

Radio
Station
WOW

RADIO NEWS TOWER

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

5000
Watts
590 Kc.

Complete Radio Program News From Radio Station WOW

VOL. V—No. 6

OMAHA, NEBRASKA, MARCH 1, 1941

PUBLISHED MONTHLY

WOW CARRIES COSTLIEST SHOWS

Radio's Moving Day Set For March 29

March 29 will be a red-letter day in the history of radio broadcasting on the western hemisphere, for on that date 90 per cent of the United States stations will come in on new dial locations on over 50,000,000 radio receivers.

More than 1,300 broadcasting stations on the North American continent will change wave lengths on March 29.

There will be no change in WOW's wave length. WOW will continue to be heard at the same dial location—590 kilocycles.

The big wave length shakeup has been more than three years in the making. Its primary purpose is to provide better radio reception on more radio stations and to eliminate interference between stations. The movement to reallocate radio wave lengths resulted from the Havana Treaty, details of which were worked out at a conference in Havana in 1937. Under the treaty, Canada gets six exclusive channels, Mexico gets six, Cuba one and the United States gets an increase in clear channels from 44 to 59.

Basically, the National Association of Broadcasters points out, three points should be understood by every listener:

1. This reallocation is another step forward in the constant improvement in radio broadcasting.
2. Reallocation will bring better over-all program reception in the United States.
3. Reallocation results in careful long-time planning and consultation between governments.

Immediate effect of the wave length changes will be to throw "out of kilter" all push-button radio sets. It will be necessary for each listener who owns a push-button set to have the buttons reset for each station (except that no change need be made for your WOW or your KOWH button).

Change Buttons

Throughout the nation radio service men are preparing for the gigantic task of changing thousands of push-button radios. The changes, in many instances, are slight. Listeners who still have the instruction sheets they received with their radio sets may be able to reset push-buttons themselves.

It is also suggested that the same service man should be asked to check the following items, which definitely affect the quality of radio reception:

1. Check the antenna.
2. Check possible local electrical interference.
3. Check tubes.
4. Check noisy parts.

Most radio service companies, for a small fee, will make a complete check of your radio and suggest any changes or improvements that should be made.

In order that listeners may know exactly where to find every radio station in the United States and its territories, WOW has devoted all of page 4 and page 5 of this issue of the News Tower to a complete new list of radio stations with their present and new wave lengths. The change to the new wave lengths will go into effect at 3 a. m. on Saturday, March 29.

Governor Dwight Griswold of Nebraska and Governor George A. Wilson of Iowa have joined with the chief executives of all other states in issuing a proclamation calling attention to "Radio's Moving Day," March 29.

"BIG NAMES" ON WOW FROM FARM MEET



"Big" names in Agriculture, Business, Labor and Government faced WOW's microphones at the recent Des Moines meeting of the National Farm Institute. One group (above) included (left to right) Dean Acheson, Assistant Secretary of State; Morris Sayre, Vice President of Corn Products Refining Company, Foster May and Nelson Rockefeller (grandson of John D. Rockefeller), member of the National Defense Council.

Half Million a Week Paid For Talent

Radio sponsors are spending nearly a half-million dollars every week for network radio talent. Of this amount \$237,650 is paid to the radio entertainers heard over WOW. Thus it will be seen that more than half of all the money paid by sponsors to network radio talent is spent on the NBC Red network on the programs heard by WOW listeners.

The survey taken in January indicated that 8 of the 10 most popular programs on the air are heard regularly on WOW.

These figures were released January 29 by "Variety," one of America's leading radio trade publications.

The half-million-dollar figure (\$479,000, to be exact) is being spent every week for talent alone, and does not include production costs, line charges and all the other expenses incident to putting on a network radio program.

The total talent cost varies slightly from week to week, depending on the amount paid to guest stars for single appearances.

Most Costly

"Variety" reports that radio stars earn more money on Sunday night than any other night in the week. This year (during 1940-41 season, now at its peak) sponsors are paying \$112,000 every Sunday night to keep the American public entertained and informed. Wednesday night the weekly talent bill is \$75,000; Monday night it is \$70,000; Tuesday and Friday nights it is \$66,000; Thursday it is \$64,000, and Saturday nights it is \$26,000.

This \$479,000 figure, "Variety" points out, applies only to network radio talent. It is conservatively estimated that at least another \$100,000 a week is spent each week by individual radio stations for local talent.

WOW alone spends from \$1,000 to \$1,500 every week for local talent, transcripts and various kinds of music and performance rights services. A large part of the WOW talent bill is for the WOW studio orchestra, directed by Freddy Ebener.

Jell-O First

In addition to the amounts paid to radio talent by network sponsors, networks spend a tremendous amount of money for non-commercial programs. This amount is charged back to individual network affiliate stations.

The most expensive radio program on the air today, according to "Variety's" survey, is the Jack Benny program for Jell-O, for which the sponsor pays \$18,500 every week for talent alone.

The "Kraft Music Hall" program
(Continued on page 3)

SUGAR SLEUTH

Has the G-W Pure Sugar Sleuth been to your house yet?

Watch for him any day now! He's making calls every day, from door to door. If he stops at your house, and if you can show him a G-W Pure Sugar bag, full or empty, any size, he'll give you FREE a 10-pound sack!

Listen to details of the G-W Pure Sugar Sleuth's activities Tuesdays, Thursdays and Saturdays at 7:15 a. m. on WOW.

Incidentally, G-W Sugar is made from Nebraska beets and refined at Scottsbluff.

"HELEN TRENT"

The popular radio serial, "The Romance of Helen Trent," is expected to begin on WOW soon under sponsorship of Grape Nuts. Tentative starting date is March 17 at 11:30 a. m., Mondays through Fridays.

Thibault and Monroe On Merry-Go-Round

Conrad Thibault, baritone, and Lucy Monroe, soprano, become the new stars of "Manhattan Merry-Go-Round" starting with the broadcast of Sunday, March 2, at 8 p. m., over WOW and the NBC Red coast-to-coast network. The Men-About-Town, vocal group, augmented by a chorus and an enlarged orchestra, will support Thibault and Miss Monroe.

HONOR OLDSTERS

One hundred couples from the Chicago area who have achieved their golden wedding anniversaries will be the invited guests of the "Knickerbocker Playhouse" broadcast when the Drene program presents "Love's Old Sweet Song" as the dramatic vehicle for Saturday, March 1, at 7 p. m., Omaha time, over WOW, via NBC Red network.

PREVIEWS

Eddie Cantor is now giving public previews of his Ipana "Time to Smile" programs on Tuesdays in Hollywood. That's a day before the regular broadcast (8 p. m., Wednesdays, on WOW), and the reaction of the audience to his material aids in picking out the best for the actual airing.

NO DECREASE

A national listener survey just concluded by C. E. Hooper, Inc., reveals "no significant change" in the size of the radio audience due to the absence of ASCAP music during January and February, according to Broadcasting Magazine.

FLASHES

Contract for renewal of the "Lincoln Highway" program, heard Saturdays at 9 a. m. on WOW for Shinola, has been renewed, NBC announced.

—wow—

The Welch's program, "Dear John," switches to Sundays at 10 p. m., starting March 9. The Sunday evening news will be at 10:30.

—wow—

Ezra Stone will take the entire "Aldrich Family" (heard Thursdays, 7:30 p. m., on WOW) to Canada, March 7, for a special Jell-O desserts broadcast over the CBC net throughout the Dominion.

—wow—

Hitler permitting, H. V. Kaltenborn will get his first vacation in two years. He's California bound for a month, but his broadcasts will continue (Sundays, 2:15 p. m., on WOW).

—wow—

NBC's National Advisory Council, made up of 50 leaders in all walks of American life, is conducting a series of meetings to fix radio policies in re national defense matters.

—wow—

New theme song for "Kitty Keene" suggested by Funnyman Ransom Sherman: "I'm Drefting Back to Dreneland!"

—wow—

Hanley Stafford of Maxwell House "Coffee Time" was named after the town of Hanley, County of Stafford, England.

—wow—

Bill Goodwin, announcer on the Pepsodent program, applied for, and landed, his pilot's license recently.

Information Please On 13 More Weeks

The American Tobacco Company has renewed the contract for "Information Please," heard over WOW and the NBC Red network Friday evenings from 7:30 to 8 o'clock, for a 13-week period, ending May 9, 1941. Lord & Thomas, 247 Park Avenue, are the agency, and Lucky Strike Cigarettes the product. The station lineup continues as before.

IDEAL CHANGE

"The Ideal (dog food) Melodies" program, which features Russ Baker and transcribed music, will be moved to 7:15 a. m., Mondays, Wednesdays and Fridays, starting March 24. The show is now offering gaily-colored "transfer" pictures of flowers and fish for three Ideal labels and a dime.

HERNE'S JUMP

News of parachute troops being used in the present war reminds Captain E. D. C. Herne, NBC-WOW Skelly commentator, of his first experience with a parachute. When he was 6 he decided to try parachuting from the fourth floor of his parent's home. He jumped with a large umbrella in each hand. The umbrellas turned inside out and Herne suffered two broken ankles.

IVORY CONTEST

The closing date of the Procter & Gamble Ivory Soap life annuity contest is March 8. Grand prizes are \$100 a month for life awards. Details may be learned from "Truth or Consequences" and other Ivory programs on WOW.

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

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

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 3/41, which means March, 1941.

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!

WOW AIDS BIG VET MEETING

USWV to Bring 15,000 Persons to Omaha

Radio Station WOW and the Woodmen of the World Life Insurance Society, its parent company, are assisting materially in plans for the national convention of United Spanish War Veterans in Omaha, August 17 to 21.

The midsummer gathering is expected to bring more than 15,000 persons to Omaha. It will be the largest convention in Omaha since the national American Legion convention several years ago.

A fortnight ago, Colonel T. E. Patterson, Vice President of the Woodmen, entertained a group of national officers of the veterans' convention corporation, who were in Omaha making plans. Colonel Patterson is Executive Vice President of the national convention corporation and a past Commander of Lee Forby Camp in Omaha.

On the Air

During the visit of the national officers, Foster May interviewed the group on his Chevrolet "Man on the Street" program from the Chamber of Commerce.

Those who spoke on the program, relating details of the encampment and also many interesting anecdotes of the Spanish-American War, were: P. J. Callan, Quartermaster General, Washington, D. C.; W. L. Mattocks, Chairman of the National Convention Committee, Washington, D. C.; Justice George A. Eberly of the Nebraska Supreme Court, Stanton, Neb.; the Rev. Henry Dale White of Omaha, Chairman of the National Memorial Committee; William H. Armstrong, Racine, Wis., past Commander-in-Chief; E. E. Carle, Nebraska Department Adjutant, Lincoln; L. C. Peters, Secretary, Omaha, of the convention corporation, and F. J. Bolshaw of Omaha, member of the Convention Executive Committee.

Select Quarters

While in Omaha the national group selected Hotel Paxton as convention headquarters; decided all sessions would be held at the Omaha City Auditorium; inspected hotel facilities and discussed entertainment plans.

It was also announced that many auxiliary organizations would gather in Omaha concurrently with the main convention. Among those mentioned were the national women's auxiliary, the 18th U. S. Infantry Association, the Military Order of the Lizard, the Military Order of the Serpent, the Sons of Spanish-American War Veterans, the Spanish-American War Nurses Society and the Veterans of the 12th Regiment, U. S. Infantry.

John Gillin, Jr., General Manager of WOW, has a keen interest in plans for the veterans' conclave. He is Chairman of the Conventions Committee of the Omaha Chamber of Commerce, which group obtained the big meeting for Omaha.

TENTH YEAR

On March 2, the University of Chicago Roundtable will broadcast its 524th program over an NBC Red net, including WOW (1:30 p. m.). It passed the 10-year milestone (520 programs) February 2.

WOW

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

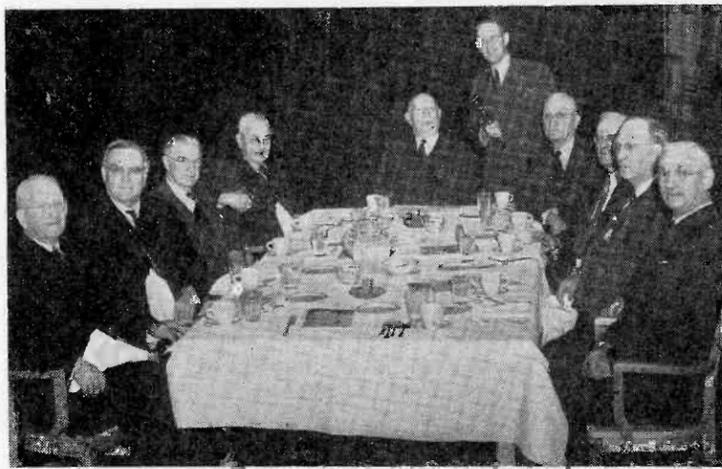
Publication and editorial offices are located in the Insurance Building, 17th and Farnam Streets, in Omaha, Nebraska.

Subscription price is 50 cents per year.

Bill Wiseman, editor.

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REMEMBER THE MAINE!



This is the group of national officers and directors of the United Spanish War Veterans, and their national convention executives, who were heard on WOW while in Omaha recently making plans for the organization's national encampment. Left to right they are Colonel T. E. Patterson, Justice George A. Eberly, the Rev. Henry Dale White, P. J. Callan, W. L. Mattocks, F. J. Bolshaw, L. C. Peters, William H. Armstrong and E. E. Carle. In rear with microphone is WOW's Foster May.

Super Suds Offers \$100,000 in U. S. Bonds in Big Slogan Contest

Over 3,000 U. S. government bonds, having a redemption value of \$100,000, are being awarded in a mammoth slogan contest sponsored by the makers of Super Suds. It started February 17 and will continue until March 29.

Each week for six weeks there is awarded a total of \$16,000 in bonds, consisting of one \$1,000 bond, 25 of the \$100 denomination and 500 third prizes of \$25 each. One of the first six first prize winners also will be eligible for the \$4,000 grand prize bond to be given away at the close of the competition.

The rules for the contest as stipulated by the makers of Super Suds are probably the simplest ever devised for a competition of this magnitude.

A simple statement of fact regarding the efficacy of the product, not to exceed 25 words, is all that is required. Plain, simple words, sincerely written, even though misspelled, can win a prize as easily as flowery language.

News of prize winners in these six weekly contests, as well as additional contest details, will be announced from day to day over the Super Suds daytime serial radio program, "Ellen Randolph," which can be heard every morning at 9:30 over station WOW.

Entry blanks, containing full detailed rules, may be secured from any dealer who sells Super Suds, and contestants may send in as many slogans as they desire.

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

"Issues" is a common word nowadays, especially in connection with such important subjects as "Lend-Lease Bill" and other defense questions. The following quotation was taken from an article in "The Readers Digest," which commands consideration: "The issue of the American people depends more surely on our souls than on our weapons, for the enemy which attacks us, attacks not with planes alone, or tanks, or arms, but with the violence of belief."



Rev. R. R. Brown

The two major aggressive nations in Europe for years have been teaching their people racial emancipation from the capitalistic nations. These have become matters of deep conviction and a religion to the belligerent nations. The spirit of nationalism, which makes the state supreme and destroys individualism, is the prevailing religion of some European countries.

The month of February, now past, always brings vividly before us two great Americans—Washington and Lincoln. Not only is their memory perpetuated, but the principal features of their philosophies are repeated. Both of these great men would remind America that we, too, need convictions; that this, nor any other war, cannot be fought entirely by armies and weapons. We, too, must have faith, not only in our government, but in the freedom and equalities that are made possible by our democracy.

Furthermore, there must be emphasized the great moral laws which are irrevocably expressed in the language of the Bible, such as: "Righteousness exalteth a nation; but sin is a reproach to any people." No such convictions are obtainable apart from religion. Many leaders, from the President down, have been telling us that a spiritual revival is needed in the world. But appropriately the question is raised: Are we willing to have that revival begin in us? Will we open our hearts and lives to the true Spirit of Christ? Are we prepared to confess our sins and to square our lives as individuals and as a nation with these great moral and spiritual principles?

The issue that every individual should consider is that of his personal faith, his inner convictions and his spiritual and moral condition. Men are ready to sacrifice and fight for their convictions, without which a nation is vulnerable. When a clergyman said to Lincoln that he hoped the Lord was on their side, Lincoln's reply amazed him: "I am not at all concerned about that, for we know that the Lord is always on the side of Right, but it is my constant anxiety and prayer that I and this nation should be on the Lord's side." The church should take leadership in bringing about a new spiritual order as a part of our program of defense.

We would remind our friends that WOW will pass its 18th milestone of broadcasting on April 2. We, therefore, will celebrate our 18th anniversary of the World Radio Congregation on Sunday, April 6. We hope that you will continue to listen to our chapel service from 8:30 to 9:30 Sunday mornings, and that you will tell others about it.

Omaha National to Report Trade Trip

Arrangements have been completed for WOW to again assist the Omaha National Bank in bringing news of this year's annual Good Will Tour of the Omaha Chamber of Commerce. The trip this year, May 18 to 25, will carry 100 Omaha business leaders to Winner, S. D., the Black Hills and home via North Platte and the Platte Valley.

For the fourth year in a row, Bill Wiseman of the WOW staff will represent the Omaha National as a reporter. Wiseman's dispatches will report progress of the trip daily, as the Good Will special train visits 85 cities and towns over the 1,800-mile route.

Spring is Here and So is Betty Moore

All manner of expert ideas on how to perk up the house for spring will be given by "Betty Moore" when the program starts its 13th year on the air Saturday, March 1, at 9:30 a. m. on WOW.



Betty Moore

Sponsored by Benjamin Moore & Co., the series will feature advice both on interior and exterior decorating. In addition to suggestions given on the air, "Betty Moore" will offer listeners the opportunity to join "The Triangle Club" and personal-question-and-answer service to individual problems.

DOUBLE SCRIPT STAFF

A unique production angle is used on Xavier Cugat's Thursday night Camel show over WOW and the NBC Red. Script is written by Miss Helen Phillips, late of Radio Normandie, London and Hollywood, and Bernie Dougall, who first sprang into prominence as "Showboat's" scripter. Between them they also handle the stop-watch timing and the production, alternating each week. Hence neither becomes stale and either can assume both duties should the necessity arise.

John Gillin is Host Director at NAB Meeting

WOW will play an important role in the National Association of Broadcasters annual national convention in St. Louis, May 12 to 15.

John Gillin, Jr., General Manager of WOW, is national NAB Director for the 10th District (Nebraska, Iowa and Missouri), and as such is the "host Director" of the meeting, scheduled to attract more than 1,000 radio men and many visitors.



John J. Gillin, Jr.

Howard O. Peterson, WOW Promotion Manager, is Chairman of a committee which is arranging a promotion material display and exhibit. Merle Jones, General Manager of KMOX, St. Louis, and former Omaha, is General Chairman of the Convention Committee.

Vernon H. (Bing) Smith, General Manager of KOWH, Omaha, is a member of the Committee on Publicity and Public Relations.

"OLD DUTCH" SERIAL

The Cudahy Packing Company has arranged to sponsor the popular radio serial, "Bachelor's Children," over WOW and the NBC Red network, beginning Monday, March 24. The program will be heard Mondays through Fridays thereafter from 9:15 to 9:30 a. m.

"Bachelor's Children" features an all-star cast of radio actors. The principals are Hugh Studebaker (Dr. Bob Graham), Patricia Dunlap (Janet), Marjorie Hannan (Ruth Ann), Olan Soule (Sam Ryder), Marie Nelson (Ellen), Charles Flynn (Michael) and Jane Gilbert (Kathleen).

The serial drama is written by Bess Flynn, prominent radio author. Russ Young directs the programs and also is heard as the announcer.

The broadcasts will originate in the NBC Chicago studios and will be aired in the interests of Old Dutch Cleanser.

C-H-A-T-S With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK! MAY I COME IN?

Last month I used my corner in the News Tower to give some information about "What's What" and "Who's Who" in the world of sunshine for the benefit of the listeners who are not up to join me for my 6:15 breakfast-time call.



Aunt Sally

Many of our readers expressed appreciation of the fact that they could, in this way, keep in touch with the activity of the Sunshine Chain, so this month we have another story of Sunshine.

For publicity's sake we will call this little shut-in woman Marybeth. For years Marybeth has been unable to utter a word. She lies in bed in her room or sits in her chair most of her time. She watches life weave its daily tapestry; sees people take part in the weaving; hears their voices in speech as they laugh and cry; hears her loved ones as they talk to her and around her, and never a word can she voice.

No matter how great her emotion, how intense her joy or sorrow, no word can Marybeth utter. How Marybeth feels, what she endures, no human can know unless in a similar position.

Although Marybeth's throat can bring forth no sound, her beautiful

brown eyes speak volumes, and at times fairly light the room with joy.

One day two members from one of our branch clubs called to see Marybeth and noticed that the room of this little shut-in was much in need of reconditioning. Things had not been so good with the family in the past year and house decoration had been impossible.

And so it came to pass . . . that Marybeth's room was transformed. It became beautiful for her dear eyes to feast upon. Her favorite color being lavender, wallpaper was selected with a cream-colored background with lavender flowers and pale green vines.

On the bed was placed a candle-wick spread of lavender shade and dotted swiss curtains were hung at the windows. New rugs here and there, a bright picture or plant, and Marybeth's room became a lovely place, quite suited to its occupant.

What this act of Sunshine meant to Marybeth we will never actually know, because she couldn't tell us verbally, but her dear eyes shown with something more than words could express.

We do know what the deed meant to the workers who participated, because they were so enthusiastic about it all, and there is one thing certain . . . you can't deliver Sunshine without spilling some of it on yourself.

And so it came to pass that another life was brightened and the sun streamed through wistful windows.

Well, 'bye for now.

AUNT SALLY.

WOW CARRIES COSTLIEST SHOWS

Didja Know? ...

By BILL WISEMAN

WISE WORDS ...

"Freedom of press and radio are the common means by which the common man gets his common information on which must depend his common sense." — The Rev. Samuel Shoemaker Rector, Calvary Episcopal Church, New York City.



Bill Wiseman

—wow—
A milk company calls its morning broadcast "Good Moos."

The Woodbury "How Did You Meet?" program received one letter, in part:

"I met my wife in a watermelon patch and that was all of it!"

"In the ABC of safety, the most important letter is U." — Illinois Central Magazine.

T. Harry Thompson in "Tide" suggests:

Those of us who snore are never willing to believe it, much less admit it. Wouldn't it be fun to have an electrical transcription made of our stertorous breathing and have it played back to us?"

AIDS FRIEND ...

Lyle DeMoss of WOW was one of several persons who contributed blood at Clarkson Hospital recently to aid the wife of his close friend, Vic Schroeder, well-known dance band booking agent. Mrs. Schroeder was suffering from complications resulting from an automobile accident.

TRUER WORDS WERE ...

Two journalists writing a biography of John Gillin, Jr., General Manager of WOW, included, anent his personality, these words:

"... Gillin has a bewitching smile. If you're not careful, he'll smile you right out of your shoes!"

ADD BIG FIGURES ...

Mr. John Q. Public is pretty blasé these days about big figures, but one that didn't come out of Washington is the revelation that the five leading companies sold 180,000,000-000 cigarettes in 1940!

FOR INFO PLEASE ...

"Information Please" might pay you \$10 for the answer to this one:

"How many angels can dance on a needle point?"

Sounds redic, but we nominate it for the best catch-phrase stopper heard this month on a radio spot announcement.

\$18,500 PER WEEK \$18,500



Highest weekly talent bill in radio, according to "Variety," is paid for the Jack Benny-Jell-O show, the bill for which is \$18,500 for each Sunday night show. Photo shows Jack and Mary (a rare pose) directing and watching a rehearsal.

\$14,000 PER WEEK \$14,000



A new report in radio trade publications is that George Burns and Gracie Allen collect \$14,000 for their Monday night show for Hormel, Inc. (Spam). Figure listed by "Variety" was \$12,750 for this pair, who skyrocketed to fame starring in Golden Spike Days last year in Omaha.

Jell-O, Spam, Cigarettes, Kraft, Coffee...Pay Huge Sums For Your Entertainment

(Continued from page 1)

runs \$12,500 and the Fred Waring program for Chesterfields runs \$12,000 every week.

The "Variety" list of network programs carried by WOW, along with the sponsors and the program talent costs, is as follows:

Program and Account	Program Costs
Aldrich Family—Jell-O.....	\$ 4,500.00
American Album—Bayer.....	3,500.00
Beat the Band—Korn-Kix.....	2,800.00
Bell Telephone Hour—Bell Telephone.....	7,500.00
Jack Benny—Jell-O.....	18,500.00
Edgar Bergen—Chase & Sanborn.....	*\$9,500.00
Burns and Allen—Spam.....	12,750.00
Eddie Cantor—Bristol-Myers.....	10,000.00
Cavalcade of America—E. I. du Pont.....	5,500.00
Cities Service Concert—Cities Service.....	3,000.00
Contented Program—Carnation.....	2,250.00
Xavier Cugat—Camels.....	2,600.00
Dr. I. Q.—Mars, Inc.....	2,300.00
Everyman's Theater—Oxydol.....	3,000.00
Fitch Bandwagon—F. W. Fitch.....	*\$2,000.00
Heidt's Treasure Chest—Tums.....	3,500.00
Bob Hope—Pepsodent.....	9,500.00
How Did You Meet—Andrew Jergens.....	1,500.00
Information Please—Lucky Strike.....	8,500.00
Johnny Presents—Philip Morris.....	4,000.00
Knickerbocker Playhouse—Drene.....	2,200.00
Kraft Music Hall—Kraft-Phenix Cheese.....	*\$11,500.00
Kay Kyser—Lucky Strikes.....	7,000.00
Lincoln Highway—Shinola.....	1,100.00
Manhattan Merry-Go-Round—Dr. Lyons Tooth-powder.....	3,000.00
Tony Martin—Andrew Jergens.....	3,000.00
Maxwell House Coffee Time—Maxwell House.....	9,500.00
Fibber McGee and Molly—Johnson's Wax.....	7,000.00
Metro, Opera Auditions—Sherwin-Williams.....	3,000.00
Mr. District Attorney—Vitalis.....	2,800.00
National Barn Dance—Alka-Seltzer.....	3,750.00
One Man's Family—Tenderleaf Tea.....	4,000.00
Plantation Party—Bugler Tobacco.....	1,800.00
Irene Rich—Welch Grape Juice.....	2,000.00
Showboat—Avalon.....	5,500.00
Phil Spitalny—General Electric.....	5,500.00
Alec Templeton—Alka-Seltzer.....	4,000.00
Truth or Consequences—Ivory.....	1,400.00
Uncle Ezra—Camels.....	2,500.00
Uncle Walter's Doghouse—Raleigh.....	1,800.00
Rudy Vallee—Sealtest.....	*\$9,500.00
Voice of Firestone—Firestone Tire & Rubber.....	3,500.00
Waltz Time—Phillips Chemical Co.....	2,600.00
Fred Waring—Chesterfields.....	12,000.00
Walter Winchell—Andrew Jergens.....	5,000.00
Wings of Destiny—Wings Cigarettes.....	1,700.00
Your Dream Has Come True—Quaker Oats.....	2,800.00
Total.....	\$237,650.00

(*Depends on salaries of guest stars)

\$7,000



Kay Kyser is reported to get \$7,000 a week for his Wednesday night "College of Musical Knowledge," on WOW and NBC Red net, for Lucky Strikes.

\$9,500



Fanny Brice ("Baby Snooks"), Frank Morgan and the others divide \$9,500 weekly for their work on Maxwell House's "Coffee Time," Thursday nights.

\$12,500



Bing Crosby, who a few years ago was a crooner in a small-time trio, collects \$12,500 weekly to pay "Kraft Music Hall" talent, according to "Variety."

\$12,000



Fred Waring, shown above with Omaha's Donna Dae, gets \$12,000 weekly for his "Pleasure Time" program for Chesterfields. He uses as many as 55 persons.

\$10,000



Ten grand a week (\$10,000) is the reported weekly talent bill of the "Chase & Sanborn Hour," which features Edgar Bergen and "Charlie" McCarthy.

COMPLETE LIST OF U. S. RADIO STATIONS

Station	Present Frequency in Kilo-cycles	New Frequency March 29, 1941	Station	Present Frequency in Kilo-cycles	New Frequency March 29, 1941	Station	Present Frequency in Kilo-cycles	New Frequency March 29, 1941	Station	Present Frequency in Kilo-cycles	New Frequency March 29, 1941
Alabama—											
WHMA—Anniston	1420	1450	WTHT	1200	1230	WTRC—Elkhart	1310	1340	WBRK—Pittsfield	1310	1340
WAPI—Birmingham	1140	1170	WTIC	1040	1080	WEOA—Evansville	1370	1400	WESX—Salem	1200	1230
(See Note 1)											
WBRC	930	960	WNBC—New Britain	1380	1410	WGBF	1250	1280	WBZA—Springfield	990	1030
WSGN	1310	1340	WELI—New Haven	930	960	WGL—Fort Wayne	1370	1450	WMAS	1420	1450
WMSL—Decatur	1370	1400	WNLC—New London	1500	1490	WOWO	1160	1190	WSPR	1140-CP	1240
WAGF—Dothan	1370	1400	WATR—Waterbury	1290	1320	WIND—Gary	560	560	WMAW—Worcester	CP	1200
WJBY—Gadsden	1210	1240	WBRY	1530	1590	WHIP—Hammond	1480	1520	WORC	1280	1310
WBHP—Huntsville	1200	1230	Delaware—			WJOB	1200	1230	WTAG	580	580
WALA—Mobile	1380	1410	WDEL—Wilmington	1120	1150	WFBM—Indianapolis	1230	1260	Michigan—		
WMOB	1200	1230	WILM	1420	1450	WIBC	1050	1070	WELL—Battle Creek	1420	1400
WCOV—Montgomery	1210	1240	District of Columbia—			WIRE	1400	1430	WBCM—Bay City	1410	1440
WSFA	1410	1440	WINS—Washington	1310	1340	WISH	CP	1280	WBDF—Calumet	1370	1400
WMSD—Muscle Shoals City	1420	1450	WJSV	1460	1500	WKMO—Kokomo	CP	1420	WJBK—Detroit	1500	1490
WJHO—Opelika	1370	1400	WMAL	630	630	WLBC—Muncie	1310	1340	WJR	750	760
WHBB—Selma	1500	1490	WOL	1230	1260	WGRC—New Albany	1370	1400	WMBC	1420	1400
WJRD—Tuscaloosa	1200	1230	WRC	950	980	WKBV—Richmond	1500	1490	WWJ	920	950
Arizona—											
KWJB—South of Globe	1210	1240	WWDC	CP	1420	WFAM—South Bend	1200	1230	WXYZ	1240	1270
KCRJ—Jerome	1310	1340	Florida—			WSBT	1360-CP	930	WKAR—East Lansing	850	870
KSUN—Lowell	1200	1230	WMFJ—Daytona Beach	1420	1450	WBOV—Terre Haute	1200	1230	WDBC—Escanaba	CP	1500
KOY—Phoenix	550	550	WPER—Deland	CP	1310	WAOV—Vincennes	1420	1450	WDFD—Flint	1310-CP	880
KPHO	1200	1230	WFTL—Fort Lauderdale	1370	1400	WBAW—West Lafayette	890	920	WASH—Grand Rapids	1270	1300
KTAR	620	620	WFTM—Fort Myers	1210	1240	Iowa—					
KYCA—Prescott	1500	1490	WRUF—Gainesville	830	850	WOI—Ames	640	640	WGRB	CP	1200
KGLU—Safford	1420	1450	WJAX—Jacksonville	900	930	WFGQ—Boone	1370	1400	WLAV	1310	1340
KTUC—Tucson	1370	1400	WJHP	1290	1320	WMT—Cedar Rapids	600	600	WOOD	1270	1300
KVOA	1260	1290	WMBR	1370	1400	WOC—Davenport	1370	1450	WJMS—Ironwood	1420	1450
KYUM—Yuma	1210	1240	WMLA—Lakeland	1310	1340	WOLC—Decorah	1270	1240	WIBM—Jackson	1370	1450
Arkansas—											
KLCN—Blytheville	1290	1320	WIOD—Miami	610	610	KRNT—Des Moines	1320	1350	WKZO—Kalamazoo	590	590
KFPW—Fort Smith	1370	1400	WQAM	560	560	KSO	1430	1460	WJIM—Lansing	1210	1240
KTHS—Hot Springs	1040	1090	WKAT—Miami Beach	1500-CP	1330	WHO	1000	1040	WMPC—Lapeer	1200	1230
(See Note 2)											
KBTF	1310	1340	WTMC—Ocala	1500	1490	WDTH—Dubuque	CP	1340	WDMJ—Marquette	1310	1340
KBTM—Jonesboro	1200	1230	WTBO—Orlando	580	580	WVBB	1500	1490	WKAR—Muskegon	1500	1490
KARK—Little Rock	890	920	WLOF	1200	1230	KVFD—Fort Dodge	1370	1400	WCLP—Pontiac	1100	1130
KLRA	1200	1230	WDLP—Panama City	1200	1230	WJUI—Iowa City	880	910	WHLB—Port Huron	1370	1450
KLGI	1390	1420	WCOA—Panama City	1340	1370	WFJL—Marshalltown	820	820	WEXL—Royal Oak	1310	1340
KELD—North of El Dorado	1370	1400	WFOY—St. Augustine	1210	1240	KGLO—Mason City	1210-CP	1270	WSOO—Sault Ste. Marie	CP	1200
KOTN—Pine Bluff	1500	1490	WFSUN—St. Petersburg	620	620	KBIZ—Ottumwa	CP	1210	WHAL—Saginaw	CP	950
KUOA—Siloam Springs	1260	1290	WTSP	1370-CP	1350	KBNF—Shenandoah	890	920	WSAM	1200	1230
California—											
KERN—Bakersfield	1380	1410	WSPB—Sarasota	1420	1450	KMA	930	960	WTCM—Traverse City	CP	1370
KPMC	1550	1600	WTAAL—Tallahassee	1310	1340	KSCJ—Sioux City	1330	1360	Minnesota—		
KMPC—Beverly Hills	710	710	WDAE—Tampa	1220	1250	KANS—	1420	1450	KATE—Albert Lea	1420	1450
KXO—El Centro	1500	1490	WFLA	940	970	KVAK—Atchison	1420	1450	KDAL—Duluth	1500	1490
KIEV—Glendale	850	870	WJNO—West Palm Beach	1200	1230	KGCF—Coffeyville	1010	690	WEBC	1290	1320
KFOX—Long Beach	1250	1280	Georgia—			KGNO—Dodge City	1340	1370	KGDE—Fergus Falls	1200	1230
KGER	1360	1390	WGPC—Albany	1420	1450	KTSW—Emporia	1370	1400	WMFG—Hibbing	1210	1240
KECA—Los Angeles	780	790	WALB	CP	1530	KIUL—Garden City	1210	1240	KYSM—Mankato	1500	1230
KFAC	1300	1330	WGAU—Athens	1310	1340	KVGB—Great Bend	1370	1400	WCCO—Minneapolis	810	830
KFI	640	640	WAGA—Atlanta	1450	1480	KWBG—Hutchinson	1420	1450	WDGY	1180	1130
KFSG	1120	1150	WATL	1370	1400	KCKN—Kansas City	1310	1340	WLB	760	770
KFVD	1000	1020	WGST	890	920	KFKU—Lawrence	1220	1250	WLCL	1300	1330
KFWB	950	980	WSB	740	750	WREN	1220	1250	WTCN	1250	1280
KGFJ	1200	1230	WGAC—North of Augusta	1210	1240	KSAC—Manhattan	580	580	KVOX—Moorhead	1310	1340
KHJ	900	930	WMWH	CP	1420	KOAM—Pittsburg	790	810	WCAL—Northfield	760	770
KMTR	570	570	WRDW	1500	1490	KSAL—Salina	1120	1150	KFAM—St. Cloud	1420	1450
KNX	1050	1070	WMOG—Brunswick	1500	1490	WIBW—Topeka	580	580	KSTP—St. Paul	1460	1500
KRKC	1120	1150	WRBL—Columbus	1200	1230	KANS—Wichita	1210	1240	WMIN	1370	1400
KPPC—Pasadena	1210	1240	WMJM—Cordele	1500	1490	KFBI	1050	1070	WHLB—Virginia	1370	1400
KFXM—San Bernardino	1210	1240	WBLJ—Dalton	1200	1230	KFH	1300	1330	KWLM—Willmar	1310	1340
KFSD—San Diego	CP	1420	WGGA—Gainesville	CP	1210	Kentucky—					
KFSB	600	600	WKEU—Griffin	1500	1450	WCMI—Ashland	1310	1340	WCBT—Columbus	1370	1400
KGB	1330	1360	WLAG—La Grange	CP	1210	WLBJ—Bowling Green	1310	1340	WJPR—Greenville	1310	1340
KVEC—San Luis Obispo	1200	1230	WBML—Macon	1420	1420	WHLN—Harlan	CP	1420	WGRM—Greenwood	1210	1240
KVOE—Santa Ana	1500	1490	WMAZ	1180	940	WHOP—Hopkinsville	1200	1230	WGCM—Gulfport	1210	1240
KDB—Santa Barbara	1500	1490	WMGA—Moultrie	1370	1400	WLAP—Lexington	1420	1450	WFOR—Hattiesburg	1370	1400
KTMS	1220	1250	WRGA—Rome	1500	1490	WAVE—Louisville	940	970	WJDX—Jackson	1270	1300
California—											
KRE—Berkely	1370	1400	WSAV—Savannah	1310	1340	WHAS	820	840	WDL	1420	1450
KHSL—Chico	1260	1290	WTOC	1260	1290	WINN	1210	1240	WAML—Laurel	1310	1340
KIEM—Eureka	1450	1480	WPAX—Thomasville	1210	1240	WOMI—Owensboro	1500	1490	WSKB—McComb	1200	1230
KARM—Fresno	1310	1340	WRLC—Toccoa	CP	1420	WPAD—Paducah	1420	1450	WCCO—Meridian	880	910
KMJ	580	580	WGOV—Valdosta	1420	1450	Louisiana—					
KMYC—S. E. of Marysville	1420	1450	WAYX—Waycross	1200	1230	KALB—Alexandria	1210	1240	WJBO—Baton Rouge	1150	1180
KYOS—Merced	1040	1080	WDAK—West Point	1310	1340	WJBO—Baton Rouge	1150	1180	KVOL—Lafayette	1310	1340
KTRD—Modesto	740	860	Idaho—			KVOL—Lafayette	1310	1340	KPLC—Lake Charles	1500	1490
KDON—Monterey	1210	1240	KIDO—Boise	1350	1380	KPLC—Lake Charles	1500	1490	KMLB—Monroe	1200	1230
KLS—Oakland	1280	1310	KID—Idaho Falls	1320	1350	WNOE—New Orleans	1420	1450	WNOE—New Orleans	1420	1450
KLX	880	910	KRLC—Lewiston	1370	1400	WDSU	1250	1280	WDSU	1250	1280
KROW	930	960	KFXD—Nampa	1200	1230	WJBW	1200	1230	WSMB	1320	1350
KFCV—South of Redding	1200	1230	KSEI—Pocatello	900	930	WRL	850	870	WNL	850	870
KVCB—Sacramento	1490	1530	KTFI—Twin Falls	1240	1270	KRMD—Shreveport	1310	1340	WHB	1480	1510
KROY	1210	1240	KWAL—Wallace	1420	1450	KTBS	1450	1480	KWOC—Poplar Bluff	1310	1340
KFRS—San Francisco	610	610	Illinois—			KWKH	1100	1130	KDRO—Sedalia	1500	1490
KGO	790	810	WMRO—Aurora	1250	1280	Maine—					
KJBS	1070	1100	WJBC—Bloomington	1200	1230	WRDO—Augusta	1370	1400	KFEQ—St. Joseph	680	680
KPO	680	680	WKRO—Cairo	CP	1500	WABI—Bangor	1200	1230	KMOX—St. Louis	1090	1120
KSAN	1420	1450	WCAZ—Carthage	1070	1080	WLBZ	620	620	KSD	550	550
KSFO	560	560	WDWS—Champaign	1370	1400	WCOU—Lewiston	1210	1240	KWK	1350	1380
KYA	1230	1260	WAAF—Chicago	920	950	WCSH—Portland	940	970	KXOK	630	630
KQW—San Jose	1010	740	WBBM	770	780	WGAN	560	560	WEW	760	770
KSRO—Santa Rosa	1310-CP	1320	WCBM	1080	1110	WAGM—Presque Isle	1420	1450	WIL	1200	1230
KGDM—Stockton	1100	1130	WCFL	970	1000	Maryland—					
KWG	1200	1230	WCRW	1210	1240	WBAL—Baltimore	1060	1090	KGHL—Billings	780	790
KTKC—Visalia	890	920	WEDC	1210	1240	WCAO	600	600	KRBM—Bozeman	1420	1450
KHUB—Watsonville	1310	1340	WENR	870	890	WCBM	1370	1400	KGIR—Butte	1340	1370
Colorado—											
KGIW—Alamosa	1420	1450	WGES	1360	1390	WFBR	1270	1300	KFBB—Great Falls	1280	1310
KVOR—Colorado Springs	1270	1300	WGN	720	720	WITH	CP	1200	KPFA—Helena	1210	1240
KFEL—Denver	920	950	WJJD	1130	1160	WTBO—Cumberland	800	820	KGEZ—Kalispell</		

PRESENT AND NEW WAVE LENGTHS

Nevada—		Present Frequency in Kilo-cycles	New Frequency March 29, 1941	Rhode Island—		Present Frequency in Kilo-cycles	New Frequency March 29, 1941	Virginia—		Present Frequency in Kilo-cycles	New Frequency March 29, 1941					
KENO—Las Vegas	CP	1370	1400	KRMC—Jamestown	1370	1400	WFCI—Pawtucket	CP	1390	1420	WCHV—Charlottesville	1420	1450			
KFUN	CP	1420	1450	KGCU—Mandan	1240	1270	WEAN—Providence	780	790	WBTM—Danville	1370	1400	WFVA—Fredericksburg	1260	1290	
KOH—Reno		630	630	KLPM—Minot	1360	1390	WJAR	890	920	WWSA—Harrisonburg	550	550	WLVA—Lynchburg	1200	1230	
New Hampshire—				KOVC—Valley City	1500	1490	WPRO	630	630	WMVA—Martinsville	CP	1420	1450	WGH—Newport News	1310	1340
WLNH—Laconia		1310	1340	Ohio—				South Carolina—				WTAR—Norfolk	780	790		
WFEA—Manchester		1340	1370	WAKR—Akron	1530	1590	WAIM—Anderson	1200	1230	WPID—Petersburg	1210	1240	WBBL—Richmond	1210	1240	
WMUR	CP	610	610	WJW	1210	1240	WCSC—Charleston	1360	1390	WMBG	1350	1380	WRNL	880	910	
WHEB—Portsmouth		740	750	WICA—Ashtabula	940	970	WTMA	1210	1250	WRVA	1110	1140	WDBJ—Roanoke	930	960	
WKNE—Keene		1260	1290	WHBC—Canton	1200	1230	WCOS—Columbia	1370	1400	WSP	920	950	WLS	1500	1490	
New Jersey—				WCKY—Cincinnati	1490	1530	WIS	560	560	WLFPM—Suffolk	1420	1450	Washington—			
WCAP—Asbury Park		1280	1310	WCPO	1200	1230	WOLS—Florence	1200	1230	KXRO—Aberdeen	1310	1340	KVOS—Bellingham	1200	1230	
WBAB—Atlantic City		1200	1490	WKRC	550	550	WFBC—Greenville	1300	1330	KELA—Centralia	1440	1470	KRKO—Everett	1370	1400	
WFG		1420	1450	WLW	700	700	WMRC	1500	1490	KWLK—Longview	1370	1400	KGY—Olympia	1210	1240	
WSNJ—Bridgeport		1210	1240	WSAI	1330	1360	WORD—Spartanburg	1370	1400	KWSC—Pulman	1220	1250	KEVR—Seattle	1370	1400	
WCAM—Camden		1280	1310	WCLE—Cleveland	610	610	WSPA	920	950	KIRO	710	710	KJR	970	1000	
WAAT—Jersey City		940	970	WGAR	1450	1480	WFIG—Sumter	1310	1340	KOL	1270	1300	KOMO	920	950	
WHOM		1450	1480	WHK	1390	1420	South Dakota—				KRSC	1120	1150			
WHBI—Newark		1250	1280	WTAM	1070	1100	KABR—Aberdeen	1390	1420	KTFW	1220	1250	KXA	760	770	
WOR		710	710	WBNS—Columbus	1430	1460	KFDY—Brookings	780	790	KFIQ—Spokane	1120	1150	KFPY	890	920	
WPAT—Paterson	CP	900	930	WCOL	1200	1230	KGFY—Pierre	630	630	KGA	1470	1500	KHO	590	590	
WBRB—Red Bank		1210	1240	WHKC	640	640	KOBH—Rapid City	1370	1400	KMO	1330	1360	KVI	570	570	
WTNJ—Trenton		1280	1310	WOSU	570	570	WCAT	1200	1230	KVAN—Vancouver	880	910	KUJ—Walla Walla	1370-CP	1390	
WAWZ—Zarephath		1350	1380	WHIO—Dayton	1260	1290	KELO—Sioux Falls	1200	1230	KPO—Wenatchee	1500	1490	KIT—Yakima	1250	1280	
New Mexico—				WING	1380	1410	KSOO	1110	1140	West Virginia—						
KGGM—Albuquerque		1230	1260	WLOK—Lima	1210	1240	KUSD—Vermillion	890	920	WJLS—Beckley	1210	1240	WHIS—Bluefield	1410	1440	
KOB		1180	1030	WMAN—Mansfield	1370	1400	KWAT—Watertown	1210	1240	WCHS—Charleston	580	580	WGKV	1500	1490	
KLAH—Carlsbad		1210	1240	WMRN—Marion	CP	1500	WNAX—Yankton	570	570	WBLK—Clarksburg	1370	1400	WMMN—Fairmont	890	920	
KICA—Clovis		1370	1400	WPAV—Portsmouth	1370	1400	Tennessee—				WSAZ—Huntington	1190-CP	900	930		
KAWM—Gallup		1500	1490	WIZE—Springfield	1310	1340	WOPI—Bristol	1500	1490	WLOG—Logan	1200	1230	WAJR—Morgantown	1200	1230	
KAWH—Hobbs		1500	1490	WSTV—Steubenville	1310	1340	WPAO—Chattanooga	1420-CP	1120	WPAW—Parkersburg	1420	1450	WBRW—Welch	1310	1340	
KGFL—Roswell		1370	1400	WADC—Tolmado	1320	1350	WDEF	CP	1370	WBRW—Welch	1310	1340	WVVA	1160	1170	
KVSF—Santa Fe		1310	1340	WSPD—Toledo	1340	1370	WDOD	1280	1310	WBTH—Williamson	1370	1400	Wisconsin—			
New York—				WTOL	1200	1230	WHUB—Cookeville	1370	1400	WHBY—Appleton	1200	1230	WATW—Ashland	1370	1400	
WABY—Albany		1370	1400	WFMJ—Youngstown	1420	1450	WTJS—Jackson	1310-CP	1360	WEAU—Eau Claire	1050	1070	WFIZ—Fond du Lac	1420	1450	
WOKO		1430	1460	WHIZ—Zanesville	1210	1240	WJHL—Johnson City	1200-CP	880	910	WTAQ—Green Bay	1330	1360	WCLO—Janesville	1200	1230
WMBO—Auburn		1310	1340	Oklahoma—				WKPT—Kingsport	1370	1400	WKBH—La Crosse	1380	1410	WHA—Madison	940	970
WBTA—Batavia	CP	1500	1490	KADA—North of Ada	1200	1230	WBIR—Knoxville	CP	1210	1240	WIBA	1280	1310	WOMT—Manitowoc	1210	1240
WBFB—Binghamton		1500	1490	KVSO—Ardmore	1210	1240	WNOX	1010	990	WMMN—Fairmont	890	920	WMAM—Marquette	570	570	
WARD—Brooklyn		1400	1430	KASA—Elk City	1210	1240	WROL	1310-CP	620	620	WLOG—Logan	1200	1230	WIGM—Medford	CP	1500
WBBC		1400	1430	KCRC—Enid	1360	1390	WHBQ—Memphis	1370	1400	WPAR—Parkersburg	1420	1450	WEMP—Milwaukee	1310	1340	
WBRR		1300	1330	KSWO—Lawton	CP	1120	WMC	780	790	WBRW—Welch	1310	1340	WISN	1120	1150	
WCNW		1500	1600	KBIX—Muskogee	1500	1490	WMPS	1430	1460	WKWK—Wheeling	CP	1370	1400	WTMJ	620	620
WVFN		1400	1430	WNAD—Norman	1010	690	WREC	600	600	WVVA	1160	1170	WIBU—Poynette	1210	1240	
WFBW—Buffalo		900	930	KOCY—Oklahoma City	1310	1340	WLAC—Nashville	1470	1510	WVVA	1160	1170	WRJN—Racine	1370	1400	
WBNY		1370	1400	KOMA	1480	1520	WSIX	1210	1240	WJMC—Rice Lake	1210	1240	WHBL—Sheboygan	1300	1330	
WBRB		1310	1340	KTOK	1370	1400	WSM	650	650	WLSM—Superior	1200	1230	WLBI—Stevens Point	900	930	
WGR		550	550	KWKY	900	930	Texas—				WDSM—Wausau	1370	1400			
WKBW		1480	1520	KHBG—Okmulgee	1210	1240	KRBC—Abilene	1420	1450	WFHR—Wiscon Rapids	1310	1340	WYOMING—			
WBSV		1370	1400	WBBZ—Ponca City	1200	1230	KFDA—Amarillo	1200	1230	KDFN—Casper	1440	1470	KFBC—Cheyenne	1420	1450	
WCAD—Canton		1220	1250	KGFF—Shawnee	1420	1450	KGNC	1410	1440	KYAN	1370	1400	KPOW—Powell	CP	1200	
WENY—Elmira		1200	1230	KOME—Tulsa	1310	1340	KNOW—Austin	1500	1490	KVRS—Rock Spring	1370	1400	KWYO—Sheridan	1370	1400	
WGBB—Freeport		1210	1240	KTUL	1400	1430	KTBC	1120	1150	Alaska—						
WHCU—Ithaca		850	870	KVOO	1140	1170	KFDM—Beaumont	560	560	KFOD—Anchorage	780	790	KFAR—Fairbanks	610	610	
WJTN—Jamestown		1210	1240	Oregon—				KKRIC	1420	1450	KINY—Juneau	1430	1460	KGBU—Ketchikan	900	930
WKNY—Kingston		1500	1490	KWIL—Albany	CP	1210	KRBC—Big Spring	1500	1490	Hawaii—						
WHNY—Newburgh		1220	1250	KAST—Astoria	1200	1230	KNBL—Brady	1500	1490	KGMB—Honolulu	590	590	KGU	750	760	
WABC—New York City		860	880	KBKR—Near Baker	1500	1490	KGFI—Brownsville	1500	1490	KTOH—Lihue	1500	1490	KHBC—Hilo	1200	1230	
WBX		1350	1380	KBND—Bend	1310	1340	KBWD—Brownwood	CP	1350	Puerto Rico—						
WEAF		660	660	KOAC—Corvallis	550	550	WTAW—College Station	1120	1150	WPRM—Mayaguez	780	790	WPAB—Ponce	1340	1370	
WEVD		1300	1330	KODL—The Dalles	1200	1230	KEYS—Corpus Christi	CP	1500	WPRP	1420-CP	1480	1520	WPAQ—San Juan	1240-CP	620
WHN		1010	1050	KORE—Eugene	1420	1450	KRIS	1330	1360	WKAQ	620	620	WNEI	1290	1320	
WINS		1180	1000	KUIN—Grants Pass	1310	1340	KAND—Corsicana	1310	1340	Wyoming—						
WJZ		760	770	KFJI—Klamath Falls	1210	1240	KRLD—Dallas	1040	1080	KDFN—Casper	1440	1470	KFBC—Cheyenne	1420	1450	
WLTH		1400	1430	KLBM—La Grande	1420	1450	WFAA	800	820	KYAN	1370	1400	KPOW—Powell	CP	1200	
WMCA		570	570	KOOS—Marshfield	1200	1230	WRR	1280	1310	KVRS—Rock Spring	1370	1400	KWYO—Sheridan	1370	1400	
WNEW		1250	1280	KMED—Medford	1410	1440	WDNT—Denton	1420	1450	Alaska—						
WNYC		810	830	KALE—Portland	1300	1330	KEPL—Dublin	1310	1340	KFOD—Anchorage	780	790	KFAR—Fairbanks	610	610	
WOV		1100	1130	KBPS	1420	1450	KROD—El Paso	1500-CP	600	KINY—Juneau	1430	1460	KGBU—Ketchikan	900	930	
WQXR		1550	1560	KEX	1160	1190	KTSM	1350	1380	Hawaii—						
WHLA—Niagara Falls		1260	1290	KGW	620	620	KFJZ—Fort Worth	1240	1270	KGMB—Honolulu	590	590	KGU	750	760	
WLSB—Ogdensburg		1370	1400	KOIN	940	970	KGKO	570	570	KTOH—Lihue	1500	1490	KHBC—Hilo	1200	1230	
WHDL—Olean		1420	1450	KWJJ	1060-SA	1040	WBAP	800	820	Puerto Rico—						
WMFP—Plattsburg		1310	1340	KXL	1420	1450	KLUF—North Galveston	1370	1400	WPRM—Mayaguez	780	790	WPAB—Ponce	1340	1370	
WKIP—Poughkeepsie		1420	1450	KRNR—Roseburg	1500	1490	KPRC—Houston	920	950	WPRP	1420-CP	1480	1520	WPAQ—San Juan	1240-CP	620
WHAM—Rochester		1150	1180	KSLM—Salem	1360	1390	KTRH	1290	1320	WKAQ	620	620	WNEI	1290	1320	
WHAC		1430	1460	Pennsylvania—				KXYZ	1440	1470	Wyoming—					
WSAY		1210	1240	WCBA—Allentown	1440	1470	KSAM—Huntsville	1500	1490	KDFN—Casper	1440	1470	KFBC—Cheyenne	1420	1450	
WAGE—Salina	CP	620	620	WSAN	1440	1470	KOCA—Kilgore	1210	1240	KYAN	1370	1400	KPOW—Powell	CP	1200	
WNBZ—Saranac Lake		1290	1320	WFBG—Altoona	1310	1340	KPAB—Laredo	1500	1490	KVRS—Rock Spring						

WOW BROADCASTS FARM INSTITUTE

Big Names On Chevrolet's "Street"

National leaders in agriculture, business, government and labor discussed phases of "Economic Preparedness and Agriculture" over WOW's microphones, February 21 and 22, from the fifth annual National Farm Institute from Des Moines.



Foster May

May, mainly on his Chevrolet "Man on the Street" periods.

Headliner at the Des Moines meeting was Vice President Henry A. Wallace. Other "big names" at the conference were Nelson Rockefeller, the administration's specialist on Latin-American public relations; Dean Acheson, Assistant Secretary of State; Claude R. Wickert, Secretary of Agriculture; James B. Carey, Secretary of the C. I. O.; Morris Sayre, Vice President of the Corn Products Refining Co.; John Scoville, Director Research for the Chrysler Corporation; G. V. Ferguson, Managing Editor of the Winnipeg, Canada, Free Press, and many others.

As in previous years, May conducted his interviews from a hotel suite, adjoining the main conference room at Hotel Fort Des Moines.

The Chevrolet "Man on the Street" scored a notable radio "scoop" (February 19) when listeners heard an amazing interview with Paul S. Tignor, chief-construction engineer for the Martin Bomber plant now under construction near Fort Crook.

Tignor, describing the plant, said it would be 900 feet long, 650 feet wide, two stories high, half glass, and would have 1,243,000 square feet of floor space, "the equivalent of 30 acres, or the size of an average farm in the east." He said it would cost over \$10,000,000. Those seeking work on the construction should apply to Peter Kiewit Sons Co., Omaha contractors. Later the Martin Company will open an employment office in Omaha, "and there is an excellent opportunity for all to secure work," he added.

Only a fortnight previous to the Des Moines conference, May interviewed James S. Kemper, President of the Chamber of Commerce of the United States, at its regional meeting, Hotel Fontenelle, Omaha.

Other special events conducted by Mr. May during the past few weeks included—

A studio interview with the Rev. William George Gilks, National Chaplain of the American Legion.

Interviews with leading radio executives of the middle west at the regional conference in Omaha of the National Association of Broadcasters.

An interview with Sonja Henie during the Hollywood Ice Revue in Omaha.

An interview with national officers of the United Spanish War Veterans, in Omaha to plan for this group's convention in Omaha next August.

Interview with Charles Fricke, President of the Consumers' Public Power District.

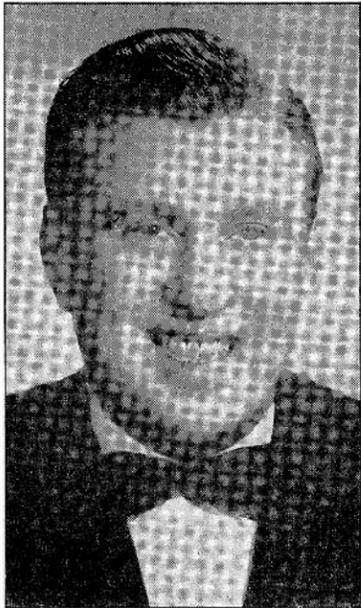
Description of a typical business men's convention (Archer Petroleum Company dealers) from Hotel Fontenelle.

LOCALIZE SPOTS

"Hello! Have a Beechie while you are watching the Ak-Sar-Ben Knights play the Kansas City Americans tonight!"

You may hear announcements something like this on your radio from WOW soon. W. A. Leonard of Westport, Conn., research expert for the Newell-Emmett Advertising Agency, was in Omaha recently gathering "local color" for Beechie announcements.

BACK on WOW



Richard Humber, famed maestro, who will return to WOW, March 15, when a new edition of the "Studentak Champions" will be aired at 6:45 p. m., Mondays, Tuesdays and Fridays.

RAINBOW BAND

The 36-piece 168th Infantry, U. S. Army, Band, directed by Warrant Officer Keith Latey, presented a "farewell concert" over WOW, Washington's birthday. The 168th was recently inducted into training service and will leave March 1 for Claiborne, La. Colonel Folsom Everest spoke briefly. The famed Council Bluffs "outfit" will be gone for a year.

KYSER CHANGE

Kay Kyser's "College of Musical Knowledge" departed from its regular plan recently by broadcasting from the Marine Corps Base at San Diego, Calif., and using all enlisted men as quiz contestants. Featured was a new song, "Tell It to the Marines"; also the new "Alexander the Swoose."

Falstaff to Change Time...Hockey Play-offs, Baseball on Air Soon

With baseball, spring Ak-Sar-Ben race meet, and the other spring and summer sports just around the corner, the Sportstime with Falstaff program will change time on WOW effective March 17.

Beginning on that date, Tom Dailey's sports program will be heard at 5:40 p. m., Mondays through Saturdays, immediately preceding the news. This will enable Dailey to bring baseball scores, race results and other sports news to WOW listeners hot off the griddle.

The month of March will bring the windup of the second successive highly successful season of the Ak-Sar-Ben Knights Hockey Team. The season will end March 15, with the Knights playing at Kansas City. The remaining home games will be March 5, against St. Paul; March 8,

against St. Louis, and March 12, against Minneapolis.

At this writing it appears that the Knights will again participate in the annual "play-offs" for the championship of the American Hockey Association. The play-offs will probably begin about March 18. If the Knights remain in second place, the play-off cities will be Omaha and St. Louis, with the opening games on home ice for the Knights.

Falstaff has announced plans to cover the play-offs for WOW listeners, much the same as last season.

After the hockey play-offs Dailey will resume a sports program on week nights at 10:15.

Falstaff also plans several musical variety shows a week on WOW soon after March 15.

THE SPORTS EYE

By TOM DAILEY

Falstaff broadcaster, on WOW

Hello, good sports!

Let me tell you about my visit to "the house that Bob built." Three miles from the village of Van Meter, Iowa is a sturdily built brick house, situated to the right of the country road—built on a little hill. Bob Feller, world's greatest baseball pitcher, gave this house to his mother, father and sister from his earnings received on the baseball diamond in the last couple of years.



Tom Dailey

"Come in Tom!"

Our ringing of the doorbell was answered by a young man who is aptly named "Bullet-Bob" Feller. To know Bob is to like him, for his is the typical American farm boy personality—happy, strong, friendly, courteous. He took us into his spacious living room, the kind of living room that's made for a lot of living. Said the speed-ball king of the American League: "We didn't build this house for style—we built it for lots of years of comfort." And comfortable in a big easy chair, we spent an hour with one of America's happiest families.

We found out many things about young Bob. His dad told us that Bob had always loved to play baseball. The magazine story about Bob throwing rocks at a knothole in the barn is, according to Bob himself, wrong. His dad always furnished him with the best equipment available and played catch with him. In fact, said Dad Feller, he had to give up his favorite game of horseshoes in order to satisfy Bob's urge to play ball.

An Essay

While at the Feller home I believe we heard one of baseball's greatest true stories. Mr. William Feller brought out a time-worn essay, written by Bob when he was in the second grade. It was an essay having to do with a tree, and the story ran something like this: "I am a tree. They sawed me down today and took me to the mill, where they made a plank. Then they sawed the plank into a HOME PLATE."

Said Bob's dad as he carefully reread the essay: "I guess that's the first thought Bob had about baseball."

During our transcribed interview, heard on Sportstime with Falstaff, Bob said that his most enjoyable life was spent during the winter months, when he could come home and be with his dad and mother. And again he looked like a small boy when he smiled and said: "My mother is the best cook in the world." At this moment the telephone rang and Bob left the room.

"Where can you find another boy like that?" asked his dad.

No use looking, Mr. and Mrs. Feller. You'll never find another boy like Robert!

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

DeMoss Flies to Nutrena Meeting

Lyle DeMoss of WOW and other radio salesmen for Nutrena Mills, Inc., from the entire Mississippi Valley area attended a "pep meeting" at Kansas City, sponsor's home office (February 15). DeMoss made the trip by airplane. The meeting was arranged by Quentin V. Brewer of the Ferry-Hanly Advertising Agency, which services the Nutrena programs. The meeting was held in the Continental Hotel. About 50 persons were present. Host and chief speaker was Oscar Straube, president of Nutrena Mills. Lyle is assisted on his WOW Nutrena program (6:45 a. m., Mondays, Wednesdays and Fridays) by Organizer Eddie Butler.

BMI FEATURE TUNES DURING FEBRUARY

1. High On a Windy Hill
2. You Walked By
3. Here's My Heart
4. Bugle Woogie
5. It All Comes Back to Me Now
6. May I Never Love Again
7. I Can't Remember to Forget
8. Wise Old Owl
9. Accidently on Purpose
10. Keep an Eye on Your Heart
11. Because of You
12. All I Desire
13. Walkin' by the River
14. Let's Dream This One Out
15. Little Sleepyhead
16. Anywhere
17. Breakfast for Two
18. I Look at You
19. Shadows in the Night
20. A Stone's Throw from Heaven

Latest addition to the serial, "Road of Life," on WOW, 8:45 a. m., is a narrator for descriptive passages. Carlton Kadell, former Omahan, holds the position.

TELEPHONE HELPS

Thirty minutes of solid work on the telephone changed the course of the next two weeks for Fort Pearson when he was advised that his wife needed a complete rest at once. Within the aforementioned half hour Pearson contacted half a dozen radio officials, got clearance from his scheduled radio appearances for two weeks, lined up train reservations plus hotel accommodations and sundry other details . . . and was off with the missus for Key West, Fla., and two weeks of fishing.

OMAR STAR



Gene Baker

Famed Solo Artist on Sunday Feature

Although only 31 years old, Gene Baker, featured on the Omar, Inc., radio show, "Musical Meditations," heard on WOW at 9:45 a. m., Sundays, is a pioneer in the radio profession. For the last 15 years he has been one of radio's busiest men. A popular soloist, his work has seldom been confined to singing. He has been producer, announcer, salesman, musical director, writer and actor on stations from coast to coast. He announced the first chain program west of the Rockies for the now defunct American Broadcasting Company.

Currently starring in "Musical Meditations," "Songs of a Dreamer" and Knickerbocker Playhouse, Mr. Baker has appeared recently in such well-known shows as "Houseboat Hannah," "Davey Adams," "Midstream," "Painted Dreams" and the "Dodge Hour."

Since his early days in radio at KEX, Portland, Ore., where, incidentally, he met Mrs. Baker (her father was station manager), he has conducted his own programs, written children's programs, directed shows for advertising agencies. He had his own show, music and poetry, from KIRO, Seattle. He was soloist with Stoopnagle and Budd.

CANADIAN STATIONS TO CHANGE

The wave lengths of 11 Canadian broadcasting stations will also be changed on March 29. The Canadian changes will be as follows:

Call Letters and Location	Present Wave Length, Kilocycles		Wave After March 29, Kilocycles
	Present	After	
CFRN—Edmonton, Alta.	1340	1260	
CKOV—Kelowna, B. C.	560	630	
CJRC—Winnipeg, Man.	610	630	
CJCA—Edmonton, Alta.	630	930	
CHAB—Moose Jaw, Sask.	1230	1220	
CKBI—Prince Albert, Sask.	1240	900	
CJBR—Rimouski, Que.	1300	900	
CHML—Hamilton, Ont.	1310	900	
CFPL—London, Ont.	1400	1570	
CBY—Toronto, Ont.	1450	1010	
CKAC—Montreal, Que.	900	730	

NBC MEN MEET HERE



"He's a Jolly Good Fellow" was the tune that rang out at the luncheon pictured above, given by WOW for National Biscuit Company salesmen. At the end of the table is R. M. Dorsey, Omaha Manager, flanked by John Gillin, Jr., and Foster May of WOW. National Biscuit co-sponsors the 5:45 p. m. news of WOW week days.

WAR BOOMS PANEL CONFABS

Gillin Discusses Radio Work as Career

Is there a young man, or woman, a boy or a girl, in your home who looks forward to a career in radio? Television? Facsimile?

If there is, have him read the following. It is a part of an interview recently on WOW on the subject of "New Frontiers in Radio." It was presented on the Creighton University of the Air (heard at 5:30 p. m., Tuesdays and Thursdays).

Frank H. Wheelan, Ph.D., Instructor in Education at Creighton, conducted the interview with John J. Gillin, Jr., General Manager of WOW.

In answer to Doctor Wheelan's inquiry about the future, Mr. Gillin said, in part:

"The most conspicuous advances during the next 10 years will be the addition of sight to sound in the service of radio.

Radio Pictures

"Radio transmission of pictures and reproductions of printed or written material has been an accomplished fact for several years. It is now in daily service between Europe and America. The broadcasting of a facsimile newspaper into every business office and home—in half-hourly installments if desired—is perfectly feasible. The establishment of such a service is now an economic rather than a technical problem. I feel reasonably certain that American ingenuity will presently discover some way to make this potential national service available to the public.

"When it comes to transmitting and receiving the instantaneous, flowing image of moving objects, the problems are enormously increased. These are the technical problems of television.

"NBC has been transmitting experimental programs from their television station on top the Empire State Building in New York City by remote control from the NBC television studios in the RCA Building. These transmissions have been observed and measured through a number of experimental receivers installed in homes of RCA engineers and located in the metropolitan area and adjacent suburbs. The results thus far have been encouraging and instructive. As radio anticipated, many requirements that must be sent by a commercial service have been made clear by these tests.

Television

"Motion pictures as well as living talent have been successfully transmitted through the air before the televisor. The distance has exceeded immediate expectation. In one favorable location, transmissions have been received consistently as far as 45 miles from the television studios.

"Television broadcasting, even more than sound broadcasting, will be the great consumer of art. It will constantly demand more and better writers, musicians, actors and scenic designers—new thoughts, new words, new songs, new faces, new backgrounds. Unlike a play on the stage or a motion picture which may run for a year, the television program, once it has been shown to a national audience, is on the scrap heap. It is finished. Television will call for a whole new generation of artists. It should help materially to solve the unemployment problem.

"The way things look today, it is not impossible that in a few more years a man with three sons may train one for business, one for government service and one to be an artist.

"While the problems of television are formidable, I firmly believe they will be solved. With the establishment of a television service to the public, which will supplement and not supplant the present service of broadcasting, a new industry will have been created.

"Frequency modulation is another logical step in the evolution of radio. It offers a superior method of broadcasting radio programs which are not subjected to the increasing barrage of man-made noise, or static, thus giving better and clearer re-

Rainbow Chief



Lieut. Gen. Matthew A. Tinley of Council Bluffs, pictured as he spoke over NBC from WOW's studios at the Rainbow Division Reunion.

Gen. Tinley on NBC Via WOW For Reunion

Lieut. Gen. Matthew A. Tinley of Council Bluffs, one of the highest ranking officers in the United States army (now retired), took part from WOW's studios in the annual radio union of the famous World War "Rainbow Division," 168th Infantry, on February 22.

General Tinley addressed the reunion from Omaha, on a program with other notables, who spoke in Cleveland, Detroit and Washington.

Members of the division have conducted the "Rainbow Reunion" annually for 10 years.

General Tinley, formerly a colonel in the 168th Iowa Infantry, is a past National Commander of the Rainbow Division veterans.

February 22 was the anniversary of the division's first entry into front-line service in France.

FROM FLORIDA

Phil Spitalny and his all-girl orchestra will broadcast their NBC Red Sunday night "Hour of Charm" concerts from Florida during March. Broadcasts of March 2, 9 and 16 will originate at Station WIOD.

7th Corp Chief



Brigadier General George V. Strong, Commanding Officer of the Seventh Corp Area.

Labor, Business Execs Talk With Gen. Strong

Brigadier General George V. Strong, new commanding officer of the Seventh Corp Area, would prefer not to be involved in the question of whether married women, with employed husbands, should work.

"It is a braver man than I who would deliberately step between a woman and her pin money," the General told WOW listeners recently during a National Defense Week roundtable discussion.

General Strong's comments were elicited by a question asked by James Sullivan, President of the Central Labor Union, who declared that many working married women provide draft exemption for their husbands and at the same time keep unemployed men from earning a living.

"I am a rather shy, retiring man," the General said, "and I would hate to put the question up to women as a whole. I would rather not be in the fight."

Participating in the roundtable discussion with General Strong were W. Dale Clark, President of the Omaha National Bank; Prof. E. M. Hosman of the Municipal University of Omaha; James C. Lewis, Lincoln, Neb., City Recreational Director, and Mr. Sullivan.

A Square Deal

The discussion centered on the parts that labor, agriculture, education and health play in the national defense program.

General Strong assured Mr. Sullivan that both organized and unorganized labor could expect a square deal in national defense work, but added that "all labor may have to make some sacrifices."

"It isn't a question of any one group as against another, but I think that our efforts in regard to that could well be directed toward the equalization of the load of sacrifices that inevitably will have to be borne by the nation as a whole, and if that load can be equally distributed over all classes and all conditions, I think the country would be much better for it in the long run," he said.

"Agriculture will play a part in the national defense program second only to that of labor," the General said, pointing out the old adage attributed to Napoleon that "Armies move on their stomachs."

Morale Problem

"Not only the military effort of the country must be fed, and be well fed, but the people that are engaged in production, labor, and everybody else in this country must have their present standards of living, as far as food is concerned, maintained, and for that we are dependent primarily upon agriculture. As a consequence, agriculture cannot be lost sight of in any way, shape or manner."

General Strong told Mr. Lewis that the problem of maintaining draftee morale, now under army supervision, is "more advanced" than it was in the last war.

He outlined recreation and entertainment plans in the army camp, and told how welfare agencies were assisting rather than working individually on this problem.

In answer to Professor Hosman's question as to how excited educational institutions ought to become about this war business, General Strong said: "I believe the less excited we become, the better off we are going to be in the long run."

The roundtable discussion was sponsored by the Reserve Officers Association as a part of their National Defense Week program. Harry Burke, Program Manager of WOW, introduced the participants.

Many stations in the middle west carried the broadcast.

GOVERNOR WILSON

WOW is carrying the bi-monthly talks by Governor George A. Wilson of Iowa, in which he reports to his constituents. Talks were broadcast February 8 and 22, and others are scheduled for March 8 and 22, and April 12 and 26, each at 11:15 a. m., Saturdays. WOW picks up the speeches via WHO, Des Moines.

ception. It offers a faithfulness of tone quality never before achieved and capability to serve every corner of the nation with more stations, more intense coverage and with no interference from stations operating on the same frequency. Converters are available, so that the present home radio may be used to take advantage of the higher quality, noise-free frequency modulated signals. Frequency modulation is not coming—it's here!"

Doctor Wheelan: "All you say seems to spell opportunity for young men and women interested in radio. But, let me ask you, Mr. Gillin, does one need a university training to succeed in the field?"

Mr. Gillin: "If science has taught us anything, it is to be humble; to realize that our knowledge weighs lightly in the scale against our ignorance."

"I believe sincerely there is opportunity for the scientist, the artist and the business man in radio. The field has not been scratched. And I should say that the children who are looking toward radio should have all the education possible, especially in the liberal arts field, voice and music. If the child leans toward the engineering or scientific fields, he should have a good high school and liberal arts education, and then a strenuous scientific course for at least four years, along with radio, television, facsimile and the attendant studies."

Two NBC programs have bought time on Canadian networks. They are Bayer's "American Album of Familiar Music" and Phillips' "Waltz Time," both of which were recently renewed by their sponsors on WOW and the NBC Red net.

Ted FioRito, Nelson Olmsted in New "What's YOUR Idea?" Show

An all-star cast, headed by Ted FioRito and his band, and featuring Olmsted and Little Jackie Heller, the singer, will present a new program for Mars, Inc., starting Sunday, March 2, 5:30 to 6 p. m.

The title of the show is "What's YOUR Idea?"

Olmsted will be master of ceremonies, Jackie will handle special vocal numbers, "Candy" Candido will combine his peculiar triple-throat talents for comedy numbers.

In addition, each week a special personality will be presented—either a star of stage, screen or musical comedy.

"What's YOUR Idea?" is really a radio "showcase" displaying listeners' ideas, and offering cash awards to those whose ideas are accepted and dramatized on the air. The listeners will be asked to send in only the bare idea in outline. From this idea expert continuity writers will prepare a script and produce the idea on the show, using special guest artists, special music and sound effects, etc.

"What's YOUR Idea?" will give every listener, including youngsters, a chance to hear something of his own creation on the air—and to get paid for it.

Each week three ideas will be presented during this half hour. Three prizes of \$100 each will be sent to listeners whose ideas are accepted. A bonus of \$100 will also be given to the best idea used on each show.

THEY'LL TAKE EXETER HIGH



These are the Exeter, Neb., high school students who participated recently on the Junior Roundtable program on WOW. Left to right they are Norma Due, Gary Ferguson, Edward Saunders, Lyle DeMoss of WOW, Miss Ann Skultety, their teacher; Caryl Steyer, Dorothy Nelson.

Exeter Students on Junior Roundtable

The small town high school got all the best of it recently when a group discussed its advantages, compared to city schools, on the Junior Roundtable (Saturdays, 11:45 a. m., on WOW).

Members of the panel were Norma Due, Dorothy Nelson, Edward Saunders, Gary Ferguson and Caryl Steyer, all of Exeter, Neb., which is 100 miles or so southwest of Omaha.

If any of the group would rather attend a city school, none gave the slightest evidence of such a desire.

The Exeter students were brought to Omaha by Hans Nelson, president of the Exeter School Board, and their teacher, Miss Ann Skultety.

The Roundtable also discussed their views of the role high school boys and girls can play in national defense. They were agreed that vigorous application to scientific study, improvement of health and participation in patriotic events would be the most important contributions for students.

WOW'S MARCH NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "3/41" Means This Is Your Last Issue!

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:45	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	5:30—What's YOUR Idea?
6:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Orchestra—NBC Religion in the News (Begins 3/17)	Jack Benny Jello
6:15	Tom Dailey Falstaff Sports (Through 3/15)	Tom Dailey Falstaff Sports (Through 3/15)	Tom Dailey Falstaff Sports (Through 3/15)	Tom Dailey Falstaff Sports (Through 3/15)	Tom Dailey Falstaff Sports (Through 3/15)	Tom Dailey Falstaff Sports (Through 3/15)	
6:30	Down the Fairway with Stanley Davies	WOW Orchestra	Cavalcade of America Dupont	Camel Cigarettes Present Xavier Cugat	WOW Orchestra	Muriel Angelus NBC	Fitch Bandwagon
6:45	Studebaker (Begins 3/17)	Studebaker (Begins 3/17)			Studebaker (Begins 3/17)	NBC	
7:00	The Telephone Hour Concert	Johnny Presents Philip Morris	Tony Martin— How Did You Meet?— Woodbury Products	Maxwell House Coffee Time	Cities Service Concert Gas and Oils	Knickerbocker Playhouse P. & G. Drene	Chase & Sanborn Hour
7:30	Voice of Firestone Concert	Horace Heidt—Tums Treasure Chest	Plantation Party Bugler Tobacco	Aldrich Family Jello	Information Please Luckies	Truth or Consequences P. & G. Ivory	One Man's Family Tenderleaf Tea
8:00	Dr. I. Q. Mars Candy Bars	Battle of Sexes Molle	Eddie Cantor Sal Hepatica and Ipana		Waltz Time Phillips Milk of Magnesia	National Barn Dance Miles Laboratories Alka-Seltzer	Manhattan Merry-Go-Round Dr. Lyons
8:30	Show Boat Brown & Williamson Avalon Cigarettes	Fibber McGee & Molly Johnson Wax	Mr. District Attorney Vitalis	Kraft Music Hall	Everyman's Theater P. & G. Oxydol		American Album of Familiar Music Bayer Aspirin
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Kollege of Musical Knowledge Lucky Strike	Rudy Vallee Sealtest	Wings of Destiny King-size Wings	Uncle Ezra Camel Cigarettes	Hour of Charm General Electric
9:30	Burns and Allen Hormel	Uncle Walter's Dog House Raleigh Pipe Tobacco		NBC Program Falstaff—Begins 3/20	Alec Templeton Miles Laboratories	Defense for America (ET)	Chamberlain Lotion Serenade to Loveliness (Last March 9)
10:00	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	Dear John Welch Grape Juice
10:15	Falstaff Musical Program—Begins 3/17	Falstaff Musical Program—Begins 3/17	Falstaff Musical Program—Begins 3/17	Falstaff Musical Program—Begins 3/17	NOTE.—Falstaff's Hockey Broadcasts, ALL GAMES, Will Begin at 10:15 P. M.		Walter Winchell Jergens Lotion
10:30	NOTE.—Important special events, such as war speeches, news and comments, political speeches, hockey games, etc., will be heard frequently at 10:15 p.m. on WOW. Events like this are usually scheduled within a short time before they go on the air. Listen for announcement on WOW regular newscasts, or consult your newspaper for details.—Editor.				NBC Dance	NBC Dance	WOW News Tower
10:45					NBC Dance	NBC Dance	NBC Dance
11:00	A. P. News Aunt Sally	A. P. News	A. P. News	A. P. News	A. P. News	A. P. News	

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

MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies Daily except Sun.	12:00 Noon—Markets Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—Early Morning News Tower Daily except Sun.	Musical Program Sat., Sun.
6:15 A. M.—Aunt Sally Mon., Wed., Fri.	12:15 P. M.—Sparks of Friendship—Haskins' Spark Mon., Wed., Fri.
Time and Tunes Tue., Thu., Sat.	WOW News Tower Sun.
6:30 A. M.—Markets Daily except Sun.	12:30 P. M.—WOW News Tower—Manchester—Peter Paul Candy Daily except Sun.
6:45 A. M.—Lyle and Eddie—Nutrena Mon., Wed., Fri.	12:45 P. M.—Man on the Street—Chevrolet Dealers Daily except Sun.
Time and Tunes Tue., Thu., Sat.	12:55 P. M.—Social Security Sun.
7:00 A. M.—WOW News Tower—Roberts Milk, Peter Paul, Vicks Daily except Sun.	1:00 P. M.—Hymns of All Churches—Gen. Mills Softasilk Mon., Tues., Thu.
European News Sun.	Betty Crocker—General Mills Wed., Fri.
7:15 A. M.—Musical Clock Mon., Wed., Fri.	Farm Facts and Fun Sat.
Ideal Melodies—Wilson Co. (Begins 3/24) Mon., Wed., Fri.	NBC String Symphony Sun.
Great Western Sugar Tue., Thur., Sat.	1:15 P. M.—Arnold Grimm's Daughter—Gen. Mills Kix Mon., Tue., Wed., Thu., Fri.
7:30 A. M.—Captain Herne—Skelly Mon., Tue., Wed., Thu., Fri.	1:30 P. M.—Valiant Lady—Gen. Mills Wheaties Mon., Tue., Wed., Thu., Fri.
Gene and Glenn Sun.	Gordon Jenkins Orchestra Sat.
7:45 A. M.—Your Musical Grocery Boy—United Foods Daily except Sun.	University of Chicago Roundtable Sun.
8:00 A. M.—Aunt Jenny—Lever Bros. Spry Mon., Tue., Wed., Thu., Fri.	1:45 P. M.—Judy and Jane—Folger Coffee Mon., Tue., Wed., Thu., Fri.
Associated Press News—NBC Sat.	2:00 P. M.—Mary Marlin—P. & G. Ivory Soap Mon., Tue., Wed., Thu., Fri.
European Situation—NBC Sun.	Saturday Soiree Sat.
8:15 A. M.—The Other Woman—Butter-Nut Coffee Mon., Tue., Wed., Thu., Fri.	Martha Tilton Sun.
Deep River Boys Sun.	2:15 P. M.—Ma Perkins—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—The O'Neills—P. & G. Ivory Mon., Tue., Wed., Thu., Fri.	H. V. Kaltenborn Sun.
Police Bulletins Sat.	2:30 P. M.—Pepper Young—P. & G. Camay Mon., Tue., Wed., Thu., Fri.
Chapel Service, Rev. R. R. Brown Sun.	Gay Hedlung Players Sat.
8:45 A. M.—Road of Life—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.	Cameos of New Orleans—Illinois Central (March 9 last) Sun.
Little Dog House—Aunt Sally Sat.	2:45 P. M.—Vic and Sade—P. & G. Crisco Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Houseboat Hannah—NBC—P. & G. Lava Mon., Tue., Wed., Thu., Fri.	Bob Becker's Chats About Dogs—John Morrell & Co. (March 23 last) Sun.
Lincoln Highway—Shinola Sat.	3:00 P. M.—Backstage Wife—Watkins Products Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—Ideal Melodies—Ideal Dog Food Mon., Wed., Fri.	AP News and Campus Capers Sat.
Bachelors Children—Old Duth Cleanser (Begins 3/24) Mon., Tue., Wed., Thu., Fri.	WOW News Tower Sun.
9:30 A. M.—Ellen Randolph—Colgate Supersuds Mon., Tue., Wed., Thu., Fri.	3:15 P. M.—Stella Dallas—Phillips Milk of Magnesia Mon., Tue., Wed., Thu., Fri.
Betty Moore—Benjamin Moore Paint Sat.	3:30 P. M.—Lorenzo Jones—Phillips Chemical Mon., Tue., Wed., Thu., Fri.
Stories of Romance, Tom Terriss—NBC Sun.	A Boy, a Girl, a Band Sat.
9:45 A. M.—Guiding Light—P. & G. Naptha Mon., Tue., Wed., Thu., Fri.	Joe and Mabel Sun.
Markets and U. S. Government Reports Sat.	3:45 P. M.—Young Widder Brown—Bayer Aspirin Mon., Tue., Wed., Thu., Fri.
Musical Meditations—Omar Wonder Flour Sun.	4:00 P. M.—Girl Alone—Quaker Oats Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Man I Married—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.	World Is Yours Sat.
WOW News Tower Sun.	Metropolitan Auditions of the Air—Sherwin-Williams Co. Sun.
10:15 A. M.—Against the Storm—P. & G. Ivory Soap Mon., Tue., Wed., Thu., Fri.	4:15 P. M.—Lone Journey—P. & G. Drefth Mon., Tue., Wed., Thu., Fri.
Citizens All Sat.	4:30 P. M.—Guiding Light—P. & G. Naptha Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Kitty Keene—P. & G. Drefth Mon., Tue., Wed., Thu., Fri.	Curtis Institute Sat.
Homemakers' Club—Nebraska Power Sat.	Your Dream Has Come True—Quaker Oats Sun.
Music and American Youth Sun.	4:45 P. M.—Life Can Be Beautiful—P. & G. Ivory Soap Mon., Tue., Wed., Thu., Fri.
10:45 A. M.—David Harum—B. T. Babbitt Bab-O Mon., Tue., Wed., Thu., Fri.	5:00 P. M.—Light of the World—General Mills Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Adopted Daughter—J. C. Penney Co. Mon., Tue., Wed., Thu., Fri.	Headlines Ahead Sat.
Creighton Program Sat.	Catholic Hour Sun.
11:15 A. M.—Toby and Susie—Peter Pan Bakeries Mon., Tue., Wed., Thu., Fri.	5:15 P. M.—The Goldbergs—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.
Governor Wilson—March 8 and 22 Sat.	5:25 P. M.—Associated Press News Sat.
11:30 A. M.—Right to Happiness—P. & G. Crisco (3/7 last) Mon., Tue., Wed., Thu., Fri.	5:30 P. M.—Program Notes and Music (Through 3/15) Mon., Wed., Fri.
Grape Nuts Program (Begins March 10) Mon., Tue., Wed., Thu., Fri.	Creighton University (Through 3/13) Tue., Thu.
Call to Youth Sat.	Religion in the News Sat.
Pageant of Art Sun.	What's YOUR Idea—Forever Yours Sun.
11:45 A. M.—Woman in White—P. & G. Camay Mon., Tue., Wed., Thu., Fri.	News (Begins March 17)—Burlington Daily except Sun.
Junior Roundtable Sat.	5:40 P. M.—Sports, Tom Dailey—Falstaff (Begins 3/17) Daily except Sun.