 'Nuf said.



Two-way hook-up at message center.

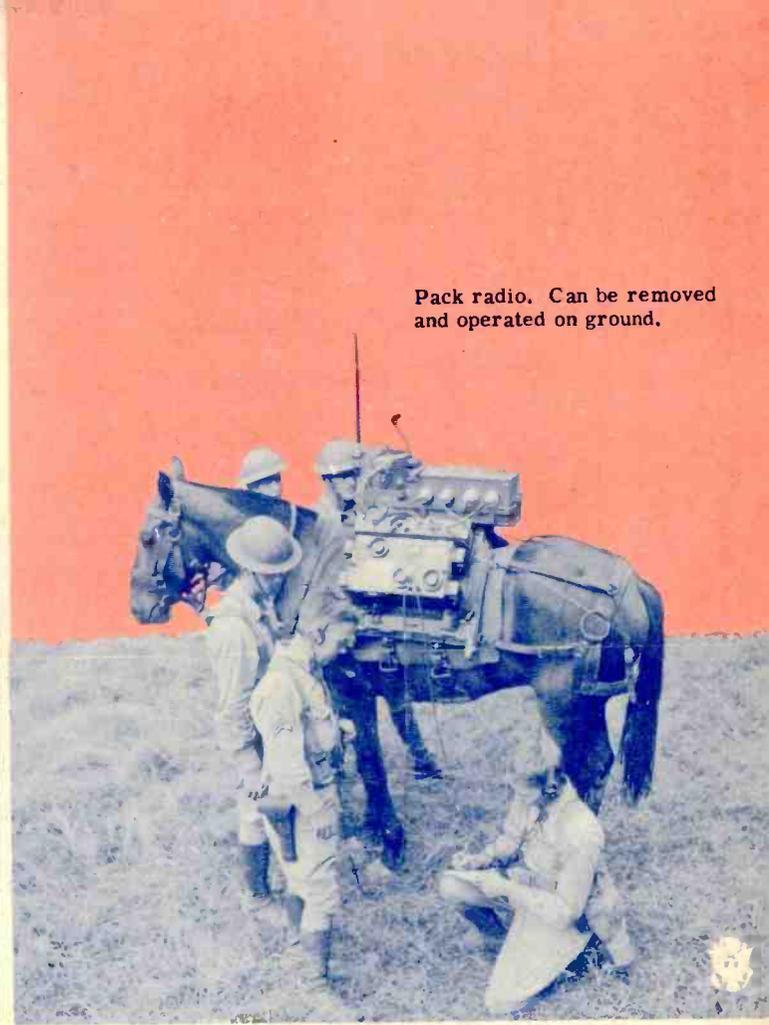


# IN RADIO

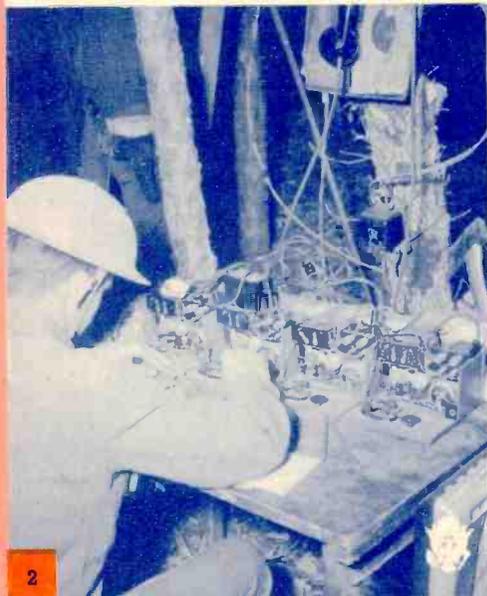


1

1  
General View Field Transmitter, Power Unit and Antenna.



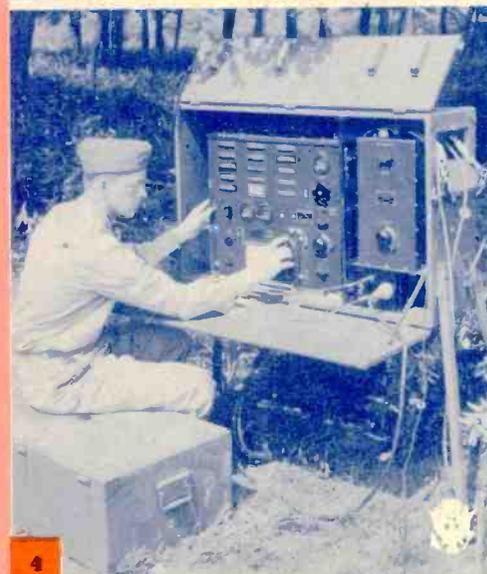
Pack radio. Can be removed and operated on ground.



2  
Battery of code keys at message center.



3  
Radio-equipped Army Command Car.



4  
Close-up of Army Field transmitter.



5  
Motorcycle and side-car equipped with Radio.

# AMERICAN WOMEN IN UNIFORM

The figures presented on this page show American women in the uniforms authorized for their various types of war work. Never before in the history of the country have women played such important parts on the war front and the home front and enlisted in such numbers as today. This wholesale volunteering for war work releases large numbers of men for the actual business of fighting.



Member of the WAC--Woman's Army Corps.



Member of Women's Auxiliary Ferrying Squadron (WAFS)



Member of American Women's Voluntary Services.



Member of the WAVES--(Women's Reserve of the Naval Reserve)



Red Cross Worker



Army Nurse



Navy Nurse



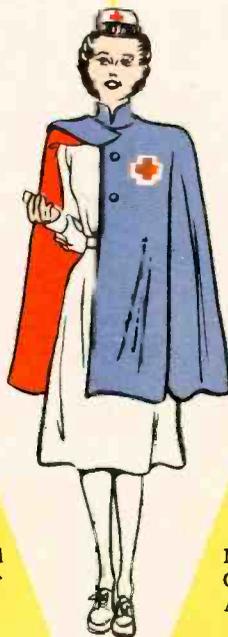
Civilian defense worker.



SPAR Coast Guard Auxiliary



Member of Red Cross Motor Corps.



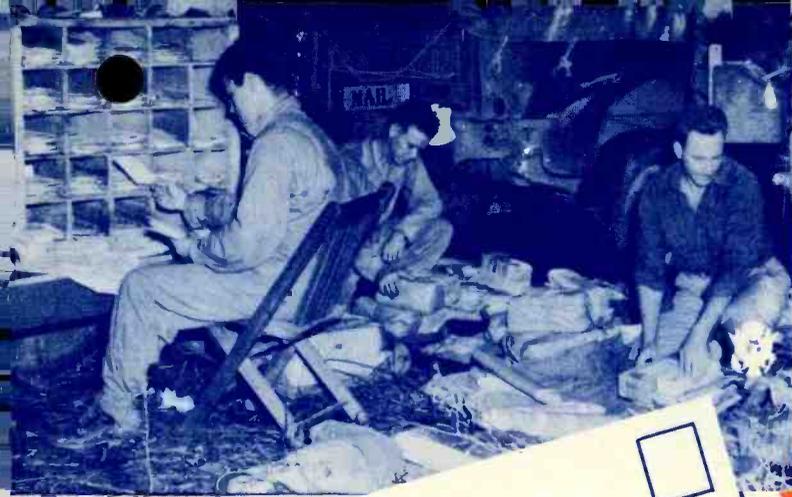
Red Cross Nurse



Member of Red Cross Nurse's Aid Corps.



Marine Women's Uniform



# RIGHT! WRITE RIGHT!

Don't be discouraged by long delays in receiving replies to your letters to men in Uncle Sam's fighting forces. This is a World Wide War. The seas are wide and rough sailing. Regular mail travels in convoys and there are many unpredictable factors that may unavoidably delay the delivery of mail to men overseas. Be patient.

Don't be discouraged by necessary military restrictions. Write often to your servicemen; write long letters, but, remember, your letter may fall into enemy hands. Don't make it valuable reading for them.

The government considers your mail important—every ship that leaves this country carries mail.

The marines receive an assigned unit number and designation which he sends to the postmaster, either at New York or San Francisco, upon safe arrival overseas. The cards are then mailed to designated friends and relatives, who address mail according to the instructions on the cards.

with this flap on the  
the flap that comes  
down again

Private John Doe (Serial No.)  
Company X, 595th Infantry  
Army Post Office No. -----  
C/O Postmaster  
City, State - (As instructed by  
soldier or War Dept.)

If a soldier is located  
outside the United States  
address:

John Doe, Seaman Second Class,  
USS CHARLESTON  
C/O Postmaster  
San Francisco

There are only two post  
office addresses that  
should be used for naval  
forces afloat and over-  
seas. They are: C/o  
Postmaster, New York  
or C/o Postmaster, San  
Francisco, depending  
on which is nearer the  
man addressed. Ad-  
dress:

V-Mail Service is avail-  
able to and from the  
personnel of our Armed  
Forces of certain points  
outside the continental  
United States. If a mes-  
sage is addressed to or  
from a point where V-  
Mail equipment is not  
in operation, it will be  
transmitted in its orig-  
inal form by the most  
expeditious means of  
transportation.

V-Mail blanks are  
available at all post of-  
fices.

## POSTAGE FEES:

**REGULAR MAIL:** Three cents on letters addressed through an Army Post Office number.

**AIR MAIL:** Six cents per half ounce, outside United States.

**PARCEL POST:** Postage charged only from city of mailing to port of despatch in the United States. (Get exact cost from your local post office).

THE WAR AND NAVY DEPARTMENTS ALWAYS NOTIFY THE NEXT OF KIN IN THE EVENT OF ANY SERIOUS CASUALTIES. IN THE ABSENCE OF ANY SUCH REPORTS, IT IS SAFE TO ASSUME THAT "No News Is Good News".

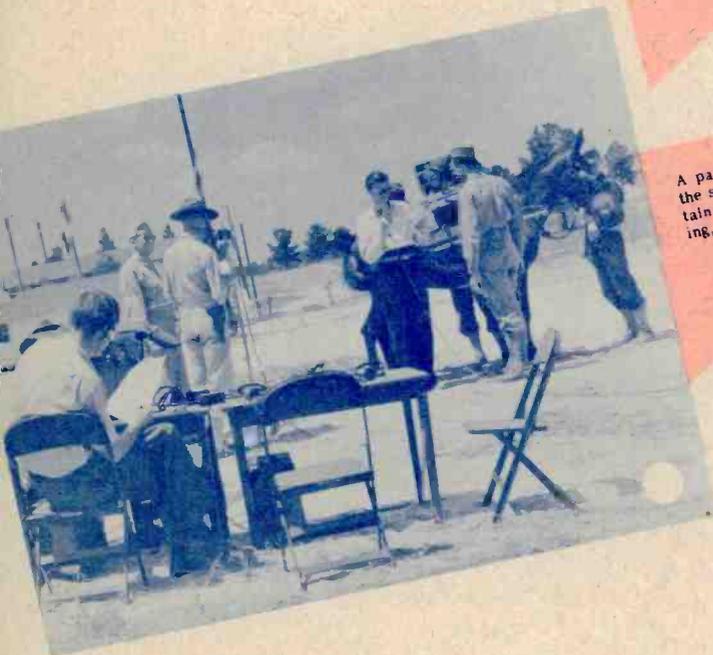




Wounded Soldier  
in Australia says  
"Hello" to folks  
back home.

## ON THE AIR

When they are not too busy learning the methods of warfare, the Army, Navy and Marine Corps can present radio programs with a professional flavor, designed to entertain and inform the folks back home. Hundreds of radio entertainers, musicians, writers, announcers, production men and specialists are in the service, and they welcome the opportunity to resume association with their former civilian pursuits. Meanwhile, radio listeners, they make it possible for friends and relatives to visit camps and training stations, without moving away from the loud-speaker. Through this medium, radio can claim special distinction for building and maintaining our strong morale.



A pack mule and  
the story of mountain  
warfare training,  
told by radio.



Gun crew in action  
as radio eaves-  
drops.

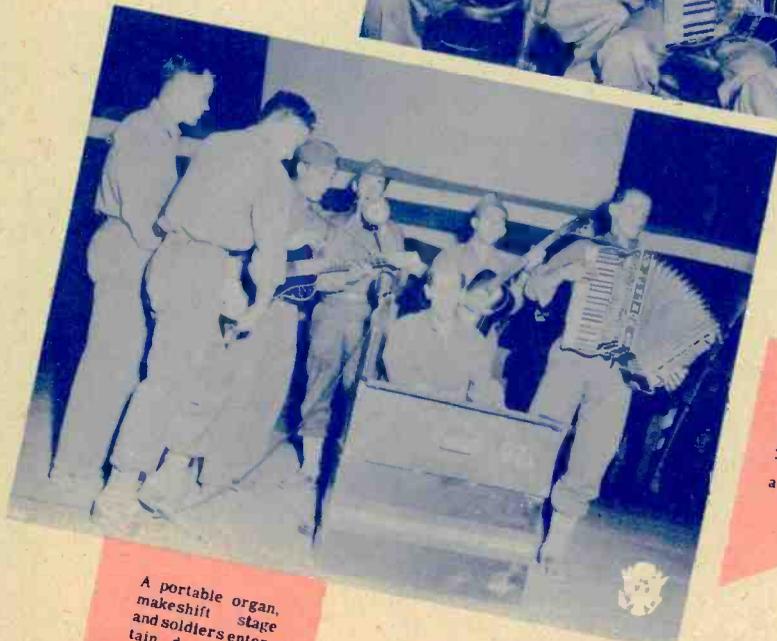




West Point Band plays for radio in Cullom Hall.

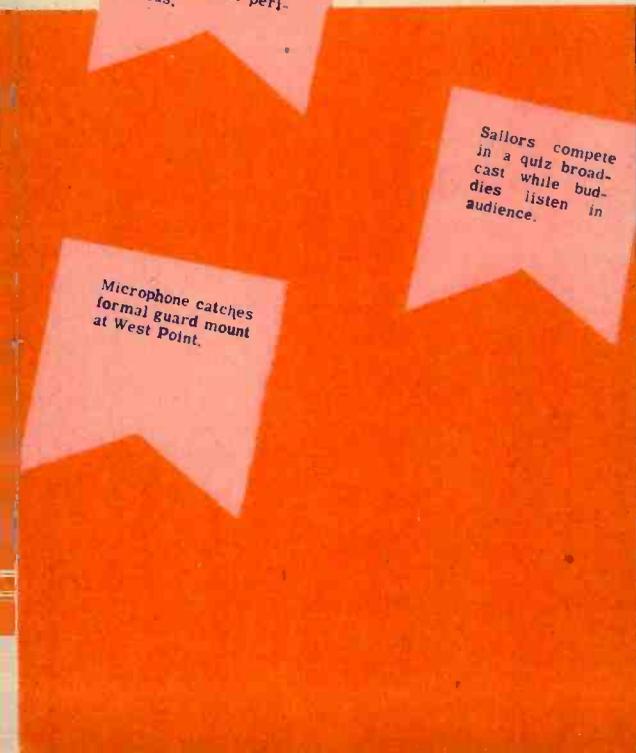
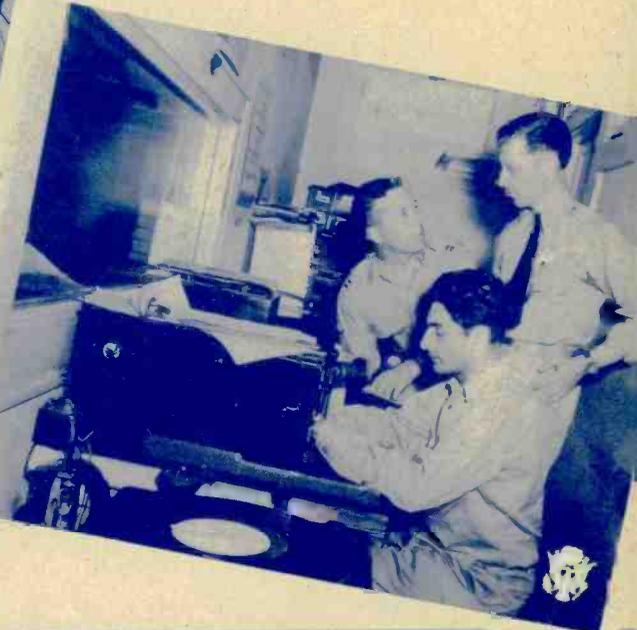


Hawaiian soldiers find time for broadcast.



A portable organ, makeshift stage and soldiers entertain during maneuver rest periods.

Trained Army Public Relations officers proved they could operate a radio station they "captured" during a 1941 maneuver.



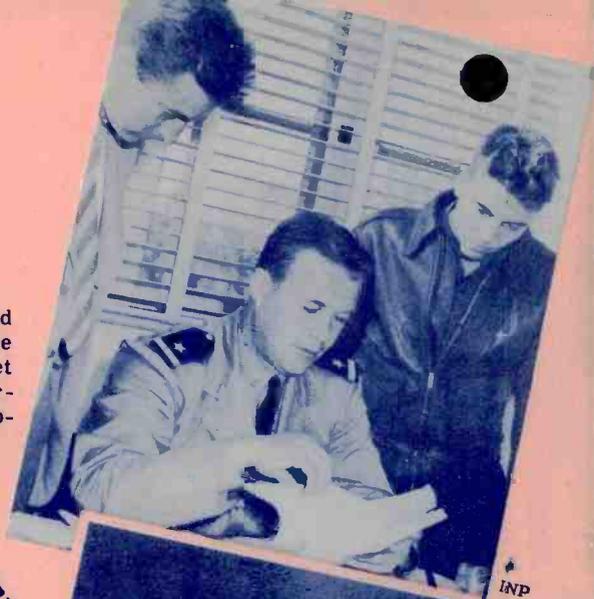
Sailors compete in a quiz broadcast while buddies listen in audience.

Microphone catches formal guard mount at West Point.





Tyrone Power, of screen and radio, is sworn in as a private in the Marine Corps by Maj. Wm. Howard, U.S.M.C.



Wayne Morris, called to active duty with the Naval Aviation Cadet Selection Board, interviews flying cadet applicants.

# STARS in the Service



INP

Clark Gable is now serving with the United States Army Air Forces.



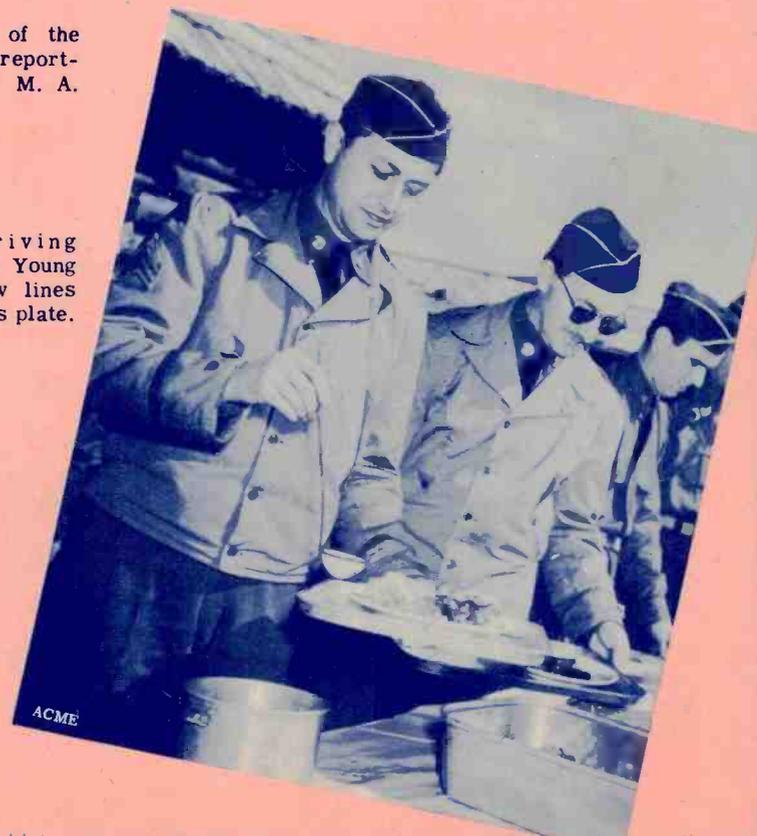
Rudy Vallee, of the Coast Guard, reporting to Lieut. M. A. Sturges.



Becoming an army officer doesn't keep Glenn Miller from being a favorite with autograph seekers.



This Army Air Corps looks on as Sgt. (honorary) McCarthy greets his friend James Stewart (right). Behind Charley is Edgar Bergen.



After his driving chores, Robert Young joins the chow lines and loads up his plate.

# Officers & Directors Of Radio Station WOW, Inc.



FRANCIS P. MATTHEWS



JOHN J. GILLIN, JR.,  
President and Gen'l. Manager



HARVEY E. MILLIKEN



THOMAS J. WALLACE



J. J. ISAACSON



ROBERT P. SAMARDICK

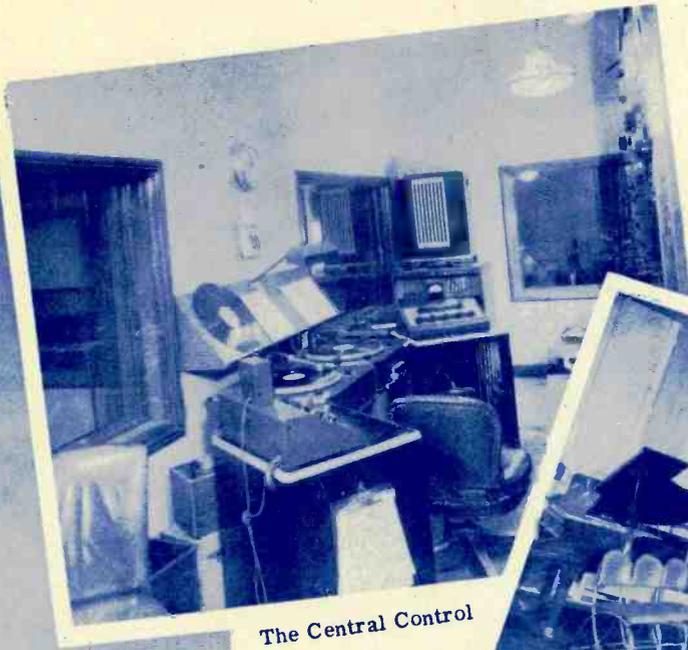


M. M. MEYERS



GUY C. MYERS

# WOW Transmitter & Studios



The Central Control Room.



Studio A

The WOW Recording Room with Engineers Bill Kotera and Joe Herold.



The WOW Transmitter, located at 56th & Kansas. The WOW Studios are in the Insurance Bldg., at 17th and Farnam Sts., in downtown Omaha.



The WOW News Room.



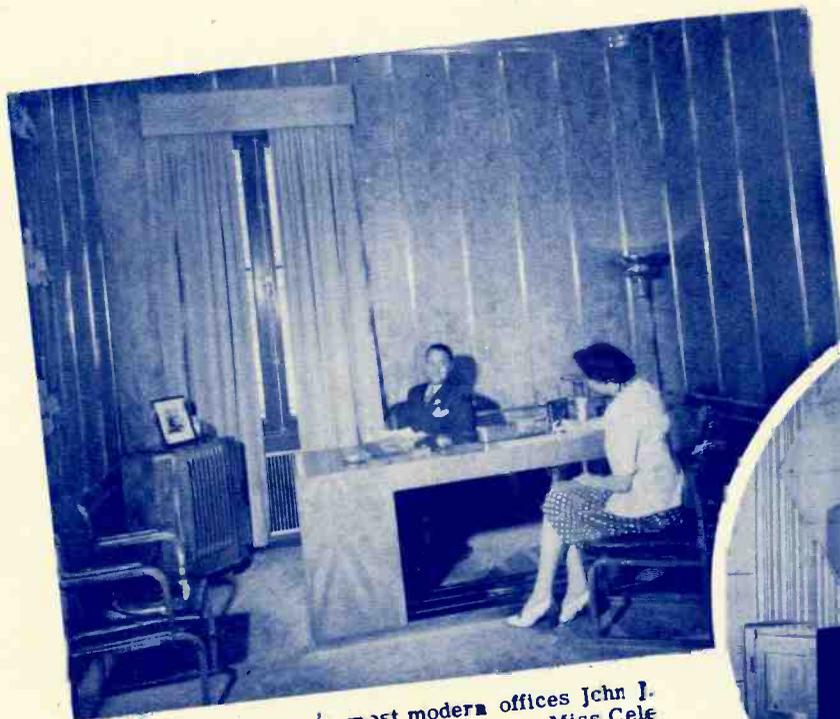
Studio B. with John Leslie (left) and Thomson Holtz.



The Music Library.

# W O W

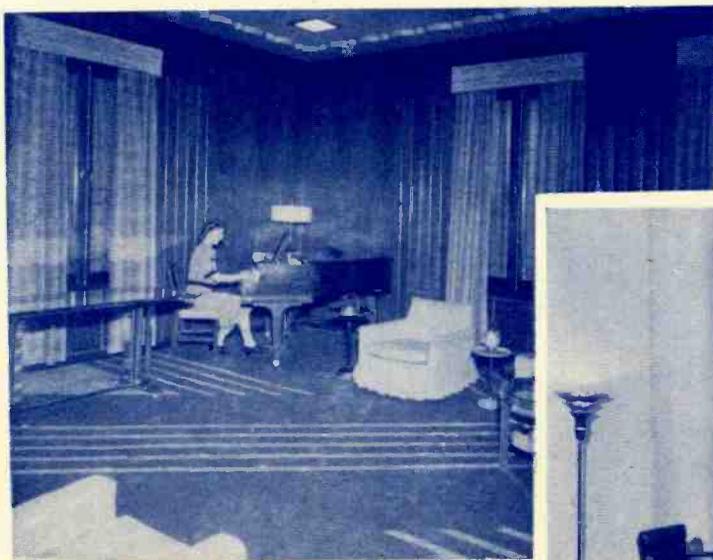
## EXECUTIVE OFFICES



In one of Omaha's most modern offices John I. Gelin, Jr., dictates to his secretary, Miss Cele Broderick.



WOW's beautiful Reception Room. Hostess on duty is Nancy Ciciulla.



WOW's clients' Audition Room. Helen Whitney, music librarian, at the piano.



Harry Burke, Ass't General Manager, with his secretary, Miss Betty Bauer.

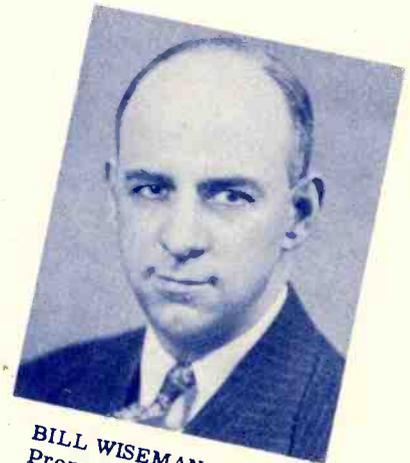
# W O W ' S EXECUTIVE STAFF



**LYLE DeMOSS,**  
Program Manager



**HARRY BURKE,**  
Assistant Gen'l. Manager and Sales Manager



**BILL WISEMAN,**  
Promotion Manager



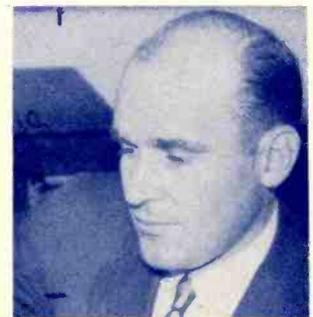
**W. J. KOTERA,**  
Chief Engineer



**ROY GLANTON,**  
Chief Transmitter Engineer



**AL LARSON**  
Office Manager



**JOSEPH HEROLD,**  
Assistant Chief Engineer



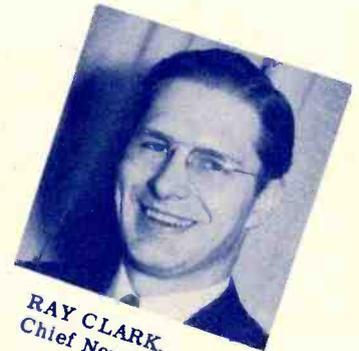
**RAY OLSON,**  
Production Manager



**TOM DAILEY,**  
Sports Editor



**SOREN MUNKHOF,**  
News Manager



**RAY CLARK,**  
Chief Newscaster



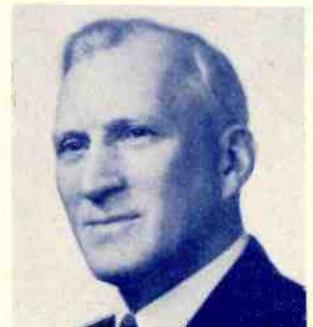
**HELEN LEWIS,**  
Traffic Manager



**TOM CHASE**  
Manager  
Transcription Department



**BARBARA BATES,**  
Manager,  
Women's Activities



**REV. R. R. BROWN DD,**  
Pastor of WOW's  
World Radio Congregation

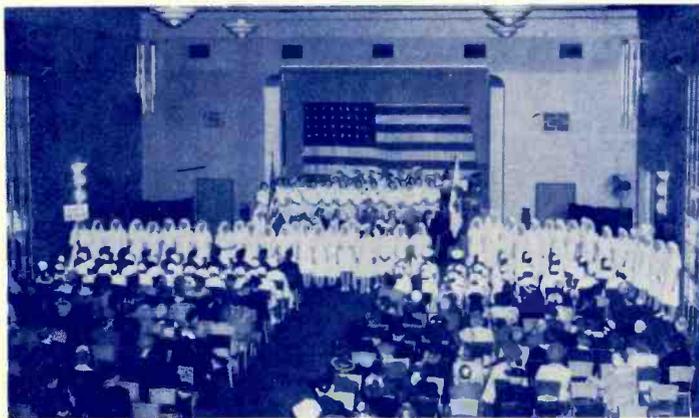
# WOW Promotes Bond Sales and Recruitment Campaigns



Fighting Fifth War Bond Rally at Omaha Auditorium. Stars of the event were Dr. I.Q., Harriet Hilliard and Ozzie Nelson.



Dr. I. Q.



WOW War Nurse Recruitment Rally at Lincoln. Working with the Red Cross WOW helped recruit more than 600 nurses for military service from its territory, and thousands of others to enter Nurses Aid and Home Nursing service.



Team of women service members competes on the Nebraska-Iowa Quiz as means of helping recruitment work.



Al Larson, WOW Office Manager, (right) and John Alexander, KODY Manager (left) cut the 250 lb. May Day Cake served at the famous North Platte Canteen by WOW in collaboration with KODY.



Champion buglers from nine midwestern states were brought to Omaha by WOW in a competition to determine the best bugler in the Seventh Service Command.

# WOW'S Red, White & Blue Revue Toured WOW - Land for War Bond Sales



WOW's Red, White & Blue Patriotic Revue visits Fremont, Nebraska.



Servicemen are featured in the Red, White & Blue Revue in Dennison, Iowa.



American Legion and servicemen take part in the Red, White & Blue Revue at Grand Island, Nebraska.



Audience at the Columbus, Nebraska showing of the Red, White and Blue Revue proudly wave their U.S. Defense Stamp books with which they purchased admittance.



"For Distinguished Service" in the sale of stamps and bonds in the midwest, the U. S. Treasury Department presented WOW with this official citation.

# WOW'S STAFF IN THE SERVICE OF THE HOME AND NATION



**Front Row, Left to Right:**

1. Jackie Lee, Vocalist.
2. Mary Claire Dickerson, Stenographer.
3. Soren Munkhof, News Manager
4. Dorothy Balle, Receptionist
5. BILL KOTERA, Chief Engineer
6. Betty Jane Carney, Traffic
7. Bill Wiseman, Promotion Manager
8. HARRY BURKE, Assistant General Manager and Sales Manager.
9. JOHN J. GILLIN, JR., President and General Manager.
10. Lyle DeMoss, Program Manager.
11. Barbara Lamberton, Traffic.
12. Al Larson, Office Manager.
13. Margaret George, Receptionist.
14. Tom Dailey, Sports Editor.
15. Mildred Flynn, Traffic
16. Bob Rudd, Transmitter Engineer.
17. Sybil Mills, Stenographer.
18. LESTER PALMER, Announcer.
- Second Row, Left to Right:
19. Ray Olson, Production Manager.
20. Mark L. McGowan, Transmitter Engineer.
21. Louise Seidl, Harpist.
22. Loretta Dundis, Traffic.
23. Richard Cole, Advertising Agent.
24. James E. Van Liew, Continuity Writer.
25. Geraldine Hetmanek, Secretary to Lyle DeMoss.

**Third Row, Left to Right:**

26. Catherine O'Connor, Secretary.
27. Cy Hagrman, Control Engineer
28. Gene Edwards, Announcer.
29. Elinor Dillman, Bookkeeper.
30. Lela Alexander, Bookkeeper.
31. Jeanne Lund, News Staff.
32. John Leslie, Announcer and Assistant Chief Newscaster.
33. Ray Clark, Chief Newscaster and Manager Special Events.
34. Herbert Lee, Assistant News Manager.
35. Louis DeBoer, Control Engineer.
36. Al Maller, Control Engineer.
37. O. J. Eastlund, Market News Staff.
38. Ruth Herchenroeder, Stenographer.
39. Helen Whitney, Music Librarian.
40. Cele Broderick, Secretary to John Gillin.
41. Violet Kuehl, Bookkeeper.
42. HELEN LEWIS, Traffic Manager
43. Pat O'Hara, Bookkeeper.
44. Phyllis Murphy, Mail Clerk.
45. ROY GLANTON, Chief Transmitter Engineer.
46. Nancy Cline, Secretary to Soren Munkhof.
47. Sally Dee, Sunshine Club.
48. LUELLA CANNAM, Sales Staff.
49. Barbara Bates, Manager Women's Activities.
50. Jean Pray, Secretary to Bill Wiseman.

**Fourth Row, Left to Right:**

54. Lyle Odden, Organist.
55. Stan Rucker, Violinist.
56. Bob Bauer, Pianist.
57. Milton Lindelof, Market News Staff.
58. Don Retynski, Market News Staff.
59. Clair Wolfe, Sales Staff.
60. TOM CHASE, Manager Transcription Department.
61. Thomson Holtz, Announcer.
62. Harold Griffin, Control Engineer.
63. Glenn Flynn, Control Engineer.
64. Jimmy Baugh, News Staff.
65. Tom Ingoldsby, City News Editor.
66. George Bernstein, Sports Reporter.
67. Carl Uhlarik, News Staff.

51. Martha Bohlsen, Homemakers Club.
52. James Robinson, Property Supervisor.
53. George Round, Farm Commentator.

**NAMES IN CAPITAL LETTERS INDICATE STAFF MEMBERS WITH MORE THAN 10 YEARS' SERVICE.**

Members of the staff not in the photo are **BETTY BAUER**, Secretary to Harry Burke; **JOE HEROLD**, Assistant Chief Engineer; **REV. R. R. BROWN**, Radio Minister for WOW; Nancy Ciculla, Receptionist; Betty Ann Storm, Traffic, and Fred W. Fry, Transmitter Engineer.

**MORE *Special Events* BROADCAST BY WOW**



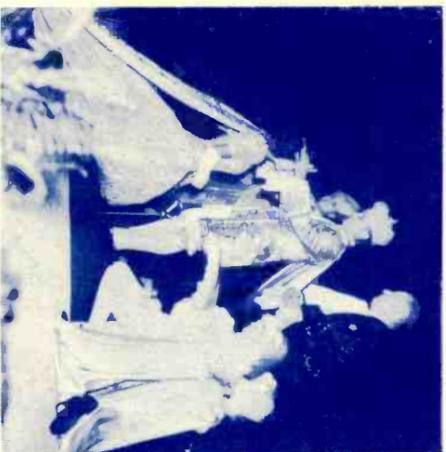
**KINGSLEY DAM**  
Centuries hence, the Time Capsule buried at Kingsley Dam near Ogallala will recall to historians the memorable event which WOW here describes to its listeners. Lyle De Moss at the microphone with Chief Engineer George E. Johnson.



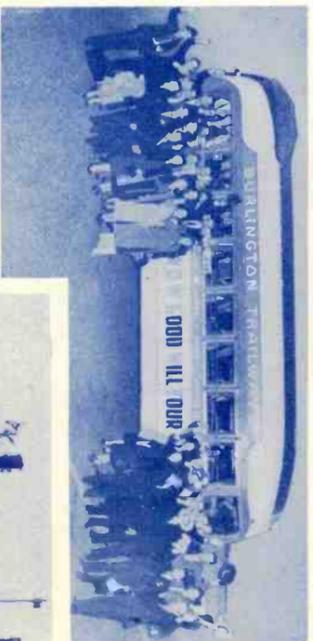
Theo<sup>me</sup> Petty, of Colorado Springs, winner of a V-Girl Beauty Contest (second from left), poses with finalists from Iowa, Nebraska, and South Dakota.



WOW's special events men, and engineers, covering Northeastern Nebraska floods.



WOW covers the Coronation of Ak-Sar-Ben's Wartime King and Queen - Banker W.B. Millard, Jr. (now a Lt. Col. in the Army) and Alice Jeannette Meyer, since married to Lt. J.G. C. Foster Brown, Jr.



WOW Good Will Tour which visited a dozen principal cities of WOW-land.

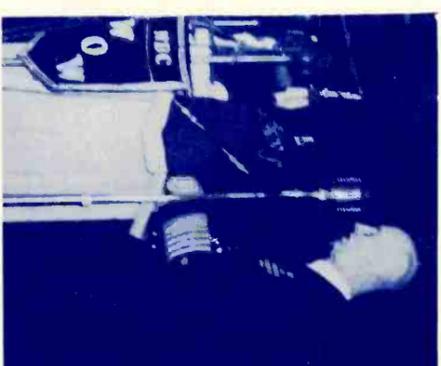


WOW engineers, with portable transmitter, were aboard the first steamboat to come up the Missouri River after its 9 ft. channel was opened.

**A Few Of The Wartime *Special Events* Broadcast By Radio WOW**



General Marshall and Admiral King addressing the American Legion National Convention in Omaha.



Nebraska's Governor Dwight Griswold speaks at the dedication of the Grand Island Air Base.



General Danielson, head of 7th Service Command, opens Omaha's Alcohol Plant.



Associate Justice Frank J. Murphy of United States Supreme Court, speaks over WOW at Creighton University Commencement Exercises.



WOW brings to its listeners the presentation of the Army & Navy Award to an Omaha steel works.



WOW's pre-Pearl Harbor special events fleet.

# A Few Of The Wartime *Special Events* Broadcast By Radio **WOW**



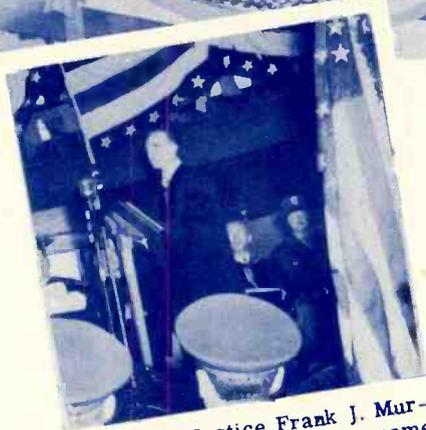
General Marshall and Admiral King addressing the American Legion National Convention in Omaha.



Nebraska's Governor Dwight Griswold speaks at the dedication of the Grand Island Air Base.

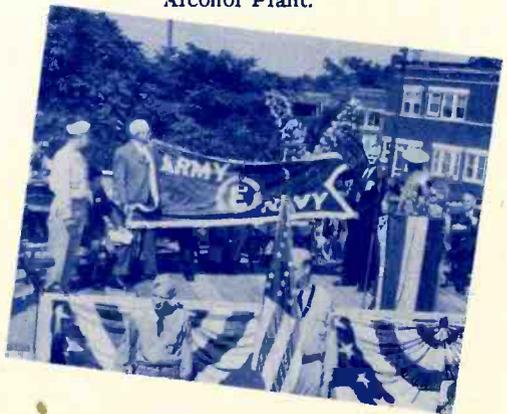


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WOW's pre-Pearl Harbor special events fleet.

# WOW'S STAFF IN THE SERVICE



## Front Row, Left to Right:

1. Jackie Lee, Vocalist.
2. Mary Claire Dickerson, Stenographer.
3. Soren Munkhof, News Manager
4. Dorothy Balle, Receptionist
5. BILL KOTERA, Chief Engineer
6. Betty Jane Carney, Traffic
7. Bill Wiseman, Promotion Manager
8. HARRY BURKE, Assistant General Manager and Sales Manager.
9. JOHN J. GILLIN, JR., President and General Manager.
10. Lyle DeMoss, Program Manager.
11. Barbara Lamberton, Traffic.
12. Al Larson, Office Manager.
13. Margaret George, Receptionist.
14. Tom Dailey, Sports Editor.
15. Mildred Flynn, Traffic
16. Bob Rudd, Transmitter Engineer.
17. Sybil Mills, Stenographer.
18. LESTER PALMER, Announcer.

## Second Row, Left to Right:

19. Ray Olson, Production Manager.
20. Mark L. McGowan, Transmitter Engineer.
21. Louise Seidl, Harpist.
22. Loretta Dundis, Traffic.
23. Richard Cole, Advertising Agent.
24. James E. Van Liew, Continuity Writer.
25. Geraldine Hetmanek, Secretary to Lyle DeMoss.

26. Catherine O'Connor, Sec
27. Cy Hagrman, Control Eng-
28. Gene Edwards, Announce
29. Elinor Dillman, Bookkee
30. Lela Alexander, Bookkee
31. Jeanne Lund, News Staff.
32. John Leslie, Announcer a-
33. Ray Clark, Chief Newsca-  
Events.
34. Herbert Lee, Assistant M
35. Louis DeBoer, Control E

## Third Row, Left to Right:

36. Al Maller, Control Engin-
37. O. J. Eastlund, Market N
38. Ruth Herchenroeder, Ste
39. Helen Whitney, Music Li
40. Cele Broderick, Secretar-
41. Violet Kuehl, Bookkeeper
42. HELEN LEWIS, Traffic M
43. Pat O'Hara, Bookkeeper.
44. Phyllis Murphy, Mail Cle
45. ROY GLANTON, Chief T
46. Nancy Cline, Secretary t
47. Sally Dee, Sunshine Club
48. LUELLA CANNAM, Sale
49. Barbara Bates, Manager
50. Jean Pray, Secretary to

# OF THE HOME AND NATION



Secretary.  
 Engineer  
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 per  
 -per.

and Assistant Chief Newscaster.  
 ster and Manager Special

ews Manager.  
 -ngineer.

t:  
 eer.  
 ews Staff.  
 ographer.  
 rarian.  
 y to John Gillin.  
 .  
 -Manager

rk.  
 -ransmitter Engineer.  
 o Soren Munkhof.

s Staff.  
 Women's Activities.  
 Bill Wiseman.

- 51. Martha Bohlsen, Homemakers Club.
- 52. James Robinson, Property Supervisor.
- 53. George Round, Farm Commentator.

Fourth Row, Left to Right:

- 54. Lyle Odden, Organist.
- 55. Stan Rucker, Violinist.
- 56. Bob Bauer, Pianist.
- 57. Milton Lindelof, Market News Staff.
- 58. Don Retynski, Market News Staff.
- 59. Clair Wolfe, Sales Staff.
- 60. TOM CHASE, Manager Transcription Department.
- 61. Thomson Holtz, Announcer.
- 62. Harold Griffin, Control Engineer.
- 63. Glenn Flynn, Control Engineer.
- 64. Jimmy Baugh, News Staff.
- 65. Tom Ingoldsby, City News Editor.
- 66. George Bernstein, Sports Reporter.
- 67. Carl Uhlarik, News Staff.

NAMES IN CAPITAL LETTERS INDICATE STAFF MEMBERS WITH MORE THAN 10 YEARS' SERVICE.

Members of the staff not in the photo are BETTY BAUER, Secretary to Harry Burke; JOE HEROLD, Assistant Chief Engineer; REV. R. R. BROWN, Radio Minister for WOW; Nancy Ciculla, Receptionist; Betty Ann Storm, Traffic, and Fred W. Fry, Transmitter Engineer.

# MORE *Special Events* BROADCAST BY WOW



## KINGSLEY DAM

Centuries hence, the Time Capsule buried at Kingsley Dam near Ogalalla will recall to historians the memorable event which WOW here describes to its listeners. Lyle De Moss at the microphone with Chief Engineer George E. Johnson.



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WOW Good Will Tour which visited a dozen principal cities of WOW-land.



WOW engineers, with portable transmitter, were aboard the first steamboat to come up the Missouri River after its 9 ft. channel was opened.

# Memorable Wartime Broadcasts



December 7, 1941 was the most exciting day in the history of WOW's News Room as Ray Clark told of the attack on Pearl Harbor.



First Omahan to bring home a war bride from New Zealand was Marine Sergeant Jack Vanderbeck pictured here with the bride and Ray Clark.

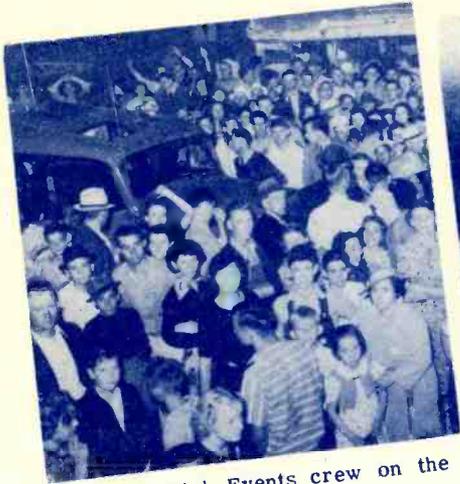
"Commando" Kelly and Lieut. Childers, winners of the Congressional Medal of Honor, are interviewed over WOW by Ray Clark.



Tom Ingoldsby, WOW's own City Editor, covers the Wartime national political conventions in Chicago.

WOW News Department worked 24 hours at fever pitch on "D" Day. John Leslie at "mike".

# WOW Covers The Farm Front



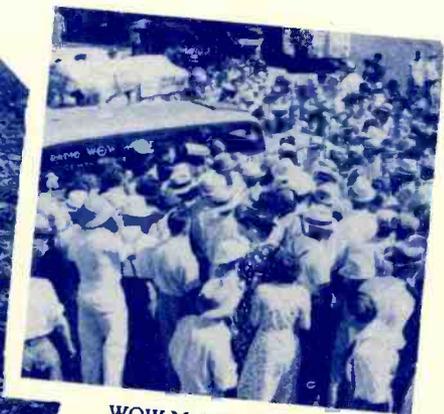
WOW Special Events crew on the midway at Iowa State Fair.



A women's chorus at the Nebraska State Fair broadcasts over WOW.



Nebraska's Health Champion boy and girl talk to WOW listeners.



WOW Mobile Unit visits Nebraska State Fair.

Lyle DeMoss covers a Corn-Husking contest on a horse.



WOW covers a National Corn-Husking contest at Lawrence, Kansas.



County Agents Carl C. Dale, Lyle Geweke and Archie Geweke discuss newly developed irrigation project for the information of WOW listeners.



Ray Clark interviews 4-H Baby Beef Champion or his owner, we're not sure which.

## WOW'S Staff Announcers



Harry Burke Lyle DeMoss Ray Olson Ray Clark Tom Dailey John Leslie Thomson Holtz Tom Chase Gene Edwards

## WOW Listeners Hear Leading Sports Events Broadcast by TOM DAILEY



Burke and Dailey cover Nebraska-Oklahoma football game at Norman, Oklahoma.

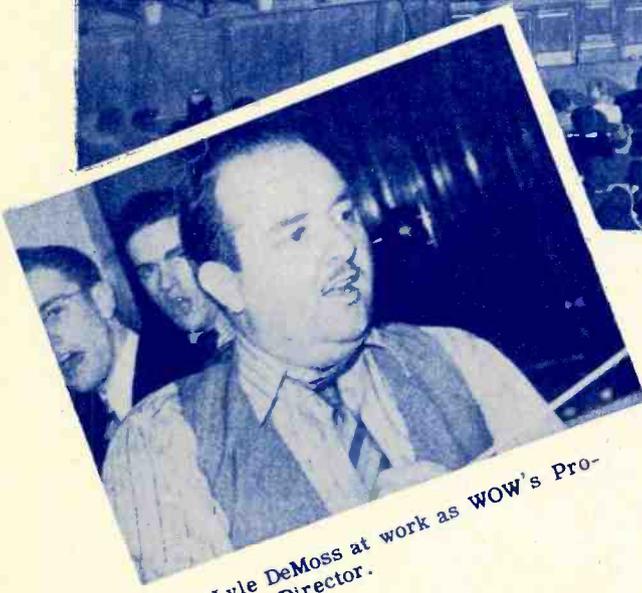


Two-ton Tony Galento, heavyweight fighter, plays the harp for Dailey at WCW's studio.

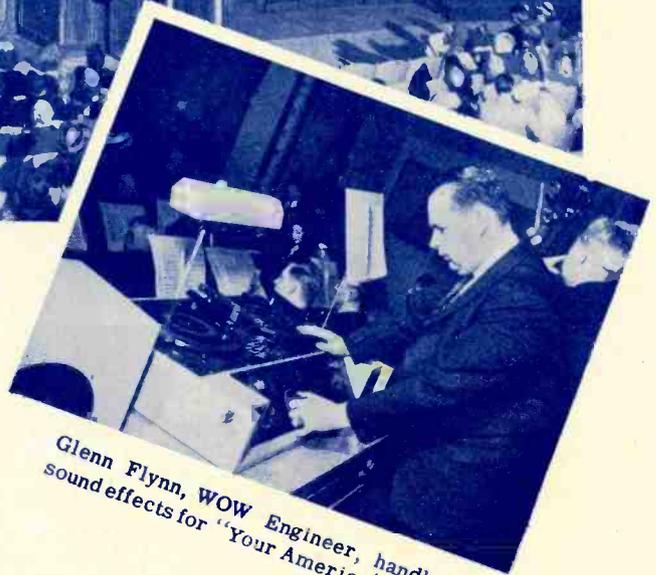


Dailey interviews girl swimmers at Omaha Field Club.

# WOW Produces "YOUR AMERICA" For NATIONAL NETWORK



Lyle DeMoss at work as WOW's Program Director.



Glenn Flynn, WOW Engineer, handles sound effects for "Your America" show.

## WOMEN COMMENTATORS ON RADIO WOW



Martha Bohlsen



May Lenore Mahoney  
Historical Commentator



Sally Dee (Aunt Sally)

# WOW FOLKS !



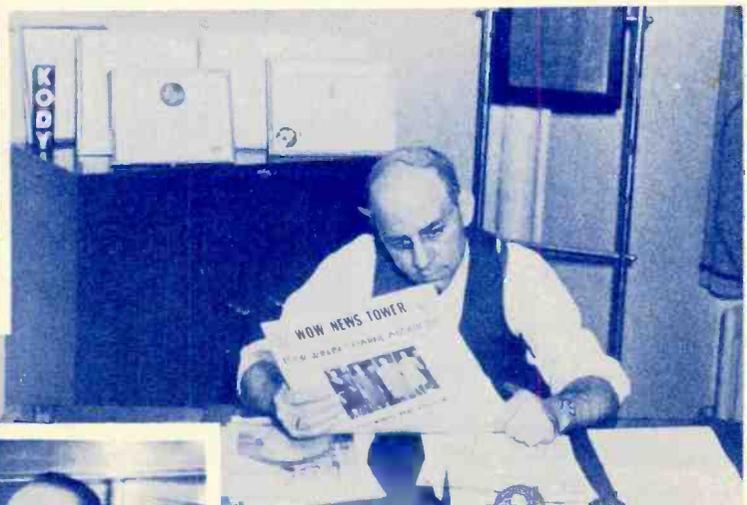
WOW's Prize-Winning Barber Shop Quartet.  
Left to Right - Thomson Holtz, Tom Chase, Lyle DeMoss, and Ray Olson.



Jackie Lee, Charming  
WOW Vocalist.



Lyle DeMoss in the role  
of Quizmaster.



Bill Wiseman, WOW Promotion  
Manager, also edits the WOW News  
Tower, which has won several na-  
tional awards.



Harry Burke and Lyle DeMoss sam-  
ple desserts made for WOW "Home-  
maker's Club of the Air".

★ ★ ★  
★ ★ ★  
**WOW** ★ ★ ★  
★ ★ ★  
**MEN and WOMEN** ★ ★ ★  
★ ★ ★  
**in the** ★ ★ ★  
★ ★ ★  
**ARMED SERVICES** ★ ★ ★

Frank R. Baker, U.S. Army Air Forces  
H. W. Baker, U. S. Navy  
Henry F. Bristowe, U. S. Army Air Forces  
William Edward Butler, U.S. Navy  
James F. Clark, U.S. Army Air Forces  
B. L. Dunbar, U.S. Navy  
Fred Ebener, U.S. Army  
James Farlee, U.S. Army  
Miss Ardice M. Fowler, U.S. Marine Corps  
Horace M. Hamacher, U. S. Coast Guard  
Edward A. Hatch, U.S. Army  
Donald E. Larson, U.S. Army Air Forces  
William G. Loose, U.S. Army Air Forces  
James M. McGaffin, Jr., U. S. Army  
William J. Monaghan, U.S. Army  
Richard E. Peck, U. S. Army  
Howard O. Peterson, U. S. Army  
Morton F. Wells, U. S. Navy

# STARS in the Service



Robert Montgomery, U.S. Naval attaché in London, salutes 8 year old bomb victim, Alan Locke.



Gene Autry (second from left) finds time to entertain his buddies while training for the Air Corps.



Wayne King now directs army activities instead of "The Waltz You Saved For Me".



Robert Allen (left) gives Drew Pearson the real inside information on army life.



Dave Breger (Left) creator of the "Private Breger" cartoons, cuts a piece of birthday cake for his buddy, Ezra Stone ("Henry Aldrich").



Charles (Buddy) Rogers (right) reports to Lt. Comdr. C.C. McCauley prior to taking up his flying duties.



Walter Winchell of the United States Naval Reserve is "back in a flash with a flash".



Jimmy Fidler looks on as Joan Davis (heard with Rudy Vallee) bids goodbye to Jimmy Henaghan, Fidler's ace reporter.



Naval cadets and sailors sing and play for radio audience.



A corner of the barracks serves as rehearsal room for this "jive" group.



All sergeants are not "hard-boiled". This one burlesques a "home-makers' " hour, discussing a topic of child apparel that doesn't seem to impress the young admirers.



Soldiers fresh from field duty accompany Service Club worker in broadcast.



Radio network correspondents, wearing prescribed uniforms, report from maneuver areas.



Aviation cadets at Randolph Field have organized this Glee club for radio appearances.



Soldiers on duty in Washington, D.C. boast this Glee club.



Buddies gather 'round to enjoy some boogie woogie on a Service Club piano.



Maj. General Hugh Drum faces a battery of microphones.



No spot is too tough for radio special events men. Here's one following the Army engineers during a river crossing.



Entertainment aboard ship enroute to Australia.



Sailors at Pensacola rehearse before broadcast.



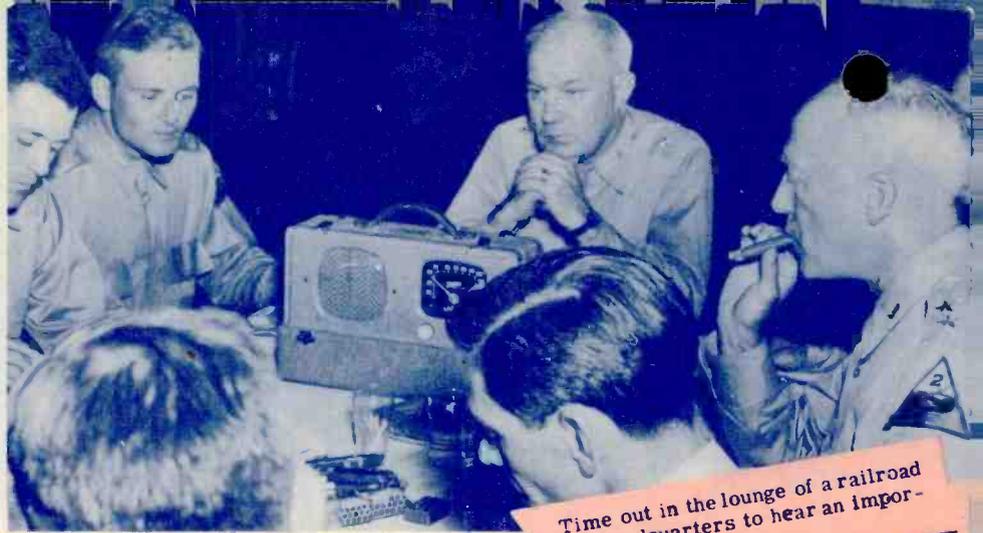
A soldier audience at an open air broadcast as seen by performing artists.



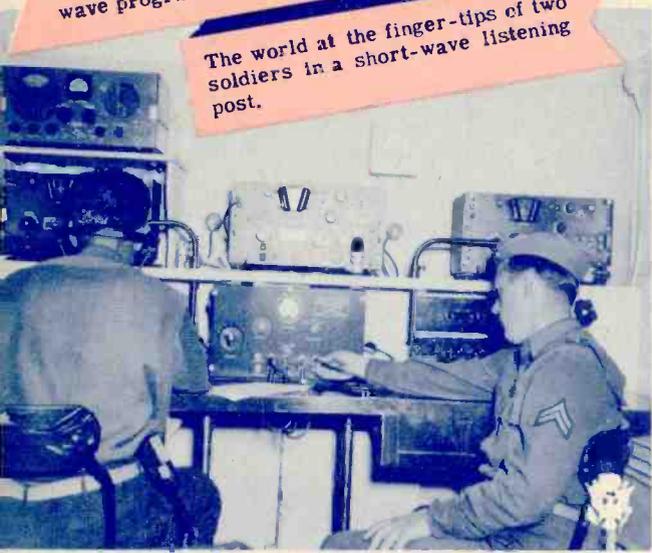
The Famous U. S. Marine Corps Band heard on many broadcasts.



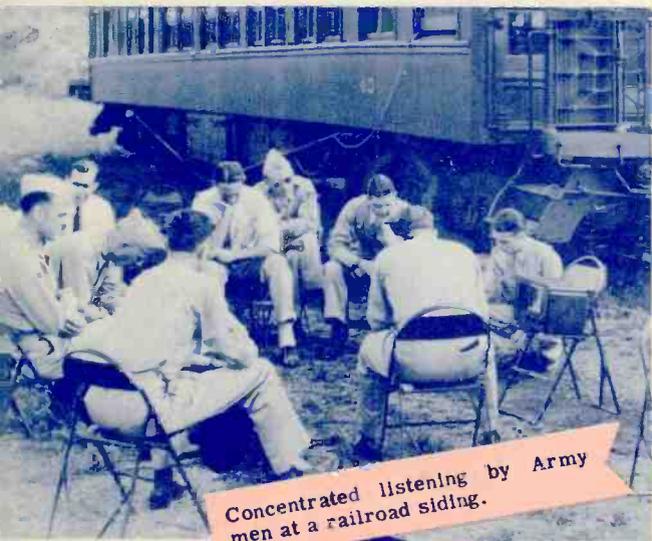
In far away Iceland, U. S. dough-boys express pleasure over a short-wave program.



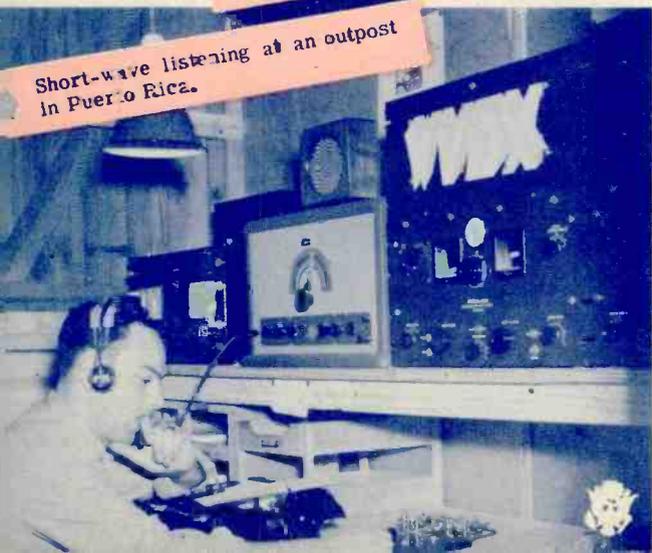
Time out in the lounge of a railroad car headquarters to hear an important broadcast.



The world at the finger-tips of two soldiers in a short-wave listening post.



Concentrated listening by Army men at a railroad siding.



Short-wave listening at an outpost in Puerto Rico.

# KEEPING IN TOUCH

Wherever they are, in training or in action, U. S. fighting forces look to radio to maintain their association with "home" -- it may be the voice of a friend, word from the home town or news from the good, old U.S.A. It all serves the same purpose for the service men who have no intentions of losing contact with things that were familiar before the war interrupted their lives. Radio does this job, too.



Winter-clad soldiers anchor cable for antenna in far northern base.



Radio and games in the barracks at a Naval Air Station.

# U.S. NAVY

# INSIGNIA OF RANK AND SERVICE DIVISION

## OFFICERS' SHOULDER AND SLEEVE INSIGNIA



## OFFICERS' CORPS DEVICES



SERVICE STRIPES

Each service stripe, worn on the left sleeve below the elbow, indicates completion of a four-year enlistment. After serving 12 years with good conduct gold stripes are worn. Enlisted men's rating insignia become gold after completing three enlistments with good conduct. Red rating marks are worn on blue uniforms, blue marks are worn on white.

## PETTY OFFICERS' RATING MARKS



## ENLISTED MEN'S SPECIALTY MARKS



## CHIEF PETTY OFFICERS AND PETTY OFFICERS

The rating badges are worn on the sleeve between shoulder and elbow. Petty officers, seaman branch, wear rating badges on the right arm, other petty officers wear them on the left arm.

## CAP DEVICES



## POCKET OR BREAST INSIGNIA

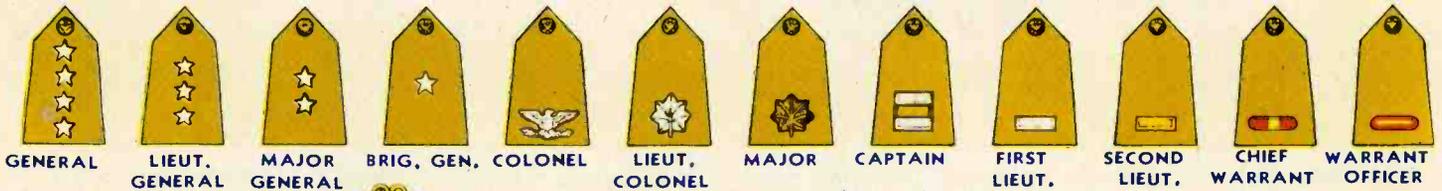


# U.S. ARMY

## INSIGNIA OF

## RANK AND SERVICE BRANCH

### OFFICERS' INSIGNIA OF RANK



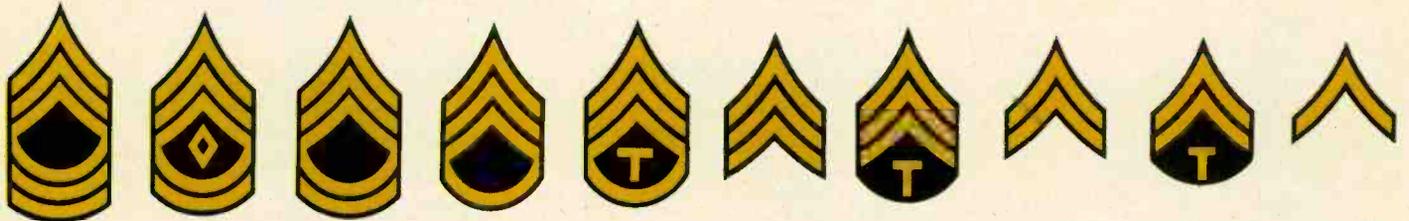
### CAP DEVICES



### OFFICERS' LAPEL OR COLLAR INSIGNIA

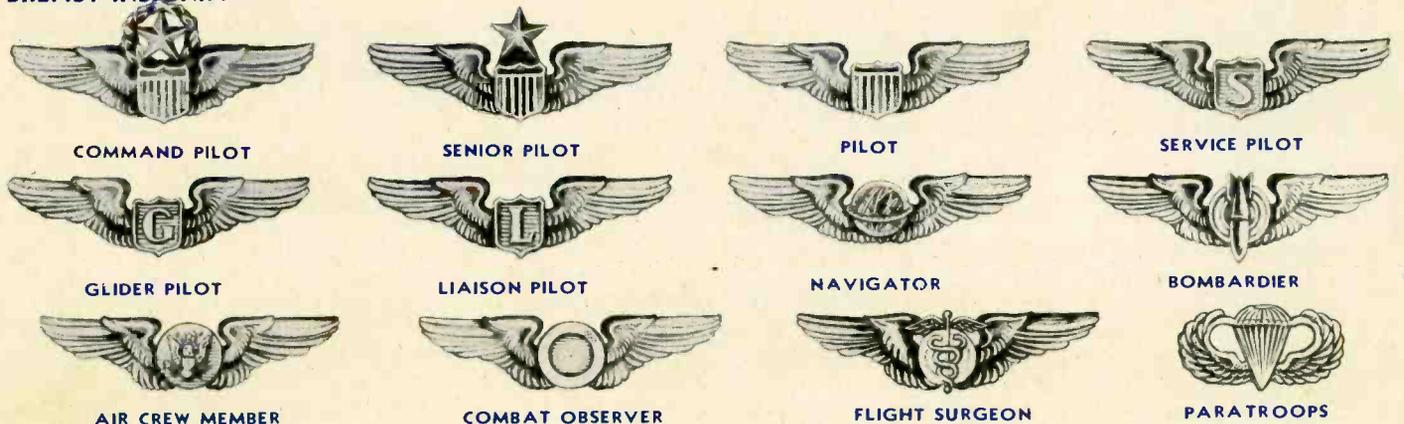


### NON-COMMISSIONED OFFICERS' INSIGNIA



MASTER SERGEANT    FIRST SERGEANT    TECHNICAL SERGEANT    STAFF SERGEANT    TECHNICIAN 3RD GRADE    SERGEANT    TECHNICIAN 4TH GRADE    CORPORAL    TECHNICIAN 5TH GRADE    PRIVATE FIRST CLASS

### BREAST INSIGNIA



# U.S. ARMY INSIGNIA OF CORPS AND DIVISION

## THE GENERAL COMMANDS HEADQUARTERS



AIR FORCES GROUND FORCES SERVICE OF SUPPLY

## THE ARMIES



FIRST ARMY, SECOND ARMY, THIRD ARMY, FOURTH ARMY

## SERVICE COMMANDS



FIRST SECOND THIRD FOURTH FIFTH SIXTH SEVENTH EIGHTH NINTH

## ARMY CORPS



FIRST SECOND THIRD FOURTH FIFTH SIXTH SEVENTH EIGHTH NINTH

## DIVISIONS



11th 12th 13th 14th 1st 2nd 3rd 4th 5th 6th 7th 8th 9th 26th 27th 28th 29th 30th 31st 32nd 33rd 34th 35th 36th 37th 38th 40th 41st 43rd 44th 45th 76th 77th 78th 79th 80th 81st 82nd 83rd 84th 85th 88th 89th 90th 91st 92nd 93rd 94th 96th 98th 99th 100th 102nd 103rd 104th HAWAIIAN DIV. FIRST CAVALRY DIVISION AVIATION CADET

## ARMORED FORCE

## FRONTIER DEFENSE SECTORS



HQ & HQ COMPANY 1st CORPS 4th DIV. NEW ENGLAND NEW YORK-PHILADELPHIA CHESAPEAKE BAY SOUTHERN COASTAL PACIFIC COASTAL PANAMA CANAL DEPT. HAWAIIAN DEPT.

# U.S. MARINES

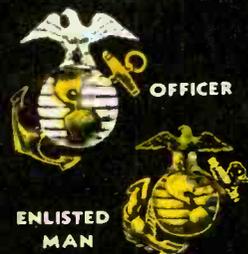
# INSIGNIA OF RANK AND SERVICE

## OFFICERS' INSIGNIA OF RANK



LIEUTENANT GENERAL    MAJOR GENERAL    BRIGADIER GENERAL    COLONEL    LIEUTENANT COLONEL    MAJOR    CAPTAIN    FIRST LIEUTENANT    SECOND LIEUTENANT    WARRANT OFFICER

## CAP DEVICES



## NON-COMMISSIONED OFFICERS' INSIGNIA



SERGEANT MAJOR    FIRST SERGEANT    PLATOON SERGEANT    MASTER TECHNICAL SERGEANT    TECHNICAL SERGEANT    STAFF SERGEANT    SERGEANT    CORPORAL    PRIVATE FIRST CLASS

## DEPARTMENTAL INSIGNIA



ADJUTANT & INSPECTOR'S DEPT.    QUARTERMASTER'S DEPT.    PAYMASTER'S DEPT.    BRIG. GENERAL'S AIDE    AVIATION CADET    CHIEF GUNNER    BAND LEADER

## CAP DEVICES



# U.S. COAST GUARD

# RANK AND SERVICE

## OFFICERS' SHOULDER INSIGNIA



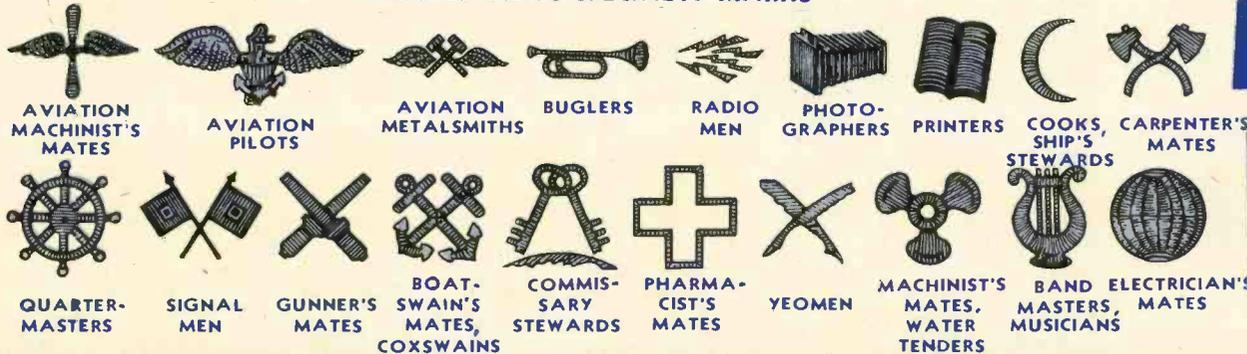
REAR ADMIRAL    CAPTAIN    COMMANDER    LIEUT. COMMANDER    LIEUTENANT    LIEUT. (JG)    ENSIGN    CHIEF WARRANT    WARRANT

## OFFICERS' SLEEVE INSIGNIA



REAR ADMIRAL    CAPTAIN    COMMANDER    LIEUT. COMMANDER    LIEUTENANT    LIEUTENANT (JG)    ENSIGN    CHIEF WARRANT    WARRANT    FIRST CLASS CADET    SECOND CLASS CADET

## ENLISTED MEN'S SPECIALTY MARKS



AVIATION MACHINIST'S MATES    AVIATION PILOTS    AVIATION METALSMITHS    BUGLERS    RADIO MEN    PHOTOGRAPHERS    PRINTERS    COOKS' SHIP'S STEWARDS    CARPENTER'S MATES    QUARTERMASTERS    SIGNAL MEN    GUNNER'S MATES    BOAT-SWAIN'S MATES, COXSWAINS    COMMISSARY STEWARDS    PHARMACIST'S MATES    YEOMEN    MACHINIST'S MATES, WATER TENDERS    BAND MASTERS, MUSICIANS    ELECTRICIAN'S MATES

## CADETS' SHOULDER INSIGNIA



FIRST CLASS    SECOND CLASS

**TO CELEBRATE A FIGHTER'S RECORD**

**BY HIS SERVICE RIBBONS ★ ★**

**OUR ARMY ALONE WEARS THESE**



**DISTINGUISHED SERVICE CROSS**  
Second most important army medal. Awarded U.S. soldiers for extraordinary heroism in military operation against enemy.



**DISTINGUISHED SERVICE MEDAL**  
Awarded any member of U.S. Army who distinguishes himself or herself by meritorious service in a duty of great responsibility.



**DISTINGUISHED UNIT BADGE**  
Awarded army unit twice cited for outstanding performance in action. Authorized by presidential executive order.



**GOOD CONDUCT MEDAL**  
Awarded soldier who after Aug. 17, 1940 completed 3 yrs., or who after Dec. 7, 1941 complete 1 yr. of active Honorable Service.



**SOLDIERS MEDAL**  
Awarded to any persons serving in any capacity for heroism not involving actual conflict with enemy.



**THE OAKLEAF CLUSTER**  
Takes the place of the actual award of another medal for the same decoration previously presented.

**THE GOLD STAR**  
Worn on the ribbon or service ribbon of any medal previously awarded. Indicates that the wearer has more than once been cited for the same decoration.



**OUR ARMY AND NAVY BOTH HAVE THESE**



**SILVER STAR**  
Awarded to any person who has distinguished himself by gallantry and intrepidity in action.



**PURPLE HEART**  
Awarded to persons wounded in action. Our oldest decoration, originally issued by Washington in 1782.



**CONGRESSIONAL MEDAL OF HONOR**  
Mark of an exceptional hero. Awarded for gallantry at risk of life beyond call of duty. Presented by the President for Congress.



**AIR MEDAL**  
All Services  
Awarded any person serving with Army, Navy, Marines or Coast Guard, who distinguishes himself by achievement in flight.



**DISTINGUISHED FLYING CROSS**  
Highest aviation honor given to American and foreign air men serving U.S. for extraordinary achievement in flight.



**VICTORY MEDAL**  
Authorized to all Members of our armed forces who saw active service in First World War.



**AMERICAN DEFENSE MEDAL**  
Worn by men in active service during national emergency preceding our entry into the war. Referred to as "Before Pearl Harbor Ribbon."



**AMERICAN THEATER**  
Worn by those in active service in this hemisphere outside continental U.S. in this war. Note black and white stripes for Germany. Red and white for Japan.



**ASIATIC-PACIFIC CAMPAIGN MEDAL**  
Issued for award to members of the Army and Navy for active service in the theaters indicated. Note the red and white jap colors at either end.



**EUROPEAN-AFRICAN-MIDDLE EASTERN**  
Issued to men who have been on active duty in these theaters of war. Center green represents Europe and brown represents Africa.

**THESE ARE WORN BY OUR NAVY PERSONNEL**



**DISTINGUISHED SERVICE MEDAL**  
Awarded to any member of the Navy of U.S. who distinguishes himself or herself by exceptional meritorious service.



**NAVY CROSS**  
Awarded for heroism or meritorious conduct in Naval Service during time of peace as well as for valor in action.



**EXPEDITIONARY MEDAL**  
Officers and men who have participated in a campaign are eligible. A bronze star issued for each added expedition.



**GOOD CONDUCT**  
Awarded enlisted Navy men for perfect service record and has shown marked proficiency in performing his duties.



**MERCHANT MARINE DISTINGUISHED SERVICE**  
Awarded by our Maritime Commission to men of the Merchant Marine who committed Heroic Deeds under attack.

**FOR THE NAVY - MARINES AND COAST GUARD**



**NAVY & MARINE CORPS MEDAL**  
Awarded to any member who has distinguished himself by heroism not involving conflict.



**PRESIDENTIAL UNIT CITATION**  
Awarded to Navy & Marine corps units for service in combat action above expected high standard.



**BREVET MEDAL**  
Awarded to Marines for distinguished conduct in presence of enemy.



**GOOD CONDUCT AWARD**  
Awarded to a Marine who has completed his 1st enlistment with a high marking in efficiency, neatness, and intelligence.



**COAST GUARD GOOD CONDUCT MEDAL**  
Awarded enlisted man for perfect service record and has shown marked proficiency in performing his duties.



**LEGION OF MERIT**  
Awarded to combatants and non-combatants for extraordinary fidelity and service. May be presented to foreigners.

**SPECIAL MERIT AWARDS**

**DISTINGUISHED MARKSMAN**   **DIST. AUTOMATIC RIFLEMAN**   **DISTINGUISHED AERIAL GUNNER**   **ARMY BADGE**   **SHARPSHOOTER AND 1ST-CLASS GUNNER**   **EXPERT**   **LIFE SAVING MEDAL**

**LIFE SAVING MEDAL**  
(Red Ribbon-Gold Award; Blue Ribbon-Silver Award)  
Presented for Heroic life saving at sea, to civilians as well as service men.

# CIVILIAN

# DEFENSE

Every able-bodied citizen has a part in the national defense of the United States. Any attack upon this country must find each citizen assigned to his or her place, trained in the duties involved, and resolute to carry out those duties, regardless of the danger to be faced.

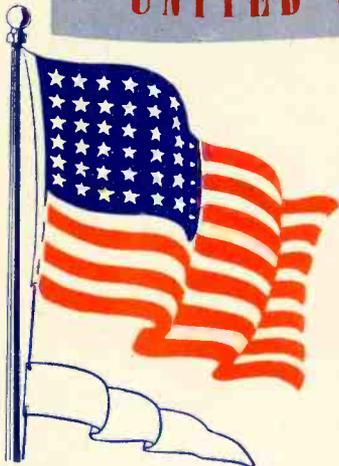
Thousands of United States communities have organized and trained efficient Civilian Defense units and have conducted tests, drills and exhibitions to determine that each cog in the vital machinery of wardens, police, firemen, nurses, etc., will be capable of meeting any emergency.

Only with the complete cooperation and support of those whom Civilian Defense is designed to serve and protect, can it operate smoothly and efficiently. You will recognize the Civilian Defense Workers by these insignia.

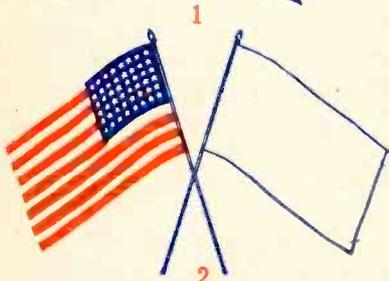


1. DECONTAMINATION CORPS
2. FIRE WATCHER
3. AUXILIARY POLICE
4. RESCUE SQUAD
5. NURSES' AIDE CORPS
6. DEMOLITION AND CLEARANCE  
CREW
7. AIR RAID WARDEN
8. MEDICAL CORPS
9. BOMB SQUAD
10. DRIVERS CORPS
11. AUXILIARY FIREMAN
12. ROAD REPAIR CREW
13. EMERGENCY FOOD AND HOUSING  
CORPS
14. MESSENGER
15. STAFF CORPS

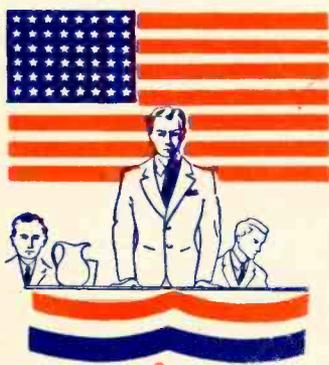
# HOW TO DISPLAY AND RESPECT THE FLAG OF THE UNITED STATES OF AMERICA



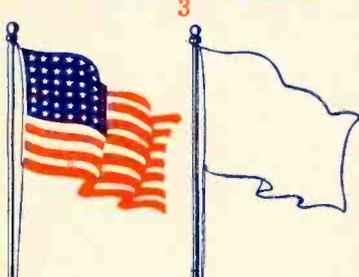
1--When flags of states or cities or pennants of societies are flown on the same halyard with the flag of the United States of America, the latter should always be at the peak. When flown from adjacent staffs the flag of the United States should be hoisted first and lowered last.



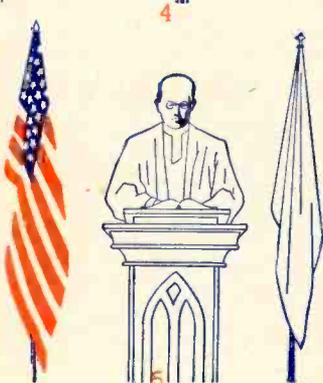
2--When displayed with another flag against a wall from crossed staffs, the Flag of the United States should be on the right (the flag's own right), and its staff should be in front of the staff of the other flag.



3--When used on a speaker's platform, whether indoors or out, the flag should never be reduced to the role of a mere decoration by being tied into knots or draped over the stand. For this purpose bunting should be used. The flag, if displayed, should be either on a staff or secured to the wall or back curtain behind the speaker with the union to the flag's right.



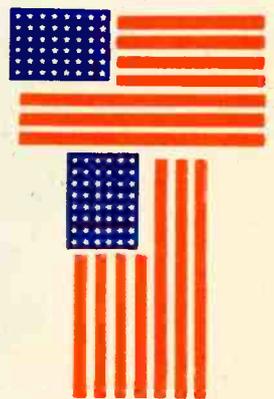
4--When flags of two or more nations are displayed together they should be flown from separate staffs of the same height and the flags should be of approximately equal size.



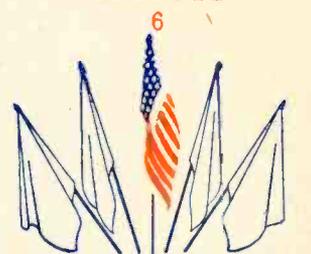
5--When the flag is displayed in the body of the church, it should be from a staff placed in the position of honor at the congregation's right as they face the clergyman. The service flag, the state flag or other flags should be at the left of the congregation. If in the chancel or on the platform, the flag of the United States should be placed on the clergyman's right as he faces the congregation and the other flags at his left.

6--When the flag is displayed

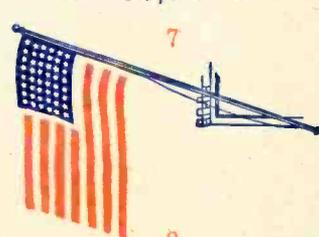
in a manner other than by being flown from a staff, it should be displayed flat, whether indoors or out. When displayed either horizontally or vertically against a wall, the union should be uppermost and to the flag's own right, that is, to the observer's left.



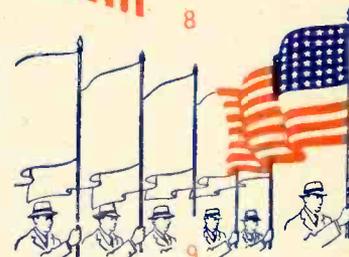
7--Whenever a number of flags of states or cities or pennants of societies are to be arranged in a group and displayed from staffs with the flag of the United States, the latter should be placed at the center of that group and on a staff slightly higher than any of the others.



8--When the flag is displayed from a staff projecting horizontally or at an angle from the window sill, balcony or front of a building, the union of the flag should go to the peak of the staff (unless the flag is to be displayed at half-staff).



9--Whenever the flag of the United States is carried in a procession in company with other flags, it should occupy a position in front of the center of the line of flags or on the right of the marching line.



# DECORATIONS and AWARDS

FOR VALOR and SERVICE of OUR MEN in the ARMED FORCES



## Army Awards



**CONGRESSIONAL MEDAL OF HONOR**  
America's highest award for valor. Takes precedence over all others. Oak leaf cluster added for each presentation.



**ORDER OF PURPLE HEART**  
America's oldest medal. Now awarded those wounded or posthumously to those who died in battle.



**SOLDIER'S MEDAL**  
Awarded for heroism reflecting credit to the Service in Peace or War, to officers or enlisted men.



**SILVER STAR**  
Awarded for gallantry in battle. Recently adopted also by the Navy.



**DISTINGUISHED SERVICE MEDAL**  
Awarded those whose judgment in responsibility made it possible for American arms to overcome enemy effort.



**DISTINGUISHED SERVICE CROSS**  
Awarded by or in the name of the President for extraordinary heroism in battle.

## Navy Awards



**MERITORIOUS SERVICE MEDAL**  
Awarded Navy and Marine for meritorious service other than battle.



**DISTINGUISHED SERVICE MEDAL**  
Awarded when judgment and performance reflect credit on Navy.



**CONGRESSIONAL MEDAL OF HONOR**  
America's highest award for heroism above call of duty. Ribbon is worn about the neck. Precedes all others.



**NAVY CROSS**  
Awarded for heroism, ranks next to Medal of Honor. Gold star indicates 2nd award.



**CONGRESSIONAL MEDAL**  
New award extended to officers as well as enlisted men of Navy and Marines for gallantry at risk of life beyond call of duty.

## Special Awards



**AMERICAN DEFENSE SERVICE MEDAL**  
Issued for service of 1 yr. or longer between Sept. 8, 1938 and Dec. 7, 1941.

**LEGION OF MERIT**  
Awarded to men of U.S. armed forces or friendly foreign nations for exceptionally meritorious conduct in the performance of outstanding services.



**GOOD CONDUCT**  
for Army enlisted men who after Aug. 1940 completed 3 yrs., or after Dec. 1941 complete 1 yr. of continuous Honorable Service.



## Air Service Awards



**DISTINGUISHED FLYING CROSS**  
Awarded for heroism in the air. Identical for all services.



**AIR MEDAL**  
Awarded for meritorious achievement while participating in Aerial Flight.

## Marine Award

**BREVET MEDAL**  
Awarded those who led men in battle or landing parties after higher officers had become casualties.



## Merchant Marine Award

**MERCHANT MARINE DISTINGUISHED SERVICE MEDAL**  
Awarded for heroism under attack.

# OUR HONOR ROLL

Name \_\_\_\_\_  
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 First Station \_\_\_\_\_  
 Promotions \_\_\_\_\_  
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*Owner and Operator of*  
**KODY** NBC IN NORTH PLATTE

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JOHN BLAIR & CO., REPRESENTATIVES

