

"DR. I. Q." IN GAY FOOD SHOW CAST!

Chevrolet Offers \$\$\$\$\$\$ PERSON G-GAGS! Comic R. Ates, 'Toby and Susie' Guest Stars

27 Football Rallies

Two Nebraska Cornhusker football games will be described coast to coast on the NBC network and will be carried on station WOW in connection with 27 football rally programs sponsored by the Chevrolet Zone Dealers Association of Omaha.

On September 30, a season opener between Nebraska and the University of Indiana is to be described by Bill Stern, famed NBC sports commentator.

On October 7 the Minnesota game at Lincoln will be described by Stern for WOW listeners.

The other three Nebraska home games—Baylor College, October 21; University of Kansas on November 11 and the University of Oklahoma on November 25—have also been definitely scheduled for WOW in connection with the Chevrolet rally program.

In addition to the five games already mentioned, four other games will be carried via the NBC network. These games will be selected on the basis of interest to the listeners. Among them will, undoubtedly, be the Pittsburgh vs. Nebraska game, November 18.

The Chevrolet programs include 15-minute features preceding each game, between the halves and at the end of each game. These bits of football information are prepared by the WOW sports department.



"Dr. I. Q." (Lew Valentine) will pass out the above stack of silver dollars when he does his "Mental Banker" quiz show October 12 at the Omaha Food Show! \$\$\$\$\$\$\$\$ Galore!



Rudy Vallee calls Rosco Ates, stuttering film comic, one of the funniest men in the world! You'll agree when you see him in person at the Omaha Food Show, October 9, 10 and 11.

NEW SERVICES

Inside news tips as revealed by the "Washington Merry-Go-Round" and Eleanor Roosevelt's "My Day" will be available to WOW listeners on regular WOW newscasts. WOW has purchased the rights in Omaha for both of these world-famous features in order that its newscasts may have the "inside track" on important news developments.

CAPTAIN MIDNIGHT

Thousands of WOW boy and girl listeners greeted with complete approval the return to the air of "Captain Midnight," the Skelly Oil Company's thrilling aviation serial story. Last year this program enrolled nearly a million young people in the "Captain Midnight Flight Patrol." Boys and girls interested in joining the patrol should listen to the program every afternoon, Mondays through Fridays, at 5:30.



Barbara Ray

Lyle De Moss

"Susie"

"Toby"

Barbara Ray is the lovely songstress and stooze for Rosco Ates. Lyle De Moss will direct the Food Show entertainment and be master of ceremonies. "Toby and Susie" will appear every night with a stage act replete with laughs at the Omaha Food Show.

WOW listeners will have the rare privilege of seeing "in person" several of the great stars of radio, stage and screen at Omaha's 1939 Food Show during the week beginning October 9 at the Omaha City Auditorium. The star list includes:

- (1) "Dr. I. Q.," whose Red network quiz program for Milky Way Candy Bars is one of the outstanding shows on the air.
- (2) Rosco Ates, stuttering comedian of the movies, and his glamorous singing star partner and stooze, Barbara Ray.
- (3) "Toby and Susie," those lovable stars of "Cornstussle News," which is heard on WOW at 11 a. m., Mondays through Fridays, by courtesy of the P. F. Petersen Baking Company.
- (4) The 1940 (entirely new) edition of the WOW Good Will Follies, with a cast of 40 people, headed by Lyle De Moss, WOW's production manager.
- (5) An all-electrical cooking school each afternoon, Tuesday through Saturday, starting at 2 p. m., conducted by Martha Bohlsen, director of the WOW Homemakers' Club and sponsored by the Nebraska Power Company. (See page 7 for cooking school details and prize list.)

The Food Show, sponsored by the Omaha Retail Grocers' Association, opens its doors at 7 p. m., Monday, October 9, and continues through Saturday, October 14.

For the second successive year, WOW has been chosen as the official promotion medium for the Food Show and is in charge of arranging and providing entertainment.

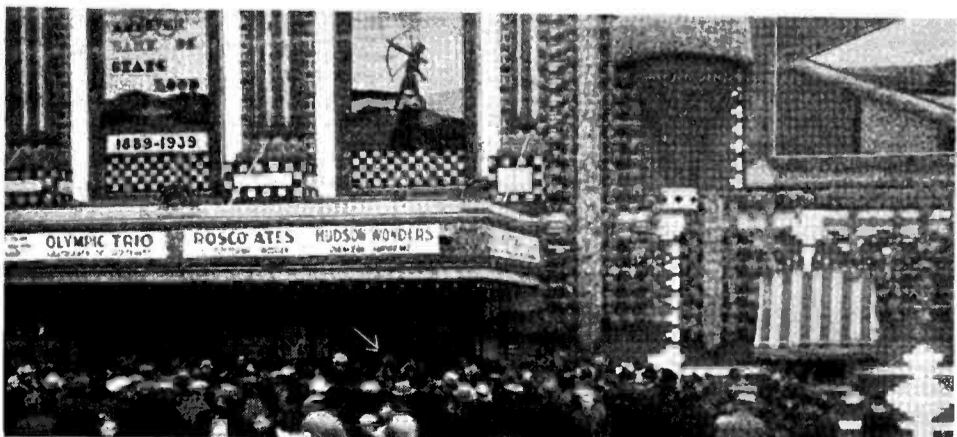
"I can safely say that the 1939 Food Show will be the biggest and best in its 34 years' history," said Elmer Gross, president of the Grocers' Association and general chairman of the Food Show.

"Dr. I. Q.," who in real life is Lew Valentine, will conduct his program exactly like his regular Monday night network show, giving away the same large amounts of silver dollars and the same number of boxes of Mars candies on Thursday night, October 12, only.

Funnyman Rosco Ates, who has appeared many times as a guest star on Rudy Vallee's program from coast to coast and who played important roles in "Untamed" and "Gone With the Wind" motion picture productions, will headline the show on Monday, Tuesday and Wednesday nights.

The admission price for the show will be only 25 cents after 7 p. m. Baskets of groceries and samples galore will be given away.

Corn Palace



Three hundred miles from Omaha and near-blizzard weather, but even that didn't stop several thousand South Dakota listeners from coming to see the "Man on the Street" broadcast at the World's Only Corn Palace at Mitchell. Arrow points to where Foster May is conducting his broadcast. The murals are in corn.



Two hundred Omaha grocers attended a recent Food Show pep rally, the speakers' table of which is shown above. Right to left are John Gillin, Jr., general manager of WOW; President Elmer Gross, Secretary Louis Kavan, Mars, Inc., Representatives Dunnick and Danielson, Promotion Manager H. O. Peterson of WOW.

New Story Hour is Favorite of Children

Omaha, county and parochial school leaders are unanimous in their approval of a new WOW feature called "The Magic Story Circle," a program for little tots, on the air at 11:45, Saturday mornings, and at 8:15 on Sunday mornings, and featuring Harriett Harris. In this series Miss Harris narrates and dramatizes such familiar classics as Cinderella, Jack and the Beanstalk, The Three Bears, and many others.

Miss Harris was formerly an actress in the network show, "The Grouch Club," and gained an enviable reputation in Hollywood. Upon her return to Omaha from Hollywood, Miss Harris joined the WOW staff.

Dr. Homer W. Anderson, superintendent of Omaha public schools; Rev. J. H. Ostiek, diocesan superintendent of Catholic schools; Henry M. Eaton, Douglas County superintendent, and many other educators, have placed their unqualified stamp of approval on this new series for children.

STARS OF THREE NEW WOW SHOWS



Harriett Harris of Hollywood and Omaha, who conducts the new children's story program known as "The Magic Circle Story" on WOW.



Beautiful and charming is Louise Massey, who will star in "The Big Ben Twilight Trail," one of the four Brown & Williamson shows which WOW listeners will hear this fall and winter.



This is Nan Grey, star of Standard Brands' new WOW program, "Those We Love."

Two New Shows by Standard Brands

Two very interesting new programs and the continuance of two already popular WOW favorites will be the contribution of Standard Brands, Inc., to the radio pleasures of WOW's listeners during the fall and winter.

One of the new shows is called "I Love a Mystery"—a thrilling serial story to be heard at 6:15 p. m., Mondays through Fridays, under the sponsorship of Fleischmann's High Vitamin Yeast. It is a story of romance and adventure aboard a sea-going power boat called the "Blue Phantom."

Another new Standard Brands show for Royal Desserts will be heard on Thursdays at 7:30 p. m., and is called "Those We Love." It stars Nan Grey. This program is already nationally famous and popular, but will be new to WOW listeners.

The third Standard Brand show for Tenderleaf Tea is the popular "One Man's Family," which will be heard on Thursdays at 7:30 p. m.

Peterson Teaches at Municipal University

Howard O. Peterson, promotion manager of station WOW, has accepted a post with the adult education staff at the Municipal University of Omaha. He will teach "commercial radio" two evenings a week.

Jayne Walton, popular songstress with the WOW Studio Orchestra, has accepted an engagement with Lawrence Welk and his orchestra as soloist and to assist in making records. Welk was especially impressed with Miss Walton's popular tunes in Spanish. Jayne spent her childhood in San Antonio and speaks Spanish almost as well as English.

Honor Creator of Chimes Comedy Idea

Believing that it's better to toss roses while the recipient can still smell the flowers, NBC has presented a set of chimes to Carroll Carroll, the bright script writer who thought up the idea of using the chimes for comedy relief on Bing Crosby's Kraft show. At the hand of Don Gilman, NBC vice president, Carroll was presented with a set of chromium-plated gongs, engraved with the inscription: To Carroll Carroll, the Ding-Dong Daddy of KMH, from the National Broadcasting Company.

'BIG BEN TRAIL' IS B. & W. FEATURE

The "Big Ben Twilight Trail" is the title of a new Brown & Williamson Tobacco Company show, broadcast for Big Ben tobacco. It will feature the charming and ever popular Louise Massey and The Westerners, and will be heard on WOW from 6:30 p. m. to 6:45 p. m., each Tuesday and each Thursday.

Other Brown & Williamson shows on WOW during the fall and winter will include "Uncle Walter's Dog House" for Raleigh pipe tobacco, on Tuesday at 9:30 p. m.

"Avalon Time," starring Red Skelton, on Wednesday at 7:30 p. m. for Avalon cigarettes, and the thoroughly delightful "Plantation Party," which will come to WOW listeners at 6:30 p. m., Wednesdays, under the sponsorship of Bugler cigarette tobacco.

BOARDING HOUSE

Pivotal figures in the drama that revolves around the 70-year-old boarding house keeper in the exciting radio story, "Meet Miss Julia," heard on WOW daily, Mondays through Fridays, are Doctor Jim (actor Alan Bunce), Margaret (Norma Chambers), Betty Carter (Lillian Greene), and Miss Julia Martin, brilliant character actress, Josephine Hull.

They tell the story of the very human and exciting adventures of the paying guests in the home of Miss Julia Martin in New York. The program may be heard Mondays through Fridays over station WOW from 5 p. m. to 5:15 p. m.

HUMAN AVIARY

Have you an aviary in your home? Well, Horace Heidt has one in his Tums "Pot of Gold" cast—all in the person of Fred Lowery, the blind whistler. Lowery, who made an extensive study of bird life in his native Texas, can whistle the songs of more than 20 birds. All Fred needs is to hear a bird once and he can promptly give an authentic rendition of that bird's song. Besides being able to imitate our little feathered friends, he can do a convincing vocal impersonation of a woodchuck—or a dog-and-cat fight!

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

The Apostle Paul, writing to Timothy, penned these words: "This know also, that in the last days perilous (or difficult) times shall come." These days really began with the Christian era. The conditions he describes in the following verses of II Timothy, chapter 3, are being fulfilled more extensively today than ever before. This generation has come upon difficult times—unpredictable days.



Rev. Brown

Not only will the present war change the map of Europe, but it may change the destiny of the world. Once more priceless values are being depreciated. Honor, honesty, loyalty and the spirit of brotherhood have been ignored. The ugly monster, "Force," has raised its head and asserted itself above reason and conciliation.

America must continue to be calm, patient and peaceful. The question is asked: "What will the church and the preachers do in this crisis?" Our work in any situation has been given to us. We are called to preach the Gospel—the good news of peace with God through Jesus Christ. Some declarations will of necessity have to be made, and events interpreted in the light of the best understanding we have of the program and plan of God in His revelation in His Holy Bible. But the pulpit must not become a dispenser of propaganda.

Next, the whole of Christendom should be brought to the place of humble submission to God and recognition of our need of Him. We should pray and seek the Lord "until He come and reign righteousness upon us." A spiritual awakening would cleanse the hearts of men, restore the Spirit of Christ and raise life to a new level.

Your radio minister, under great

urgency," sent the following telegram to the president of the United States, on Sunday, September 3. The message read:

"Hon. Franklin D. Roosevelt, President of the United States of America, White House, Washington, D. C.

"In the present world crisis we feel with you the need for Divine guidance and spiritual sustenance. The world needs God. As minister of radio station WOW and the oldest radio congregation of America, and pastor of local congregation, we appeal to you, our chief executive, by proclamation to call the nation to united prayer. Read Hosea, chapter 10, verses 12 and 13. We assure you of our prayers and sympathetic support.

(Signed) "R. R. BROWN."

The following communication was received in reply:

"The White House, Washington, September 6, 1939.

"My Dear Mr. Brown:

"Your telegram of September 3rd has been received and will be brought to the attention of the president. You may be sure he will appreciate the interest which prompted you to wire him your suggestion as well as your prayers.

"Very sincerely yours, (Signed) "STEPHEN EARLY, Secretary to the President."

We would remind our listeners again that radio station WOW welcomes you to its studios and offices in the Insurance Building at 17th and Farnam Streets, and we shall be happy to have you visit our Tabernacle studio chapel in the new building at 2006 Douglas Street. One of the most outstanding religious events of the year will be the Bible and Missionary Conference and Missionary Exposition, October 15 to 22. The conference will bring many noted speakers, including preachers and missionaries to Omaha. There will be an extensive display of missionary exhibits from many parts of the world.

DON'T LET YOUR NEWS TOWER EXPIRE

Radio's greatest listening year is just beginning! Don't let your News Tower subscription expire!

A card, letter or phone call to WOW, and your expiration date will be given to you immediately.

WOW APPROVES NAB WAR CODE

WOW thoroughly approves and subscribes to the policy on war broadcasts, as set forth by the National Association of Broadcasters, according to John J. Gillin, Jr., general manager of WOW. He recently returned from a Chicago meeting of the NAB, which was also attended by De Emmett Bradshaw, president of the Woodmen of the World Life Insurance Society.

The resolution: "Whereas, The declared public policy of the United States of America toward the current European war is one of strict neutrality; and

"Whereas, In this emergency the members of the National Association of Broadcasters desire to contribute their full cooperation, through self-regulation, to the support of this declared public policy; therefore, be it

"Resolved, That the members of the National Association of Broadcasters will exercise the greatest possible care in the use, preparation and transmission of broadcasts dealing with the war, to the end that these broadcasts will conform with and support this declared public policy."

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

NOTE.—Many listeners asked WOW's Aunt Sally to repeat a recent broadcast which she called "Chrysanthemums," so Miss Dee was prevailed upon to present it here as her monthly News Tower column.—The Editor.

CHRYSANTHEMUMS!

A woman stood looking into a florist's window at a huge vase of yellow chrysanthemums, precursors of the golden fall time and messengers of memory to her.

Had the shopkeeper chanced to see this window-gazer, he would have thought her just a passer-by admiring the artistic arrangement of plants and cut flowers.



Aunt Sally

That florist could not know that as the woman looked deep into the flower hearts she saw an October day . . . the first day of October . . . when boy meets girl and girl meets boy, and then on the 25th day of October . . . a bride, carrying a huge bouquet of chrysanthemums, walking beside the tall groom through an aisle banked in golden blossoms and green fern. How could that florist know that the woman fancied she could hear the strains of the organ as if it were on the other side of the window pane?

Then memory brought to the window-picture the vision of the dear husband, upon every anniversary of the meeting and the wedding day, stepping joyously across the threshold of the little home with the symbols of their love . . . never forgetting.

If business happened to be flourishing, that husband carried a huge armful of those glorious chrysanthemums. If times were dull, perhaps he brought his loved one but two or three golden blossoms, with a smile no less tender . . . never forgetting.

The house seemed to be aglow while those flowers lasted and held their heads so proudly, as if to tell of the glory of true love.

As the woman looked into the window, pictures pass before her

eyes, as if they were reeled off by a moving picture machine.

Years have come, years have gone, and in the hearts of the flowers comes another October day. Once again the world is a riot of color—red, gold and russet shades. The sun is warm and soft winds seemed to be gently rocking cradles in all the trees, the birds were singing lullabys, and upon the 29th October day there came a little stranger to live in this house where love reigned. Such a tiny creature in a bassinette of pink silk and lace, cooing under a bouquet of chrysanthemums. Their golden heads seemed to be nodding in approval of the wee blond stranger who opened two large blue eyes to stare in wonder at the new world.

It was the year of 1917. The world was at war . . . and who could tell? Perhaps this blessed bundle of humanity, weighing three and three-quarter pounds, brought the message from heaven, "Peace be on the earth."

All through the years, upon the dates of October 1st, 25th and the 29th, three chrysanthemums held their heads high in that home to tell the world of the love of daddy and mummy and baby.

The woman's head droops slightly as she looks through the window and recalls another fall day when the world was again ablaze with color. Red leaves turned to the sun, yellow pumpkins grinned on dried vines and chrysanthemums bloomed again when the daddy in that little house slipped suddenly away.

So long as time shall pass, three chrysanthemums stand in that little home on those memory days in October.

The woman standing by the window today looks again in the hearts of those beloved flowers and adds another day to treasure, another day for memory's picture. One more glorious October blossom, another chrysanthemum.

What of this extra blossom? The additional memory day?

Well, you see, I can't tell you the rest of the story now, for the woman has turned from the window with a happy smile and she is soon lost in the crowd.

If I catch up to her I'll finish the story next month.

'Bye for now.

YOUR AUNT SALLY.

Didja Know? . . .

By BILL WISEMAN

BIG NEWS! . . .

The biggest radio news ever published is the story of radio's coverage of World War II.

Despite the airtight censorship, the success of radio as a news-gathering and distributing agency during the first month of the conflict has been nothing less than a miracle.

Most listeners, however, have ceased to wonder at the miracles of radio. Most folks take radio as a matter of course.

They are surprised, disappointed, pleased or indifferent as to the factual content of a radio news dispatch, but they never give a thought to the MEDIUM which brings that dispatch into their homes.

—wow—

THINGS YOU NEVER KNEW TILL NOW . . .

NBC scored an historical scoop on the sinking of the Athenia. Scores of newspapers got their first inking "via NBC radio," and ethical newspapers included NBC credit for the Athenia flash.

All press associations—Associated Press, United Press, International News Service and others, gave their news to radio "as a public service."

Germany ruled it is an act of treason (punishable by death) for Germans to listen to foreign (English, French, American) broadcasts, but in two weeks after war was declared NBC had received hundreds of requests for Benny Goodman's picture!

—wow—

'TAIN'T HAY! . . .

Networks announced that it costs \$18 a minute to bring broadcasts from across the Atlantic to American listeners.

The New York Times (one of the founders of the Associated Press) signed a contract to buy United Press.

"Time" magazine reports there are 10,000 news reporters covering the war, including 664 for Associated Press, 500 for United Press and 7,750 working for foreign agencies.

One reason radio was so far ahead with the news was that censors took longer to read dispatches than they did radio scripts. After two weeks of missing deadlines, newsmen squawked so loudly that the British added 100 more dispatch censors and opened the dispatch censorship bureau 24 hours a day.

—wow—

THEY'RE CAREFUL . . .

Germany (according to "Time") does NOT censor dispatches. However, any correspondent who incurs official displeasure may be banished from the country, or may face treason or espionage charges. So the radio and news correspondents in Germany are just as careful as the boys on the other side.

Only one radio commentator has been stopped by censors so far. This was AP's John Lloyd, speaking from Paris over NBC (and WOW). In the middle of his talks he announced that air-raid warnings could be heard. Suddenly his address stopped. Paris was off the air for seven hours.

—wow—

Word has been received that the Procter & Gamble Co. will add still another show to WOW's schedules in mid-October, called "Against the Storm." It will be heard at 4:15 p. m., Mondays through Fridays for Ivory soap. For details of other Procter & Gamble shows, see pages 4 and 5, this News Tower.

—wow—

Miss Laura York and Miss Adeline Gustafson, both of WOW's program department, underwent emergency appendicitis operations the last week in October, and Sally Dee (Aunt Sally) broke a rib on a theater chair arm. All are progressing nicely. Miss York is soon to become the bride of Gaylord Avery, WOW announcer.

Laugh Away the War Worries Every Night

Warcasts may be conducive to grim faces, somber thoughts, but the world's greatest comedians will make YOU laugh EVERY NIGHT if you'll keep tuned to WOW.

EVERY SUNDAY



Jack Benny McCarthy

Recommended with a dish of fruit Jello, a cup of Chase & Sanborn and an easy chair.

EVERY MONDAY



Tommy Riggs (Betty Lou)

The youngsters and oldsters alike will enjoy this feature, courtesy of Quaker Oats, Inc.

EVERY TUESDAY



Fibber McGee Bob Hope

It's double-feature, double-laugh night at your speaker! Pepsodent's Bob Hope follows Johnson's Wacky (waxy) "Fibber McGee and Molly."

EVERY WEDNESDAY



Fred Allen

Hooray! Fred Allen's back! Guaranteed to give you Ipana's smile of beauty and Sal Hepatica's smile of health, plus beau coupe tummy laughs!

EVERY THURSDAY



Fannie Brice Bob Burns

Unbeatable as a listenin' night! "Baby Snooks" is good news, and the Krafty Bob Burns, plus Crosby, plus Carpenter, is a sure insurance against thoughts that shouldn't be.

New Shows...Changes

When the NBC switched back to standard (from daylight) time, and during the period of September 24 to October 10, many changes were made in WOW's radio schedules. New fall-winter programs were added, times were switched, stars returned. Herewith is a list of changes (as of September 24), which is designed to aid listeners in getting "set" in their minds the regular fall-winter schedule of WOW.

NOTE WOW'S COMPLETE FALL-WINTER SCHEDULE—PAGE EIGHT

1. Fred Waring's quarter hour for Chesterfields will be heard from 6 p. m. to 6:15 p. m., Mondays through Fridays.
2. "I Love a Mystery," a quarter hour dramatic feature, sponsored by Fleischmann's Yeast, will be heard 6:15 p. m. to 6:30 p. m., every Monday through Friday.
3. "The Farmers' Forum" program, led by Sam Guard, will be heard every Monday from 6:30 p. m. to 7 p. m. Sponsor, Drs. Hess & Clark, Inc.
4. "Betty Lou" (Tommy Riggs) and the Quaker Oats Company's "Variety Show" will be heard 7 p. m. to 7:30 p. m., Mondays.
5. Alka-Seltzer presents Alec Templeton in a new variety show every Monday, 8:30 p. m. to 9 p. m.
6. A transcribed quarter hour called "Big Ben" will be heard each Tuesday and Thursday, 6:30 p. m. to 6:45 p. m. Sponsored by Big Ben Smoking Tobacco.
7. Richard Himber and his Studebaker Champions will be heard Tuesdays, Thursdays and Saturdays, 6:45 p. m. to 7 p. m.
8. "Pot of Gold," with Horace Heidt and his orchestra from Tums, will be heard every Tuesday, 7:30 p. m. to 8 p. m.
9. Bob Hope and the "Pepsodent Variety Show" will be heard 9 p. m. to 9:30 p. m., Tuesdays.
10. The "Plantation Party," sponsored by Brown & Williamson's Bugler Cigarette Tobacco, will be heard Wednesdays, 6:30 p. m. to 7 p. m.
11. The "Hollywood Playhouse," with Herbert Marshall, for Woodbury Soap, will be heard Wednesdays, 7 p. m. to 7:30 p. m.
12. "Avalon Time" (variety), for Avalon Cigarettes, will be heard 7:30 p. m. to 8 p. m., Wednesdays.
13. Fred Allen's variety show, including the Merry Macs, will return to the air from 8 p. m. to 9 p. m., Wednesdays.
14. "One Man's Family," for Tenderleaf Tea, will be heard on Thursdays, 7 p. m. to 7:30 p. m.
15. A new program, called "Those We Love," for Royal Deserts, will be heard Thursdays, 7:30 p. m. to 8 p. m.
16. George Jessel's "Celebrity Hour," for Vitalis, will be heard on Fridays, 8:30 p. m. to 9 p. m.
17. "Death Valley Days," the Pacific Coast Borax Company's dramatic show, will be heard Saturdays, 8:30 p. m. to 9 p. m.
18. Alka-Seltzer's "National Barn Dance" will shift to 9:30 p. m. to 10:30 p. m., Saturdays.
19. The General Electric "Hour of Charm" will be heard Sundays, 9 p. m. to 9:30 p. m.
20. Walter Winchel, for Jergens Lotion, will be heard Sundays, 10 p. m. to 10:15 p. m.
21. Irene Rich, for Welch's Grape Juice, will be heard at 10:15 p. m. to 10:30 p. m., Sundays.

MORNING AND AFTERNOON

1. "The Pinex Merrymakers, 6:45 a. m. to 7 a. m., Mondays, Wednesdays and Fridays.
2. "Oshkosh Stay-Blue Denim-ites, 6:45 a. m. to 7 a. m., Tuesdays, Thursdays and Saturdays.
3. "The Magic Story Circle, Harriett Harris, 11:45 a. m., Saturdays, and 8:15 a. m., Sundays.
4. "Smilin' Ed McConnell" for Acme Paints and Lin-x, Saturdays, 10:15 a. m.
5. Goodyear's "Country Neighbor," 12 noon, Mondays.
6. "Solitude," poetry, philosophy, by John Dahl of Western Audiphone Co., Sundays, 12 noon.
7. "Doorway to Music," Lyon & Healy, Sundays, 12:30 p. m.
8. "Smoke Dreams," La Fendrich, 1 p. m., Sundays.
9. Chicago Roundtable Discussion, Sundays, 1:30 p. m.
10. "Judy and Jane," Folger's Coffee, 1:45 p. m., Mondays, Thursdays and Fridays.
11. New WOW News period, 3:15 p. m., Sundays.
12. Horlick Malted Milk program, 3:30 p. m., Sundays.
13. Enna Jettick Melodies, 4 p. m., Sundays.
14. Colgate program, 4:45 p. m., Mondays, Thursdays and Fridays.
15. "Meet Miss Julia," Stanco, 5 p. m., Mondays through Fridays.

EVERY FRIDAY

Always a million gags from Vitalis' Jessel.

* * *

(See column 5 for details of Saturday evening comedy!)



George Jessel

Berle to Head a Quaker Show Saturdays



Funnyman Milton Merle, headliner in a new Quaker Oats Company program, which will be heard on WOW this fall and winter.

The Quaker Oats Company will bring WOW listeners two new shows and will resume the ever-popular Tommy Riggs and "Betty Lou" for this fall and winter.

The new show will take the place of "Dick Tracy" and will be a rollicking variety show, headed by comedian Milton Berle. Its regular time on the air will be Saturdays at 7:30 p. m.

Quaker Oats also announced the return of "Girl Alone," one of the most popular daytime serial stories ever written. It stars Brunette Betty Winkler and the cast also includes June Travis, Joan Winters, Henry Hunter and Pat Murphy. "Girl Alone" will be on the air Mondays through Fridays at 4 p. m.

"The Adventures of Tommy and Betty Lou," recently resumed on the air, Monday nights at 7 o'clock, will include musical numbers by Freddy Rich and each week a guest orchestra. The orchestras selected for October to work with the new Berle show:

- October 7—Joe Rines
- October 14—Emery Deutsch
- October 21—Ben Cutler
- October 28—Don Bestor

Woodmen Stage Member Drive

WOW's parent company, the Woodmen of the World Life Insurance Society, will begin a membership drive throughout the nation, October 1 with the slogan, "Protection Plus Campaign," according to an announcement today by De Emmett Bradshaw, president. The purpose of the campaign will be to point out the advantages offered to Woodcraft members, and especially the advantages of Woodmen of the World life insurance.

The Woodmen of the World Life Insurance Society is the largest and strongest fraternal life insurance society in America, with assets of more than \$128,000,000. The society insures men from birth to the age of 60. It sponsors a youth organization called "Boys of Woodcraft," which teaches thrift, loyalty to government, the purpose and uses of the American flag, and lessons in service, charity and honesty.

President Bradshaw pointed out that numerous fine prizes will be awarded to present members who induce their friends to join the Woodmen of the World.

Seymour camp No. 16 launched its part in the Protection Plus Campaign with a gala party in the Elks Club lodge room on September 27.

Any WOW listener interested in Woodcraft is invited to write to radio station WOW. Listeners are always welcome to visit WOW, on the second floor of the Insurance Building at 17th and Farnam Streets. Guides are provided.

Mrs. Lenora Gale of Omaha was one of the recent \$100 prize winners in a Procter & Gamble "Max Perkins" contest.

PROCTER & GAMBLE PRESENTS FIFTY

SO HE CREATED "VIC AND SADE"



Friends told her she was foolish to forsake the legitimate stage eight years ago for the new gadget then known as radio. But Anne Seymour ignored them. Now, as "Mary Marlin," she's tops in radio dramatics.

"The Story of Mary Marlin" is one of the miracles of radio.

It was started in March, 1937. Every survey taken since then has proven that it "clicked" with the housewife from the start, and, like a rolling snowball, has gathered up an ever-increasing audience.

Its author is Jane Cruisberry, and its producer, Maurice Lowell. Its leading characters are Anne Seymour (as Mary Marlin) and Robert Griffin (as Joe Marlin).

"Mary Marlin" is sponsored by Ivory Soap and Snow, and is heard on WOW at 2 p. m. every Monday through Friday.

Anne Seymour, who plays "Mary Marlin," was born under a dramatic star. Her mother was (and still is) "of the stage," and at the age of 12 Anne was attending dramatic schools. In 1932, after she had worked in 200 dramatic shows on WLW in Cincinnati, Miss Anne went to New York to the legitimate stage. A year later she accepted the leading role in "Grand Hotel," which program gave her her first big radio fame.

Miss Seymour is now recognized as the first lady of the radio drama in NBC's Chicago studios and one of the greatest actresses on the radio anywhere. She is five feet seven inches tall, weighs 135 pounds, is a brunette, with brown hair and brown eyes.

Paul Rhymer, a former Bloomington, Ill., boy, sits in the control room of Studio J in the National Broadcasting Company's Chicago headquarters as the cast of three persons goes through the lines of his script for the "Vic and Sade" skit of family life, one of the most popular of all daytime radio shows. Paul appears unconcerned. He just dropped in to see the show, as he does sometimes.

Perhaps he arrived a few minutes ahead of time. If so, probably he was at the piano in the studio running over (and mutilating) one of his two or three favorite selections. Members of the cast don't think his piano artistry is so hot, but they can't do much about it. They have to put up with it, just as the brethren in Sigma Chi used to have to bear with him at Illinois Wesleyan University in Bloomington a few years ago.

Wrote Prize Story
Paul was a familiar figure at Wesleyan. That is, at the fraternity house and on the campus. Less familiar was he inside class rooms, the story goes, although now and then he would drop around to a class just to see how things were going. He did have an interest in literature. Paul had won a degree of prominence as a senior in high school by winning a medal offered by a local newspaper for short story writing. The medal came as a result of several years of what he admits was earnest endeavor, beginning with the time in the sixth grade when he had a school essay printed in that same newspaper. When that essay, on the Bloomington appearance of the Philadelphia Symphony Orchestra, was printed, Paul decided that he would concentrate on writing.

Writes for Fun
After winning the short story medal he continued writing in college and has been at it ever since. He likes to write just for the fun of it, although he would, he says, prefer to be out from under that continual pressure of having to turn out a new script five times a week. Paul was out of school in 1929. He went to Chicago and got a job in the continuity department of NBC, after having tried his hand for short periods at a variety of jobs. None of them paid him handsomely, however.

When he had been in NBC about three years, "Vic and Sade" were put on the air and have remained there. But it was pure accident that "Vic and Sade" ever happened to be writ-



Vic (Art Van Harvey), Sade (Bernardine Flynn) and Rush (Billy Idelson).



Paul Rhymer, creator and author of "Vic and Sade"—Crisco serial.

ten. In fact, Paul tried to dodge writing the first script of what turned out to be "Vic and Sade."

An NBC production manager dropped into the continuity department one Saturday and announced that he was to audition an important acting prospect Monday and would need a script of family life for the purpose. Paul slumped down in his chair behind a newspaper, but to no avail. He was assigned to write that copy.

"I was pretty tough at the injustice of that assignment at the time," Paul said, "for it meant that I would have to come down on Sunday and work on it."

Hard to Please
He did work Sunday, however, mulled over this and that idea in his mind, and at length wrote something—he hoped it would be all right. And it certainly was all right. In fact, it was so good that Paul was asked to put out some more just like it. But the young writer was hard to please. He didn't even like that idea. Why, it would mean day after day, week after week and month on month of daily responsibility for a new script. He saw that coming. Perhaps then he didn't realize it would run into year after year, now nearly five of them. He thought it over, parried the proposition and at last agreed.

Vic (Art Van Harvey) and Sade (Bernardine Flynn), he says, are just names that occurred to him when he wrote that first script, as seeming to fit the characters. Rush (Billy Idelson), who entered the show a few months later, was the name of a youthful "boy friend" of the little girl who lived next door to Paul when Paul was in knee pants.

Paul married Miss Mary Frances Murray, once voted the most popular girl at Illinois Wesleyan, of which she is a graduate in the class of 1931, on July 31, 1933, in Chicago, about a year after "Vic and Sade" was launched.



Thousands of listeners will recall the role of "Rose Kransky" in the Procter & Gamble serial, "The Guiding Light." Above is "Rose." In private life, Ruth Bailey.

Inna Phillips, one of radio's most prolific writers, has proven that the average radio listener doesn't want "circus" material exclusively.

Miss Phillips, author of NBC's "Guiding Light" program, deliberately flouted the advice of "those in the know" when she began to use the elements of philosophy in dramatic form in the inauguration of "The Guiding Light" more than two years ago.

"I had a definite conviction," says Miss Phillips, "that the average citizen would be willing—even eager—to listen to serious problems if they were properly presented. People are interested in politics, in religion and philosophy, and will listen to the problems they present if a writer or a speaker will make them an integral part of life."

Currently in the "Guiding Light," broadcast Mondays through Fridays at 2:45 p. m., Omaha time, over WOW and NBC Red network, Miss Phillips is presenting both sides to a problem that has been passionately debated for centuries—the right of the individual to place himself above social responsibility. Contending forces are represented by the minister, Doctor Ruthledge, the "Good Samaritan," who places the group above the individual, and his foster son, "Ned Holden," a flaming prophet of individualism.

And fan mail has backed Miss Phillips' contention 100 per cent. Listeners not only demonstrate their willingness to listen to debate, but they contribute arguments of their own to both sides of the question. Thousands write weekly for copies of Doctor Ruthledge's sermons and for the "radio broadcasts" made by "Ned Holden." "Guiding Light" is sponsored by Procter & Gamble and originates in the NBC Chicago studios.

P. & G. Serials On WOW Schedule

Time	Program	Sponsor
8:30 A. M.	The O'Neills	Ivory
9:00 A. M.	The Man I Married	Oxydol
10:45 A. M.	Houseboat Hannah	Lava
2:00 P. M.	Mary Marlin	Ivory Flakes
2:15 P. M.	Ma Perkins	Oxydol
2:30 P. M.	Pepper Young's Family	Camay
2:45 P. M.	Guiding Light	Naptha
3:30 P. M.	Vic and Sade	Crisco
3:45 P. M.	Midstream	Teel
4:15 P. M.	Against the Storm	Ivory
4:30 P. M.	Kitty Keene	Dreft

AN OLD MEANY

Here's a gal who got her wish! June Meredith, veteran actress, always has been cast in "roles of sweetness." Often she wishes to be an "ol' meany." Now she's having fun portraying the villainess, Nadra, in Procter & Gamble's "Kitty Keene."

A Reversal of an Old Formula

The usual formula of small-town girl going to big city for career and romance is reversed in the Oxydol serial, "The Man I Love."

In this, the newest of the Procter & Gamble shows, a city boy and a city girl wed and move to the small town of Caperneum, where they find an amazing series of adventures.

The girl is Barbara Lee, a thoroughly charming actress, who does the role of "Evelyn." The boy is Van Heflin, who plays Adam Waring, multimillionaire's son.

"The Man I Married" is the brain child of Authors Don Becker and Carl Bixby. It is replete with human interest. Other members of the cast include Betty Worth as "Florence Weston" and Santos Ortega as "Phineas Grant."

"The Man I Married" is now heard on WOW at 9 a. m. (Omaha time), Mondays through Fridays, on WOW.



It takes brains and histrionic ability . . . and beauty doesn't hurt . . . to be a radio actress. Barbara Lee, star of Procter & Gamble's "The Man I Married" has all the three qualities.

THE O'NEILL FAMILY



Nearly four years on the air! That's the record of "The O'Neills," the Procter & Gamble show which features the cast shown above. It is packed full of human interest, pathos and excitement.

BUM PUN VIRUS

The "Knock, Knock" epidemic was mild compared to the newest virus that's bitten NBC studioites in Chicago. No one admits to having started it, but the dark glance of suspicion is on Mercedes McCambridge, witty colleen, who plays the role of Midge in "Midstream."

For it's no longer au fait to say "Good morning," "Hello" or "Hi, Toots!" Instead you find wis marching up to Announcer Louis Roen, say, with the salutation: "Greetings, Roen! Where ya goin'?" Announcer Bob Brown walks in to fall victim to: "Greetings, Brown! Back in town?" For the strong souls who can take it, we quote some of the sillies that have been floating about studio corridors:

"Greetings, (Pierre) Andre! Sent your laundry?" . . . Greetings, Rita (Ascot)! You look sweeta!" . . . "Greetings, (Lynn) Brandt! How's your aunt?" . . . "Greetings, Opal (Craven)! You're well, I hopell!" . . . "Greetings, (Sid) Ellstrom! Hope you're wellstrom!" . . . "Hi, Gladys (Heen)! You look saddes!" . . . "How are you, Charlie (Sears)? You're up arlie!" . . . "Hello (Paul) Rhymer! Got the timer?" . . . "Hi, (Charles) Lyon! Hope you're fityun!" . . . "Hi, Ransom (Sherman)! You look han'som!" . . . "Hi, Roy (Shields)! How's the boy?" . . . "Hi, (Hal) Totten! You look rotten!" . . . Hi, Leslie (Woods)! You look your besley!"

FIVE SHOWS EVERY WEEK ON WOW

EVERYBODY LOVES "MA PERKINS"



Betty Wragge is another of those very young "old-timers" in radio dramatics. She plays the top role in Procter & Gamble's "Pepper Young's Family" opposite Curtis Arnall, Omaha lad.

Recently a popularity poll was taken for that type of show known in the radio art as "the script show," but known to radio listeners as "serials."

"Pepper Young's Family," the Camay show, rated as "an ideal show for women, children and men," in 12 midwestern states, probably including Nebraska.

This feature has an especially large audience among Omaha listeners because of Curtis Arnall, former Central high school youth, who now plays the role of "Pepper Young." Opposite him is Betty Wragge, who, only a decade ago was playing a brother-sister act with her real brother, Eddie, on a show starring Raymond Knight.

Now Miss Wragge has become so popular she is being mentioned for a possible lead role in a forthcoming Broadway production.

SKIPPER WELLS

Dick Wells, announcer for Teel's "Midstream" and Oxydol's "Own Ma Perkins," is strutting about the NBC Chicago studios these days nattily decked out in a skipper's uniform. Dick's commuting to the studios daily via the Mermaid II, his 50-foot yacht. All he has to do is walk a couple of blocks to the harbor in the morning, weigh anchor and he's off over the waves to the air waves.

The first time Virginia Payne was given a part in an amateur theatrical—back in her old home town of Cincinnati, Ohio, she had only a half dozen lines of dialogue.

Ambitious—then as now—Virginia memorized the leading lady's entire part, too, just in case an accident might befall the star of the show, preventing her appearance on the night of the performance. The accident never materialized, but the incident serves to illustrate one of Virginia's outstanding characteristics, a firm belief in the efficacy of preparedness.

Star of the cast of the "Oxydol's Ma Perkins" program since it came to National Broadcasting Company networks in December, 1933, Virginia was born in Cincinnati on June 19, 1910, the daughter of John Lewis Payne, a physician. Virginia's first reaction to the stage, at the age of 4, was negative. She walked out of the theater during one of Maude Adams' appearances in "Peter Pan." Two years later, however, her parents started her taking lessons in elocution, and she rapidly developed both a talent and an inclination for the drama.

Phenomenal Memory

"All my life I specialized in pantomime and rapid memorization of lines, only to go into radio, where neither ability counts for anything."

But at least she left the University of Cincinnati with two degrees, an A.B. and an A.M., and the reputation of having the finest memory of anyone in her class.

She can memorize anything—including the writings of Gertrude Stein—after the second or third reading. Her ability stood her in good stead while playing on the stage soon after graduation. Because of another actress' illness, she was called to take the role of Mrs. Hardcastle in "She Stoops to Conquer" on one night's notice. She memorized her lines, which ran throughout the three-act play, and took over the role the next afternoon without a slip of memory.

Started in Cincinnati

Virginia did her first work before the microphone at WLW, NBC affiliate at Cincinnati.

She earned her first check from radio when she was cast as the "speaking voice" and Jane Froman was the "singing voice" of "Honey Adams," heroine of a southern radio drama.



Virginia Payne in her world-famous role of "Oxydol's Ma Perkins."



As Miss Payne looks out of character.

The production supervisor of the show wanted a southern girl with an authentic southern drawl to play heroine. More than 40 actresses were tested and Virginia won over

them all. Thirty of her competitors came from Georgia, Carolina, Tennessee or Alabama, and no one thought Ohio-born-and-reared Virginia had a chance.

With Repertory Company

After she had won, the manager came up to her and asked what part of the south she came from.

"I had to confess, meekly, that I had always lived in Cincinnati, but he let me keep the job," says Virginia.

After completing school, she doubled as radio actress, member of the staff of the Schuster-Martin School of Acting, and member of one of Cincinnati's theater groups. Then followed a tour with the Stuart Walker Repertory Company and a series of dramatic recitals throughout Ohio.

Miss Payne came to Chicago with the cast of "Ma Perkins" when that popular radio serial moved from WLW to the NBC Chicago studios in 1933. Now she lives in her small North Side apartment, does a lot of her own cooking, plays the piano, swims, dances and reads.

Her pet aversion is bridge playing, because "it seems to be a waste of time to concentrate on cards—but, of course, it may be that I don't play very well."

Her favorite midnight snack is a hamburger sandwich or two, although she has never let the fact slip to her doctor-father.

Virginia has brown hair, light blue eyes and is five feet four inches tall.

NIMROD ARNALL

In righteous wrath, Curtis Arnall, lead player in the "Pepper Young" serial, was convinced he had caught an out-of-season game poacher the other day. On a side road on his place in New Hampshire, Arnall encountered a man putting two dead deer into a car. After Arnall had started to give the fellow a tongue lashing, he was confronted with credentials proving that the supposed hunter was a game warden who had discovered the two deer with antlers locked in a death fight.

P. & G. Serials On WOW Schedule

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3:45 P. M.	Midstream	Teel
4:15 P. M.	Against the Storm	Ivory
4:30 P. M.	Kitty Keene	Dreft

Odds 'n' Ends

Sade is back on the "Vic and Sade" cast, or, stating it another way around, Bernardine Flynn is back at her radio assignments in Chicago following a motor tour of Virginia. Her hubby is a battlefield addict. Incidentally, the lady did a bit too much yanking the car around mountain roads and is wearing her right wrist in a brace.

—wow—

Curtis Mitchell, sound effector on the "Kitty Keene" show, was momentarily stumped by the script requirement that he make a noise like two people walking down a hall. He wasn't stopped for long, though. Got an extra pair of shoes, put 'em on his hands and walked on all fours to make exactly the right kind of racket.

—wow—

The nasal tough heard as "Weasel" on the P. & G. "Houseboat Hannah" program is Donald Gallagher, who has lectured at the University of Chicago, Southern Methodist university and a couple of other sanctums of erudition on, of all things, Shakespeare and the Elizabethan theater.

—wow—

Betty Wragge, who plays the role of Peggy in "Pepper Young's Family," over WOW, is a versatile young lady. During a trip to Europe, she learned to speak Dutch so fluently that she had to learn English all over again on her return home.



At a tender teen age, Frances Carlon of Indianapolis (shown above) decided she wanted to be an actress. She worked hard, never changed her mind, and has become a radio favorite in Procter & Gamble's "Kitty Keene, Inc."

Herewith is her advice to girls who aspire to radio dramatic careers:

1. Be sure you are an expert at reading at sight. There are no long rehearsals in radio and an immediate interpretation of a part is essential.

2. Reading aloud constantly, concentrating on voice flexibility, is good preparation for a radio career. Personality is projected only through the voice in radio.

3. If you have a stage background, voice projection and "theatrical" diction must be stepped down.

4. Be alert! You can't begin over again once you're on the air. Be prepared to deal with the unexpected at all times.

5. Make up your mind that you're getting into good, hard work, not romance. You must be able to work under pressure and still retain a sensitive instinct for moods and personalities. Don't, under any circumstances, give way to nerves! You'll never stand the strain if you do.

If you've had stage experience, there are two things you must tone down in radio—voice projection and "stagey" diction. A low, quiet voice is a powerful instrument when handled correctly before a microphone! Remember, in radio, you're always talking in someone's ear, and neither loud tones nor affectations in diction are effective at close range.

"HANNAH" CARRIES ON



Bravely Hannah ("Houseboat Hannah O'Leary") fights on! Everybody knows this human serial show, aired by the cast above, with Doris Rich as star. It's one of Procter & Gamble's most popular serials.

Teel's "Midstream" is Written by a Former Omaha Girl

"Midstream," the Teel serial show, is not yet a half year old on the air, but a stellar cast and an amazing story by Pauline Hopkins (formerly of Omaha) has resulted in this show building a great following in short order.

The story presents the problems of Charles and Julia Meredith, a couple at the half-way mark in life, each facing old age with different emotions. Julia, beautiful and pleasure-loving, tries desperately to hang on to youth. Charles, calm, easy-going, is ready to settle down in a pair of old slippers for the rest of his life.

Members of the cast include Betty Lou Gerson, as Julia Meredith; Hugh Studebaker, as Charles, and Connie Osgood, who will appear as Ruth, Charles' secretary. The author is Pauline Hopkins.



An action photo of the cast of "Midstream," the Teel Procter & Gamble serial written by Pauline Hopkins. In the group are Hugh Studebaker, Betty Lou Gerson, Connie Osgood and Dick Wells (announcer).

WOW SPECIAL EVENTS ACTIVITIES

News Editor's Column

By FOSTER MAY
WOW News Editor

NOTE.— Hundreds of listeners asked for copies of Foster May's recent plea for "personal neutrality." Here it is . . . slightly abbreviated.—THE EDITOR.

During the past week, as news of the war has increased and the tension has grown hourly, I have noticed a shocking disposition on the part of my fellow Americans to take sides. I want to take this opportunity to express my sincere hope that WOW listeners will maintain not an attitude of disinterestedness, but a position of personal neutrality.



Foster May

More and more during our street programs letters and telegrams have come to me, showing a strong inclination on the part of Americans to condemn one side or the other in this issue. We are Americans and we have a right to any feeling we care to express, but, as I see it, taking sides is folly.

As a news man, for 12 years I have observed a good many of European dispatches. I want to give you some of my observations along this line.

For many years the continent of Europe has been a seething pot of power politics. Power politics means just what it says—a political game to achieve a balance of power on the continent of Europe. Unfortunately, this game of power politics has not been played by one group, one section or one nation. It has been played by all of Europe—and played right down to the very last card. Germany, Russia, Italy, France, England, Spain . . . these have been the principal players in this ruthless and sometimes bloody game of power politics.

I want to quote to you from a letter I received from an editor of a newspaper down in Oklahoma last week:

"Personally, it is my sincere hope that the United States can stay out of the international mess this time. It might be okay if we were SURE that democracy was the stake. But, to ME, democracy and British and French imperialism are NOT synonymous."

I am pro-American, pro-human, pro-democratic — not power politics democracy. All have been horrified by the ruthlessness of all European dictators. If you have read history, you probably have been horrified at the atrocities committed by the British and French in their conquests of certain colonies and possessions—the Boers in Africa, and a few others. To say that the English and French have been lily white in their technique toward millions of human beings would be to state an untruth. To say that it has been really necessary for Germany and Italy to use the methods they have would also be untrue. But, regardless of whether you approve of the way England has brutally trampled millions of colonials under foot; regardless of how strongly you feel against the inhuman methods of the nazi and fascists and communists governments, the truth remains that the whole, bloody, stinking business has been a game of power politics. The biggest hand and the biggest show-down in this game of power politics in all history is now being played. Who is right; who is wrong, would be impossible to determine at this time. Only history, many years from now, will have that answer. For us to permit our feeling to be swayed and to take sides, would not only be folly, but suicide. The thing for us to remember is this: That Germany, Italy, France and England, as well as all the other countries of Europe, as populated mainly

WOW Listeners Take Radio Trip to Big Fairs In Iowa, Nebraska, Kansas and South Dakota



Iowa's crochet champs almost taught WOW's Lyle De Moss how it was done at the Iowa State Fair in Des Moines. Shown with him, beside WOW's mobile unit at Des Moines, are (left to right): Mrs. A. Masterpole, Oelwein, Iowa, grand champion; Mrs. G. V. Reynolds, Dallas Center, runnerup; Mrs. A. C. Osborne and Miss Elsie Keuth, both of Des Moines; Mrs. H. L. Varnum, Marshalltown, and Mrs. Nich Avigernos, Des Moines.

Even the European war failed to keep WOW from taking its listeners on a series of interesting listening visits to the principal fairs in Nebraska, Iowa, Kansas and South Dakota.

Using two special events crews, the Sophisticated Rangers, and at the Douglas County Fair the entire Good Will Follies, WOW not only covered special events of great interest, but provided entertainment for fair-goers as well.

Lyle De Moss and an engineering crew "covered" the big Iowa State Fair at Des Moines. Foster May did his Iten-Barmettler "Man on the Street" at the big Belleville, Kans., fair, at Wagner, S. D., and at the huge Corn Palace Exposition at Mitchell, S. D.

Both De Moss and May participated at the Nebraska fair, where the Rangers entertained in the Allis-Chalmers tent and before the grandstand crowds.

FARM LEADER



"Agriculture's pioneer press agent" is the, what they call Sam Guard, editor of the Breeders Gazette, who conducts the new "Farmers' Forum," on WOW, Mondays, 6:30 to 7 p. m. The sponsor is Drs. Hess & Clark, Inc.

Roundtable 'Regular' Is Visitor in Omaha

Jerome G. Kerwin, associate professor of political science at the University of Chicago and a "regular" on the Chicago Roundtable discussions (1:30 p. m., Sundays, on WOW), was interviewed on WOW recently by Foster May. Professor Kerwin was in Omaha to address the Institute of Government at the Municipal University of Omaha.

SALUTE TO OMAHA

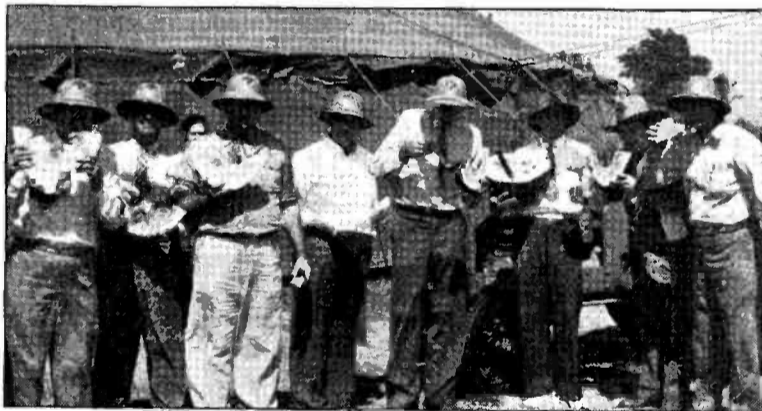
The Omaha Chamber of Commerce recently sent full information about Omaha to the "Carnation Contented Hour" radio program, to be used as the basis of a forthcoming "salute program." The program is a Monday night feature on WOW—9 o'clock.

MAY AT KANSAS FAIR



The North Central Kansas Free Fair at Belleville was "covered" for WOW listeners by Foster May with Iten-Barmettler "Man on the Street" broadcasts. Photo shows Foster interviewing Guy E. Ward, amusement committee chairman.

A-C EXECUTIVES GET A TREAT



WOW's Rangers entertained daily in the Allis-Chalmers tent at the Nebraska State Fair. Photo shows a group of Allis-Chalmers officials enjoying a watermelon repast. Left to right are Art Backlund of Columbus; Howard Stearns, Grand Island; Ken Crowl, Lincoln; Charles McClarnen, Pawnee City; A. Rolfsmeier, Seward; Oscar Cook, Omaha branch manager; Lyle De Moss of WOW, and W. J. Stevens, sales manager at Omaha.

DON'T LET YOUR NEWS TOWER EXPIRE

Radio's greatest listening year is just beginning!

Don't let your News Tower subscription expire!

A card, letter or phone call to WOW, and your expiration date will be given to you immediately.

SMOKE DREAMS

"Smoke Dreams," a half-hour program featuring "The Dreamer" and his bits of homey philosophy told in prose and poetry against a background of music, is a new feature on WOW, Sundays, at 1 p. m., via the NBC Red network. The program also includes music by an orchestra, under the direction of Virginia Marucci, and various vocal soloists.

SMILIN' ED



Smilin' Ed McConnell

Smilin' Ed McConnell, the singing philosopher of radio, returned to WOW after a summer layoff, on Saturday in a weekly 15-minute program series under the sponsorship of the Acme White Lead and Color Works. The broadcast may be heard each Saturday from 9:15 to 9:30 a. m.

It will be McConnell's sixth year on the air for this sponsor and his 18th in radio.

Irma Glen, well-known NBC pipe organist, will be heard with the jovial singing star on his new series.

Curt Massey, vocalist-trumpeter-arranger-violinist with the "West-erners," has stepped into the singing role on the "Avalon Time" program, Saturdays, 7:30 p. m., over WOW and NBC Red network. Other stars on the show are Comedian Red Skelton, Edna Stillwell, Janette (Dorothy Davis) and Bob Strong's orchestra.

NEBRASKA 4-H CHAMPION



The grand champion, 4-H baby beef (pictured above), brought its owner and raiser, Gilbert Bowles, Stanton County, 76 cents a pound, and WOW listeners heard the actual sale. Photo shows Prof. J. J. Moxley of Kansas State Agricultural College congratulating Bowles during a joint interview by De Moss.

INCLUDE FAIRS IN FOUR STATES

READS POETRY



Business man, poet and philosopher is John P. Dahl, star of "Solitude," heard Sundays at 12 noon on WOW. He is president of the Western Audiphone Company, 418 Medical Arts building, distributors of scientific Western Electric hearing aids.

Parade of Famous Personalities Gives WOW Folks a Variety of Very Interesting Interviews

The past few weeks brought an amazing array of important personalities to WOW microphones for special interviews, mostly by Foster May. Included were:

United States Senator H. Styles Bridges of New Hampshire, from Omaha Junior Chamber of Commerce luncheon.

Prof. Grayson L. Kirk, University of Wisconsin, political economist, in Omaha for the Institute of Government at the Municipal University of Omaha.

Prof. Jerome G. Kerwin, University of Chicago Roundtable, political economist, also in Omaha for the Institute of Government.

Joseph D. Grew, United States ambassador to Japan, in Omaha en route from Washington to his post in Tokyo.

In addition, May journeyed to many outstate points for personal appearances and for special Iten-Barmettler "Man on the Street" broadcasts.



Nebraska's champion 4-H cooks, Jean and Joan Mackey of Frontier County—truly important blue ribbon winners, gave WOW's Harry Burke a sample of their waffles when they visited the Nebraska Power Company's all-electric kitchen as guests of Martha Bohlsen, director of the Radio Homemakers' Club.

30 Fine Prizes For Women at the Food Show

By MARTHA BOHLSSEN

Conductor of the Homemakers' Club of the Air—Saturdays, 10 A. M.

First, I want to extend a personal invitation to every homemaker listener of station WOW to attend the Omaha Food Show at the city auditorium the week of October 9. Most of you may already know that I am to conduct a cooking school each afternoon, starting at 2 o'clock, the theme of which is to be "Let's Stay Young Electrically."



For this month's News Tower I want to tell you something about our food show's cooking school plans.

This year we are conducting a canning contest, in which all of you are invited to enter any type of canned goods, including fruits, vegetables, meats or pickles (not jellies, preserves, etc.). There will be 10 prizes of beautiful electrical appliances. All entries must be made Saturday, October 14, between 12 noon and 2:30 p. m., at the auditorium, and winners will be announced shortly after 4 p. m. The prizes will be:

- (1) Electric roaster.
- (2) IES table lamp.
- (3) Electric casserole.
- (4) Electric coffeemaker.
- (5) Boudoir lamp.
- (6) Pin-up lamp.
- (7) Pin-up lamp.
- (8) Electric clock.
- (9) One carton of 100-watt lamps.
- (10) One carton of 100-watt lamps.

In addition, every day we will give away an electric casserole, a better-sight floor lamp, an electric clock and an electric coffeemaker.

My assistant will be Miss Marion MacDonald and 11-year-old Susie Potter, who will show you how simple it is to cook well with electricity.

The following is a brief resume of each day's cooking school at the food show:

Tuesday—"The Family Table"

On this program we will feature high-quality foods cooked properly for the American family table. We will suggest unusual, yet practical, dishes for every homemaker.

Wednesday—"Bridge Luncheons"

This program will offer opportunities for fancier dishes to appeal to our entertaining hostesses.

Thursday—"Refrigerator Raid"

Since Thursday is maid's day out, we might find the average family conducting a refrigerator raid, which in every-day language would mean merely a day for using leftovers. We feel no cooking school is complete without a good day on leftovers, and this might accomplish the purpose from just a little different slant.

Friday—"Special Diet Cookery"

This program will include diets for children, both the very young child and the school child. Also convalescent cookery, the diet for the underweight, the diet for the overweight, and suggestions for feeding a cold should be very valuable information at this season of the year. This program will not be too scientific, but will bring out the importance of wholesome food and healthful cookery for diet purposes.

Every day recipes will be printed on separate sheets and given out free. On the first day only a folder will be given—to contain all of the recipes. So be sure to attend the cooking school the first day so as to get your recipe folder.

Lou Holtz, comedian, famous for his Lapidus stories, will share guest honors with Carper Reardon, noted swing harpist, on the Alec Templeton show, Monday night, October 2, at 8:30.

Special Offers On WOW Programs

"THE SPIRIT OF NEW YORK," a booklet containing five water color pictures of historic New York scenes. To obtain your copy, listen to the "Cities Service Concert" on Friday nights.

A COOK BOOK WRITTEN and edited by Lucy C. Harte, with 29 classifications. For details listen to the "Musical Clock" at 7:15 each morning, except Sunday, or write WOW direct.

WRITE TO UNION PACIFIC bus travel agent, WOW, Omaha, Neb., for colorful picture folders of the San Francisco World's Fair.

SEND QUESTIONS FOR use on "Midday Melodies" program. One dollar is paid for any question accepted.

SEND IN AN ALIBI. WIN \$25 if your alibi is used on the air. Listen to "Uncle Walter's Dog House" Tuesday evenings at 8:30 over station WOW.

SEND 25 CENTS AND THE special coupon from a can of Folger's coffee and receive a genuine de luxe Cattaraugus steak and game carving set. For details listen to "Judy and Jane" over WOW.

A FREE CATALOGUE OF premiums for Raleigh, Kool and Viceroy coupons. Listen to Tommy Dorsey's program on Wednesday nights for details.

A RECIPE FOR "KARAMEL Kix" and booklet of Kix recipes. Send request, together with name and address, on a penny postcard to Betty Crocker, General Mills, Minneapolis, Minn., or care of WOW.

A CIGARETTE CASE IS being offered to any listener who sends in one wrapper from either size Bugler tobacco package, plus 25 cents in coin, to Bugler, Louisville, Kentucky. Hear "Plantation Party" for details.

BUY A 50-CENT BOX OF Woodbury powder and receive a one-dram bottle of Bateek perfume. Hear "Woodbury Playhouse" for details.

SEND 25 CENTS AND ONE Softasilk box top, together with name and address, to "Arnold Grimm's Daughter," station WOW.

BUY TWO PACKAGES OF Wheaties and receive a flashlight free from your dealer. For details hear "Valiant Lady."

WRITE A 25-WORD LETTER about Morton House roast beef and gravy on the back of the label from the can. Win \$1 if used on the air. Send all entries to Morton House, care of WOW.

"STREET" IN SOUTH DAKOTA



Twice in a month Foster May journeys to South Dakota for "Man on the Street" broadcasts.

Photo shows him at Wagner interviewing Chief Harry Rainbow of the Yankton Sioux Tribe. Later Foster covered the Corn Palace show at Mitchell.

SHOWS CONTINUE

Two popular Sunday night NBC Blue network programs will continue over WOW after change of time (starting September 24). Walter Winchell's comments for Jergens' Lotion will be at 10 p. m. and Irene Rich dramas for Welch's Grape Juice will be at 10:15 p. m. The Woodbury Playhouse dramas will be heard on Wednesdays, 7 p. m. to 7:30 p. m., starting October 4.

Miss Mildred Porter of the WOW program department and L. J. (Jim) Boremann, United Press correspondent, formerly attached to WOW, were married at St. John's Church, Omaha, September 30. They will make their home in Chicago.

Oshkosh Readies New Morning Series

Lyle De Moss and WOW's ever-popular Sophisticated Rangers will begin a new series of programs for Oshkosh B'Gosh overalls October 3, and thereafter on Tuesdays, Thursdays and Saturdays at 6:45 a. m.

In addition to the programs on the air, which will include comedy and wake-up music, the Oshkosh entertainers will make frequent personal appearances in various towns in WOW's territory.

The series will be under the personal direction of De Moss. Neil O'Brien of Ruthrauff & Ryan, Inc., Chicago, the Oshkosh advertising agency, was in Omaha recently to assist with getting the new series started.



OSHKOSH B'GOSH SQUAD!



Some football team, eh? It's Lyle De Moss at quarterback and an All-American line in the Sophisticated Rangers. They're posed getting set to make terrific gains for Oshkosh B'Gosh overalls! Hear their new program, Tuesdays, Thursdays and Saturdays, 6:45 a. m., on WOW.

FARM WOMEN'S CHORUS



Three hundred Nebraska farm women singers, members of the 4-H Club chorus, broadcast a concert over WOW on the first day of the Nebraska fair. Mrs. Altinas Pullis of Lincoln directed.

Letters commending Michael Stewart's enunciation always make the "Plantation Party" basso's heart swell with pride. Mike has to sing around a partial plate which a dentist installed to replace part of the singer's mouth structure following an automobile accident several years ago.

WOW

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Bill Wiseman, editor.

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WOW'S NEW FALL NIGHT SCHEDULE

Keep this Handy Schedule Near Your Radio Set at All Times!

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:45	Mounds WOW News	Walnettos WOW News	Mounds WOW News	Walnettos WOW News	Mounds WOW News	Walnettos WOW News	5:30—Grouch Club Korn Kix
6:00	Chesterfields Fred Waring	Chesterfields Fred Waring	Chesterfields Fred Waring	Chesterfield Fred Waring	Chesterfield Fred Waring	NBC String Symphony	Jack Benny Jello
6:15	Fleischmann Yeast "I Love a Mystery"	Fleischmann Yeast "I Love a Mystery"	Fleischmann Yeast "I Love a Mystery"	Fleischmann Yeast "I Love a Mystery"	Fleischmann Yeast "I Love a Mystery"	Richard Humber Studebaker Champions	Fitch Bandwagon Fitch's Hair Tonic
6:30	Farmers' Forum Drs. Hess and Clark Poultry Remedy	Big Ben Big Ben Tobacco	Plantation Party Brown-Williamson Bugler Tobacco	Big Ben Big Ben Tobacco	Aldrich Family October 13	Old Vienna Orchestra	
6:45		Richard Humber Studebaker Champions	Hollywood Playhouse Woodbury Soap	Richard Humber Studebaker Champions	One Man's Family Tenderleaf Tea	(To be advised)	Charley McCarthy Show Chase & Sanborn Coffee
7:00	Tommy Riggs Variety Show Quaker Oats	Johnny Presents Philip Morris	Avalon Time Brown-Williamson Avalon Cigarettes	Those We Love Royal Desserts	Cities Service Concert Gas, Oils	Berle Variety Quaker Oats	Manhattan Merry-Go-Round Dr. Lyons
7:30	Voice of Firestone Concert	Horace Heidt Tums Pot of Gold	Fred Allen Town Hall Tonight Bristol-Myers	Maxwell Good News	Waltz Time Phillip's Milk of Magnesia	(To be advised)	American Album of Familiar Music Bayer Aspirin
8:00	Dr. I. Q. Milky Way Candy	Battle of Sexes Molle	Kay Kyser Kollege of Musical Knowledge Lucky Strike	Kraft Music Hall Kraft Cheese	George Jessel Vitalis	Death Valley Days Pacific Coast Borax	Hour of Charm General Electric
8:30	Alec Templeton Time Alka-Seltzer	Fibber McGee and Molly Johnson's Wax	WOW News	WOW News	Lady Esther Serenade	Benny Goodman Camel Caravan	Good Will Hour Ironized Yeast
9:00	Contented Hour Carnation Milk	The Pepsodent Show Bob Hope Garland	WOW News	WOW News	Business Frontiers NBC Hotel Lincoln Orch.	National Barn Dance Alka-Seltzer	Walter Winchell Jergens Lotion
9:30	Sensation and Swing Sensation Cigarettes	Uncle Walter's Dog House Raleigh Tobacco	WOW News	WOW News	WOW News	WOW News Tower	WOW News Tower
9:45	WOW News	WOW News	WOW News	WOW News	WOW News	Ralph Wagner Sports	Ralph Wagner Sports
10:00	Burlington Ralph Wagner Sports	Burlington Ralph Wagner Sports	Burlington Ralph Wagner Sports	Burlington Ralph Wagner Sports	Burlington Ralph Wagner Sports		
10:15	NBC Orchestra	NBC Orchestra	NBC Orchestra	NBC Orchestra	NBC Orchestra		
10:30							
10:45							

Watch For the November News Tower For Full Information About WOW Programs!

MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—March Time.....	Daily except Sun.
6:00 A. M.—WOW News Tower.....	Daily except Sun.
6:15 A. M.—Time and Tunes.....	Daily except Sun.
6:30 A. M.—Markets.....	Daily except Sun.
6:45 A. M.—Pinex Merry-makers.....	Mon., Wed., Fri.
Oshkosh B'Gosh.....	Tue., Thu., Sat.
7:00 A. M.—Organ Recital Period.....	Sun.
WOW News Tower.....	Daily except Sun.
7:15 A. M.—Blue Ribbon Melodies—Omar.....	Daily except Sun.
7:30 A. M.—Four Showmen Quartet.....	Sun.
Musical Clock—Paxton & Gallagher.....	Daily except Sun.
7:45 A. M.—Animal Club News.....	Sun.
8:00 A. M.—Coffee Pot Inn.....	Daily except Sun.
Turn Back the Clock.....	Sun.
8:15 A. M.—Hymns of All Churches.....	Mon., Tue., Wed., Thu.
Betty Crocker.....	Fri.
Magic Circle.....	Sun.
8:30 A. M.—The O'Neills—Procter & Gamble.....	Mon., Tue., Wed., Thu., Fri.
U. S. Government Reports.....	Sat.
Chapel Service—Reverend Brown.....	Sun.
8:45 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.
Little Dog House.....	Sat.
9:00 A. M.—The Man I Married—P. & G.—Oxydol.....	Mon., Tue., Wed., Thu., Fri.
The Wise Man.....	Sat.
9:15 A. M.—John's Other Wife—Old English Wax-Bi So Dol.....	Mon., Tue., Wed., Thu., Fri.
Police Bulletins.....	Sat.
9:30 A. M.—Just Plain Bill—Kolynos, Anacin.....	Mon., Tue., Wed., Thu., Fri.
Bright Idea Club.....	Sat.
Barry McKinley, Baritone.....	Sun.
9:45 A. M.—Woman in White—Pillsbury Flour.....	Mon., Tue., Wed., Thu., Fri.
Markets.....	Sat.
Kiddoodlers.....	Sun.
10:00 A. M.—David Harum—B. T. Babbitt—Bab-O.....	Mon., Tue., Wed., Thu., Fri.
Ross Trio—NBC.....	Sat.
Norman Cloutier's Orchestra.....	Sun.
10:15 A. M.—Lorenzo Jones—Phillip's Milk of Magnesia.....	Mon., Tue., Wed., Thu., Fri.
Smilin' Ed McConnell—Acme Paint and Lin-X.....	Sat.
10:30 A. M.—Young Widder Brown—Cal Aspirin.....	Mon., Tue., Wed., Thu., Fri.
Homemakers' Club of the Air.....	Sat.
NBC News Summary.....	Sun.
10:45 A. M.—Houseboat Hannah—P. & G.—Lava Soap.....	Mon., Tue., Wed., Thu., Fri.
Vernon Crane's Story Book.....	Sun.
11:00 A. M.—Toby and Susie—Peterson Baking Co.....	Mon., Tue., Wed., Thu., Fri.
Americans All, Immigrants All.....	Sat.
Walter Logan's Musicale—NBC.....	Sun.
11:15 A. M.—Adopted Daughter Jennie—J. C. Penney Co.....	Mon., Tue., Wed., Thu., Fri.
Dol Brissett Orchestra.....	Sat.
11:30 A. M.—Life of Mary Sothorn—Ipana.....	Mon., Tue., Wed., Thu., Fri.
Call to Youth.....	Sat.
On Your Job—NBC.....	Sun.
11:45 A. M.—Young Dr. Malone—General Foods—"Huskies".....	Mon., Tue., Wed., Thu., Fri.
Magic Circle.....	Sat.

12:00 Noon—Goodyear Country Neighbors.....	Mon.
Markets.....	Tue., Wed., Thu.
Netherland Plaza Orchestra.....	Sat.
Solitude—Western Audiphone Co.....	Sun.
12:15 P. M.—Midday Melodies—Quaker Petroleum.....	Daily except Sun.
WOW News Tower—Quaker Petroleum.....	Sun.
12:30 P. M.—WOW News Tower—Manchester.....	Daily except Sun.
Lyon & Healy—Doorway to Music.....	Sun.
12:45 P. M.—Man on the Street—Iten-Barmettler.....	Daily except Sun.
1:00 P. M.—Betty and Bob—General Mills—Bisquick.....	Mon., Tue., Wed., Thu., Fri.
Farm Facts and Fun.....	Sat.
Smoke Dreams—La Fendrich.....	Sun.
1:15 P. M.—Arnold Grimm's Daughter—General Mills—Softasilk Cake Flour.....	Mon., Tue., Wed., Thu., Fri.
1:30 P. M.—Valiant Lady—General Mills—Wheaties.....	Mon., Tue., Wed., Thu., Fri.
Golden Melodies—NBC.....	Sat.
Chicago Roundtable Discussion.....	Sun.
1:45 P. M.—Judy and Jane—Folger's Coffee.....	Mon., Tue., Wed., Thu., Fri.
2:00 P. M.—Mary Marlin—Procter & Gamble—Ivory Flakes.....	Mon., Tue., Wed., Thu., Fri.
Matinee in Rhythm.....	Sat.
Roy Shields Orchestra.....	Sun.
2:15 P. M.—Ma Perkins—Procter & Gamble—Oxydol.....	Mon., Tue., Wed., Thu., Fri.
2:30 P. M.—Procter & Gamble—Camay—Pepper Young.....	Mon., Tue., Wed., Thu., Fri.
Arcadia Ballroom Orchestra—NBC.....	Sat.
2:45 P. M.—Guiding Light—P. & G.—Naptha Soap.....	Mon., Tue., Wed., Thu., Fri.
3:00 P. M.—Backstage Wife—Dr. Lyon's Toothpowder.....	Mon., Tue., Wed., Thu., Fri.
The Tryton's Band—NBC.....	Sat.
Dr. Pepper.....	Sun.
3:15 P. M.—Stella Dallas—Milk of Magnesia Face Cream.....	Mon., Tue., Wed., Thu., Fri.
WOW News Tower.....	Sun.
3:30 P. M.—Vic and Sade—Procter & Gamble—Crisco.....	Mon., Tue., Wed., Thu., Fri.
Paul Lavant's Orchestra—NBC.....	Sat.
Horlick Malted Milk Program.....	Sun.
3:45 P. M.—Midstream—Procter & Gamble—Teel.....	Mon., Tue., Wed., Thu., Fri.
4:00 P. M.—Girl Alone—Quaker Oats and Aunt Jemima.....	Mon., Tue., Wed., Thu., Fri.
Enna Jettick Melodies—Dunn & McCarthy.....	Sun.
4:15 P. M.—Against the Storm—Procter & Gamble.....	Mon., Tue., Wed., Thu., Fri.
Rangers Serenade—NBC.....	Sat.
4:30 P. M.—Kitty Keene—Procter & Gamble—Dreft.....	Mon., Tue., Wed., Thu., Fri.
Headlines Ahead.....	Sat.
Spelling Bee—Energine.....	Sun.
4:45 P. M.—Colgate.....	Mon., Tue., Wed., Thu., Fri.
From Hollywood Today.....	Sat.
5:00 P. M.—Meet Miss Julia—Stanco—Nujol.....	Mon., Tue., Wed., Thu., Fri.
Kaltenmeyer's Kindergarten.....	Sat.
Catholic Hour.....	Sun.
5:15 P. M.—WOW Orchestra.....	Mon., Wed.
Creighton University of the Air.....	Tue., Thu.
Junior Roundtable.....	Fri.
5:30 P. M.—Captain Midnight.....	Mon., Tue., Wed., Thu., Fri.
Grouch Club.....	Sun.
Scoreboard.....	Sat.

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