

Radio  
Station  
WOW

# RADIO NEWS TOWER

5000  
Watts  
590 Kc.

Complete Radio Program News From Radio Station WOW

VOL. II—No. 1

OMAHA, NEBRASKA, OCTOBER 1, 1937

PUBLISHED MONTHLY

## KRAUSE M. C.'s EASY SONG FEST

### GOT 'EM!



An Omaha boy, Curtis Arnall, better known to radio listeners as "Pepper" of "Pepper Young's Family," is heard over WOW each week day, describes his recent coyote hunting trip at Angora, Neb.

### Won \$1,000.



It always seems that good fortune goes some place else . . . well, here's news to the contrary. Mrs. Fay Bobenmeyer of Randolph, Neb., is one of the lucky individuals who won one of the Oxydol contests held this fall. She received a check for \$1,000.

### Introducing . . .



This is Gaylord James Avery, who joins the WOW staff as announcer, coming from KABR, Aberdeen, S. D. Personality and announcing ability make him a welcome member of the staff.

### Woodmen Are Fraternal Officers

Two Woodmen officials were honored at the National Fraternal Congress of America, held at Columbus, Ohio, this fall.

Mrs. Dora Alexander Talley, national president of the Supreme Forest Woodmen Circle was unanimously chosen president of the congress. She is the fourth woman to attain this signal honor.

Farrar Newberry, secretary of the Woodmen of the World Life Insurance Society, was named a member of the executive committee. Both Mrs. Talley and Mr. Newberry have been extremely active in fraternal work. Mrs. Talley can proudly point to 1904 as the year when she became a member of the Woodmen Circle. She was national secretary in 1911 and succeeded as president in 1934.

Mr. Newberry has been an ardent Woodman for more than 22 years. He is particularly well known both in the membership of the Woodmen and the country over as a very capable speaker.

The congress this fall was one of the largest ever held. Representatives from 92 fraternal societies participated in the event. The parade of the congress saw more than 5,000 uniformed marchers parading the streets of Columbus.

### May Robson on Radio Air Waves

The grand old lady of stage and screen, May Robson, will now be heard on the air on a program of her own, known as "Lady of Millions." She will be sponsored by Bauer and Black, in the interests of Velure, and will be heard over WOW Mondays through Fridays, beginning October 18, at 4:15 p. m.

### Slater Takes On Cycle Show

The NBC sports commentator, Bill Slater, heads the list of talented people who will carry the new program sponsored by Cycle Trades of America.

Hugo Mariani conducts the orchestra. Bert Swor, original member of the "Two Black Crows" program, and Lou Lubin make up the black-faced comedy team. Bert Whaley is the baritone; Alois Havrilla is the announcer. The program is heard over WOW every Sunday from 2:30 to 3 p. m.

### Peggy Tudor to Bring Celebrities

The new program sponsored by Oneida Silversmiths, "Peggy Tudor," heard over WOW every Thursday at 10:30 a. m., features well-known guest stars. Emily Post, Edgar Guest, Beatrice Fairfax and Angelo Patri are among the world's famous men and women who will greet you over WOW on this new show.

### Hymns Are Popular

The "Hymns of Cheer" program, which has been heard over WOW every week day morning at 8:30, has been changed on the WOW schedule and will be heard now at 8:15 a. m. The program is under the direction of Ray Olson, who is assisted by Ida Gitlin, contralto, and John Halpine, tenor, with Fred Boucher at the organ.

### Union Outfitting Company and Easy Washer Company Sponsor New Radio Program

The search for more interesting and more entertaining programs goes on without stopping. The very newest to WOW audiences is the Easy Song Fest, which will be broadcast every Sunday afternoon from 3 to 3:30 directly from the Omaha theater, 15th and Douglas streets in Omaha.

The sponsors, the Union Outfitting Company and the Easy Washer Company, have secured the cooperation of the Tri-State Theater Corporation officials, Mr. Everett Cummings and Mr. Bill Miskell, who are making the Easy Song Fest a part of every Sunday afternoon entertainment.

The success of the new show is assured through the cooperation of Ed Forrester, manager of Omaha theater, and Ted Emerson, Tri-State publicity chief.

Each Easy Song Fest program will feature singing by the audience of songs that are dear to the hearts of everyone.

The well-known master of ceremonies, Ed Krause, will demonstrate his own abilities as soloist, and will assist the audience in the Omaha theater in their singing. Each Sunday afternoon will also see featured artists presented from the Omaha theater stage. Mr. Krause has led audiences as large as 8,000, and, according to him, people like to sing and he likes to help them sing.

This is the opportunity WOW listeners have been looking forward to—an opportunity to participate in a radio broadcast. So be sure to attend the Omaha theater on Sunday afternoons.

Orphan Annie is again on WOW. Mondays through Fridays, at 4:45 p. m.

### Butter-Nut Coffee Brings "Chronicle Show"

Did you ever live in a small town? Have you ever been in a town so small that everybody new everybody else? Have you ever been in a small town long enough to sense how the entire community joins with one in both joys and heartaches? In such small towns it is not a question of being curious . . . it's simply a human manner of living, in which people are interested in other people.

This new program, "Orchard Valley Chronicles" will be heard over this station at 8 to 8:15 a. m., Mondays through Saturdays, and will be sponsored by Paxton & Gallagher, roasters of Butter-Nut coffee.

If you like people, you'll like this program. You'll enjoy Mort and Fred, the merchants of Orchard Valley. Then, there's Millie, the charming girl, lovable and sweet, yet she, too, has been touched by sorrow.

As for Gideon, his very name describes his mean character. You just know there's one in every town . . . they're just as much to be expected as the railway station.

The boy in the story is Jed, and Millie thinks a great deal of him. As for Betsy, you can both dislike her and approve of her at the same time. How she does love a scandal! You have known gals just like her.

So much for the preview on "Orchard Valley Chronicles." It will be heard over WOW 8 to 8:15 every morning except Sunday. Don't miss the first broadcast . . . Monday, October 4!

Marion Talley returns to network for Ry-Krisp. She will be heard over WOW every Sunday at 4 p. m.

### LOWDOWN.



"Link" Lyman

Again this year "Link" Lyman, the University of Nebraska line coach, will take Nebraska football fans behind the scenes of the big games. The program will be brought to WOW listeners every Friday and Saturday at 6:45 to 7 p. m., starting with the football season on October 1.

The football fans among WOW's audience have a tremendous respect for "Link" Lyman and his football programs. They like them because they are factual. By way of his descriptive remarks "Link" actually takes listeners up and down the side lines, into the dressing rooms—and even into the coaches' conferences. His sponsor, the Standard Oil Company of Nebraska, promises WOW listeners a most interesting series of programs. Each broadcast will bring the newest dope on the Cornhuskers. Remember the first program goes on the air Friday night, October 1, at 6:45 o'clock.

### Jello Again! From Jack Benny

Headline news for radio fans . . . Jack Benny is back on the air over WOW beginning Sunday, October 3, at 6 p. m.

Phil Harris has been signed to furnish the music for the new Jello series. He will bring plenty of pleasing rhythms to match Jack Benny's lilting humor.

Naturally, Mary Livingstone will be there in her usual capacity . . . a sparkplug for laughter. Kenny Baker, too, joins the merry crew. And we have last-minute information saying that Sam "Schlepperman" Hearn will again be calling his well-known phrase, "Hello, stranger!"

Again this year Jack Benny will have a "Don" to pin everything on, because Don Wilson will again handle the microphone.

Billy White, who is Cornelius Callahan in Kaltenmeyer's Kindergarten, worked 10 years as a filing clerk for the Quaker Oats Company in Chicago before deciding on a radio career.

### Fun is CONTAGIOUS



The smiling countenance of Ed Krause explains in a large degree why he has been so outstandingly successful as a master of ceremonies for song fests. Ed Krause conducts the Easy Song Fest, sponsored by the Union Outfitting Company and the Easy Washing Machine Company, broadcast over WOW every Sunday afternoon at 3 o'clock from the Omaha theater.



# WOW

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Some days visitors just seem to come in flocks. On a recent Saturday afternoon several people well known in radio visited WOW, among them Curtis Arnall, who takes the part of Pepper Young in "Pepper Young's Family," and R. J. Rockwell, one of the first engineers to operate a radio station in Omaha. Some time in 1921 Mr. Rockwell operated a transmitter in the attic of his father's home at 5019 Capitol avenue. Mr. Rockwell, in describing the practice used in those days, said that Gene Rouse would gather up all the talent in his automobile, convey them to the broadcast studio in the attic of the home, and then take them home after the broadcasts were over. Mr. Rockwell is now chief engineer of America's most powerful station, WLW in Cincinnati.

John J. Gillin, Jr., manager of WOW, has been in New York City recently, serving as a member of the committee which is attempting to adjust the demands of the American Federation of Musicians in regard to the employment of musicians in radio stations in 1938.

From John K. Chapel, our globe-trotting announcer, we have been receiving almost daily reports in postcard form, advising us that he and his wife are having a wonderful time, and hitting the high spots in the Baltic and Scandinavian countries.

Perhaps you have noticed that Aunt Sally's column is missing in this issue of the Radio News Tower. She is on her vacation and will resume her interesting writings as soon as she returns.

To the board of the Nebraska State fair, radio station WOW wishes to extend its thanks for the many courtesies extended to assist this station in bringing interesting broadcasts to WOW listeners from the state fair in Lincoln.

The WOW staff certainly gets around. Just think of it! . . . Chapel in Europe, Luella Ruth Cannam and John Gillin just returning from Los Angeles and New York, respectively . . . and goodness knows who goes where next.

We hope that by the time you receive this issue of the Radio News Tower, Jettabee Hopkins will be on the air over WOW. Most of us haven't known Miss Hopkins personally, but we have known of her professionally, and we do feel, after meeting her, that she is going to be a very well-liked person on the WOW staff. Her picture is in this issue on page 8.

We understand that Bill Baldwin, formerly of WOW and WGN of Chicago, is on the move. Just as soon as we find out where he lands we will let you know about his progress.

Of course, we are proud to let you know that Foster May was named a member of the board of directors of the newly-formed Association of News Editors and Writers in Chicago on September 12.

In case you don't know it, WOW has a full-time local news reporter in the person of Soren Munkhoff, and we promise you a picture of Soren in our very next issue. He is tall, blond, and a very capable writer.

Those of you who visited WOW studios in the past year or so will recall Evelyn Mason, daytime hostess, who was recently married. On a visit to the studios the other day, a wide smile and happy countenance spoke well for her marriage venture. The staff and WOW listeners wish Mr. and Mrs. Fred Gilmore much happiness.

## Pretty Kitty Kelly Comes to WOW

One of the newest and most charming heroines of the air waves is Kitty Kelly, who has "landed in New York" via Frank Dahm's vivid script story, "Pretty Kitty Kelly." The tale of the beautiful Irish girl is heard five mornings a week, Monday through Friday, at 8:30 a. m., over WOW.

Kitty Kelly, played by lovely Arline Blackburn, is involved in many an exciting situation as her dramatic story unfolds. Among the adventures and romantic interludes which she encounters are a mysterious murder . . . a handsome young man who loves her . . . contact with the underworld characters in a great city . . . a jewel robbery.

The tense situations are brought about mainly because Kitty, upon landing in New York, is stricken with amnesia. Her loss of memory, coupled with her exploitation by gangsters and an English solicitor and countess, make this new story extremely interesting.

Who is Kitty Kelly? How will she disentangle herself from the web that is being spun around her? Only the script author knows—and he's not telling!

Frank Dahm, the author of this delightful serial, says that "Pretty Kitty Kelly" was born of a "chance inspiration." Chance, a trip to New York and an Irish mother-in-law were the ingredients which started this mystery melodrama on its course. You see, up until a few months ago, Mr. Dahm lived in or near Chicago. New York was just a name to him. Then he decided to visit the big city and find out what all the shouting was about. The writer was dazzled, and out of that bewilderment Kitty Kelly was born. Upon his return to Chicago, he went to tea with his Irish mother-in-law. Their discussion brought out facts about the Irish people . . . their temperament, habits and very considerable and inimitable charm. Something happened in Dahm's head.

His young and lovely heroine . . . the one who was to see New York for the first time and marvel at its many wonders . . . would be an Irish girl just over from the old country. Yes, he had it! And now you hear it over WOW.

## Kitty Keene is a Good Show

"Kitty Keene, Inc." is the dramatic story of a former "Follies" star who operates a detective agency in a large city.

The program is heard over radio station WOW daily except Saturday and Sunday at 3:45 p. m., and is sponsored by the Procter and Gamble Company, the makers of "Dreft."

Frances Carlton is a pretty blue-eyed, brown-haired star of stage and movies. She plays the role of "Kitty." A native of Indianapolis, Miss Carlton began her radio work in Chicago last year. In New York she served as understudy for several stars. She is 24 years old and is supported by a cast, including Ken Griffin, Charles Williams, Joan Kay, Jack Williams, Rupert La Belle and Buelah Brandon. Day Keene is the author of the scripts.

## Burns and Allen Are on a Vacation

George Burns and Gracie Allen are to have their reward for five years of humorous behavior. They are going on a vacation following their broadcast of October 4. After a month's rest, the pair will resume their broadcasts over WOW at 7 p. m. on Monday, November 8, for Grape Nuts. Guest stars will take their place during their absence.

Just where and how the vacation will be spent has not been revealed as yet. George wants to go to Mexico and Gracie prefers an ocean trip. Their two children, Ronnie and Sandra, have not expressed themselves, so undoubtedly the Burns and Allen crew will be on an ocean liner before long.

Johnny the (Phillip Morris) Call Boy, 43 inches tall, forgot his microphone stool and had to be hoisted onto the shoulders of George Brooks, the announcer, so that he could reach the mike.

## Belcher Show Now on WOW

Jerry Belcher is always on the lookout for good neighbors and interesting neighbors, because he now conducts a program, "Interesting Neighbors Visited by Jerry Belcher," heard over WOW every Sunday evening at 6:45. The new program is sponsored by the F. W. Fitch Company, makers of Fitch's Shampoo.

Jerry Belcher originated the Vox Pop program in Houston, Tex., while he was manager of a commercial station in that city. He brought the program to New York in 1935. Later he developed this newer type of program and has been looking for interesting neighbors ever since.

He was born in Austin, Tex., on November 7, 1895. He studied business administration at the University of Texas and has worked for a newspaper and advertising company. He is 6 feet tall, has gray eyes, red hair and a ruddy complexion. He is very happily married and has one child.

Recently Jerry Belcher visited Omaha and originated a program from the farm of Gus Sumnick, located about 20 miles from Omaha toward Waterloo, Neb. There is something unusual, something different and something very basic in Jerry Belcher's programs. Remember to listen to them over WOW at 6:45 every Sunday evening.

## Jerry Seeks Neighbors . . .



WOW's Burke Aids Jerry Belcher

## MEET--LOIS Many Radio Shows at New Times



Like most of the WOW staff, Lois Green is versatile. She began her work here eight years ago, combining the duties of secretary, bookkeeper, file clerk, accompanist and hostess. With the growth of WOW, some specialization became necessary, and Lois took charge of the bookkeeping department. In her capable hands the figures, accounts and records are accurately and completely handled. Like most people in similar responsible positions, Miss Green has a careful regard for the expenditures of money. Her Scotch nature sometimes brings forth a gentle chiding if she notes the slightest signs of the careless use of money.

Nearly all radio programs have changed their broadcast time since September 27.

The Story of Mary Marlin is heard over WOW at 3:30 p. m. daily except Saturday and Sunday.

The "Guiding Light" program, originally heard at 4:45 p. m., is now heard at 3:15 p. m.

We suggest that you check carefully over all your favorite programs, as many of them are now heard over the air at a different broadcast time.

Bernardine Flynn, the Sade of the NBC Vic and Sade program and Mrs. Dr. C. C. Doherty in private life, became the mother of a seven-pound baby boy early in the morning, Thursday, September 9, in Passavant hospital, Chicago. The baby has been named Anthony, and scripts in which his mother is written out are being used on the show.

Anne Seymour, New York stage actress who now plays the title role of The Story of Mary Marlin over WOW, celebrated her birthday September 11. She is fondest of a gift she gave herself on the festive occasion. It's a small sailboat she can use on Lake Michigan this fall and next summer.

## "MIKE" SIDESHOWS...

Well, they did it to us again . . . just when we get accustomed to the same voice giving us our gripping morning "drammers," they go and switch us to a female whose voice is decidedly different. Now they've taken away the familiar (and, by the way, most competent) Nancy in "Just Plain Bill" and given us a voice that is so unnatural and so unlike our favorite Nancy that we're not quite sure we like it . . . but maybe the national crew doesn't care whether we "listeners-inners" like it or not . . . quien sabe?

Snicker! Snicker! Ray Olson, who's been doing the swell Hayden's Breakfast Serenade show in the mornings, let his temperature readings get the best of him . . . one morning, during mid-September, the temperature was so cool-ish that the next morning he reported digging out the old "comfys" for protection against our frigid night prairie winds . . . could it be that he meant the old familiar red flannels?

The smooth baritone voice that's just new to the announcing staff at WOW is that of a Gay Avery . . . the looks are just as smooth as the voice, girls . . . but Howard O. Peterson, whose sorry lot it is to edit this "mag," remodeled his first name to a very definite "Butch."

Dignity withdrew its wings and frowned horror at a gathering of melon-eaters last month. John J. Gillin, Jr., dapper studio manager, received a huge melon . . . a-perfect-fit-in-a-wash-tub-size . . . an S. O. S. was flashed to the staff to come to the aid of the Gillins, and forthwith went the entire gang last month. On curb, on lawn, on chairs, on steps they sat . . . and ate with both ears . . . and next year, YOU and YOU and YOU will probably be invited to a same affair, for the melon seeds were scattered with such abandon that next summer a good-sized melon patch should grace the front lawn of the Gillins.

C. A. P.

## Candid Shot of NBC Show



Of all the network dramatic shows, "John's Other Wife" has a distinct place. It's a story of a business man whose life seems to be divided between his office assistant and his true wife. It is not the cheap, tawdry story of the well-known eternal triangle variety. In this story both the office wife and the home wife sincerely have John's interest at heart. "John's Other Wife" is heard over WOW Monday through Friday at 9:15 a. m., and is sponsored by American Home Products.



# WOW Gal Hobnobs With Radio Stars



Luella Ruth Cannam brings back herewith photographic proof of her delightful time while in Hollywood. Here she is smiling over the comedy lines of the Maxwell House Showboat script with Captain Henry, whose real name, as most people know, is Charles Winninger. Miss Cannam found Captain Henry as gracious as he is lovable to listen to over the air. She also became acquainted with other members of the "Showboat" cast. Herschel Williams, who produces the show for Benton & Bowles, deserves a great deal of credit for the success of the show, according to Miss Cannam.

## Showboat Now Better Than Ever

Woouo . . . Woouo . . . Woouo . . . the calliope booms out . . . crowds heard from river landing . . . orchestra up . . . "HERE COMES THE SHOWBOAT."

Such sets the scenes for Capt. Henry's Showboat. Virginia Ver-rill, Nadine Conner, Tommy Thomas, Warren Hall, Hattie McDaniel, Eddie Green and Alam Kruger, along with 73 players pick up their cues. Meredith Wilson's "concert swing" music bursts into a popular song, and . . . THE SHOW IS ON!

A slight twist of your dial to WOW any Thursday evening at 8 o'clock and the Maxwell House Showboat steams into your living room. But to be different, let's tune in . . . behind the scenes.

A top-notch script and musical routine must be prepared. Perhaps the script is accepted as written and the program is put into immediate production. While necessary script revisions are being made, arrangers and composers are busy adapting musical selections. Hard as they work, Showboat players maintain an air of informality at rehearsals. However, dress rehearsal is conducted with all the dignity of the finished show.

After much final checking, talent and stage undergo a change befitting it for television . . . it is that complete.

Captain Henry's Showboat is heard each Thursday evening at 8 o'clock over WOW.

Hezzie of Uncle Ezra's Hot Shots is still dreaming about the 35-pound muskie he recently lost after a 40-minute fight up at Sand Lake, Wisconsin.

Carlton KaDell, giving a commercial spiel, said: "—and with this gasoline there is no Carlton. This is Carbon KaDell speaking. Good night!"

Jane Froman, in more than 2,000 broadcasts, estimates that she has sung 8,784 different songs over the air.

Hollywood is generally looked upon as an American playground, with people hurrying hither and thither, pleasure bound. This may be true to some extent, but after a month's sojourn there, spent in visiting radio and motion picture studios, attending the rehearsals of some of NBC's biggest coast-to-coast programs, and talking with the agency representatives who produce these shows, I am convinced that Hollywood is one of the busiest places on earth.

### Plenty of Work

For instance, a motion picture is in production night and day until it is completed. Those taking part, including the stars, often work until late at night and are frequently called to the set as early as 5:30 in the morning. Then again, radio productions such as the Chase and Sanborn Hour, Showboat and the Kraft Music Hall require hours and hours of rehearsal and revision.

### Growing Rapidly

During a rehearsal of the new Packard Hour I was amused to see Lanny Ross poised on a saw-horse in a position that looked none too comfortable while he was waiting for his turn to sing. The NBC shows are moving out to Hollywood so rapidly that in this instance they had to use an auditorium that was still under construction, which accounts for the saw-horse replacing chairs. I was surprised to find W. C. Fields sitting so calmly in front of the microphone during the Chase and Sanborn Hour. Bob Burns looked as if he might have just come up from Arkansas when he appeared on his Kraft Music Hall broadcast recently. In addition to being very sunburned, he was growing a beard, for which he refused to apologize because, he said, it was for "art's sake."

### Stars About

While dining at the Vendome, a popular rendezvous for film stars and producers, I rubbed elbows with the genial Wallace Beery. Anita Louise, who was dining at the table across from me, looked just as beautiful as she does on the screen. Grace Moore, whose face was somewhat hidden by a large white hat, was busily engaged in a conversation with friends. And Governor Murphy of Michigan, with his party, seemed to be enjoying all of this artistic atmosphere about as much as Yours Truly.

At Perino's, a famous Italian restaurant, I recognized Adolph Menjou, who looked just as immaculate as he does in his usual well-dressed roles on the screen. Also saw Benny Goodman dining there and at the same time engaged in a conference with his managers.

But no impression of Hollywood can surpass the magnificent view I had from the surrounding hills of this glorious city at night. In the distance were millions of colored lights—a veritable fairyland! Yes, Hollywood, the City of Dreams!

Your Hollywood Vacationer,  
LUELLE RUTH CANNAM.

## Aunt Hannah's Cooking Corner

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



### CREAM CHEESE SALAD

- 1 cup cream cheese
- 2 level tablespoons chopped pimientos
- 1 level tablespoon chopped green pepper
- 1/3 cup chopped nuts
- 1/4 teaspoon salt
- 1/4 teaspoon paprika (for color)
- 1 cup mayonnaise

Head lettuce  
Cream the cheese until soft; add pimientos, nuts, green pepper, salt, paprika and one tablespoon mayonnaise. Form into a square cake. Put in a cold place one hour. Cut in thin slices; serve on lettuce with mayonnaise.

### SHRIMP SALAD

- 1 1/2 cup shrimp
- 1 cup diced cucumber
- 1/2 cup celery, cut fine
- 1 cup hard-cooked eggs, chopped
- 2 level tablespoons chopped pimientos
- 1 level teaspoon salt
- 1 cup salad dressing (or mayonnaise)

Mix all together. Chill and serve with brown bread sandwiches. Use crab meat in the same way.

## Television to be Attraction at World's Fair

David Sarnoff, president of RCA, and Grover Whalen, president of the 1939 New York world's fair, have signed an agreement whereby television will be given a public demonstration by RCA and NBC at the world's fair, which is dedicated to "The World of Tomorrow."

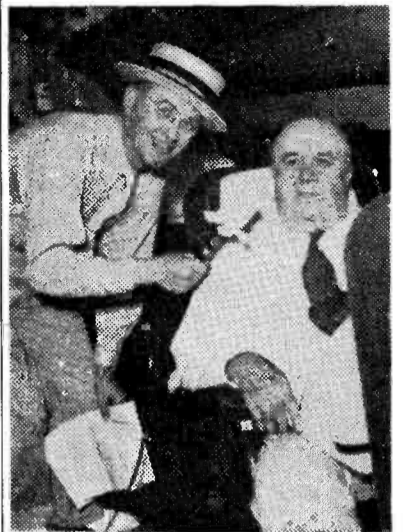
The television show will afford the millions of visitors to the fair from the far corners of the earth an opportunity to watch demonstrations of every aspect of radio and television—the modern world's and future world's most effective means of communication and entertainment.

In conjunction with the signing of the agreement, Mr. Sarnoff said: "In the ultra modern radio and television building to be erected by RCA on the world's fairgrounds, we shall show how radio safeguards the passage of ships at sea and the flight of ships in the air. We shall maintain a radio communications center at the fair, so that visitors may send radiograms to any part of the world and to ships on the seven seas. We shall demonstrate how photographs are transmitted across the ocean by radio.

"The youngest child in the family of RCA service is, of course, television. This infant is not yet out of the nursery, but it is learning to walk and to talk. The progress we are making daily in the development of transmitting sight through space gives promise that by the time the world's fair opens in 1939, television will be greatly advanced over its present-day position.

"While the problems of developing a nation-wide television system are enormous. We have faith in the future of this new radio art. Television is bound to have a profound influence on the lives of all of us. It will extend, but not replace, our present-day system of broadcasting. Much yet remains to be done before television becomes available to the general public, but we firmly believe that some day this will be accomplished."

## ON PLANE



Again Foster May is on the job with the special events microphone of WOW. Here he has cornered the genial mayor of Omaha, Dan Butler, inside one of the new "Mainliner" planes of the United Air Lines . . . The broadcast was part of a special events program commemorating the 10th anniversary of commercial air line traffic in Omaha. The program was broadcast over WOW September 1, 1937, from 3:15 to 3:45 p. m.

## FOR PACKARD

Kilocycle audiences are turning the dial to 590 at 8:30 p. m., CST, every Tuesday, for more glittering reasons than one. Lanny Ross, tenor; Charles "Deadpan" Butterworth, Florence George, soprano; Don Wilson, master of ceremonies, and Raymond Paige's orchestra are on hand to see that the new Packard Show pleases you.

Lanny Ross is responsible for music and romance. Charley Butterworth is assisted by Cliff Arquette. "Nuf said!" Radio's Cinderella, Florence George, unknown a year ago, scales the heights in this starring spot. Don Wilson, of the "Jello Again" series, will give his emceeing abilities to preside.

## PRETTY KITTY KELLY



Miss Blackburn plays the part of a young Irish immigrant fighting for a foothold in New York City . . . Clayton Collyer is the handsome young man who so enthusiastically returns her love in the "Pretty Kitty Kelly" show. This program is heard over WOW at 8:30 a. m. every week day except Saturday and Sunday. The program is sponsored by the makers of Wonder Bread and Hostess Cakes.



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

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

Some time ago the editor of our Radio News Tower requested that we have our son, Robert S. Brown, write this column. Therefore, it seemed rather fitting that we should ask him to bring a message to you in this month's issue, telling us something of his recent trip to Europe.—R. R. Brown.

I have literally grown up with radio. I was only 10 years of age when my father broadcast the first religious service for WOW, then WOAW. Radio has never ceased to thrill and attract me. Little did I dream that I would one day be associated with my father in this ministry of the air that reaches so many thousands. During the many years that Doctor Brown has been on the air, I have seen him sacrifice everything for the benefit of the chapel service. It is a great privilege to be working with him and the corps of consecrated helpers each Sunday morning.

### To Capital

This summer I had the opportunity to make a marvelous trip, and I would like to relate some of the high spots. Immediately after the close of school, I went to Washington, D. C., where I studied and visited the places of interest for about a week. Senator Burke, Senator Norris and Congressman McLaughlin were very helpful, enabling me to get much important information and to meet government leaders.

### On to N. Y. C.

The three days spent in New York City were crowded to capacity with visits to NBC, the studios, control rooms and offices. I was privileged to visit many programs and to meet some celebrities, such as Graham McNamee and Jack Pearl.

### To England

Embarking on the large French liner, "Ile de France," I had a pleasant five-day crossing to Plymouth, England, and by train to London, where I spent a week visiting parliament, the British Broadcasting Company, the tennis tournament at Wimbledon, the museums, and scores of other famous and fascinating places. From London I went to Oxford university, where I was enrolled in a short course of study, and then journeyed to Scotland and had pleasant visits with my father's relatives. In spite of the daily rains, the Scottish scenery, the bagpipe bands, the soldiers dressed in kilts, were all thrilling. While in Edinburg, the king and queen of Great Britain paid their first official visit to Scotland, so I was able to see their majesties on a number of occasions and witness interesting ceremonies.

The crossing of the North Sea from England to Norway on a small boat was uneventful, but most unusual, because the sea was so very calm. To try to describe Norwegian beauty would be futile. The fjords, snow-capped mountains, beautiful waterfalls, wild reindeer and, most pleasant of all, the friendly people, made my stay there entirely too short. My next stopover was in Stockholm, where visits to the marvelous new city hall building, Skansan government buildings, etc., added to the natural beauty and attractive layout of the city.

### Denmark Pleases

Copenhagen, Denmark, surpassed my expectations with much beauty and interest. Every home has a gorgeous flower garden, the old castles are magnificent and the food most palatable.

To try to see Berlin, the Black Forest country and the Rhine region in a short time is really an injustice to the beauty of Germany's countryside. I wish there might be time to give you a few observations of the Hitler government.

On my way to Paris I passed through Holland and Belgium. There was just a week left in which to see Paris and its environs before

## RECORDING



Joe Herold

Frequently radio listeners hear the words . . . "This program is brought to you by electrical transcription." Frequently over WOW special events programs are broadcast in this manner. Radio station WOW is equipped with both portable and stationary recording equipment. Wherever the WOW mobile unit can go, recordings can be made.

### Solve Problem

The purpose of making recordings rather than using broadcast lines is obvious. Things often happen when commercial schedules prohibit immediate broadcast. Oftentimes lines are not available at all, and hence the recordings are made and broadcast at a later time.

### Two Units

If necessary the portable recording outfit in the mobile unit can be dismantled and taken any place that a man can go, providing he has electric power to operate the unit.

### Army Maneuvers

Some of you may have heard the descriptions of the war maneuvers at Fort Riley, Kans., on August 22 and 23. These were first recorded in the mobile unit on the camp site and then brought to Omaha for broadcast. Some of the programs were made in a hay field several miles from power or telephone lines. In this instance the gasoline power unit in the mobile truck supplied the necessary current. Cavalry charges, artillery barrages, machine gunners, air attacks and Foster May's verbal explosions were successfully recorded and later broadcast to you over regular transmitting equipment.

### State Fair Coverage

At the Nebraska State fair WOW found it impossible to broadcast the auction of the grand champion baby beef just at the moment it was actually taking place, so a record was made and a few minutes later it was carried on the air.

### Studio Recorder

In contrast to the mobile equipment of WOW, the stationary re-

I was to sail, so I was forced to travel at a fast pace. The World's fair, built on the banks of the Seine river, with the Eiffel tower as the center, is the laboratory for modern building and design. Each evening there were wonderful fountain displays and spectacular fire works which thrilled the tremendous crowds.

### Grateful Prayer

The return ocean voyage on the luxury liner, "Normandie," was thrilling because of the boat's beauty and the fact that we broke the world's speed record for the east-west crossing, making the trip in three days and 23 hours.

On the trip I met many fine people and had much kindness shown me. On two particular occasions I was conscious of the overshadowing Providence that protected me from accident, and His goodness was experienced when He raised me up from a bed of sickness. I want to thank my friends for their prayers, cards and letters, and for the sustained interest in my trip. And now we are looking forward to a very profitable season in fellowship with you in the ministry of our chapel service.

ROBERT S. BROWN.

Recording machine is located in the control room at the studios. On it studio programs are recorded. Frequently we record important events, such as the abdication speech of King Edward, Ak-Sar-Ben races and numerous interviews which have been made semi-permanent by this method. The type of recording made on both the mobile and permanent recorders is of an instantaneous nature. That is, the recordings can be played immediately after being made.

### Limited Use

However, the nature of the material of the recording blanks is such that the records cannot be played indefinitely, as the surface material is too soft to permit constant use.

Listeners, from what we have been able to learn, appreciate this service, which permits us to preserve programs until we can broadcast them, and broadcast them if necessary several times.

The recordings of WOW are kept in a permanent file for further use, and many of them may some day have great historical value.

JOE HEROLD.

Anne Seymour, star of the dramatic serial, "The Story of Mary Marlin," noticed her negro houseman munching a carrot the other day and asked if he were a vegetarian. "Yas'm," drawled Harlem. "Don't you ever eat meat?" Anne queried. "No'm. Only pork chops—thas all," he assured her.



Speaking of recordings and mobile units . . . here's a picture taken during the Nebraska State fair, at which time WOW originated several programs every day from the fair grounds. By looking closely, you can see that Foster May is standing on the top of the WOW mobile unit. It is estimated that the crowds attending the Chevrolet "Man on the Street" programs every day varied from 1,000 to 2,500 people.

## Dr. Angell Starts His Radio Duties

Dr. James Rowland Angell, entering upon his duties as educational counselor to the National Broadcasting Company, told press representatives in an interview Friday, September 10, in the NBC studios in Radio City that he was beginning his radio work as an "apprentice."

Doctor Angell, recently-retired president of Yale university, announced that he planned after a month of such apprenticeship, during which he would "work my way up from the basement to my appointed position," to sail for Europe to continue his study of radio education in England and the Scandinavian countries. He expects to sail the first week in October.

The most immediate field for the extension of education through broadcasting is adult or popular education, Doctor Angell said. The noted educator will return from his European tour of study during the first part of January.

Though they have been actively engaged in radio work for 13 years, Marian and Jim Jordan did not make the "big time" until their debut over NBC networks in November, 1931. After four years of song and patter and various network shows, they became Fibber McGee and Molly on April 16, 1935, and after two years of radio starring in that show, became movie stars in April of this year. "What we want now is television," says Fibber. "We need it to round out our careers."

## Radio News Reel Has New Idea

A new show is on the air, but the men who direct the program are not new to radio listeners. Parks Johnson and Wallace Butterworth, known as the men of "Vox Pop," start October 24 with "The Radio News Reel."

The program will consist of actual appearances of headliners, prominent in the news from week to week. People who appear on the program will be brought to New York especially for the broadcast, and there will be no impersonations nor dramatizations . . . only actual individuals will appear on the program.

It is expected that such people prominent in the news as Mrs. Stella Crater, wife of the missing supreme court justice, and "General" Jacob Coxey and others, who will provide very interesting broadcast material, will appear on this program.

The program in no way changes the regular "Vox Pop" program. The new program will be heard over WOW from 2 to 2:30 p. m. Sunday, and will be sponsored by Energine Cleaning Fluid.

Don Ameche, dramatic star of the Chase and Sanborn Hour, is studying plans with Mrs. Ameche. They are planning to build a home in San Fernando valley, near Hollywood.

## ... Sh! Sh! ...



Whispering Jack Smith

"Whispering Jack Smith" is heard over WOW every Monday and Wednesday in a new series of programs, accompanied by his "Whispering Strings."

"Whispering Jack" has just returned from a year-and-a-half tour in Europe. In that time he has built up an entirely new repertoire of songs.

Jack Smith got his name "Whispering" by an unusual accident. It happened that he was in a studio in The Hotel McAlpine in New York City, watching a broadcast. His friend fainted dead away. His first view of the "mike" was too much. Then the announcer recognized Jack, and not knowing that he had just about lost his voice from overwork on the vaudeville stage, pushed Jack in front of the microphone and introduced him.

Unable to sing above a whisper, Jack did the entire program in a low voice. He was confident that he was a radio flop, but the radio fans decided differently . . . they liked the "Whispering Baritone."

Remember to listen now and then to "Whispering Jack Smith," heard over WOW every Monday at 6:30 and Wednesday at 6:45 p. m.

Vivian Della Chiesa stopped in an all-night restaurant the other evening after her Carnation Contented program and ordered a barbecue sandwich. It was so delicious, particularly the sauce that had been used, that the soprano complimented the proprietor. When she was ready to leave he ceremoniously handed her a bucket, filled with the sauce. "Now I am going to a jewelry store and compliment the manager on his beautiful diamonds," said Vivian.

## Clever! These Jordans



Molly and Jim Jordan are gaining radio friends hand over fist. Molly, as you know, plays "Mrs. Wearybottom" and the "I betcha" girl. This program that Fibber McGee and Molly put on for Johnson's Wax is in a class by itself in radio humor. The best way to describe it is to say that it is both wholesome and funny. They are heard on WOW every Monday at 8 p. m.





# WOW Schedule

(Continued from page 5)

6:55—Markets. (S)  
 7:00—Good Morning Melodies. N (S)  
 7:15—WOW News Tower. (C)  
 7:30—Hayden's Musical Clock. ET (C)  
 8:00—Paxton & Gallagher Show. (C)  
 8:15—Streamliners. N (S)  
 8:25—Sun Flame Singers. ET (C)  
 8:30—Streamliners. N (S)  
 8:40—Records. (S)  
 8:45—Landy Trio. N (S)  
 9:00—Nancy Swanson. N (S)  
 9:15—Charloters. N (S)  
 9:30—Manhattans. N (S)  
 9:45—Aunt Sally. (S)  
 10:00—NBC. (S)  
 10:15—Ward and Muzzy. N (S)  
 10:30—Uncle Tom's Playhouse. (S)  
 11:00—Beatrice Lind. N (S)  
 11:15—Your Home Town. ET (C)  
 11:30—Rex Battle Ensemble. N (S)  
 12:00—Happy Jack. N (S)  
 12:15—Midday Melodies. ET (C)  
 12:30—WOW News Tower. (C)  
 12:45—Records. (S)  
 12:55—Foster May, Man on the Street. (S)  
 1:00—Your Host Is Buffalo. N (S)  
 1:30—Concert Ensemble. N (S)  
 2:00—Concert Miniatures. N (S)  
 2:30—Weekend Review. N (S)  
 3:00—Willie Bryant Orch. N (S)  
 4:00—WOW News Tower. (S)  
 4:15—Theaterus. ET (S)  
 4:30—Kallenmeyer's Kindergarten. N (C)  
 4:45—Landy Trio. N (S)  
 5:15—Civic Calendar. (S)  
 5:30—Records. (S)  
 5:35—Alma Kitchell. N (S)  
 5:45—Art of Living. N (S)  
 5:50—Headline News. (S)  
 6:15—Top Hatters. N (S)  
 6:30—Three Maids and Their Mike. (S)  
 6:45—Lowdown on Cornhuskers. (C)  
 7:00—Believe It or Not. N (C)  
 7:30—Log Cabin Syrup. N (C)  
 8:00—NBC Concert Orch. N (S)  
 8:30—Special Delivery. N (S)  
 9:00—Jamboree. N (S)  
 10:00—Hotel Stevens Orch. N (S)  
 10:30—WOW News Tower. (C)  
 10:45—Rainbow Room Orch. N (S)  
 11:00—Chermot. (S)  
 11:30—NBC. (S)  
 12:00—Theaterus. ET (S)

## SUNDAY, OCTOBER 17

7:00—William Meeder Ensemble. N (S)  
 7:30—Children's Concert. N (S)  
 8:00—Harold Nagel's Orch. N (S)  
 8:30—Chapel Service. Rev. Brown. (S)  
 9:45—Blaisdell Woodwind Ensemble. N (S)  
 10:00—Records. (S)  
 10:05—Ward and Muzzy. N (S)  
 10:15—Bravest of the Brave. N (S)  
 10:45—Marrow Oil. N (C)  
 11:00—Dreslein and Hufsmith. N (S)  
 11:30—Round Table Discussion. N (S)  
 12:00—Synopators. (S)  
 12:15—WOW News Tower. (C)  
 12:30—Smoke Dreams. N (C)  
 1:00—Sunday Drivers. N (S)  
 1:30—Widows Sons. N (S)  
 2:00—Tapestry of Music. (S)  
 2:30—Hicycle Party. N (C)  
 3:00—Easy Washer Song Fest. (C)  
 3:30—World Is Yours. N (S)  
 4:00—Marion Talley. N (C)  
 4:15—Interesting Neighbors. N (C)  
 4:30—Catholic Hour. N (S)  
 5:30—Tale of Today. N (C)  
 6:00—Jello Program. N (C)  
 6:30—Fireside Recital. N (C)  
 6:45—Interesting Neighbors. N (C)  
 7:00—Chase and Sanborn. N (C)  
 8:00—Manhattan Merry-Go-Round. N (C)  
 8:30—Album of Music. N (C)  
 9:00—Sealtest Rising Stars. N (C)  
 10:00—Job Clinic. (S)  
 10:30—WOW News Tower. (C)  
 10:45—NBC. (S)  
 11:00—Chermot Ballroom. (S)  
 11:30—Music Box. (S)  
 12:00—Theaterus. ET (S)

## MONDAY, OCTOBER 18

6:00—Theaterus. ET (S)  
 6:30—WOW News Tower. (S)  
 6:35—Markets. (S)  
 6:40—Theaterus. ET (S)  
 6:45—Producers Market Guide. ET (C)  
 7:00—Sing. Neighbor. Sing. ET (C)  
 7:15—WOW News Tower. (S)  
 7:30—Hayden's Musical Clock. ET (C)  
 8:00—Paxton & Gallagher Program. (C)  
 8:15—Hymns of Cheer. (S)  
 8:30—Pretty Kitty Kelly. ET (C)  
 8:45—Monticello Party Line. ET (C)  
 9:00—Mrs. Wiggs. N (C)  
 9:15—John's Other Wife. N (C)  
 9:30—Just Plain Bill. N (C)  
 9:45—Today's Children. N (C)  
 10:00—David Harum. N (C)  
 10:15—Backstage Wife. N (C)  
 10:30—How to Be Charming. N (C)  
 10:45—Manhattans. N (S)  
 11:00—NBC. (S)  
 11:15—Your Home Town. ET (C)  
 11:30—Three Marshalls. N (S)  
 11:45—Voice of Experience. ET (C)  
 12:00—Markets. (S)  
 12:10—Records. (S)  
 12:15—Midday Melodies. ET (C)  
 12:30—WOW News Tower. (C)  
 12:40—Records. (S)  
 12:45—Foster May, Man on the Street. (S)  
 1:00—Your Home Town. ET (C)  
 1:15—Markets. (S)  
 1:30—Houseboat Hannah. ET (C)  
 1:45—Judy and Jane. ET (C)  
 2:00—Pepper Young. N (C)  
 2:15—Oxydon's Ma Perkins. N (C)  
 2:30—Vic and Sade. N (C)  
 2:45—The O'Neills. N (C)  
 3:00—Lorenzo Jones. N (C)  
 3:15—Guiding Light. N (C)  
 3:30—Mary Marlin. N (C)  
 4:00—WOW News Tower. (C)  
 4:15—Lady of Millions. ET (C)  
 4:30—Records. (S)  
 4:35—Police Bulletins. (S)  
 4:45—Aunt Sally. (S)  
 5:00—Jangles. (S)  
 5:15—Gurney and Dietrick. N (S)  
 5:30—Mystery Melodier. ET (C)  
 5:35—Singing Strings. N (S)  
 5:45—Orphan Annie. N (C)  
 6:00—Headline News. (C)  
 6:15—Uncle Ezra. N (C)  
 6:30—Whispering Jack Smith. ET (C)  
 6:45—Continental Oil. ET (C)  
 6:50—Burns and Allen. N (C)  
 7:30—Voice of Firestone. N (C)  
 8:00—Fiber McGee and Molly. N (C)  
 8:30—Hour of Charm. N (C)  
 9:00—Contented Hour. N (C)  
 9:30—Music for Moderns. N (S)  
 10:00—Amos and Andy. N (C)  
 10:15—NBC. (S)  
 10:30—WOW News Tower. (C)  
 10:45—NBC. (S)  
 11:00—NBC. (S)  
 11:30—NBC. (S)  
 12:00—Theaterus. ET (S)

## TUESDAY, OCTOBER 19

6:00—Theaterus. ET (S)  
 6:30—WOW News Tower. (S)  
 6:35—Markets. (S)  
 6:40—Theaterus. ET (S)  
 7:00—Good Morning Melodies. N (S)  
 7:10—Modern Miracles. ET (C)  
 7:15—WOW News Tower. (C)  
 7:30—Hayden's Musical Clock. ET (C)  
 8:00—Paxton & Gallagher Program. (C)  
 8:15—Hymns of Cheer. (S)  
 8:30—Pretty Kitty Kelly. ET (C)  
 8:45—Monticello Party Line. ET (C)  
 9:00—Mrs. Wiggs. N (C)  
 9:15—John's Other Wife. N (C)  
 9:30—Just Plain Bill. N (C)  
 9:45—Today's Children. N (C)  
 10:00—David Harum. N (C)  
 10:15—Backstage Wife. N (C)  
 10:30—Nebraska College of Agriculture. (S)  
 10:45—George Hartrick. N (S)  
 11:00—NBC. (S)  
 11:15—Your Home Town. ET (C)  
 11:30—Barry McKinley. N (S)  
 11:45—Voice of Experience. ET (C)  
 12:00—Markets. (S)  
 12:10—Records. (S)  
 12:15—Midday Melodies. ET (C)  
 12:30—WOW News Tower. (C)  
 12:40—Records. (S)  
 12:45—Foster May, Man on the Street. (S)  
 1:00—Theaterus. ET (S)  
 1:15—Markets. (S)  
 1:30—Houseboat Hannah. ET (C)  
 1:45—Judy and Jane. ET (C)

## WEDNESDAY, OCTOBER 20

6:00—Theaterus. ET (S)  
 6:30—WOW News Tower. (S)  
 6:35—Markets. (S)  
 6:40—Theaterus. ET (S)  
 6:45—Producers Market Guide. ET (C)  
 7:00—Sing. Neighbor. Sing. ET (C)  
 7:15—WOW News Tower. (C)  
 7:30—Hayden's Musical Clock. ET (C)  
 8:00—Paxton & Gallagher Program. (C)  
 8:15—Hymns of Cheer. (S)  
 8:30—Pretty Kitty Kelly. ET (C)  
 8:45—Monticello Party Line. ET (C)  
 9:00—Mrs. Wiggs. N (C)  
 9:15—John's Other Wife. N (C)  
 9:30—Just Plain Bill. N (C)  
 9:45—Today's Children. N (C)  
 10:00—David Harum. N (C)  
 10:15—Backstage Wife. N (C)  
 10:30—How to Be Charming. N (C)  
 10:45—Hello, Peggy! N (C)  
 11:00—NBC. (S)  
 11:15—Your Home Town. ET (C)  
 11:30—Cadets Quartet. N (S)  
 11:45—Voice of Experience. ET (C)  
 12:00—Markets. (S)  
 12:10—Records. (S)  
 12:15—Midday Melodies. ET (C)  
 12:30—WOW News Tower. (C)  
 12:40—Records. (S)  
 12:45—Foster May, Man on the Street. (S)  
 1:00—Theaterus. ET (S)  
 1:15—Markets. (S)  
 1:30—Houseboat Hannah. ET (C)  
 1:45—Judy and Jane. ET (C)

## THURSDAY, OCTOBER 21

6:00—Theaterus. ET (S)  
 6:30—WOW News Tower. (C)  
 6:35—Markets. (S)  
 6:40—Theaterus. ET (S)  
 6:45—Producers Market Guide. ET (C)  
 7:00—Sing. Neighbor. Sing. ET (C)  
 7:15—WOW News Tower. (C)  
 7:30—Hayden's Musical Clock. ET (C)  
 8:00—Paxton & Gallagher Program. (C)  
 8:15—Hymns of Cheer. (S)  
 8:30—Pretty Kitty Kelly. ET (C)  
 8:45—Monticello Party Line. ET (C)  
 9:00—Mrs. Wiggs. N (C)  
 9:15—John's Other Wife. N (C)  
 9:30—Just Plain Bill. N (C)  
 9:45—Today's Children. N (C)  
 10:00—David Harum. N (C)  
 10:15—Backstage Wife. N (C)  
 10:30—How to Be Charming. N (C)  
 10:45—Hello, Peggy! N (C)  
 11:00—NBC. (S)  
 11:15—Your Home Town. ET (C)  
 11:30—Cadets Quartet. N (S)  
 11:45—Voice of Experience. ET (C)  
 12:00—Markets. (S)  
 12:10—Records. (S)  
 12:15—Midday Melodies. ET (C)  
 12:30—WOW News Tower. (C)  
 12:40—Records. (S)  
 12:45—Foster May, Man on the Street. (S)  
 1:00—Theaterus. ET (S)  
 1:15—Markets. (S)  
 1:30—Houseboat Hannah. ET (C)  
 1:45—Judy and Jane. ET (C)

## FRIDAY, OCTOBER 22

6:00—Theaterus. ET (S)  
 6:30—WOW News Tower. (S)  
 6:35—Markets. (S)  
 6:40—Theaterus. ET (S)  
 6:45—Producers Market Guide. ET (C)  
 7:00—Sing. Neighbor. Sing. ET (C)  
 7:15—WOW News Tower. (C)  
 7:30—Hayden's Musical Clock. ET (C)  
 8:00—Paxton & Gallagher Program. (C)  
 8:15—Hymns of Cheer. (S)  
 8:30—Pretty Kitty Kelly. ET (C)  
 8:45—Monticello Party Line. ET (C)  
 9:00—Mrs. Wiggs. N (C)  
 9:15—John's Other Wife. N (C)  
 9:30—Just Plain Bill. N (C)  
 9:45—Today's Children. N (C)  
 10:00—David Harum. N (C)  
 10:15—Backstage Wife. N (C)  
 10:30—How to Be Charming. N (C)  
 10:45—Hello, Peggy! N (C)  
 11:00—NBC. (S)  
 11:15—Your Home Town. ET (C)  
 11:30—Cadets Quartet. N (S)  
 11:45—Voice of Experience. ET (C)  
 12:00—Markets. (S)  
 12:10—Records. (S)  
 12:15—Midday Melodies. ET (C)  
 12:30—WOW News Tower. (C)  
 12:40—Records. (S)  
 12:45—Foster May, Man on the Street. (S)  
 1:00—Theaterus. ET (S)  
 1:15—Markets. (S)  
 1:30—Houseboat Hannah. ET (C)  
 1:45—Judy and Jane. ET (C)

## SATURDAY, OCTOBER 23

6:00—Theaterus. ET (S)  
 6:30—WOW News Tower. (S)  
 6:35—Markets. (S)  
 6:40—Theaterus. ET (S)  
 6:45—Producers Market Guide. ET (C)  
 7:00—Sing. Neighbor. Sing. ET (C)  
 7:15—WOW News Tower. (C)  
 7:30—Hayden's Musical Clock. ET (C)  
 8:00—Paxton & Gallagher Program. (C)  
 8:15—Hymns of Cheer. (S)  
 8:30—Pretty Kitty Kelly. ET (C)  
 8:45—Monticello Party Line. ET (C)  
 9:00—Mrs. Wiggs. N (C)  
 9:15—John's Other Wife. N (C)  
 9:30—Just Plain Bill. N (C)  
 9:45—Today's Children. N (C)  
 10:00—David Harum. N (C)  
 10:15—Backstage Wife. N (C)  
 10:30—How to Be Charming. N (C)  
 10:45—Hello, Peggy! N (C)  
 11:00—NBC. (S)  
 11:15—Your Home Town. ET (C)  
 11:30—Cadets Quartet. N (S)  
 11:45—Voice of Experience. ET (C)  
 12:00—Markets. (S)  
 12:10—Records. (S)  
 12:15—Midday Melodies. ET (C)  
 12:30—WOW News Tower. (C)  
 12:40—Records. (S)  
 12:45—Foster May, Man on the Street. (S)  
 1:00—Theaterus. ET (S)  
 1:15—Markets. (S)  
 1:30—Houseboat Hannah. ET (C)  
 1:45—Judy and Jane. ET (C)

## SUNDAY, OCTOBER 24

7:00—William Meeder Ensemble. N (S)  
 7:30—Children's Concert. N (S)  
 8:00—Harold Nagel's Orch. N (S)  
 8:30—Chapel Service. Rev. Brown. (S)  
 9:45—Blaisdell Woodwind Ensemble. N (S)  
 10:00—Records. (S)  
 10:05—Ward and Muzzy. N (S)  
 10:15—Bravest of the Brave. N (S)  
 10:45—Marrow Oil. N (C)  
 11:00—Dreslein and Hufsmith. N (S)  
 11:30—Round Table Discussion. N (S)  
 12:00—Synopators. (S)  
 12:15—WOW News Tower. (C)  
 12:30—Smoke Dreams. N (C)  
 1:00—Sunday Drivers. N (S)  
 1:30—Widows Sons. N (S)  
 2:00—Tapestry of Music. (S)  
 2:30—Hicycle Party. N (C)  
 3:00—Easy Washer Song Fest. (C)  
 3:30—World Is Yours. N (S)  
 4:00—Marion Talley. N (C)  
 4:15—Interesting Neighbors. N (C)  
 4:30—Catholic Hour. N (S)  
 5:30—Tale of Today. N (C)  
 6:00—Jello Program. N (C)  
 6:30—Fireside Recital. N (C)  
 6:45—Interesting Neighbors. N (C)  
 7:00—Chase and Sanborn. N (C)  
 8:00—Manhattan Merry-Go-Round. N (C)  
 8:30—Album of Music. N (C)  
 9:00—Sealtest Rising Stars. N (C)  
 10:00—Job Clinic. (S)  
 10:30—WOW News Tower. (C)  
 10:45—NBC. (S)  
 11:00—Chermot Ballroom. (S)  
 11:30—Music Box. (S)  
 12:00—Theaterus. ET (S)

## MONDAY, OCTOBER 25

6:00—Theaterus. ET (S)  
 6:30—WOW News Tower. (S)  
 6:35—Markets. (S)  
 6:40—Theaterus. ET (S)  
 6:45—Producers Market Guide. ET (C)  
 7:00—Sing. Neighbor. Sing. ET (C)  
 7:15—WOW News Tower. (C)  
 7:30—Hayden's Musical Clock. ET (C)  
 8:00—Paxton & Gallagher Program. (C)  
 8:15—Hymns of Cheer. (S)  
 8:30—Pretty Kitty Kelly. ET (C)  
 8:45—Monticello Party Line. ET (C)  
 9:00—Mrs. Wiggs. N (C)  
 9:15—John's Other Wife. N (C)  
 9:30—Just Plain Bill. N (C)  
 9:45—Today's Children. N (C)  
 10:00—David Harum. N (C)  
 10:15—Backstage Wife. N (C)  
 10:30—How to Be Charming. N (C)  
 10:45—Hello, Peggy! N (C)  
 11:00—NBC. (S)  
 11:15—Your Home Town. ET (C)  
 11:30—Three Marshalls. N (S)  
 11:45—Voice of Experience. ET (C)  
 12:00—Markets. (S)  
 12:10—Records. (S)  
 12:15—Midday Melodies. ET (C)  
 12:30—WOW News Tower. (C)  
 12:40—Records. (S)  
 12:45—Foster May, Man on the Street. (S)  
 1:00—Theaterus. ET (S)  
 1:15—Markets. (S)  
 1:30—Houseboat Hannah. ET (C)  
 1:45—Judy and Jane. ET (C)

## TUESDAY, OCTOBER 26

6:00—Theaterus. ET (S)  
 6:30—WOW News Tower. (S)  
 6:35—Markets. (S)  
 6:40—Theaterus. ET (S)  
 6:45—Producers Market Guide. ET (C)  
 7:00—Sing. Neighbor. Sing. ET (C)  
 7:15—WOW News Tower. (C)  
 7:30—Hayden's Musical Clock. ET (C)  
 8:00—Paxton & Gallagher Program. (C)  
 8:15—Hymns of Cheer. (S)  
 8:30—Pretty Kitty Kelly. ET (C)  
 8:45—Monticello Party Line. ET (C)  
 9:00—Mrs. Wiggs. N (C)  
 9:15—John's Other Wife. N (C)  
 9:30—Just Plain Bill. N (C)  
 9:45—Today's Children. N (C)  
 10:00—David Harum. N (C)  
 10:15—Backstage Wife. N (C)  
 10:30—How to Be Charming. N (C)  
 10:45—Hello, Peggy! N (C)  
 11:00—NBC. (S)  
 11:15—Your Home Town. ET (C)  
 11:30—Three Marshalls. N (S)  
 11:45—Voice of Experience. ET (C)  
 12:00—Markets. (S)  
 12:10—Records. (S)  
 12:15—Midday Melodies. ET (C)  
 12:30—WOW News Tower. (C)  
 12:40—Records. (S)  
 12:45—Foster May, Man on the Street. (S)  
 1:00—Theaterus. ET (S)  
 1:15—Markets. (S)  
 1:30—Houseboat Hannah. ET (C)  
 1:45—Judy and Jane. ET (C)

## WEDNESDAY, OCTOBER 27

6:00—Theaterus. ET (S)  
 6:30—WOW News Tower. (S)  
 6:35—Markets. (S)  
 6:40—Theaterus. ET (S)  
 6:45—Producers Market Guide. ET (C)  
 7:00—Sing. Neighbor. Sing. ET (C)  
 7:15—WOW News Tower. (C)  
 7:30—Hayden's Musical Clock. ET (C)  
 8:00—Paxton & Gallagher Program. (C)  
 8:15—Hymns of Cheer. (S)  
 8:30—Pretty Kitty Kelly. ET (C)  
 8:45—Monticello Party Line. ET (C)  
 9:00—Mrs. Wiggs. N (C)  
 9:15—John's Other Wife. N (C)  
 9:30—Just Plain Bill. N (C)  
 9:45—Today's Children. N (C)  
 10:00—David Harum. N (C)  
 10:15—Backstage Wife. N (C)  
 10:30—How to Be Charming. N (C)  
 10:45—Hello, Peggy! N (C)  
 11:00—NBC. (S)  
 11:15—Your Home Town. ET (C)  
 11:30—Three Marshalls. N (S)  
 11:45—Voice of Experience. ET (C)  
 12:00—Markets. (S)  
 12:10—Records. (S)  
 12:15—Midday Melodies. ET (C)  
 12:30—WOW News Tower. (C)  
 12:40—Records. (S)  
 12:45—Foster May, Man on the Street. (S)  
 1:00—Theaterus. ET (S)  
 1:15—Markets. (S)  
 1:30—Houseboat Hannah. ET (C)  
 1:45—Judy and Jane. ET (C)

## THURSDAY, OCTOBER 28

6:00—Theaterus. ET (S)  
 6:30—WOW News Tower. (C)  
 6:35—Markets. (S)  
 6:40—Theaterus. ET (S)  
 6:45—Producers Market Guide. ET (C)  
 7:00—Sing. Neighbor. Sing. ET (C)  
 7:15—WOW News Tower. (C)  
 7:30—Hayden's Musical Clock. ET (C)  
 8:00—Paxton & Gallagher Program. (C)  
 8:15—Hymns of Cheer. (S)  
 8:30—Pretty Kitty Kelly. ET (C)  
 8:45—Monticello Party Line. ET (C)  
 9:00—Mrs. Wiggs. N (C)  
 9:15—John's Other Wife. N (C)  
 9:30—Just Plain Bill. N (C)  
 9:45—Today's Children. N (C)  
 10:00—David Harum. N (C)  
 10:15—Backstage Wife. N (C)  
 10:30—How to Be Charming. N (C)  
 10:45—Hello, Peggy! N (C)  
 11:00—NBC. (S)  
 11:15—Your Home Town. ET (C)  
 11:30—Three Marshalls. N (S)  
 11:45—Voice of Experience. ET (C)  
 12:00—Markets. (S)  
 12:10—Records. (S)  
 12:15—Midday Melodies. ET (C)  
 12:30—WOW News Tower. (C)  
 12:40—Records. (S)  
 12:45—Foster May, Man on the Street. (S)  
 1:00—Theaterus. ET (S)  
 1:15—Markets. (S)  
 1:30—Houseboat Hannah. ET (C)  
 1:45—Judy and Jane. ET (C)

## FRIDAY, OCTOBER 29

6:00—Theaterus. ET (S)  
 6:30—WOW News Tower. (S)  
 6:35—Markets. (S)  
 6:40—Theaterus. ET (S)  
 6:45—Producers Market Guide. ET (C)  
 7:00—Sing. Neighbor. Sing. ET (C)  
 7:15—WOW News Tower. (C)  
 7:30—Hayden's Musical Clock. ET (C)  
 8:00—Paxton & Gallagher Program. (C)  
 8:15—Hymns of Cheer. (S)  
 8:30—Pretty Kitty Kelly. ET (C)  
 8:45—Monticello Party Line. ET (C)  
 9:00—Mrs. Wiggs. N (C)  
 9:15—John's Other Wife. N (C)  
 9:30—Just Plain Bill. N (C)  
 9:45—Today's Children. N (C)  
 10:00—David Harum. N (C)  
 10:15—Backstage Wife. N (C)  
 10:30—How to Be Charming. N (C)  
 10:45—Hello, Peggy! N (C)  
 11:00—NBC. (S)  
 11:15—Your Home Town. ET (C)  
 11:30—Cadets Quartet. N (S)  
 11:45—Voice of Experience. ET (C)  
 12:00—Markets. (S)  
 12:10—Records. (S)  
 12:15—Midday Melodies. ET (C)  
 12:30—WOW News Tower. (C)  
 12:40—Records. (S)  
 12:45—Foster May, Man on the Street. (S)  
 1:00—Theaterus. ET (S)  
 1:15—Markets. (S)  
 1:30—Houseboat Hannah. ET (C)  
 1:45—Judy and Jane. ET (C)

## SATURDAY, OCTOBER 30

6:00—Theaterus. ET (S)  
 6:30—WOW News Tower. (S)  
 6:35—Markets. (S)  
 6:40—Theaterus. ET (S)  
 6:45—Producers Market Guide. ET (C)  
 7:00—Sing. Neighbor. Sing. ET (C)  
 7:15—WOW News Tower. (C)  
 7:30—Hayden's Musical Clock. ET (C)  
 8:00—Paxton & Gallagher Program. (C)  
 8:15—Hymns of Cheer. (S)  
 8:30—Pretty Kitty Kelly. ET (C)  
 8:45—Monticello Party Line. ET (C)  
 9:00—Mrs. Wiggs. N (C)  
 9:15—John's Other Wife. N (C)  
 9:30—Just Plain Bill. N (C)  
 9:45—Today's Children. N (C)  
 10:00—David Harum. N (C)  
 10:15—Backstage Wife. N (C)  
 10:30—How to Be Charming. N (C)  
 10:45—Hello, Peggy! N (C)  
 11:00—NBC. (S)  
 11:15—Your Home Town. ET (C)  
 11:30—Three Marshalls. N (S)  
 11:45—Voice of Experience. ET (C)  
 12:00—Markets. (S)  
 12:10—Records. (S)  
 12:15—Midday Melodies. ET (C)  
 12:30—WOW News Tower. (C)  
 12:40—Records. (S)  
 12:45—Foster May, Man on the Street. (S)  
 1:00—Theaterus. ET (S)  
 1:15—Markets. (S)  
 1:30—Houseboat Hannah. ET (C)  
 1:45—Judy and Jane. ET (C)

## SUNDAY, OCTOBER 31

7:00—William Meeder Ensemble. N (S)  
 7:30—Children's Concert. N (S)  
 8:00—Harold Nagel's Orch. N (S)  
 8:30—Chapel Service. Rev. Brown. (S)  
 9:45—Blaisdell Woodwind Ensemble. N (S)  
 10:00—Records. (S)  
 10:05—Ward and Muzzy. N (S)  
 10:15—Bravest of the Brave. N (S)  
 10:45—Marrow Oil. N (C)  
 11:00—Dreslein and Hufsmith. N (S)  
 11:30—Round Table Discussion. N (S)  
 12:00—Synopators. (S)  
 12:15—WOW News Tower. (C)  
 12:30—Smoke Dreams. N (C)  
 1:00—Sunday Drivers. N (S)  
 1:30—Widows Sons. N (S)  
 2:00—Tapestry of Music. (S)  
 2:30—Hicycle Party. N (C)  
 3:00—Easy Washer Song Fest. (C)



.. CACKLE! ..



There is nothing so welcome to Chic Martin as the sound of a cackling hen . . . a hen laying great, big, fresh eggs. His real name is Hugh Aspinwall, and he is real when it comes to understanding farmers' problems, as he was born on a farm at Farmington, Wis., the youngest son of a family of 14 children.

From the farm he went to school. He studied music, appeared on chautauqua circuits, and his first broadcast was given in September, 1935. He is a baseball fan and was a semi-pro player for several years. He is also a gardening enthusiast, and now in his present show, "Sing, Neighbor, Sing," sponsored by Purina Mills, he helps to bring a marvelous program to WOW listeners each Monday, Wednesday and Friday at 7 a. m.

Ameche Reveals . .

Don Ameche likes to tell about the job he once had in Kenosha—with a gang of city workmen. The gang was engaged in rounding square street corners—he swears it is true. It was during school vacations. On other vacations he worked in a road gang with a shovel—he worked in an automobile factory—a mattress factory—and once he spent the summer loading 100-pound bags of cement onto trucks. This background of physical labor accounts for his broad shoulders—his football and basketball days in college account for his easy stride. And that ancestral heritage from sunny Italy accounts for his eyes—his smile—and their warmth.

Jack Murray Recalls His Chinese Experience



Recent stories on the WOW News Tower broadcasts concerning the Chinese situation brought vivid memories to Jack Murray, local manager of the Sherwin-Williams Company.

Several years ago Mr. Murray spent several months in the Orient, and spent much time in exactly the spots where the greatest excitement is now happening in China. So interested did he become in the current news story that he dug back in his old files and brought forth many photographic negatives of

Burns and Allen . . . A Biography . . .

They're billed on the air, in vaudeville and movies, as George Burns and Gracie Allen, but in private life they are husband and wife, gag man and gag woman and (although they will deny it) incorrigible romantics.

George and Gracie were born on opposite sides of the continent—Gracie in San Francisco, George in New York. Gracie was sent to a convent, after which the irrepressible young lady studied dancing with her sisters.

They Laughed

The first time she appeared before the footlights was in the Hippodrome, San Francisco, and although they had a perfectly coordinated dance routine, it immediately appeared that the fates had destined this slender, dark-eyed person as a comedienne. For in the midst of a kick Gracie lost her balance and fell, pulling her two sisters down with her. The audience roared.

After several seasons with the Larry Reilly Company, a vaudeville act in which she played Irish colleen parts, Gracie left the show because she was refused feature billing.

Allen Meets Burns

With a friend she went to Union Hill, N. J., where the friend was trying out an act. Backstage, she met George Burns, then doing a song-and-dance act with Billy Lorraine as Burns and Lorraine.

As for George, his first stage performance had been at a New York political dinner with the Pee Wee quartet, which three other youngsters and himself had organized. They split \$5 afterwards. A singer at the same dinner, who also received \$5 for his "single," was a young man, aged 15, by the name of Eddie Cantor.

After a few years of many-sided experiences, George teamed up with Sid Gary, who later became a star in his own right. After playing 30 weeks in small theaters, they finally hit the "big time."

During the years which followed he was in hundreds of vaudeville acts with many partners.

Allen Joins Burns

After meeting Miss Allen, Burns dissolved his partnership with Lorraine and teamed with Gracie. Since he had written the act, he made himself the comedian. Miss Allen asked the questions and he gave the funny answers. Then, as George says, everyone laughed at her questions and none of his answers. After the first show, he switched parts.

Miss Allen had been with the Reilly show so long that during their first season she couldn't drop her Irish brogue. Later she adopted

which he himself had taken in China. The photograph shown here is one taken by Mr. Murray of a Chinese cobbler and a spectator. Recalling the incident, Mr. Murray said it took him over two hours to take the picture, as each time the cobbler seemed willing to have his picture taken he changed his mind, and then Mr. Murray asked the spectator to help him get the consent of the cobbler. The deal was finally accomplished, as this picture shows.

Mr. and Mrs. Andy . . . .



Ten chances to one you have seen the picture of Andy's new wife. But in case you haven't, here is a picture of Mr. and Mrs. Charles J. Correll. The new Mrs. Correll is the former Alyce McLaughlin of Chicago and Hollywood. They were married September 11 at Glendale, Calif., and it looks as though honeymoons will be taken between broadcasts each week. Amos 'n' Andy are heard over WOW every Monday through Friday at 10 p. m.

her present successful characterization of the "dizzy" girl.

Allen Marries Burns

After four years as a team, Burns and Allen signed a unique contract with RKO theaters. It was for six years straight. With the contract signed, they were married.

They continued to play throughout the country, with annual trips to Europe. During those six years they received a number of offers for Broadway stage shows, but could not get a release from their long-term vaudeville agreement.

And—believe it or not—they started their radio act on the other side of the Atlantic. On one of their European jaunts they made their radio debut, appearing for 15 weeks for BBC.

During the latter part of 1930, George and Gracie made their first films in short subjects for Paramount, and at the termination of their RKO contract signed a film-stage agreement with Paramount.

The last nine weeks of their RKO contract they played at the Palace theater in New York. While there, Eddie Cantor, who was on the same bill, asked Gracie to do five minutes with him on his radio program. She did, and was so well liked that broadcast officials signed them as radio stars. Their radio broadcasts skyrocketed them to even greater heights.

With the exception of one 13-week period in 1934, for one broadcast of President Roosevelt and for one broadcast when Gracie Allen was sick, the team has not been off the radio since they first appeared as guests of Cantor.

VITAL STATISTICS: Gracie weighs 100 pounds; is 5 feet tall, has black hair and hazel eyes . . . George weighs 157, is 5 feet 8 inches, has brown hair and blue eyes . . . Once they drew 360,000 fan letters in four days . . . George likes golf, prize fights, bridge, Gracie . . . Also dancing, steak and potato pancakes, garlic pickles, boats . . . Doesn't like writing letters or cooking . . . Gracie admits "mike fright" . . . Gives her cold hands and burning face . . . Favors formal clothes, hamburgers, color blue and "hot" music . . . Hates to see nickels register in taxi cabs.

Carlton KaDell has been selected to broadcast several of the west coast football games.

Raymond Paige is featuring the largest choral group ever broadcast from the west on his Hollywood "Mardi Gras" show each week.

"Party Line" Into 3rd Year

Two full years on the air and a sensational record of response over WOW, that is the outstanding success of Clem and Aggie Tuttle, Sara and Curley Peters, Lorie Ellis and Paul Parker, and the rest of the Monticello "folks" on "The Party Line." Ever since "The Party Line" started over WOW people have come to look upon the characters as "neighbors," real people in a small town community, whose lives and activities are not so very much different from their own. "Party Line" has been many times acclaimed by radio censors as "the one program that the whole family can listen to."

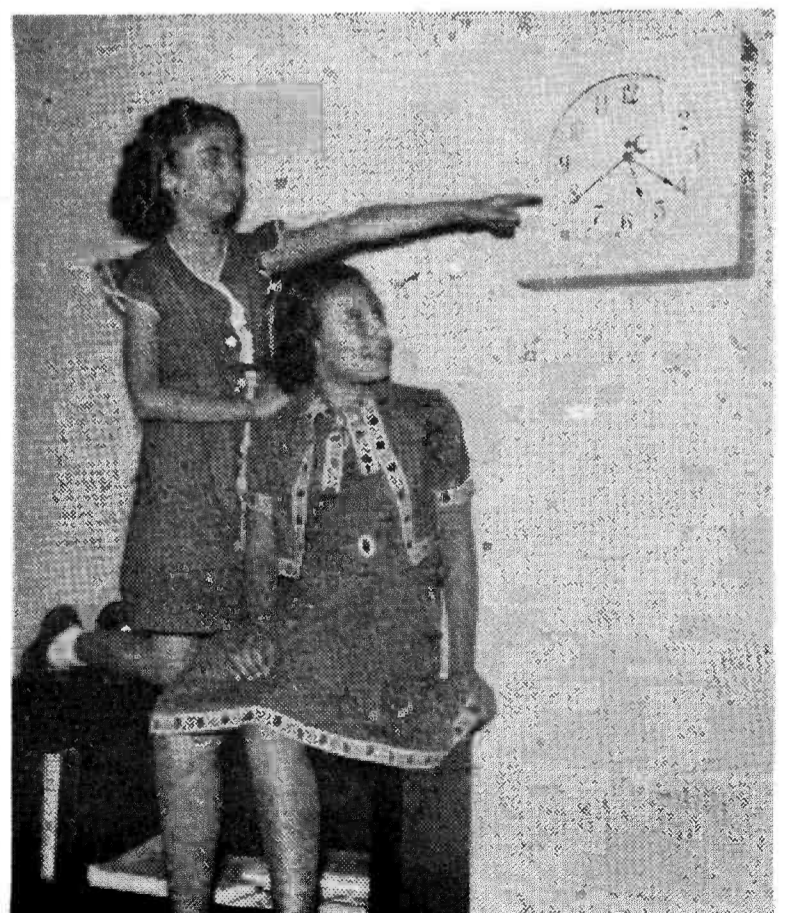
While no special anniversary program is planned to start the third year, listeners to WOW will soon find several new people coming to live in Monticello, and, of course, getting in on "The Party Line." The program is heard daily, Monday through Friday from 8:45 to 9 a. m.



Lorie Ellis is now Mrs. Paul Parker, but as the telephone operator she continues to be the center of all the happenings on the "Monticello Party Line," heard over WOW every week day morning at 8:45 a. m.

There was a man interviewed on the Vox Pop program who told Parks Johnson and Wally Butterworth that hydraulics are writings of the ancient Egyptians.

Young Radio Stars Have Fun



The fun's over at 5:20 p. m., say Corinne Wohlner and Beverly Ann Horn, who take the parts of Janie Mason and Mary, the girl next door in "Little Man." The skit, "Little Man," is presented over radio station WOW every Tuesday and Thursday at 5 p. m., and is written and directed by Milton Rieck. True to family life, the program is gaining in popularity.



# RADIO WOMEN HAVE LOOKS

## BLONDE FLORENCE



We haven't heard who picked Florence George to take part in the new Hollywood Mardi Gras program with Lanny Ross and Charlie Butterworth. However, that person deserves a compliment, because Florence George sings beautifully and well deserves the featured position on the Packard Program. The Packard Program is heard over WOW every Tuesday at 8:30 p. m.

### Leading Women Radio Stars Have No Fear of Television

You can name them by the dozens . . . leading women radio stars who have more than talent, who look the part in every sense and who can face the revealing lens of the television camera with a confident smile.

Here are a few on this page: Florence George, Franchia White, Virginia Verrill, Portland Hoffa, Margaret Speaks—and now our own Jettabee Hopkins.

Of course, you can think of others. There is Dorothy Lamour, Betty Winkler, Jane Froman, Kathleen Wilson, Vivian Fridell, Anne Seymour, Barbarajo Allen, Mercedes McCambridge, Trudy Wood and a number of others. The appearances of these women are an excellent answer to those who say that seeing a radio star spoils the listeners' impressions.

Gosh, how some people I know would like to see some of these attractive personages in real life!

You will find that radio stars are as attractive as the stage stars were in the days before radio. Let television come!

Dorothy Lamour, the Chase and Sanborn songstress, was voted the second most popular screen actress in China in a recent poll, which gave Myrna Loy first place.

Intimates of Jack Benny won't be surprised if he looks like a page from "Esquire" when he appears for the first fall broadcast in Hollywood. The funster bought so many suits in Bond street during his European vacation, he'll be able to wear a different one to each broadcast until Christmas.

## Chevrolet Songstress

Here is a new photograph and a new program on which we find Franchia White, that talented star of radio, as she appeared recently as a guest star with Victor Arden's orchestra on the new Chevrolet Musical Moments series.

The fair Franchia White comes by her soprano voice very naturally. Her mother was a well-known singer and teacher of voice on the west coast, and she began to give her talented daughter lessons as soon as the youngster was able to sing. At 16 Franchia was a guest soloist with the Los Angeles Philharmonic orchestra. Then she came east and was heard on several notable radio shows.

The new Chevrolet series plans the appearance of many talented guests for your approval. So, if you like good music and good singing, tune to "Victor Arden and His Guest Stars," heard over WOW every Tuesday and Thursday at 6:45 p. m.



George Burns has given up trying to explain boxing to Gracie Allen. The other night when the stars went to the fights at the Hollywood Legion auditorium, Gracie kept asking George every time the bell rang if the battlers had stopped to answer the phone.

Parks Johnson asked this problem on his NBC Vox Pop program, which he conducts each week with his partner, Wally Butterworth: A small village has 100 inhabitants. Four per cent are one-legged and one-half the remainder go barefoot. How many shoes are needed? The answer is 100.

## Jettabee Ann Hopkins Joins the WOW Staff



One of the best-known reviewers of radio programs, Russ King, called Jettabee Ann Hopkins a busy bee of radio. He also adds that she is pretty and red-haired . . . and in glancing back over Jettabee Ann Hopkins' accomplishments in radio, we find she writes, directs and acts in radio sketches. Her best-known show is the "Jangles," the story of a young couple who have the usual complement of troubles, but unusual share of fun. The "Jangles," Jack and Jerry skip through the script with a tremendous human appeal. Author Hopkins has been playing the part of Jerry, the young wife, for such a long time that sometimes it is not quite clear whether she is herself or the character she has created. It is planned that the "Jangles," formerly heard over other stations, will be heard over WOW. Watch for the announcement for the beginning of the "Jangles" on WOW.



Virginia Verrill

Time and again you have heard Captain Henry of the Maxwell House Showboat say: "And here comes my lovely Virginia Verrill." And he certainly means it when he says that she is lovely. Virginia is only 20, but she has had considerable experience, and really got her start by doubling in songs for screen actresses. In other words, you saw your favorite actress on the screen, but the actual singing in some cases was done by Virginia Verrill. The Maxwell House Showboat is on WOW every Thursday at 8 p. m.

Lucille Manners is a favorite camera subject for candid snapshot fans. In the last month she has received by mail 54 photos of herself taken by fans—when she wasn't looking.

## PORTLAND



We all hope you will soon be hearing the familiar feminine voice, "Oh, Mr. Allen!" and the familiar signature, "Tally-Ho!" Portland Hoffa takes her place among the beautiful women in radio as a comedienne. She ranks in a top group. Be sure to look for the date of the return of Portland and Fred on "Town Hall," heard over WOW every Wednesday at 8 p. m.

## PUFF! PUFF!



According to reliable reports, Margaret Speaks, the star of the "Voice of Firestone" program, tramped 200 miles as part of her vacation activities in green mountains. According to the photograph, she carried her own knapsack, and we are certain she must have been a welcome addition to the beautiful scenery in the mountains. "The Voice of Firestone" program is heard over WOW every Monday at 7:30 p. m.