



# WOW NEWS TOWER

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



ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. VIII—No. 8

OMAHA, NEBRASKA, MAY 1, 1944

PUBLISHED MONTHLY

## Station WOW Seeks Television Permit

### 'Dr. I. Q.' Coming to Omaha May 15th

"Dr. I. Q.," who has been on a perpetual tour for five and one-half years, will arrive in Omaha soon for a six-week engagement at the Paramount Theater (starting May 15).

The good doctor (Jimmy McClain) will conduct the famous program for Mars Candy Bars at the Paramount every Monday night at 8:30.

With Jimmy will be his wife and two children. The mental banker reports that his home is where he hangs his sack of silver dollars, and his family, depending on the local housing situation.

The McClains will come to Omaha from Dallas, Tex.

Mr. and Mrs. McClain and their two children will live in Omaha during the entire six-week period.

During their five and one-half years of touring, the McClains have lived in swanky hotel apartments, just plain hotel rooms, boarding houses, furnished houses, trailers and with friends. In Omaha they are expected to have no trouble in finding suitable living quarters.

In California they once lived in a luxurious ranch house with a swimming pool, but it was winter and too cool for swimming. In Minnesota, in the dead of summer, they lived in a tourist camp, and in Detroit, ditto.

But in Washington, the crowded city about which plays have been written, the McClain family hit the jackpot. While playing in Loew's Capitol Theater in the nation's capital, "Dr. I. Q." was compelled to look to the outskirts to find a place for the McClains to lay their weary heads.

Then they went to York, Pa. In order to rent a house they had to sign a three-months' lease, even though they were going to stay for only six weeks. Then they discovered the house was six miles out of York, with no bus or taxi service available. They decided to rent a car, but found there was not one to be had. So they bought a jalopy and resold it when the time came to move on.

V...—

### EDUCATION MEET

Harry Burke, Assistant General Manager of WOW, will lead several discussions at The Institute for Education by Radio at Columbus, Ohio, May 5-8. The Institute, which annually is attended by radio educators from throughout the United States, is sponsored by Ohio State University.

V...—

### NEW ARRIVAL

The stork certainly had an eye for beauty when he selected Cheer Brentson, Joan Greenman in NBC's "The Guiding Light," as the recipient of his latest bundle of joy. For he deposited a six pound, six ounce boy in the home of Cheer and her husband, Lieut. Robert M. Smith, of the U. S. Navy.

V...—

### GOLF PRO BACK

Stanley Davies, golf pro at the Field Club and for many years WOW's golf expert, has returned to the air for the season. Davies gives his talks on golf each Friday at 6:45 p. m.

V...—

### DAILEY AT RELAYS

Sports Editor Tom Dailey covered the Drake Relays at Des Moines April 28 and 29. He phoned his reports to the WOW newsroom for use on the sports periods.

### ANDY, JR.

Lovely Visitor

HERE \$OON



**AIN'T DIS SUMPTHIN'!** It's the first public showing of Charles Correll, Jr. (with Sister Dorothy looking on). Probably all through life this child will be known as "Andy Brown, Jr.," heir to the Fresh Air Taxicab Co.

**A LOVELY VISITOR** to Omaha recently was Soprano Margaret Speaks, long-time "Voice of Firestone" soloist. She appeared in concert in Omaha recently under auspices of the Omaha Education Association.

**OMAHA BOUND** is "Dr. I. Q.," the man that gives the dough-rymi away on the Mars program, Mondays, 8:30 p. m., on WOW. It's Jimmy McClain, for six weeks with his network show from the Paramount in Omaha starting May 15.

### Will Join NBC On First Network

Radio Station WOW announced plans on May 1 to establish a television station in Omaha.

Application for a television license in the name of Radio Station WOW, Inc., was to be filed with the Federal Communications Commission this week.

At the same time, President John J. Gillin, Jr., secured assurance from the National Broadcasting Company that WOW will be a charter member of NBC's midwest television network, specific commitments for which are already being made with a select group of broadcasting stations.

WOW's application seeks a television license on the No. 1 channel in the Omaha service area. If granted, this would place WOW in a favored position on the television dials of the postwar era—a position comparable with WOW's present status in the broadcast field on 590 kilocycles.

Gillin said the decision to enter the television field "at the earliest opportunity" has been the subject of intensive study for many months, both by WOW's engineering staff and its Board of Directors.

"The management of WOW has been aware of the imminence of television as a full-blown industry for more than two years," Gillin said. "Television is ready now. It was ready, or nearly so, when the war broke out. The war has hastened its development to a point where nearly all of the technical kinks have been ironed out and it's ready to go."

Gillin added that while there are still "financial, technological and social" problems to be ironed out, that he believed these obstacles would be hurdled quickly.

"WOW expects to have the first Omaha television station in operation within a year or two after the war is won," he added.

It is WOW's plan to operate a television station concurrently with its present broadcast facilities, he added. He said he expects broadcasting as we know it today "not only to continue, but to grow and expand in its services to listeners and advertisers alike."

V...—

### Cantor Signed For His 10th Season

Eddie Cantor's sponsor has taken up the contractual option which will insure the comedian's return to NBC and WOW in the fall for another season (NBC, Wednesdays, 9 p. m., WOW).

This agreement will carry Cantor and his "Time to Smile" variety program through the fifth year for his present sponsor, the Bristol-Myers Company. It will start Eddie on his 14th season as a microphone regular.

V...—

### BLACK RETURNS

Frank Black, after a 24-week absence, returned to the podium of the NBC Symphony Orchestra to launch the spring series of the "General Motors Symphony of the Air," Sunday, April 16 (NBC, 4 to 5 p. m., WOW). Prominent soloists will appear frequently with Black through the spring and summer.

V...—

### SIGN 'D. A.' TRIO

Jay Jostyn, Vicki Vola and Len Doyle, the big three of "Mr. District Attorney," have signed three-year contract renewals from their sponsor.

### Two Comedy Shows Set For a Year

Brown & Williamson Tobacco Corp., through Russel M. Seeds, Inc., has renewed "Red Skelton and Company" and "People Are Funny" for 52 weeks over full NBC networks.

The Skelton comedy show is broadcast Tuesdays from 9:30 to 10 p. m., WOW, for Raleigh Cigarettes and Sir Walter Raleigh Smoking Tobacco. Renewal became effective April 25.

"People Are Funny," comedy quiz program, emceed by Art Linkletter, is heard Fridays, 8:30 to 9 p. m., WOW. This feature, renewed as of April 28, advertises the same products.

V...—

### NEW PIANIST

Bob Bauer, former Lincolnite, but more recently with Horace Heidt's band in Hollywood, has joined Morton Wells' WOW Orchestra as pianist. Bauer took Frankie Carle's place when Carle left Heidt to organize his own band. At WOW, Bauer succeeds Marvie Wright, who joined Jimmy Dorsey's band several weeks ago.

V...—

### EDITORS' MEET

Horace Rosenblum, editor of the Woodmen of the World Magazine, and Bill Wiseman, editor of the WOW News Tower, will attend the meeting of the National Council of Industrial Editors Association in Cleveland during the last week in June.

V...—

### YOUNG 'MARK'

Dick Jones, who plays Henry in NBC's "The Aldrich Family," appears as Mark Twain at the age of 16 in the new film, "Mark Twain."

### SUCCESS!

The recent General Electric "Hour of Charm" auditions in Omaha brought good fortune to at least one WOW winner.

Miss Gladycy Eisenach of Lincoln and Omaha landed a job as a singer with Tommy Tucker's dance band. Tucker appeared with John Leslie of the Falstaff Midnight Revue. He told Leslie he was seeking a singer, and John played Miss Eisenach's "Hour of Charm" audition record for him.

On the road Miss Eisenach is being billed as "Gladycy Gayle."

V...—

### KANSAN FETED

John M. Lewis, master stock breeder of Pawnee County, Kans., who has expanded his holdings from 40 acres to 3,300 acres in 36 years, was presented with the 70th weekly W. G. Skelly Agricultural Award and \$100 War Bond on the Skelly News program, Saturday, April 29 (NBC, 7 a. m., WOW).

V...—

### 'STRADS' RENEW

Prince Matchabelli, Inc., has renewed the "Stradivari Orchestra Under the Direction of Paul Lavalle" program (Sunday, 11:30 a. m. to 12 noon) over WOW and 39 NBC stations. The program will continue to feature the priceless group of stringed instruments from the Wurlitzer collection.

V...—

### FEMALE VILLAIN

Maybelle Prindaville is the most recent addition to the cast of NBC's "Helpmate." She's heard as a lady named Lucile Hall, who seems to bode no good for the heroine.

V...—

### 'MAYOR' SIMMS

Ginny Simms, already an honorary sergeant and star of "Johnny Presents" (NBC, Tuesdays, 7 p. m., WOW), now has a new title. For on Sunday, April 2, Ginny took the oath of office and received the gavel as mayor of Northridge, Calif. Ginny was elected mayor of her hometown by the unanimous vote of the Board of Directors of the Northridge Chamber of Commerce.

V...—

### NEW PREXY

John W. Vandercook, NBC Alka-Seltzer news commentator, now a member of NBC's London invasion team, has been elected President of the Association of Radio News Analysts. He succeeds Major George Fielding Eliot.

V...—

### LUCKY SAILORS

Omaha's Donna Dae, star vocalist of NBC's Fred Waring "Pleasure Time" broadcasts, has been voted "Sweetheart of the Regiment of Midshipmen" at Annapolis.

### 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 5/44, which means May, 1944.

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

# THE WOW NEWS TOWER

THE RADIO NEWS TOWER IS PUBLISHED EVERY MONTH BY RADIO STATION WOW, INC., OF WHICH JOHN J. GILLIN, JR., IS PRESIDENT AND GENERAL MANAGER

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BILL WISEMAN, EDITOR SOREN MUNKHOF, ASSISTANT

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## IS YOUR RADIO SET READY . . . ?

Sometime during this year—maybe sooner than any of us think—the biggest news story in the history of the world—the invasion of Hitler's Europe—will begin. Already rumors that it's about to start are flying thick and fast over the airways.



Bill Wiseman

Is your radio set ready to bring you this world-shaking page in history? Do you have two or three weak tubes? Is the "works" in your radio covered with dust and partly rusted? Is every part of your set in first-class shape?

When the invasion story breaks, millions of listeners throughout the world will have their ears "glued to their speakers" to catch every thrilling word. In addition to the descriptions and actual news, you'll hear all the battle sounds direct—no phoney sound effects in this show!

How long will the broadcast last? Nobody knows, but you can bet it will last several days . . . and be almost continuous day and night.

Will your radio in its present shape "stand the gaff" or will it "conk out" on you at precisely the wrong moment?

Now's the time to get your radio in first-class shape. Call in a service man now!

Be sure that your radio set is ready for the invasion!

V. . . —

## FOR OUR SOLDIERS . . .

WOW and KODY feel that there are three things closest to a soldier's heart:

1. Sumpthin' to eat.
2. A personal letter.
3. A beautiful girl.

With this in mind, soldiers, sailors and marines who visited the famed North Platte Canteen on WOW-KODY Day, April 30, were given just those things.

KODY and WOW provided food galore, plus a huge cake, a piece of which was given to each service man and woman.

School children in the North Platte area wrote the personal letters—one for each canteen guest.

KODY also supplied an autographed picture of a beautiful pin-up gal movie star.

It was a very successful day!

V. . . —

## JOKE OF THE WEEK . . .

New York.—Silver-thatched Harry Hershfield, whose anti-Axis gags are the pride of the Celery Circuit, rang the bell with this one on the "Can You Top This?" program (Saturdays, NBC, 8:30 p. m., WOW):

"Roosevelt, Churchill, Stalin and Hitler were at the Gates of Heaven. The attendant said: 'Before you can come in here, you've got to go through a period of tests. I'm going to put you all in mud, and you'll remain up according to your worth.' So they all got in the mud. Roosevelt, Churchill and Stalin were in mud up to their knees, but Hitler was in only up to his ankles. The three Allied chieftains looked at him and asked: 'How come you're getting a break?' 'Shh-h-h,' replied Der Fuehrer. 'Don't say anything. I'm standing on Mussolini.'"

V. . . —

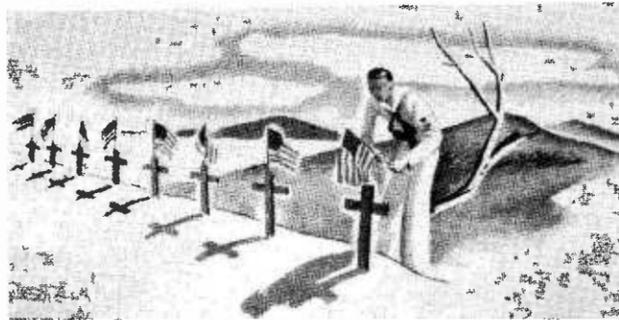
## NO MORE "DISCLAIMERS" . . .

Effective April 15, both the Army and Navy lifted requirements regarding endorsement of products by the military service. After that date it was no longer necessary for network or local announcers to add the ridiculous phrase, "The appearance of military personnel on this program does not necessarily . . ." etc. This is a "break" for listeners, who were getting bored with the superfluous explanations.

V. . . —

## THE FEED BOX . . .

New York school children voted Menasha Skulnik ("Papala") of "Abie's Irish Rose" a more popular radio star than Yehudi Menuhin . . . Abie, incidentally, passed its 100th broadcast this month—had a long way to go to catch up with the "run" of its stage counterpart . . . Art Baker, the NBC commentator, did a series of announcements for the WAC so well, his own daughter up and enlisted! . . . A movie mag. calls Bing Crosby "that buxom breeder of bankrupt bangtails . . . Incidentally, will Crosby and Hope play golf in Omaha soon to aid the Children's Hospital drive? . . . Nature beat listeners out of a world-shaking broadcast recently when NBC's George Thomas Folster was all set to describe a terrific battle from a plane—the shortwave signal didn't reach this country . . . A total of 94 contenders sought Ralph Edwards' "Truth or Consequences" job when it appeared he would go to the Army. Who said there was a manpower shortage? . . . They told Curt Massey he was allergic to certain vitamins! . . . Don't be surprised if beautiful and talented Shirley Mitchell joins up regularly on the Crosby-Tremayne show . . . Would you like to have General Mills bring back "Women in White"? . . . An orchid to Marjorie Christiansen, Des Moines gal, who had her big chance on the "Hour of Charm" the other night . . . April 29 was broadcast No. 551 for the "National Barn Dance" folks . . . One of the trade papers has quite a yarn about "Omaha's Mayor Harry Knudsen" leading Sammy Kaye's band . . . Kay Kyser may lay off for a year for a rest . . . Hope will go to the South Pacific this summer to entertain The Boys . . . Danny O'Neil, one-time sailor, is said to have inside track on Dennis Day's job when Day reports for induction . . . "The Army Hour," highest rated of all the war shows, started its third year on April 5, and producers say their last show will be a broadcast direct from Berlin and Tokyo . . . Louise Massey (nickman "Lovely," and deserving!) just turned down a movie offer . . . John Conte will play a desert sheik in MGM's new "Lost in Harem" . . . Fibber got many a message when he was hospitalized recently, but treasured one most. It said: "Get well quick!" and was signed "The Western Union Boy."



## The Last Hour of the War

No one knows when the last hour of the war will come. But ending the war soon—pulling the end closer to us even by an hour—can mean life or death to thousands. In one hour a machine gunner can deal out more than 10,000 bullets. In one hour an anti-aircraft gun crew can fire more than 500 shells. Every hour of the war is important, but ending the war even one hour sooner can be your goal and mine.

No one knows exactly what happened in World War I, in that last hour between 10 and 11 a. m. on November 11. But throughout the morning of November 11, according to casualty lists, 1,021 American boys were either killed in action or severely wounded.

Tonight and tomorrow, the hours you put in speeding production are the most important hours in your service to your country. They may be the most important in your personal lives. Perhaps someone you knew and loved was killed on the morning of November 11, 1918. Perhaps someone you know and love will remain alive in the last hour of the war because you did what you could tonight and tomorrow.

# BUY WAR BONDS

(Reprinted from "The Aero"—Minneapolis-Honeywell Regulator Co.)

## 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

In our up-side-down world there are three things which seem to some to be quite obvious.

First, the confusion of the intellectual. There is no dearth of learning, but there seems to be quite a lack of wisdom. There is no rationing of ideas about world conditions, or their remedy. However, it seems difficult to find anything that will work to the improvement of some of the major things in life. Intellectuals are handicapped, because of a lack of ability and faith to put their things to work.



Rev. R. R. Brown

The second is the conflict of the political. War has made some very strange bed-fellows. But it is still difficult for democracy to feel safe with communism in the same bed. There are irreconcilable differences between the political philosophies which make the state supreme over the individual and our democratic ideals. Will the war change the thinking of some European countries, now under dictatorship, so that they would be responsive to the appeal of democracy? We fear that the political conflict may be serious enough to create strained feelings even among Allies. In our own country political parties should give consideration to great principles and stop brow-beating personalities.

The third issue, the inadequacies of organized religion. This is not intended to cast reflection upon religion, but the apparent impotency of organized religion in this great world crisis is impressive. We have come to realize now that it isn't larger and better religious systems, but a more widespread personal certainty in God and spiritual reality that is needed. This means that we must give attention to personal morality. The spirit of lawlessness results from a lack of inward persuasion of the necessity of obedience to spiritual and moral law.

To clarify the confusion of the intellectual, we need a revival of the spiritual. The political must recognize the place of God in the world order. Religion must be more than Sunday dress and pious platitudes. It is a great heart experience. We wish to thank our many friends for their 21st anniversary congratulatory messages. The following is from a communication received from Mr. De E. Bradshaw, Chairman of the Board of Directors of the Woodmen of the World Life Insurance Society:

"You have come to full age. World Radio Congregation is 21 years old. The wonderful work you have done in the past 21 years will go singing along through the centuries. Some good things never die. Rising inspirations will harken back to the 21 years of radio service. The efforts of yourself and your associates are living and moving calls to a better life, a better church and a better country."

Remember the chapel service at 8:30 a. m., Sunday.

# NEWS TOWER LETTERS

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

## Here's a Story in a V-Mail Letter Which Speaks for Itself

"To:  
"Bing Crosby,  
"Hollywood, Calif.  
"Dear Bing: This note is to inform you that the names you see as signatures below feel that an era of dull and everlasting confusion seems to be materializing back home, therefore we have formed the Hope and Crosby for President and Vice President Club. We have done this not only because you two seem to be tops in the eyes of the fighting men, but also because we feel it's time for a new injection of youth and security in our government. We mean no black or slanderous remarks toward our present government—heaven knows we trust and respect them, otherwise we would not be fighting for the cause for which they stand.

"The fact is that all newspapers, columnists and so forth, seem to think that there are only a few special groups of men who are qualified and available for the Presidency. We feel that this is nonsense and not so, therefore that is our reason for trying to create enough enthusiasm to enter you in the coming Presidential election.

"We mean no offense and are deeply sincere. We will inform (you) of our progress with the campaign as time passes. We know all of the service are behind us!

(Signed)

- "Pvt. Paul Nechak, Wisconsin.
- "Pfc. Charles F. Baker, California.
- "Sgt. Sam Erst Long, Mississippi.
- "T/S Emmery C. Dodd, Kansas.
- "Pfc. Harold Wickersham, Ohio.
- "Pvt. Thomas C. Tengin, Tennessee.
- "S/Sgt. Clement Derosier, Massachusetts."

V. . . —

## YOU'RE WELCOME

Lincoln—I have just returned from my trip to California, representing the 4-H members of Nebraska. I want to thank you for your part in making it the wonderful success that it was.

The naming of the E. A. Burnett was an honor for the Nebraskans. I am glad that 4-H clubs were given part in the launching of this ship. I wish I could express just how much this trip has meant to me, but an individual would have to go through these same experiences to understand what the last two weeks have meant to me. These honors were given to the 4-H Club Movement, so my obligation and my appreciation is all the greater.

I want to thank you particularly for getting me started in the right way on radio contacts. I appreciate this very much. I know that Mr. Frisbie does, too.

Very truly yours,  
ELAINE SKUCIUS.

V. . . —

## A FINE GIFT

April 15, 1944.

Pinehurst, Mass.—Here is wishing our News Tower paper another 21 years of luck! I had the News Tower sent to me a year ago for a Christmas present by one of your members—a Mrs. Blunt of Iowa, and it was a very fine gift, as I do enjoy every bit of it.

I cannot get your station, but when the News Tower comes, I do enjoy reading it. Now, Mr. Gillin, here are my very best wishes to you and your three helpers on this fine paper. May you and Mr. Burke, Mr. Wiseman and Mr. DeMoss have your health to put out our News Tower to all who are now enjoying it. I, for one, do, as I am a shut-in. All who take a part in our WOW radio plays a part that is enjoyed by us all.

Thanking you, Mr. Gillin, and all the rest who put out the WOW News Tower, I am,

LOUISE ROBBINS.

# "YOUR AMERICA" SALUTES INDUSTRIES

## Grain and Lumber Feted in New Series

The saga of the great industries of the west and middle west is the new program theme for "Your America," which on April 15 concluded its first program series, honoring governors of states served by the Union Pacific Railroad, sponsor of the show.



Virgil Sharpe

In its new series, "Your America" will feature Narrator Virgil Sharpe, telling the story of each industry—how it grew with and aided in the development of the west; how it now serves all of America, both in peace and in war. Each program will also include a brief address by an outstanding industrial leader.

First to receive a salute on the coast-to-coast NBC production was the grain industry, when, on April 22, J. L. Welsh of Omaha, President of the Grain and Feed Dealers National Association, spoke as guest of honor. Representing the lumber industry on the April 29 show was Colonel W. B. Greeley of Seattle, General Manager of the West Coast Lumber Men's Association.

Stamp collectors throughout the United States will get a valuable addition to their collection in Omaha, Ogden or San Francisco on May 10. On that date Uncle Sam will issue a special stamp commemorating the 75th anniversary of the founding of the Union Pacific Railroad with the issuance of a special postage stamp. The stamp will call attention to the opening of America's first transcontinental railroad on May 10, 1869, and will be on sale only in Omaha, Ogden, Utah, and San Francisco.

"Your America" will continue its other program highlights, which have been regular features since the show went on the air last January. They include music by the Union Pacific Chorus and Orchestra, Reporter Ray Clark's "on-the-job" interviews with railroad employees and stories of "Your America at War." For the latter, Elden (Anspach) Westley, Omaha radio actor, has taken the place of Nelson Olmsted of NBC's Chicago studios, who was recently inducted into the army.

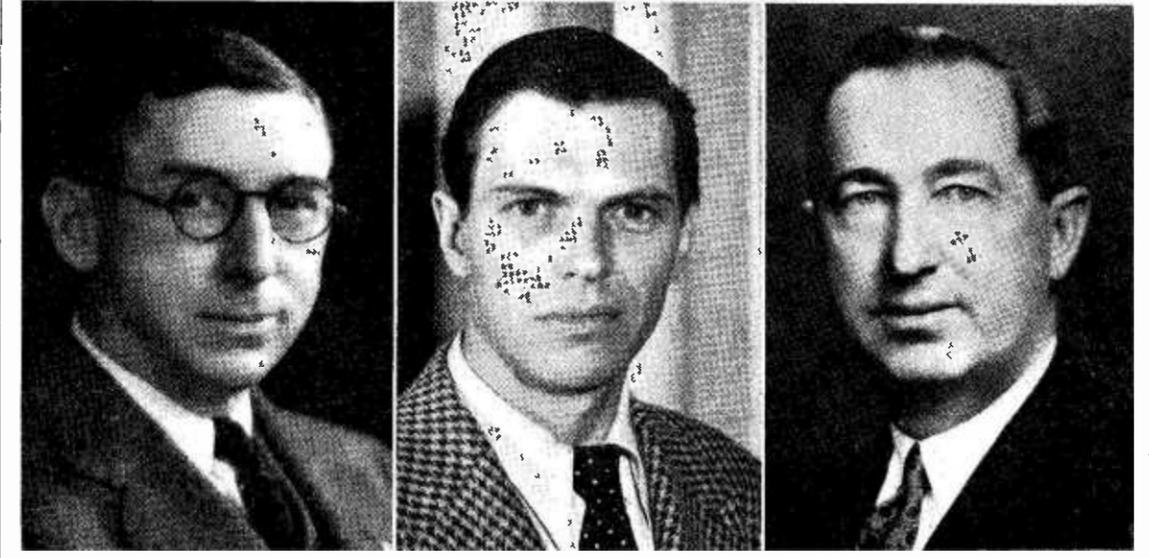
In celebration of the Union Pacific's diamond jubilee, the 65,000 employees of the railroad will present a special anniversary program on May 6 on "Your America" (Saturday, at 4 p. m.).

High point of the program will be the presentation of the National Safety Council's special wartime award for distinguished service to safety to the railroad employees. The presentation will be made by Colonel John Stilwell, Council President and Vice President of Consolidated Edison Company of New York, to W. M. Jeffers, Union Pacific President.

## Waring to Salute Youth This Week

It will be youth week on Fred Waring's "Pleasure Time," May 1 through 5 (NBC, 6 and 10 p. m., WOW). "Victory Tunes" for the entire week will be dedicated to youth organizations that embrace millions of our young people from coast to coast. The schedule: Monday, the Camp Fire Girls of America; Tuesday, the Boy Scouts of America; Wednesday, the 4-H Clubs of America; Thursday, the Girl Scouts of America; Friday, the Boys' Clubs of America.

## STORY TELLERS ON "YOUR AMERICA"



**THE STORY OF LUMBER**, one of the west's greatest industries, was told on Union Pacific's "Your America" by W. B. Greeley of Seattle, manager of the West Coast Lumber Men's Association.

**NEW STORY-TELLER** on the "Your America" series is Elden (Anspach) Westley, Omaha radio actor. He succeeds Nelson Olmsted, who is now a member of Uncle Sam's armed forces.

**THE STORY OF GRAIN** was told on the new "Your America" NBC series by J. L. Welsh of Omaha, President of the Grain and Feed Dealers Association, on the broadcast of April 22.

## STAFF STUFF

By SOREN MUNKHOF

Staff stuff is going to be short and simple this time, because the staff has been so busy filling out income tax returns for March 15 and estimated income tax returns for April 15, that they just haven't had time to do much else.



Soren Munkhof

However, there is one new item. Lucille Stellges, who has been working in the WOW Stenographic Department, was lunched at the Paxton by about

20 of the WOW girls recently. Lucille has just left for Portland, Ore. She and her sister and a couple of girl friends have decided Portland would be a more entertaining home than Omaha. Replacing Lucille on the WOW staff is Mrs. Mary Lou Slayton, whose husband is bound for the armed services, and who, therefore, decided to find something to keep her occupied while he is helping win the war.

### Burke Back

Harry Burke returned from business tripping in New York, and almost immediately set out again for Clinton, Iowa, to give a lecture at the National Association of Broadcasters, on "The Place of Department Store Advertising in Radio."

Two or three of the WOW staff members, including Carl Uharik of the News Department, received "stays of execution," as it were, when the selective service intensified induction of men under 26, and decided to hold off for a while on the older boys. Carl, who had been tasting the salt of the sea already, has been trying to settle down to the Nebraska dust again.

"Jerry" Hetmanek, Secretary to Program Director Lyle DeMoss, shook the Nebraska dust from her feet for a few days, however. She and her mother jaunted off to Denver to visit "Jerry's" soldier brother.

### Wright to Movies

WOW's Marvie Wright, pianist and accordionist at the station for the past six years, has left to go with Jimmy Dorsey's band. He will work with the band in making a picture in Hollywood and then—shortly, too—is expected to join Uncle Sam. His place at WOW on the piano has been taken by Bob Germandt.

A recent visitor to WOW was Mrs. Delford Boyer, nee Donna Irvin. Donna was formerly newsroom secretary and has been in the south with her husband, an instructor with the army air forces. She will be spending the next few months in Omaha, and then hopes to move on to join her husband again.

### News from Bluffs

Traffic Manager Helen Lewis was off for a couple of days when her mother became so ill she had to be taken to a Council Bluffs hospital.

While we are on the subject of Council Bluffs, Mrs. Stewart Keeline, one-time Lois Green of the WOW Bookkeeping Department, who lives in the Bluffs, has been a less frequent visitor to WOW than a number of out-of-town people. However, she recently visited the station for the first time in about a year and a half. Obviously, the big, muddy Missouri must be awfully hard to cross.

Lela Alexander has just returned from a two-week vacation, which she took slightly out of season. She refuses to tell us the reason for this season.

### 21 Years' Service

WOW completed 21 years of service in April. And so did a couple of WOW staff members. The Rev. R. R. Brown has been broad-

(Continued on page 7)

## Standard Oil Awards More War Bonds

Awarding War Bonds for the third year, the Standard Oil Company radio program dedicated to the farm front heroes of food production, is now on the air every day except Sunday over WOW, Omaha, at 6:35 a. m.; KMMJ, Grand Island, at 12:29 p. m.; KODY, North Platte, at 1 p. m., and KGKY, Scottsbluff, at 12:30 p. m.

Everett Mitchell, well-known NBC farm commentator, announces the name of the man, woman, boy or girl whose achievements bring them one of the daily awards of \$25 War Bonds. For six months this popular Standard Oil production will continue to build good will for Standard Oil agents and dealers as this practical and generous way of saluting the farmer's contribution to victory is pursued.

New to the cast of NBC's "Today's Children" is Curley Bradley, in the role of Tex Reagan, elevator operator.

## Swan Song Scoop

Radio Station WOW scored a notable radio news scoop when Wendell Willkie delivered his history-making presidential "swan song" in the Omaha City Auditorium, April 5.

Two minutes before the Willkie speech was to start, Ray Clark, WOW Newscaster, with Engineer Al Maller, cornered Mr. Willkie backstage and induced him to deliver his withdrawal statement exclusively for WOW listeners.

WOW was the only station which broadcast Willkie's statement in his own words. It included all the emotion and drama incident to the momentous event.

Part of the credit for the scoop goes to Maller, who provided an amateur home-recording set from his home when regular equipment was out of order.

Maller's record, incidentally, is the only one in existence of Willkie's "abdication" speech.

## McGees Get Prize Stock on Birthday

Blue bloods from the pasture as well as radio and the press attended the anniversary party NBC gave Fibber McGee and Molly recently at the Trocadero, swank Hollywood night spot. The pasture blue bloods were two Aberdeen Angus heifers, gifts to Fibber and Molly from NBC and S. C. Johnson & Son, Inc., their sponsor.

Sidney N. Strotz, NBC Vice President, made the presentation before a gathering of nearly 400 persons numbering the top stars of the airlines as well as the Fourth Estate gathered there to honor radio's king and queen of comedy, who recently started their 10th year as Fibber McGee and Molly (NBC, Tuesdays, 8:30 p. m., WOW).

Most recent WOW staff member to leave is Marvie Wright, pianist in the WOW Studio Orchestra, who joined Jimmy Dorsey's famed dance band.

## AMERICA'S HOME FRONT SECRET WEAPON Is Our National Sense of Humor

Joan Davis: "I want people to know that inside I'm a different person. You see, I'm a dual personality."

Jack Haley: "From the looks of you, the outside must have lost the duel."—Joan Davis Program with Jack Haley.

Mel Blanc: "Ugh! Me welcome you. Me Chief Flatfoot."

Bud Abbott: "Who gave you that name? Great White Father?"

Mel Blanc: "No. Great White Draft Board."—Abbott and Costello Program.

Red Skelton: "It sure was windy at one camp I played. They were having parachute practice and one fellow came down. The colonel rushed over to him and said: 'Son, to come down in a parachute on a windy day like this . . . it takes a brave man.' The private said: 'I didn't come down in a parachute—I went up in a tent!'"—Red Skelton Program.

Greer Garson: "But, Charlie, if you're so devoted why didn't you ever telephone?"

C. McCarthy: "Well, I'll tell you, Greer. I'm a little shy."

Greer Garson: "Charlie McCarthy shy?"

C. McCarthy: "Yeah—shy a nickel!"—Edgar Bergen-Charlie McCarthy Program.



As emcee of "The Fitch Bandwagon"—which presented an all-time high in good entertainment during April—Tom Reddy is a solid contributor to the nation's humor. Incidentally, he hails from Nebraska.

Kay Kyser: "I asked the soldiers their names. One said, 'I'm F. D. R. Smith.' Another one said, 'I'm F. D. R. Brown.' The third one said, 'I'm F. D. R. Johnson.' I said, 'Why do all you fellows call yourselves F. D. R.?' One of them answered: 'Because it looks like we're

in for the duration!"—College of Musical Knowledge.

Telephone Operator: "Is your father a guest of this hotel?"

Baby Snooks: "No, ma'am. He's paying \$7 a day."—Fannie Brice-Frank Morgan Program.

Wendie Lewis: "You deserted me. You ran when that big brute grabbed me."

Les Tremayne: "Well, he was twice my size."

Wendie Lewis: "But you said you'd face death for me!"

Les Tremayne: "Yes! But he wasn't dead!"—Bob Crosby-Les Tremayne Program.

Harriet Hilliard: "Young man, you're asking for a whipping!"

Red Skelton: "Young woman, you're hearing things. I didn't say a thing!"—Red Skelton Program.

Referring to army camp broadcasts as "a radio comedian's Shangri-La," Bob Hope says these programs do as good a job in lifting his own morale as they do for the soldiers.

## AND NO RED POINTS

Even the tired old fire plugs of NBC's "Hook 'n' Ladder Follies" are in danger, what with meat rationing! As Captain Walt (Ralph Dumke) says, "A nice piece of filly mignon wouldn't be so bad."

# NBC IS READY TO COVER INVASION

## AP, UP and CDN Set to Serve WOW-Land

Radio Station WOW, through the National Broadcasting Company's News and Special Events Department, has completed elaborate plans for coverage of the European invasion. William F. Brooks, head of the department, has rearranged his staff, added more newsmen and expanded facilities to give complete reports of the great military movement when it materializes.

NBC's setup constitutes the fourth division of WOW's plans for covering the invasion and other big war and political news expected to "break" in the next few months. The newly-acquired Associated Press Leased Wire Service, the United Press Service and the Chicago Daily News Foreign Service are the other three big organizations which will be working to keep WOW listeners fully informed in the history-making days ahead.

In charge of the NBC's London invasion staff is Stanley Richardson, who will be assisted by John MacVane, David Anderson and Edwin Haaker. Francis M. McCall, Manager of Operations in NBC's News and Special Events Department, leaves shortly for London, where he will work with Richardson in coordinating invasion-coverage plans. With McCall will go Merrill Mueller, youthful veteran of the London blitz and the North African and Italian campaigns, who will cover the war as NBC's only roving reporter. W. W. Chaplin, experienced AP and INS newspaperman, currently heard on a daily network news broadcast, will also leave for London shortly to report on the invasion and events leading up to it.

### Interpreters

Lowell Thomas, H. V. Kaltenborn, John Vandercook and Robert St. John also will be part of the NBC team covering invasion developments, operating probably from the United States. In Washington, activities will be handled by Richard Harkness, Morgan Beatty, Leif Eid, William McAndrew and Captain Thomas Knode, discharged U. S. Army veteran of the Buna campaign.

For more than a month NBC has been working with the Army and Navy; the British Postoffice, which controls communications circuits out of England; the BBC and other officials in Washington who will have a part in the censorship and dissemination of news once the invasion gets under way. The news department has prepared background copy, assigned special features to be developed both domestically and abroad, and has booked a number of prominent figures, representing various occupied countries, so that when the flash comes, NBC will be ready to give WOW listeners the best coverage possible over the network.

A Navy recording crew has been assigned to NBC and other networks, and the on-the-spot stories thus obtained will be pooled in London.

### Other Theaters

Since other battle fronts are likely to flare up in synchronism with the cross-channel push, NBC has acquired additional crack newsmen and correspondents to report from their respective theaters of operations. One of these reporters, Ray Porter, arrived recently in India and soon will make his way to the Burma battle area.

Max Hill, former AP Bureau head in Tokyo, who spent six months in a Japanese prison camp, is one of the latest additions to NBC's staff of reporters covering the Italian lines. With him are Ralph Howard and Chester Morrison.

When the invasion starts, NBC newsmen and press aides will begin to function on a 24-hour basis. From that moment, programs will be interrupted at any time to bring important bulletins. According to Brooks, extreme precautions will be taken to insure that news will be presented as it actually happens and to guard against interpretations which might tend to color the story as it develops.

## Topnotch Front Line Reporters of the NBC News Invasion Force



Edwin Haaker



Merrill Mueller



John MacVane



David Anderson



Don Hollenbeck



Bjorn Bjornson



Ralph Howard

To these men will fall the most dangerous task of all. They will be where the fighting is the heaviest; they will face danger regardless of where the invasion takes place. It will be their task to report the action as they see it and to guard against any interpretation which might lead to premature conclusion.

## These Key NBC Men Stand Prepared In Vital World News Centers



Max Hill



Francis C. McCall



William F. Brooks



Alex Dreier



Leif Eid



S. Richardson



Robert Magidoff

William F. Brooks, NBC Director of News and Special Events, has chosen these men to give complete invasion coverage. McCall, Manager of Operations in the News and Special Events Departments, will be in England to aid S. Richardson, NBC London head. Magidoff in Russia and Hill in Italy, will report the reaction in their theaters.

## NBC's Ace Interpreters of the Second Front News at Home



Lowell Thomas



Robert St. John



W. W. Chaplin



Richard Harkness



John Vandercook



Morgan Beatty



H. V. Kaltenborn

When the flash comes, these famous reporters will be ready to bring a picture of the locale wherever it may be. Practically all of these correspondents and commentators have visited every country in the world. They will know the people of the invaded lands; the political setups and the terrain which must be covered.

## WOW's Own Service Men Await Invasion News

### By SOREN MUNKHOF

I believe I told you last time that Private Richard Peck, formerly a control engineer at WOW, is now at Field Artillery School, the "school of fire," Fort Sill, Okla. Well, he was, but he is now at Fort Meade, Md., in a specialist's school. On his way from Oklahoma to Maryland, he managed to stop over briefly in Omaha to visit the station.

One of the boys who certainly isn't visiting the station is Russ Baker, listed on the official Army records as Staff Sergeant Frank R. Baker. Russ was a WOW announcer at one time, you know, but is now in far-off India. Russ wrote to the station recently and asked staff members to use their influence in the realm of sport to purchase him some golf balls. We quote from Russ' letter:

"I have gone out to a neighboring course a couple of nights after work and tore off a brisk nine holes each time. Needless to say, my game has suffered from two years of neglect, but I have fun nevertheless. The course isn't bad at all, with narrow fairways and plenty of traps. The greens are pretty fair and we drive from grass tees. There are 27 holes, so there is plenty of variety. There are several old ruined temples or tombs scattered around, which makes the course a little unusual. One of them is right smack up against one of the tees. You can see the crypts in the floor about 10 feet from you as you address the

ball, and you can almost feel the hot breath of the ghost of some long-dead Maharajah on your neck as you swing. It is a sort of spooky feeling and, needless to say, it doesn't do your drive any good.

"Another unusual feature of the game 'as she is played in India' is the caddies, of which each player has TWO. There is one to carry the bag. He is called 'Caddie Walla.' Neither of them will do the other one's work, and neither of them are any good. They spend all their time bumming cigarettes from you. If there are four of you, all eight caddies congregate on the green and cuss you in Hindustani while you are trying to putt. The main trouble with the game over here, though, is the lack of golf balls. I have been playing with an Indian radish, which is about the same shape as an American radish, and they WON'T ROLL TRUE ON THE GREENS. That is why I would appreciate any help you could give in the way of purchasing a few balls. But, whether you get any balls or not, I would appreciate hearing from you. RUSS."

We have also heard from Ardice Fowler, one-time newsroom secretary, and now secretarial at a Marine air base at Cherry Point, N. C. That is her first assignment since she finished her "boot" training with the Marines, and here is a little quotation from one of Ardice's letters written from "boot" camp:

"In glancing over the news letter of January 31, I notice that Jimmy McGaffin is bemoaning the fact that the Army refuses to recognize a desire to sleep late of a morning. Because of this inconsideration the poor guy has to turn in at 1:30 a. m. Wouldst that the Marines would be as inconsiderate of us 'boots.' With a few notable exceptions (going to the laundry and cleaning classrooms) we are under lock and key in the barracks from 6 p. m., and by 10 we are 'secured' in our bunks. We don't even know what nights are like in North Carolina without stealing time from our day work to investigate via an encyclopedia, and we have the same little habit of rising to receive the dawn.

"Just got back from music hour, an optional activity. Tonight, there was something of DeBussy's, Tschaikowsky's Sixth Symphony and the William Tell Overture—all of which were above my head, but, nevertheless, immeasurably delightful. First of all, we cut our unusual minimum expeditionary force of 10 down to four for the event. That, alone, made us feel almost like civilians. Then, at the theater, we chose our spot without a sergeant's advice, slipped down in our seats, closed our eyes and for a complete hour forgot all about military tempo. For once there was neither the cadence of marching feet nor the hubbub of a packed squad room.

"ARDICE."

Two recent promotions give an extra half stripe to two of the WOW boys in the Navy. They have both been raised to the rank of lieutenant, junior grade. Lieut. Bill Dunbar is radar officer on an aircraft carrier, and Lieut. Harold Baker, communications and anti-sub officer on a destroyer. We quote you here a letter from Baker:

"The Sturtevant  
"March 23, 1944

"Munk:

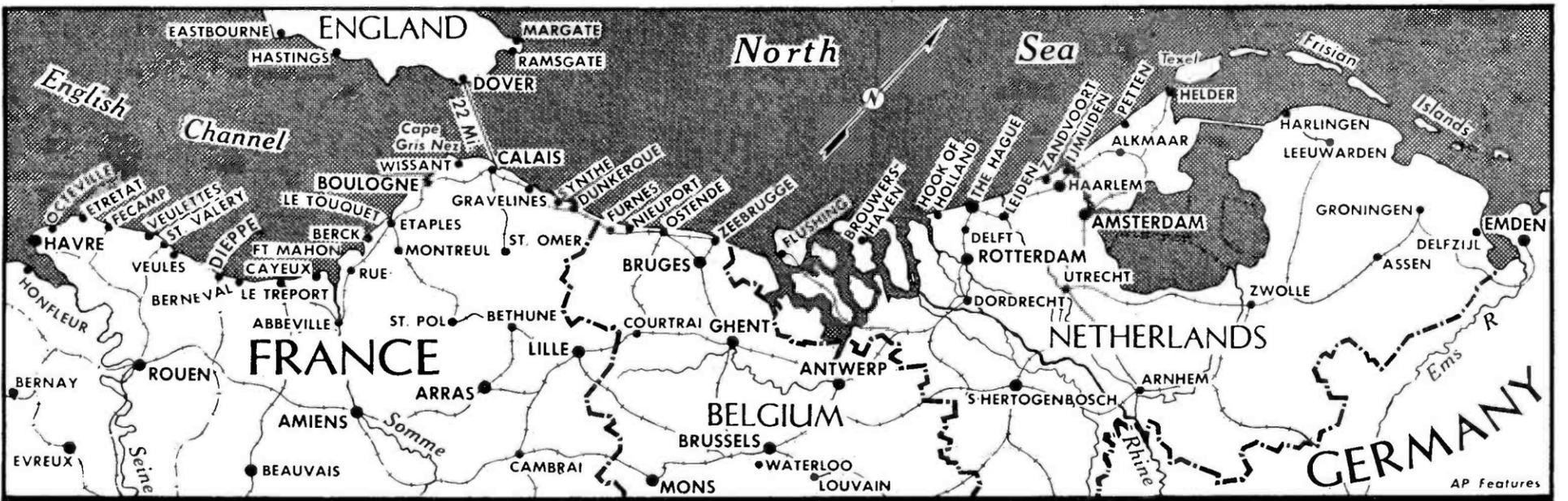
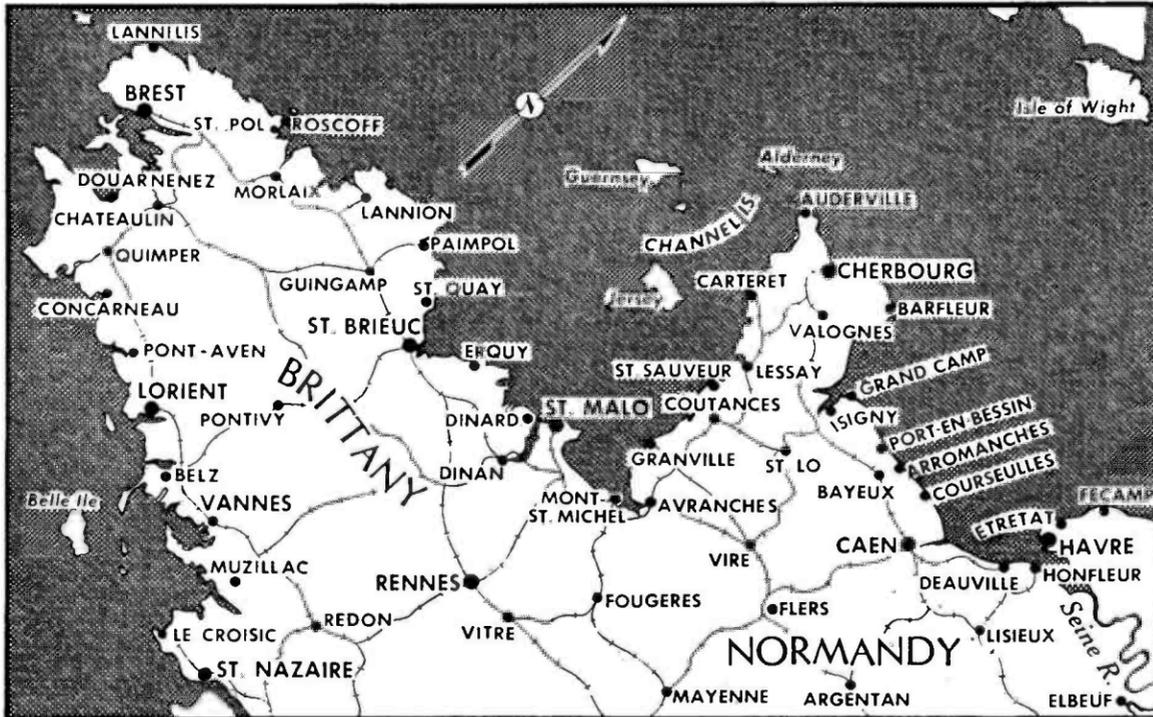
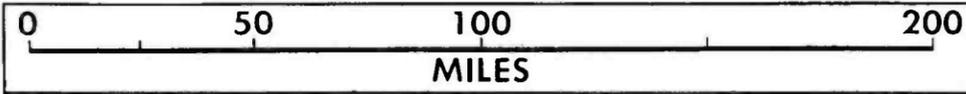
"One letter already has been written to you this evening, but thought you might like to know what a bunch of destroyer officers look like when at sea. As you can tell, they're not the well-groomed lads in the blue and gold that are seen now and then around Omaha's streets and gutters.

"Thanks for all your letters—they're great, and I love 'em as much as Jim, Henry and all those other magnificent liars say they do. Sorry I can't drop in and ogle at the new sec. and the other gals thereabouts. Novak reports that they're honeys of the first magnitude. He was ready to give up the navy and hang around to sweep floors for you all. Line 'em all up against a wall and shoot them with the old Graflex. I promise at least one will be the new pin-up girl of the radio shack very soon. We have a new one there about every three days.

"BAKER."

# KEEP INVASION MAP BY YOUR RADIO

## 2,200 miles of European coast



In order to help listeners interpret the news—especially WOW's new Associated Press war news service, the above map is presented by courtesy of that famed press association.

Please note two of the maps are "tilted" slightly, but arrows indicate true directions. See page 6 for information about the many sources which will supply invasion news to WOW listeners.

### 'Woman in White' Will Return to General Mills' Hour, June 5th

"Woman in White," one of the most popular daytime serials before it left the network two years ago, will return to NBC as part of the "Gold Medal Hour" sponsored by General Mills, Inc., on June 5, it was announced by William Weddell, Assistant Sales Manager for the NBC Central Division.

Simultaneously, Weddell revealed a 52-week contract renewal of the four quarter-hour periods sponsored by General Mills, Mondays through Fridays, from 1 to 1:45 p. m., WOW, effective June 1.

Written by Irna Phillips, the revival of "Woman in White" is of special interest in that it will originate at NBC Chicago, in common with other programs of the "Gold

Medal Hour." The serial will be revived with the plot and several of the characters which won such widespread listening audience when the program was heard before. The drama will replace "Light of the World" in the period from 1:30 to 1:45 p. m., WOW. Product will be Betty Crocker Soups.

Of the other three programs, two of them also are written by Miss Phillips. They are "The Guiding Light" (Wheaties), from 1 to 1:15 p. m., WOW, and "Today's Children" (Bisquick), from 1:15 to 1:30 p. m., WOW.

Rounding out the "Gold Medal Hour" are "Hymns of All Churches" on Tuesdays, Wednesdays and Thursdays; "Melodies of Home" on

Fridays and "Betty Crocker" on Saturdays, all in the 11 to 11:15 a. m., WOW, period. Products are Gold Medal Kitchen-Tested Flour and Softasilk.

The three Phillips serials are carried by the full NBC network, with Knox-Reeves (Minneapolis) as the agency. Dancer-Fitzgerald-Sample is the agency for the other shows.

### NEW SERIES

In order to familiarize WOW listeners with the many social services performed by Community Chests and other similar agencies, WOW has arranged a new series of programs called "War Town" and starring Ralph Bellamy of the movies. The series started April 29 and will be heard for 13 weeks at 4:45 p. m. each Saturday. It is presented in cooperation with the Community Welfare Council of Omaha.

### General Motors to Continue NBC Symphony 52 More Weeks

Another full year of radio symphony under the sponsorship of General Motors is assured in the announcement by Alfred P. Sloan, Jr., chairman of the corporation, that General Motors had signed a contract with the National Broadcasting Company for continuation of the General Motors Symphony of the Air program for a second period of 52 weeks.

Arturo Toscanini, for whom the NBC Symphony Orchestra was created seven years ago, will return to the podium for a series of concerts during the winter months. The more frequent use of prominent soloists and guest conductors is a likely program development.

Under terms of the new contract,

the Sunday radio program (4 p. m. to 5 p. m.), which has presented the NBC Symphony Orchestra under the conductorships of Toscanini, Leopold Stokowski and Dr. Frank Black, remains under the General Motors' banner until August 1, 1945.

The ever-increasing appreciation of fine music in America, and the belief that the weekly talks by Charles F. Kettering, Vice President of General Motors and directing head of its Research Laboratories, may serve as an inspiration to the youth of the country in planning and building the postwar world, were cited by Mr. Sloan as important factors in the corporation's decision to continue sponsorship of the program.

# "LETTY" STAR TO SUB FOR BOB HOPE

## Canadian Comic to Relieve Cantor

Two top-notch NBC shows have announced summer replacements. Long and lean Charlotte Greenwood, star of such stage successes as "So Long, Letty," "Linger Longer, Letty" and "Leaning on Letty," will be the summer replacement for Bob Hope and his present Pepsodent cast when that show (Tuesdays, 9 p. m., WOW) takes its summer vacation from the NBC network after the broadcast of June 6.

Long a radio hold-out while waiting for the right microphone vehicle, Miss Greenwood will appear for 13 weeks in a tailor-made continuity script idea titled "Miss Charlotte."

### New Comedian

Canada's favorite young comedian-emcee, Alan Young, will take over for the summer in the Eddie Cantor "Time to Smile" niche (NBC, Wednesdays, 8 p. m., WOW), when the Cantor show completes the season after the June 21 broadcast.

"The Alan Young Show," which goes on the air June 28, also will present Songstress Bea Wain with Peter Van Steeden's orchestra.

Young's routine combines situation comedy with rapid-fire gags, and, although he's 24, it has made him a headliner with Canadian listeners for years. While still in his teens, he was both writer and star of "Stag Party," a variety program, and lately has been doing a half-hour variety program from Toronto, also called "The Alan Young Show."

V...—

# C-H-A-T-S

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

KNOCK . . . KNOCK!  
MAY I COME IN?

How are you, neighbors? How many May baskets did you find on the door? Wasn't that a thrill when you were a little shaver and you heard a knock and the sound of scurrying footsteps, and then you opened the door to find several gay little baskets filled with flowers from the woods and perhaps a little note, "Sugar's sweet and so are you."

April was a busy month 'round the little brown desk in the corner, for nine years had passed since Aunt Sally hung her hat on a peg and joined the radio family of WOW, and the nicest letters kept coming in all month from the nicest people.

Well, Wanetta Jensen is at her home in Lincoln. Easter Sunday was the day for Wanetta to walk out of the hospital, get in a car with her soldier-boy son and wend her way home.

Now, going home from a hospital is always a happy day, but the going home for Wanetta was an event never to be forgotten. It was the beginning of a new life to her.

Eleven years of illness and pain left this young woman in a crippled condition—her feet deformed and she was unable to bend her elbows. She had not been able to feed herself for six years.

When we sent Wanetta a wheel chair a few years ago she could then get about, but there was little chance of her ever getting beyond the wheel chair, for those twisted feet and stiffened knees made anything more impossible.

I met Wanetta Jensen in a Lincoln hospital, and at the time she was in so much pain she could scarcely turn her head. After many and varied treatments, remedies and plenty fighting spirit, Wanetta

## THEY'RE BOTH STOOGES AND STARS ON NBC SHOWS



"BEULAH" . . . the cook at the Fibber McGee home and one of radio's most popular "stooges," is portrayed by Marlin Hurt. Omahans may remember his appearance with the former "Tom, Dick and Harry Trio."



"DAISY MAE" and Bad Boy Red Skelton's "mummy" is played by Harriet Hilliard (Mrs. Ozzie Nelson). Harriet's parents, incidentally, used to be tent show stars in the midwest. Besides "stooging" for Skelton, sings in her hubby's band.



"LE ROY" . . . nephew of "The Great Gildersleeve," is portrayed by Walter Tetley, who though still too young for the wars, has made a great name for himself in radio—feeding "gags" to his noisy radio "uncle."



"JANIE" (Jane) Powell . . . although primarily a singer (and a peacherino, at that!), is Charlie McCarthy's newest heart-throb. She's just 14, but she's reading lines in each Chase & Sanborn show and is a great supporting comedy actress.



Dennis Day (Benny)



Vera Vague (Hope)



Bert Gordon (Cantor)



Jerry Colonna (Hope)



Wendell Niles (Abbott-Costello)



Hanley Stafford (Maxwell)



Rochester (Benny)



LES TREMAYNE . . . is a comedy star in his own right, and is billed as such on the "Bob Crosby-Les Tremayne" Old Gold show Sunday nights. The way this rollicking show works out, he and Crosby are stooges for each other.



"BLOSSOM BLIMP" . . . feeds lines and gets many laughs on the Joan Davis-Jack Haley Sealtest Thursday night. Her theory is that love never comes too late. Her name, Verna Felton. She's an All-American tackle when handsome male guest stars show up.



"WELLINGTON" . . . one of the funniest characters in radio, is portrayed on the Fibber McGee show by Funnyman Ransome Sherman. He's been a favorite on the air for more than 10 years. Takes several supporting roles on the McGee show.



began to improve, and finally was fully recovered.

I was impressed with the cheerfulness of this bright little person. Her eyes were always shining and there was a smile that just wouldn't come off. Somehow it didn't seem right that she should be in a wheel chair, on the side lines, but ought to have a part of the activity around her, living a normal life.

The more I thought about Wanetta Jensen, the more determined I was that when the opportunity afforded itself, something should be done for her.

The opportune time meant when the Sunshine service had completed the hospital case on hand and there was no pressing need of funds. Finally the day came when I was able to discuss with Wanetta the possibility of meeting the great surgeon who is cooperating with us in such a splendid fashion. The result of examination was awaited

anxiously, and the verdict was that Wanetta had a big chance of walking and using her hands freely if we could take care of hospital bills for many months.

Wanetta entered the hospital September 17. In less than two months her elbows were behaving as elbows should, and our patient was able to use her own fork to feed herself. If that were ALL that could have been accomplished, it would have been well worth while, but the twisted feet were straightened by operations, casts and massage, and a new being steps forth to begin life all over again.

Can you imagine what all this means to Wanetta Jensen? No! Not unless you had passed through 11 long years of suffering to find yourself in a helpless condition and then to have a magic wand waved over your head and awaken one day to decide you would have lunch, then to eat in normal fashion after

being fed with a spoon for six years; then have an idea to WALK across the room, and you DO actually walk. No! You wouldn't know what all this means to any human unless you had traveled the same mile, too.

The first steps for Wanetta were shaky—she was fearful. It didn't seem possible that her feet and legs would really work after so long a time. She called forth all her courage and took a step, and another. The miracle had happened. She could walk! Then Wanetta sat down and cried, and you might guess why she cried.

Today Wanetta is ready to walk right out into the glorious springtime, a glorified human. Isn't that splendid? And don't you feel like saying "God bless that great surgeon and everyone who had any part in another soul to freedom!" Later Wanetta will tell her story on the air.

Well, what now and who is next in line for Sunshine? I'll tell you more about that next month, but right now I must go out and pick some tulips.

'Bye for now!

YOUR AUNT SALLY.

V...—

## Hymns Continue Popularity Ranking

Hymns come and go, but 10 years of hymn-singing on the air have convinced Fred Jacky, director of the "Hymns of All Churches" choir (NBC, three-a-week, 11 a. m., WOW), that the old-time gospel and Sunday school favorites still are tops in any hymn parade. Jacky says his audience mail shows such old favorites as "Rock of Ages" and "In the Sweet By and By" are more popular than ever.



# WOW'S MAY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "5/44" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
5:30	4-Bell News—Sports Phillips "66" Penn Tobacco Paxton & Gallagher Studebaker Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	The Great Gildersleeve  Kraft
6:00	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Starring Curt Massey Schutter Candy Co.	Jack Benny  General Foods Grape Nuts Flakes	
6:15	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	Nebraska Power	Fitch Bandwagon Tom Reddy, News	
6:30	Pfd. Melodies—Hamm	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Bob Burns Lifebuoy	Prof. Melodies—Hamm	Eye-Witness, Hamm	Chase & Sanborn Hour	
6:45	News, Groves	Johnny Presents Ginny Simms Philip Morris	Mr. and Mrs. North Woodbury Products	Maxwell House Coffee Time	Cities Service Concert Oil Marketing Companies	Abie's Irish Rose P. & G. Drene, Ivory	One Man's Family Standard Brands Fleischmann Yeast	
7:00	Cavalcade of America Du Pont	A Date With Judy Tums	Beat the Band Raleighs	Aldrich Family General Foods Postum	Your All-Time Hit Parade Lucky Strike	Truth or Consequences P. & G. Duz	Manhattan Merry-Go-Round Dr. Lyons	
7:30	Telephone Hour Bell Telephone	Mystery Theater Molle Shaving Cream	Time to Smile Ipana—Sal Hepatica	Kraft Music Hall Bing Crosby	Waltz Time Phillips Milk of Magnesia	National Barn Dance Alka-Seltzer	American Album of Familiar Music Bayer Aspirin	
8:00	Information Please H. J. Heinz	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis	Joan Davis and Jack Haley Sealtest	People Are Funny Wings Cigarettes	Can You Top This? Colgate Dental Cream Supersuds	Hour of Charm General Electric	
8:30	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Show	Abbott & Costello Camels	Amos 'n' Andy Lever Rinso	Palmolive Party	Bob Crosby Old Gold	
9:00	Dr. I. Q. Mars, Inc.	Red Skelton Raleighs	Lucky Strike	March of Time Magazine	Bill Stern—Colgate	Grand Ole Opry Prince Albert	WOW News Tower Kilpatrick's Uncle Sam's	
9:45	C. B. & Q. WOW News Tower Paxton & Gallagher Ironized Yeast	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C. B. & Q. WOW News Tower Paxton & Gallagher Ironized Yeast	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C. B. & Q. WOW News Tower Paxton & Gallagher Ironized Yeast	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	Walter Winchell Jergens Lotion	
10:00	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports	Basin Street Fun Woodbury	
10:15	World's Most Honored Music—Longines	Ronald Coleman Auto-Lite	World's Most Honored Music—Longines	Those We Love General Foods	World's Most Honored Music—Longines	I Sustain the Wings NBC	News Reports, NBC	
10:30	Midnight Review Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman		

YOU'LL ENJOY WOW'S MUSICAL AND COMEDY PROGRAMS—MIDNIGHT to 1:30 A. M.

## MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call.....	Daily except Sun.	11:00 A. M.—Hymns of All Churches—Gen. Mills, Softasilk.....	Tue., Wed., Thu., Fri.
6:00 A. M.—Early Morning News Tower—Allcock.....	Daily except Sun.	Betty Crocker—Gen. Mills, Softasilk.....	Sat.
6:15 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.	World Front—Bunte Bros., Candy.....	Sun.
Time and Tunes.....	Sat.	11:15 A. M.—Creighton University of the Air.....	Sat.
6:30 A. M.—Markets (Remote).....	Mon., Tue., Wed., Thu., Fri.	11:30 A. M.—Musical Moments.....	Mon., Tue., Wed., Thu., Fri.
6:35 A. M.—Time and Tunes.....	Mon., Wed., Fri.	Markets.....	Sat.
Victory Farmers on Parade—Allied Mills.....	Tue., Thu.	Stradavari Orchestra—Prince Matchabelli Cosmetics.....	Sun.
Markets.....	Sat.	11:35 A. M.—Millions of Dollars—Better Business Bureau.....	Sat.
6:55 A. M.—Reveille—Fair Store.....	Daily except Sun.	11:45 A. M.—C. D. N. News—Nebraska Power.....	Daily except Sun.
7:00 A. M.—Alex Dreier—Skelly News.....	Daily except Sun.	12:00 Noon—Life Can Be Beautiful—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
News Summary, NBC.....	Sun.	Man on the Farm—Ful-O-Pep Feed.....	Sat.
7:05 A. M.—George Crooks, Organ, NBC.....	Sun.	WOW News Tower—Kilpatrick's, Uncle Sam's Breakfast Food.....	Sun.
7:15 A. M.—Cheerful Earful—Wilson & Co., B-V & Ideal Dog Food.....	Daily except Sun.	12:15 P. M.—Markets (Remote).....	Mon., Tue., Wed., Thu., Fri.
7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul Boone County Neighbors, NBC.....	Daily except Sun. Sun.	Farm Magazine of the Air—Yager Seed Company.....	Sun.
7:45 A. M.—Reveille Roundup—Groves Cold Tablets.....	Mon., Wed., Fri.	12:25 P. M.—A Song and a Smile, Bobbie and Lyle—Merchants Biscuit.....	Mon., Tue., Wed., Thu., Fri.
Lyle, Stan and Lyle—Nutrena Mills.....	Tue., Thu., Sat.	12:30 P. M.—WOW News Tower—Peter Paul, Paxton & Gallagher.....	Daily except Sun.
8:00 A. M.—World News Review—National Biscuit.....	Mon., Tue., Wed., Thu., Fri.	Defense Program.....	Sun.
What's What Today?—Metropolitan Utilities.....	Sat.	12:45 P. M.—Noonday Forum—Bexel Vitamins, Calox Tooth Powder.....	Daily except Sun.
WOW News Tower—Roberts.....	Sun.	Voice of American Dairy—American Dairy Association.....	Sun.
8:05 A. M.—Farm Fair—Manley Popcorn.....	Mon., Tue., Wed., Thu., Fri.	1:00 P. M.—Guiding Light—Betty Crocker Soup.....	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—A to Z in Novelty.....	Mon., Wed., Thu., Fri.	Farm Facts and Fun.....	Sat.
Creighton University of the Air.....	Tue.	News, Views and Interviews, Foster May—Sweetheart Soap.....	Sun.
Little Doghouse.....	Sat.	1:15 P. M.—Today's Children—General Mills.....	Mon., Tue., Wed., Thu., Fri.
Commando Mary, NBC.....	Sun.	1:30 P. M.—Light of the World—General Mills.....	Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Mort Wells & Co.....	Mon., Tue., Wed., Thu., Fri.	Here's to Youth, NBC.....	Sat.
Now Is the Time, NBC.....	Sat.	Westinghouse Concert.....	Sun.
Chapel Service, Rev. R. R. Brown.....	Sun.	1:45 P. M.—Judy and Jane—Folger Coffee.....	Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Lora Lawton—Babo and Aunt Polly's Soup Mix.....	Mon., Tue., Wed., Thu., Fri.	2:00 P. M.—Woman of America—P. & G. Ivory Snow.....	Mon., Tue., Wed., Thu., Fri.
Homemakers' Club of the Air—Nebraska Power.....	Sat.	The Baxters, NBC.....	Sat.
9:15 A. M.—Robert St. John, News—Miles Lab.—NBC.....	Mon., Tue., Wed., Thu., Fri.	Upton Close—Sheaffer Pen.....	Sun.
9:30 A. M.—Helpmate—Cudahy, Old Dutch Cleanser.....	Mon., Tue., Wed., Thu., Fri.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
Betty Moore on Home Decorating—Benj. Moore Paint.....	Sat.	2:30 P. M.—Pepper Young—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.
Omaha's Front Page—Nebraska Power.....	Sun.	The Army Hour, NBC.....	Sun.
9:45 A. M.—Dreft Star Playhouse—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Right to Happiness—P. & G. Ivory Bar.....	Mon., Tue., Wed., Thu., Fri.
Pet Parade—John Morrell & Co.....	Sat.	3:00 P. M.—Backstage Wife—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.
Cheer Up Time—Iowa Master Breeders.....	Sun.	Rupert Hughes, NBC.....	Sat.
10:00 A. M.—Road of Life—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.	3:15 P. M.—Stella Dallas—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
Hook 'n' Ladder Follies—Goodyear.....	Sat.	The People's War, NBC.....	Sat.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food.....	Sun.	3:30 P. M.—Lorenzo Jones—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.
10:15 A. M.—Vic and Sade—P. & G. Crisco and Ivory.....	Mon., Tue., Wed., Thu., Fri.	Doctors at War, NBC.....	Sat.
Gems and Jottings—Zales Jewelry.....	Sun.	Nebraska-Iowa Quiz—Listerine Tooth Paste.....	Sun.
10:30 A. M.—Brave Tomorrow—P. & G. White Laundry.....	Mon., Tue., Wed., Thu., Fri.	3:45 P. M.—Young Widder Brown—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
Lighted Windows—Alcoa Products.....	Sat.	4:00 P. M.—When a Girl Marries—General Foods.....	Mon., Tue., Wed., Thu., Fri.
This We Know—Audiphone Co.....	Sun.	Your America, NBC—Union Pacific.....	Sat.
10:45 A. M.—David Harum—Aunt Polly's Soup Mix, Babo.....	Mon., Tue., Wed., Thu., Fri.	General Motors Symphony of the Air.....	Sun.

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