

Radio  
Station  
WOW

# RADIO NEWS TOWER

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

5000  
Watts  
590 Kc.

Complete Radio Program News From Radio Station WOW

VOL. IV—No. 12

OMAHA, NEBRASKA, SEPTEMBER 1, 1940

PUBLISHED MONTHLY

## BIG SHOWS RETURN TO WOW

### Seek Big Names For Omaha Food Show

Everyone at WOW has been busily engaged recently in preparing for the 35th annual Food Show and streamlined all-gas cooking school at the Omaha City Auditorium, September 30 to October 5, inclusive.

Negotiations for an all-star lineup of fine radio talent for the Food Show, including some of the nation's biggest stars, are under way. Details will be announced from time to time on WOW.

In addition to the entertainment, visitors to this year's show will see 68 gaily-decorated booths, each displaying some food product known either nationally or regionally.

Many of the exhibitors will offer samples of their products. It is suggested that each housewife who attends bring a carry-all bag or market basket.

This year's afternoon performances will be especially interesting, due to the presence of the great George Rector, who will personally conduct the cooking school.

The 1940 show will be the third in succession in which Radio Station WOW has carried the major burden of promotion, at the request of the grocers and meat dealers who sponsor the show.

WOW will use its facilities generously to keep everyone advised of special daily attractions at the show. In addition, WOW will make and supervise all arrangements for entertainment.

The show itself will be under the management of Louis Kavan, 1025 W. O. W. Building, Secretary of the Independent Grocers and Meat Dealers' Association of Omaha.

The association's committee in charge of the show includes Elmer Gross, General Chairman; Ed Gilbert, James Pros, A. D. Short, Ben Newman, Ben Perelman, Harry Kulakofsky, Frank Bosanek, Morton Lipsey, Mark Polonsky, Sam Rosenblum and Louis Alberts.

WOW's part in the Food Show will be under the personal supervision of John Gillin, Jr., General Manager, assisted by Program Manager Harry Burke, Production Manager Lyle De Moss and Promotion Manager Howard Peterson.

### WOW Purchases

#### BMI Music Plan

Radio Station WOW has become a member of Broadcast Music, Inc.

This announcement was made public recently by General Manager John Gillin, Jr., on his return from the annual convention of the National Association of Broadcasters at San Francisco. William Ruess, Chairman of the Auditors of the Woodmen of the World Life Insurance Society and Personnel Director of WOW, accompanied Mr. Gillin to the convention.

Broadcast Music, Inc., or BMI, as it is known in the radio industry, was organized by the industry to purchase, publish and distribute music for broadcasting purposes. BMI operates nationally and is owned by participating member stations. Approximately 362 stations are now subscribing members.

BMI was started to counteract exorbitant fees charged by the American Society of Composers and Publishers for the privilege of broadcasting music on which the society controlled the copyright.

For the present WOW will retain its arrangement with ASCAP, and WOW listeners will hear music supplied by both ASCAP and BMI.

### Your Favorites Return to WOW Soon



Here are just a few of your favorite radio stars who will return to your loudspeaker within this month. No. 1 is Dick Powell and Mary Martin, stars of Maxwell House's "Good News of 1940"; No. 2, Charlie and the Chocolate Factory; No. 3, Jergen's Walter Winchell; No. 4, Pepsodent's Bob Hope, and No. 5, Fibber McGee and Molly.

### Eddie Cantor For Hour of Smiles

Eddie Cantor, long one of America's premiere entertainers, will return to the air over WOW and the NBC Red network next month in his own comedy-variety program. He will take over the period Wednesday evenings at 8 p. m., Omaha time, beginning October 2. The series will be sponsored by Bristol-Myers Company, in the interests of Ipana and Sal Hepatica.

Cantor will present a half-hour show instead of the full hour that Fred Allen offered. Cantor made his network radio debut over NBC networks in February, 1931, as a guest star with Rudy Vallee. At that time, already a favorite with theater-goers as one of Flo Ziegfeld's brightest stars, Cantor was deeply impressed with the opportunity radio offered of amusing millions at a single performance.

### FLASHES

The popular "Meet Miss Julia" serial story, sponsored by Stanco, Inc., will be heard on WOW at 5:15 p. m. on and after September 2.

On November 15, WOW expects to add to its schedule the famous "Information Please," on Friday nights, under sponsorship of Lucky Strikes.

Joan Blaine celebrated her 650th performance as Joan Barrett in NBC's "Valiant Lady" series recently. She's been at it two and one-half years.

Actress Betty Lou Gerson is playing correspondence chess with a fan in California.

Kay Kyser is proudly displaying a token of esteem from San Antonio Boys' Club. It's a little glass egg—which means Kyser's a good egg!

### Five Personal Pencils Offered by WOW

To induce more folks to become regular subscribers to the WOW News Tower Magazine, the following special offer is to be in force September 1 to 15:

WOW will give, absolutely free, a package of five individual name quality lead pencils to any person who sends in one new subscriber.

Simply send the name of the new subscriber, 50 cents and the name—plainly printed—which you want imprinted on these five lead pencils. Address your letter to WOW News Tower Magazine, Radio Station WOW, Omaha.

Every child returning to school should have these pencils with his own name engraved on each one.

General Foods Corporation has renewed the Jack Benny series for Jell-O for an additional year.

### CHECK YOUR EXPIRATION DATE NOW...PAGE 8

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

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 9/40, which means September, 1940.

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

### McGees, Bergen, Winchell and Hope, Back

WOW's schedule will begin to blossom out with new shows, and returning old favorites, during September. At month's end, when network originating stations abandon daylight saving time, WOW's fall-winter schedule will be operating in full force.

Advance information indicates that the lineup of shows for fall and winter will be the biggest and best in WOW's history.

The October issue of the News Tower will include the complete fall and winter schedule, with the new times for all network and local shows. Details given herein, with reference to shows after September 28, are tentative and may be changed.

#### McCarthy First

First of the big top-heavy favorites to return to the air for fall will be the Chase & Sanborn program, featuring Edgar Bergen and Charlie McCarthy. This show returns September 1, and will be heard at 6 p. m. during September and 7 p. m. starting September 29.

On the same night Walter Winchell returns with his news comments for Jergens Lotion. His program will again be heard by transcription on WOW at 10 p. m., Sunday nights.

The ever-popular Fibber McGee and Molly show, for Johnson Wax, will return to WOW October 1, and will be heard at 8:30 on Tuesday nights.

On the following Thursday (September 5) the Maxwell House "Good news of 1940" show, again featuring the delightful Mary Martin and Dick Powell duo, will resume. This program will be at 7 o'clock, Thursdays, beginning October 3.

On September 24, at 8 p. m., the Pepsodent show, featuring Bob Hope, will return to the air.

Another new show which has been on the air for several weeks is Procter & Gamble's "Truth or Consequences," at 8:30 p. m. on Saturdays. (See page 5 for details.)

On September 29, and on each Sunday at 2:45 p. m., the program for dog lovers, called "Bob Becker's Chats About Dogs," will be resumed on WOW.

#### News Sponsors

Meanwhile, a number of daytime programs, sponsored both locally and nationally, have already taken their places in the WOW schedule. The National Biscuit Company has assumed sponsorship of the early evening news at 6 o'clock. The Vicks Chemical Company is now sponsoring the news at 7 a. m., and Peter Paul Company, makers of Mounds Bars, Charcoal Gum and other confections, has assumed sponsorship of the 12:30 p. m. news.

Another news sponsorship is at 12:15 p. m., Sundays, by the makers of Hilex Cleaning Fluid.

Elsewhere in this edition are the details of the return to the air on September 2 of the ever-popular Toby and Susie, sponsored by Peter Pan Bakery. This will be at 11:15 a. m., Mondays through Fridays. At the same time the J. C. Penney show, "Adopted Daughter," moves to 11 a. m., Mondays through Fridays, and the Stanco program, "Meet Miss Julia," will be heard at 5 o'clock, Mondays through Fridays.

#### Variety Shows

The Paxton & Gallagher program, "Coffee Pot Inn," will be heard at 7:45 a. m. during September. Two other popular variety shows will be resumed during the first week in September. One is the NBC program, "The World Is Yours," on Sunday at 2:30 p. m., and the other (Continued on page 5)

# FIVE TOWNS STAGE W. O. W. DAYS

## Seymour Groups Assist in Tributes

Many Nebraska cities and towns paid special tribute to the Woodmen of the World Life Insurance Society during the past month or so, as an additional feature of the Society's golden anniversary celebration.

Special Woodmen of the World days were conducted at big community affairs at Ponca, Yutan, St. Edward, Oakland and Wahoo. Other similar events are planned for the near future.

The events have been under the direction of G. B. Kirk of Lincoln, State Woodmen of the World Manager. At each of the celebrations Mr. Kirk delivered an address.

The drill teams of Seymour and Council Bluffs Camps participated in the Woodmen of the World Day at Ponca, as did WOW's Foster May. It was the 84th anniversary of the founding of the town.

The affair at Yutan was in connection with the two-day celebration of the Nebraska Volunteer Firemen's Association. The Lincoln Woodmen Camp drill team performed.

The Lincoln drill team also participated in Woodmen of the World Day at St. Edward.

## W. O. W. FOLKS GUESTS AT DINNER



More than 225 employees of the Woodmen of the World, including Station WOW, were guests at an employees' banquet, recently tendered by Omaha national officers to show their appreciation of Golden Anniversary celebration cooperation. Each person present had secured one or more new members for the Society.

## C-H-A-T-S

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

KNOCK . . . KNOCK!  
MAY I COME IN?

Well, here it is September already. Where has the summer gone? It seems like only yesterday we put the winter coats away, and it will soon be time to get them out of the mothballs again.



Aunt Sally

The days come and go, flickering like the red and green lights of the traffic signals.

So many times when I wait at the street crossing for the changing of the red and green lights, which stop or start me in my progress, I think of the story a woman once told me.

She was driving around town one day, and, as she came to the intersection, the traffic lights changed and the red signal flashed on for all cars to stop. As the woman paused at the street crossing, the thought came to her that such was the present condition of her life.

#### The Red Light

Misfortune had stolen across her threshold and robbed her of property, cash and last, but most important of all, her health. She was in a helpless condition, and no matter which way she turned, what she planned, or what schemes she tried, everything failed. She was stopped in her progress just as she was now halted by the red traffic light.

Always capable of providing means of a good livelihood for herself, the bank failure, which swept her lifetime savings away, would not have been so great a handicap, but with the loss of her health and strength, this woman found herself at a definite standstill.

With her mind intent upon her hopeless condition, she was unaware that the traffic signal had changed until the impatient toot of the horn on a car behind her brought her out of her reverie and she hastily shifted gears. The green light had appeared, which meant that she could go on again.

As the woman proceeded down the street, this thought flashed through her mind: "Perhaps I, too, am but momentarily halted in my progress by the stop signal."

"An unseen hand controls the traffic signals on the highway. The Higher Power, unseen by man, is controlling the traffic of life."

#### The Green Light

"Then I must have faith that He looks from above with an all-seeing eye and guides each and every one here below just as this earthly traffic supervisor is in control. Perhaps in all good time the lights will change for me. The red light that stopped me will flicker out and in its place will come the bright, cheery green one, which will be a signal for me to go on my way again."

As the woman shifted the gears of her car, she shifted the ideas in her mind. Her heart and soul warmed with faith; soon her mind became brighter and new strength came into her body. Through the mist she had visioned the great Traffic Conductor, the Unseen Power, who is ever near.

Today this woman is a decided success . . . through her faith in God.

Well, 'bye for now!

YOUR AUNT SALLY.

## U. S. FLAG OFFER

A beautiful American flag, made with American materials, in America, by Americans and for Americans, is offered to WOW listeners for 25 cents and two labels from Hilex, washing and cleaning fluid, in a series of announcements now on WOW.

With the flag a 32-page book on Americanism will be included.

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

By the

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

"We want Roosevelt!" "We want Willkie!" These were the familiar cries that filled the air in the recent political conventions.

The faithful in both political parties fervently expressed their desires. With the conventions now history, another, and what will probably be a historical presidential election campaign, is under way. We have been hearing, and as election day draws nearer, multiplied voices and millions of words will bring the appeal to the voters, with both parties presenting the issues they believe to be paramount.



Rev. Brown

However, much of it will be purely emotional propaganda and political subterfuge. Every argument and appeal should be weighed in the balances of the mind and conscience of the voting public. After all, the voters of the nation elect the president. Our glorious heritage in democracy is the right to go to the ballot box to freely express our personal preference. The humblest citizen may make his mark on the ballot alongside of the most nationally-known figure. The poorest stand on an equal basis with the richest. Thank God there is no Gestapo to intimidate us!

There probably never was a time when the electorate needs to be more intelligent, conscientious and courageous than now. The future of a nation is involved, not the interest of any selfish political power or partisan interest. America must be first in our thinking! I believe that we should pray, and, as someone has said, "Vote as you pray."

There probably never was an hour when there were more conflicting opinions on great major issues than we have today. The danger of involvement in the World War seems to be increasingly imminent. Let us pray that peace may continue to prevail.

We cry: "We want a man!" But we believe what America needs is God. We believe we need the Man

whom God has called His Only Begotten Son, the Lord Jesus Christ. We need His life and leadership personally and as a nation. Our greatest danger is the loss of God out of our lives. It would be a marvelous thing if we could hear America cry, "We want God!" We trust that in the midst of all the voices we will hear that God's voice will not be silent.

## Commentator is a Real Ace

WOW listeners have praised so highly the early morning broadcast comments of Captain E. D. C. Herne for Skelly Oil Company, that a summary of his amazing career will prove interesting. His broadcast is heard week days at 6:45 a. m., preceding the morning news.

The summarized chronological personal history of Captain Herne runs like this:

Born 1889 in London.

Educated at Wycliffe College and Cambridge University in England.

1906-10—Apprentice engineer Rolls-Royce Motor Car Company, Derby, England.

1913—Joined Royal Flying Corps. Became flight instructor at Oxford training station.

1914—Became lieutenant in Royal Air force—test pilot.

1916—Sent to France as captain in charge of pursuit squadron.

1917—Shot down in combat in March. Hospitalized until September. Sent to U. S. A. to instruct cadet flyers. Taught 323 cadets to fly at Camp Brenbrook, Texas. Returned to England as chief instructor in aerial navigation at Thedford, Norfolk, England. There until armistice signed.

1919—Became chief pilot British Imperial Airways. Flew five

## SEYMOUR CAMP WINS BANNER



President De Emmett Bradshaw is shown presenting a silk Golden Anniversary banner to Richard Baliman, Consul Commander of Seymour Camp No. 16, the nation's largest Woodmen unit. Seymour Camp members secured more than 250 new members in the recent Golden Anniversary drive.

years on London-Paris-Amsterdam-Zurich routes. Flew first ship London to Berlin and London to Karachi, India.

1923—Completed invention of and copyrighted art of "skywriting." Went to work for Lucky Strikes in U. S. A.

1924-25-26-27—Skywriting for Coca-Cola in Cuba, South America and Persil Company throughout Europe.

1928-1936—Joined Chrysler Corporation, Detroit, as chief inspector of metallurgy. Made many trips to Europe. Became sales engineer.

Captain Herne is holder of a transport pilot's license (No. 58), a member of the Institute of Mechanical Engineers (England) and the Society of Automotive Engineers (U. S. A.), and the holder of a Master's and Engineer's certificate (Diesel and gasoline) for boats. He became a naturalized American citizen in Detroit in 1934.



Captain Herne

# WOW

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

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Subscription price is 50 cents per year.

Bill Wiseman, editor.

Permission to reprint material in the WOW News Tower is hereby given, provided a WOW News Tower credit line is used.

# Didja Know? . . .

By BILL WISEMAN

## DOES ADVERTISING INCREASE PRICES?

Consumers want to know how much advertising costs them—whether it raises the price of things they buy. The answer is that advertising usually reduces the cost of advertised merchandise by stabilizing and also by increasing the volume of production and distribution. Thus, it can lower the price to consumers.



Bill Wiseman

The advertising expenditure on a nationally-advertised sheet that retails for \$1.75 is 1 cent.

On a shirt costing \$1.95, the advertising is 64/1000 of 1 cent.

A company selling a nationally-known breakfast food spends 3/10 of 1 cent per 15-cent package for advertising.

The cost of advertising a 12-cent can of soup is 36/1000 of 1 cent.

The advertising expenditure on a loaf of bread costs less than the wrapper to keep it clean.

And, if this advertising was dispensed with, costs to consumers would increase—not decrease. Even if a particular industry was able to maintain mass production, its other selling costs would increase far in excess of its advertising appropriation. Experience has demonstrated that advertising decreases other costs of distribution, particularly costs of personal selling.

Most advertising costs are minor. In fact, they seldom add to the cost of selling. They reduce it. The result is a net saving to the consumer.

—wow—

## YOU CAN'T GET AWAY FROM IT!

Scene: Manhattan Beach, Lake Okoboji.

Time: 3:45 p. m.

Cast of Characters: Seven housewives (in bathing suits, huddled around a portable radio).

Action: All are listening intently to "The O'Neills." Several have with them jumbo bars of the new Ivory soap.

P. S.—Incidentally, it's grand soap for bathing in a lake or pool. It lathers profusely . . . and "It Floats."

—wow—

## ADD SLOGANS EXTRAORDINARY!

(Cribbed from T. Harry Thompson's "The Scratch Pad," in Sales Management.)

"The Army that has no enemies"—The Salvation Army.

(Cribbed from Tide's "Stoppers.")

"Vice President in charge of postage stamps"—The Postage Meter Company.

"How to get the jump on yourself"—Buick.

"You'll rate as a 'Lovely Menace'"—Pond's Cold Cream.

"Can a girl with mousey hair have oomph?"—Halo Shampoo.

—wow—

## STRONG, SILENT MAN . . .

WOW's new announcer, Ray Clark, rarely speaks, and yet he makes his living at it!

—wow—

## AFTER-VACATION CONSOLATION . . .

On the come-up for the next few weeks write down football, hockey, Thanksgiving turkey, Christmas presents.

—wow—

## ORCHIDS . . .

To Lyle and the Rangers for a swell job of helping in the radio benefit for those folks who were left destitute by the Portsmouth, Iowa, tornado.

(Toss yours this way by mail and we'll print 'em herein next month.)

# RECTOR IS FOOD SHOW STAR

## INTRODUCING



Ray Clark

## New Mikeman Joins WOW Staff

WOW listeners already have an "ear-acquaintance" with Ray Clark, newest member of the WOW announcing staff.

Ray came to WOW from Radio Station WNAX at Yankton, S. D. He succeeds Gaylord Avery, who resigned to accept a position at Radio Station KMOX, St. Louis.

Ray is a modest blond-complexioned young man of 25 years. In three years in radio he acquired a great popularity at the Yankton station, especially for his work as newscaster. He was an acquaintance in Yankton of Ray Olson, now one of his fellow announcers at WOW.

Ray was born in Eagle Butte, S. D.

## Welch Star



Irene Rich

## Lovely Irene Rich Begins Her Eighth Year on NBC as Drama Star For Same Sponsor

Irene Rich's program for the Welch Grape Juice Company will be heard over WOW for another 52 weeks, Sundays, at 9:15 p. m. Announcement of the signing of a new contract was made August 11. Miss Rich has starred for seven years over NBC under the same sponsorship.

After an outstanding success as the star of a series of one-act dramas, Miss Rich early in January

## COMING SOON



The famous George Rector of recipe and cookery fame, who will personally conduct the all-gas cooking school at the annual Omaha Food Show, September 30 to October 5.

## Famous Chef to Teach Gas Cookery

George Rector, internationally known specialist in foods and famed restaurateur, will be one of the features of the 35th annual Food Show at the Omaha City Auditorium, September 30 to October 5, inclusive.

Mr. Rector will broadcast over WOW during his stay in Omaha.

Details about the complete lineup of famous radio personalities who will take part in this year's Food Show will be found elsewhere in this issue of the News Tower.

This is the third consecutive year in which WOW has been selected as the chief promotion medium for the annual Omaha Food Show.

The Cooking School, to be conducted by Mr. Rector, is sponsored jointly by the gas appliance dealers of Omaha and the Metropolitan Utilities District.

His father operated the famous Rector's Restaurant in Chicago for over 20 years, and later the famous Rector's in New York City. Mr. Rector operated the New York establishment and gained a reputation as an international authority on foods. His restaurant attracted such personalities as Lillian Russell, "Diamond" Jim Brady, John Drew and other figures of the fabulous gay nineties era.

Today his work is chiefly devoted to writing and experimenting with foods. His articles have appeared in the Saturday Evening Post and many other national magazines, and he has several books to his credit.

In 1933 Mr. Rector appeared at the Century of Progress Fair at Chicago, where his cooking demonstrations were viewed by countless thousands. During the 1939 World's Fair, he was host at the Court of Flame at the Gas Industries' Building, where his gas cooking schools were one of the fair's features.

## WOW Joins Benefit For Tornado Victims

WOW's Sophisticated Rangers and Lyle De Moss, assisted by Program Director Harry Burke, entertained about 3,000 persons at Harlan, Iowa, August 2, at an affair staged to benefit tornado victims near Portsmouth.

Five other stations sent talent, and 74 radio entertainers participated in the event, staged at the Shelby County Fair Grounds. Radio personalities from WHO, KSO, KMA, WNAX and KFNF all took part, both in person and in a network broadcast.

## TAXI ESCORTS ROUNDTABLERS

Lucky are the boys and girls who participate in the Saturday morning sessions of "The Junior Roundtable," a miniature "Information, please" forum sponsored by Uncle Sam's Breakfast foods.

For these boys and girls not only provide food for thought for many listeners, but they have a grand time doing it.

School authorities select the boys and girls. Then early Saturday a Yellow cab, driven by James Grant, calls for each boy and girl at his or her home. In style, and complete

safety, Grant delivers his charges to Lyle De Moss, who in turn gives the youngsters a half hour or so to get acquainted with the studios and each other.

When the sessions are over, Mr. Grant is ready with his taxicab to take the young commentators home. Grant enjoys his regular Saturday assignment.

"I am fully aware of my responsibility, and, believe me, I take the best possible care of these boys and girls," Grant said when he appeared recently as a guest on the air.

## JUNIOR ROUNDTABLERS



A typical Junior Roundtable group in the WOW studios on a recent Saturday morning. Rear is Yellow Cab Driver James Grant with Lyle De Moss. Others, left to right, are: Bob Peters, Columbian School; Leslie Schneiderman, Dundee School; Sidney Nearenberg, Franklin School; Bill Ross, Walnut Hill School; Shirley Diamond, Franklin School, and Peggy Walter, Webster School. The "table" convenes every Saturday, 11:45 a. m.

## RADIO BIG-WIGS MEET



Both ends and the middle of the U. S. A. are represented in this photo at the National Association of Broadcasters convention recently in San Francisco. In the group, left to right, are: John Gillin, Jr., General Manager of WOW (rear); William Hedges, NBC Vice President, New York; William Ruess, Chairman of the Auditors and Personnel Director of WOW; Don Gilman, NBC Vice President at San Francisco, and Niles Trammell, new President of NBC, of New York.

## ? Your Last Copy ?

Yes, sir! Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed there. "9/40" means September, 1940. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

# HOW WOW'S "RADIATOR" WORKS

## Transmitter Tower is High Point in Nebraska

By ED R. ANDERSON  
Chief WOW Transmitter Supervisor

Behind the scenes of every radio station is a transmitter plant, a place every listener should visit. The transmitter is to a radio station what a main spring is to a watch. It's the place where they make the wheels go round.

WOW has one of the most modern transmitters in the country. It's located at 56th Street and Kansas Avenue, about two miles outside the city limits of Omaha. Every WOW listener should take time off and visit WOW's transmitter.



Ed R. Anderson

The public is cordially invited to inspect the plant at any time the station is on the air. The engineer on duty will be very pleased to explain all the details of this very interesting plant and its equipment. There are several reasons why transmitters for large stations are always located in suburban or rural locations. WOW's transmitter occupies a 16-acre tract, all of which is used for exclusive ground system and for its antenna. The average home radio receiver is usually hooked on to a water pipe for a ground. It uses little or no wire for an antenna or aerial. The

ground system of WOW's transmitter uses 10 miles of wire, buried about one foot below the ground surface. That's why it is necessary to locate the WOW transmitter on a 16-acre tract. Incidentally, the surface of the ground is used to grow wheat and alfalfa, and to the casual observer the transmitter acreage looks like a farm.

WOW's antenna (known technically as a "radiator"), is of the vertical type. It is a steel tower nearly 460 feet in height. The top of the WOW antenna is the highest point in or around Omaha.

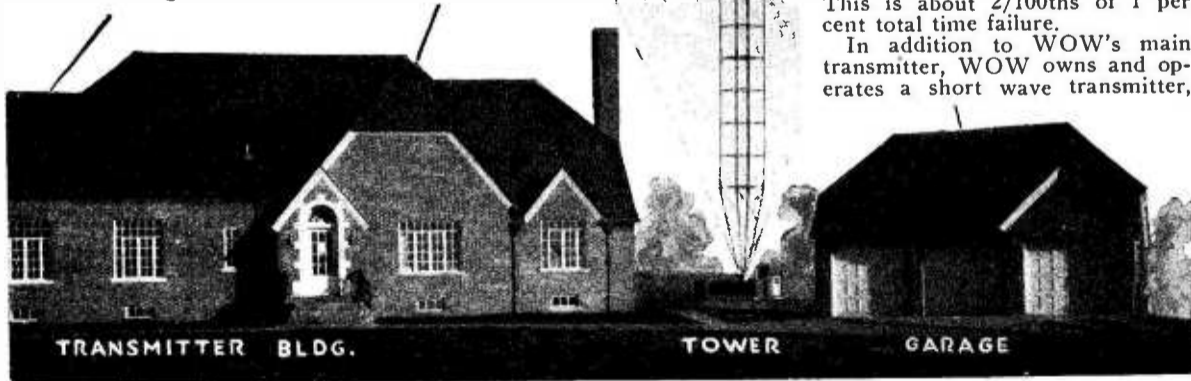
WOW's transmitter is simply a generator of radio energy. When properly coupled to the antenna and ground system, it transmits or radiates this radio energy into free space as a free service to anyone who would tune in to the WOW frequency or wave length, 590 kilocycles. Most listeners are probably familiar with a conventional power generating station that serves a community with electricity. WOW's transmitter is somewhat different. There are no large steam turbines or generators. The radio transmitter actually generates radio electrical energy by the use of numerous vacuum tubes rather than rotating generators.

The "oscillator" tube, which is the heart of the transmitter, is only slightly larger than the biggest tube in an ordinary home radio set. It develops only a few watts power. This small amount of energy is increased and expanded—amplified—through a series of progressively larger tubes. At the end of this journey this small amount of energy has been increased to 5,000 watts, which is the regular power of WOW.

Certain of these tubes cost as little as \$5 each, but others run up to as much as \$300 each. All in all, there are tubes worth about \$2,000 in continuous operation at WOW's transmitter. These tubes are guaranteed by the manufacturer for 1,000 hours of service, or about eight weeks, because WOW is on the air 19 1/4 hours per day. The transmitter engineers must be constantly on the alert for signals indicating the approach of a failing tube. Fortunately, most tubes last for about 5,000 hours.

### Network Broadcasts

It is amazing how little the average listener knows



TRANSMITTER BLDG.

TOWER

GARAGE

## You're Invited to Inspect It

providing you are tuned to 590 kilocycles. The tubes and other parts of your radio reverse the process and change this radio energy back to voice, and you hear the President's words coming from your loudspeaker. All this is done so fast that you hear the President's words simultaneously with the instant they come out of his mouth.

Many visitors wonder about WOW's transmitter tower—what it does and how it functions. Invariably, they ask about the "aerial wires." The entire tower structure is the actual aerial or antenna, or, as technicians prefer to call it, the "radiator." The wires that you see running from the top of the tower to the ground are merely guy wires to support it at the base, where the entire weight of the tower is carried by a huge porcelain insulator. This insulator is cone-shaped, approximately two feet high, 18 inches in diameter at the top and tapering down to about eight inches at the bottom, where the entire structure rides in a ball-and-socket joint arrangement. It seems incredible, but it is a fact, that this insulator supports the entire weight of the tower, which is more than 35 tons.

Another source of wonderment is the lack of any visible connection between the tower and the transmitter house. Without getting too technical, it may be said merely that between the two are approximately 350 feet of concentric transmission line buried about five feet under ground.

Despite the fact that radio transmission has progressed to a fine point, interruptions in program circuits are bound to occur at times, due to equipment failures. Such failures are usually caused by tubes wearing out or by fuses blowing. Tubes have a most provoking habit of failing at the most inopportune times. As a rule, a tube can be changed and service restored in two or three minutes. Fuses will blow sometimes for no apparent reason, but they are usually quickly replaced. WOW carries all tubes in duplicate stock to avoid program interruptions. WOW's record of continuous service is the pride and joy of every member of the WOW transmitter staff. It is unexcelled by any major radio station in America. In 1939, WOW was on the air 7,096 hours. The time lost by equipment failure during the entire year was only one hour and 20 minutes. This is about 2/100ths of 1 per cent total time failure.

In addition to WOW's main transmitter, WOW owns and operates a short wave transmitter,

## Toby and Susie Return With "Corntussle News"



"Susie"

"Here comes Toby; here comes Suz; here they come with Corntussle Nooz."

And another Corntussle News program is to be on the air for Peter Pan bread, rolls, pastry and cakes. The show will be heard at 11:15 a. m., Mondays through Fridays, and the sponsor is P. F. Petersen Baking Company, the Peter Pan bakers.

Toby Tolliver is the editor and Susie Sharp the star reporter of the mythical little community newspaper in the village of Corntussle, U. S. A.



"Toby"

Their antics as they gather news or take part in community activities bring a lot of chuckles to radio fans.

Toby and Susie are, in real life, Neil and Caroline Schaffner, and they have had years of experience in vaudeville, stock, New York plays and radio.

The program originates at Cedar Rapids, Iowa, at Station WMT, and is carried over a special midwest network, with WOW, of course, bringing you the story every week day except Saturday.

power circuits where they are available. WOW listeners are also cordially invited to inspect the mobile transmitter and to have its various uses and equipment explained by a competent engineer.

In addition to the mobile transmitter, WOW owns several pack transmitters, so called because they are contained in a little pack, which a broadcaster can carry on his back. These pack transmitters have an operating radius of less than a mile. When they are used they broadcast only directly to Station KAID.

During a stunt broadcast some time ago, WOW used three pack transmitters in three boats in different parts of Carter Lake. At a central point on the shore the words spoken through the pack transmitters were patched into Station KAID and relayed to the main transmitter. This enabled WOW listeners to hear a broadcast coming from five transmitters, all at the same time—three packs, the mobile unit and the main transmitter. To the listener, however, it sounded just the same as any other broadcast. This unusual stunt illustrated WOW's facilities which could be used to report details of any event, such as war, flood or big tornado over a large area.

Obviously, the operation and maintenance of the transmission phase of WOW's activities requires a large, talented technical staff.

All members of WOW's technical staff are licensed radio operators under the requirements of the Federal Communications Commission. Periodically they must pass rigid technical examinations prescribed by federal radio laws. This keeps every WOW technical man busy in all of his spare moments studying new phases of his work and brushing up on the fundamentals.

All members of WOW technical staff have had many years' experience in various phases of radio.

One man was a radio operator on an oil tanker plying between Mexico and the east coast. Another has served on Great Lakes freighters. Several have had experience with police radio and smaller broadcast stations.

The total radio experience of WOW's transmitter staff reaches the amazing total of more than 150 years of radio study along highly technical and scientific lines. Several members of the staff were tinkering with wireless as early as 1912, long before radio broadcasting was conceived. Some members of the technical staff are enrolled in various military and naval radio engineers reserve organizations. If war should come, these men would be called out immediately.

It is a characteristic of scientific radio men to want to encourage younger men, who will some day

succeed them. They are always pleased to explain their work.

The writer and the transmitter staff are always proud to show off the WOW plant at 56th Street and Kansas Avenue. The transmitter staff therefore repeats the invitation heretofore expressed to all WOW listeners to "come out and see us sometime."

"73" and good listening!  
(Note.—Seventy-three is the radio operator's way of saying "Best regards to you!")

## SKIPPER CARL



Carleton Brickert

A mythical visit to Omaha is projected for the new "Showboat" program, which made its debut on WOW August 5, and is heard every Monday night, 7:30 to 8.

Under the genial guidance of Captain Barney (Carleton Brickert), the "Showboat" visits a different city each week. Featured in the cast are Marlin Hurt, Virginia Verrill, Dick Todd and Bob Trendler's orchestra.

The program is sponsored by Brown & Williamson Tobacco Corporation. "Showboat" came on the air in the present format in May on an NBC Blue network.

No date has been set for the "visit" of the group to Omaha, but many listeners have requested that Omaha be included, and the sponsor has indicated that this will be done some time this fall.

about how programs are broadcast. Many listeners still think that radio programs are picked out of the air and relayed to them. Few understand that most programs are delivered to the transmitter over leased wires.

Suppose that the President is to make a speech from his office in Washington. The National Broadcasting Company, with which WOW is affiliated, installs microphones and amplification equipment at the White House. When the President speaks into the microphone, a small amplifier conveys his voice to the NBC master control room. There a master control engineer routes the president's voice energy over a network of wires. This network consists of thousands of miles of specially designed and constructed telephone circuits, interconnecting radio stations throughout the country, including WOW. When this voice energy reaches Omaha, it is relayed to WOW's control room in the

main studios at 17th and Farnam Streets in the Insurance Building. The studio engineer then relays it to the transmitter over leased program circuits. Up to this time the President's voice is actually a direct telephone wire connection from his office in Washington and the WOW transmitter.

### "Modulation"

When the voice energy reaches the WOW transmitter, it is amplified to a strength necessary to "modulate" the transmitter. By "modulate" we mean the process whereby voice or music energy is converted into radio energy. This is a rather complex process, too technical to try and explain here. Suffice to say that the President's voice energy is put on WOW's carrier wave and sent into space over the WOW antenna.

This carrier wave strikes into the aerial in your home either on top of your house or within your radio set,

technically known as KAID. This is commonly referred to as WOW's mobile unit, or "WOW mobile." The mobile transmitter is housed in a Chevrolet truck, and was specially designed and constructed by WOW's own engineers. It was built to enable WOW to broadcast from remote places where direct wire connections with the big transmitter was impossible or impracticable. Station KAID has been used at cornhusking contests, floods, tornadoes, military maneuvers and other events which take place over a large area. Station KAID broadcasts only to WOW's main transmitter. When Station KAID is used, a special radio receiver at the main transmitter picks up its signals and the broadcast is "patched" into the big transmitter and put on the air so listeners may hear. WOW's mobile transmitter is a scientific marvel. It has a radius of about 150 miles. It has facilities for generating its own electric power or for tying in with

# HATS OFF TO THE IVORY SHOWS

## Old Parlor Game Basis For New Quiz Show

"Truth or Consequences," radio version of the parlor game of the same name, is conducted by its originator, one of the youngest m.c.'s on the air, on WOW and the NBC Red network as a weekly feature Saturdays, from 8:30 to 9 p. m.

He is 27-year-old Ralph Edwards, who once wanted to become a professor of English. That was back in 1935, when he was graduated from the University of California. The demand for teachers was considerably less than the supply, so Edwards decided to make use of the radio training he had acquired doing part-time work in local stations as writer, actor, announcer and producer.

He hitch-hiked to New York with a determination to break into big-time radio. He was, however, slated to learn the vicissitudes of a penniless job-hunter pounding the pavements of the big city. But within three years he became one of the busiest men on the air, handling at one time 25 broadcasts a week.

Edwards was born on a farm in Colorado on Friday, June 13, 1913. Soon after his birth his family moved to Oakland, Calif., where he spent his boyhood. He entered the University of California and soon became conspicuous in athletic and academic activities.

The new program is sponsored by Procter & Gamble.

## News Tower Reader Renews In Poetry

Mrs. W. I. Wolfe, 222 North Third Avenue, Logan, Iowa, is a regular WOW listener and a loyal reader of the WOW News Tower magazine. Herewith is her poetical renewal for the News Tower for another two years:

"Dear Mr. Wiseman:  
"The soup boiled over, the meat burned crisp;  
The baby fell down the back stairs.  
The doorbell rang out and the furnace blew up;  
Aunt Sophie arrived unawares!  
"Twas the first of the month and the News Tower came—  
I had to read it clear through.  
So chock full of pictures and interesting tales—  
'Twas the natural thing to do.

"But I'll get some more soup and a brand new roast,  
And bandage the baby with tape.  
I'll take out the bell and the furnace will go—  
I'll give Sophie the fire-escape.

"Whatever may happen, the News Tower must come,  
So I hasten a dollar to you.  
Please renew my subscription, post haste, if you will,  
Not for one year, dear sir, but for two!"

## Mary Marlin Star is a Brand New Father

Seven and 11 are still lucky numbers, says the NBC actor, Marvin Mueller, particularly when they come in pounds and ounces, adding up to one newly-arrived son. The newcomer weighed in at the Mercy Hospital, Chicago, recently, and when he gets to talking he'll answer to the name of Anthony Dawson Mueller.

Marvin Mueller is heard as Chief Terwilliger in the "Story of Mary Marlin," broadcast Mondays through Fridays at 1 p. m. over the NBC Red and WOW.

## BRUNCH SESSIONS

Virginia Paype of the "Ma Perkins" cast has organized "brunch" sessions on the beach. Her friends assemble on the shores of Lake Michigan in the morning for swimming and a combination breakfast-luncheon. Then they all saunter to the studios for their work.

## STARS OF THE IVORY PROGRAMS



Helen Claire

Connie Crowder

Chester Stratton

Alice Reinheart

Above are some of the folks you hear every week day (except Saturdays) on the programs presented for Ivory Soap. Miss Claire plays Sally Scott O'Neill in "The O'Neills," Miss Crowder is Margaret Adams in "The Story of Mary Marlin," Mr. Stratton plays Mark Scott in "Against the Storm" and Alice Reinheart is Chichi Conrad in "Life Can Be Beautiful."

## NEW QUIZZER Big Shows Return OBOLER DRAMA



Introducing Ralph Edwards, newest member of the Ivory Soap program stars. He's the lad who conducts the new Saturday night "Truth or Consequences" program.

(Continued from page 1) is "Farm Facts and Fun," at 1 p. m. on Saturdays.

Many of the other big NBC shows will return during October. Details will be included in the October issue. Among these will be:

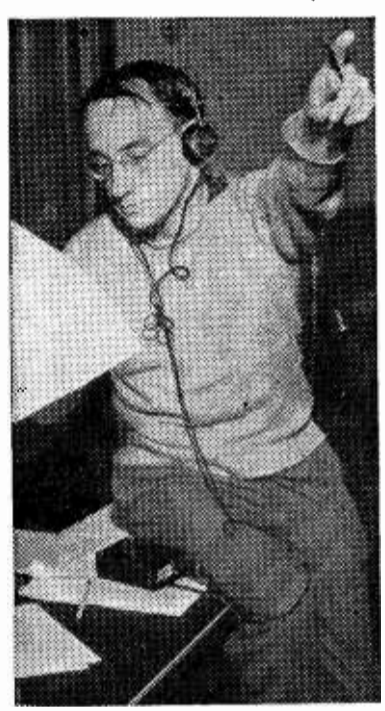
Arch Oboler's Plays, on Friday nights, under Procter & Gamble sponsorship.

Jack Benny variety show (October 6), on Sunday nights for Jello.

A new program for the Quaker Oats Company.

As this News Tower went to press, the La Fendrich Cigar Company had purchased time on WOW for a fall-winter series, probably the ever-popular "Smoke Dreams." This will be heard on Sunday afternoons.

Several other programs are set tentatively for the WOW fall and winter schedule. Among these are the Metropolitan Opera auditions; "Lovely Lady," a musical program sponsored by Chamberlin Lotion; "The Parker Family," for Jergens Lotion; "The Cavalcade of America," for du Pont; a new dramatic show for Drene, an unnamed show on Thursday nights for Lever Brothers and a new Saturday night show, called "Grand Ole Opry," for Camel Cigarettes. Exact times and starting dates of these shows will be announced in the October issue.



Radio's most famous dramatist, Arch Oboler, will join the Procter & Gamble lineup next month. His weekly dramatic shows are to be resumed on October 2 on WOW.

## Vacations Are Over So Martha Bohlson Explains New "Back-to-School" Menu Suggestions

By MARTHA BOHLSEN  
Director Homemakers' Club of the Air—Saturdays, 10:30 A. M.

September brings school days. Whether school starts in a week or several weeks, vacation days are almost over, and our youngsters are about to launch into another year of learning.

I'm afraid that there are some mothers who do not realize fully the important part they play in the child's school program. Many failures and delinquencies could perhaps be avoided if a little more encouragement and a better routine were offered to the child at home. Breakfast, for instance, the starting-out-the-day meal, must be nourishing and filling. It's a long time until lunch. Midmorning fatigue so often is the result of "empty stomachs." Even at times it may be too scanty a breakfast or too hasty breakfasting. Not only the children, but if the entire family is up early enough in the morning to have a leisurely breakfast the day will run much smoother.

A fine plan to follow is to give each member of your family a full

hour to dress and have breakfast. That should be ample time, unless you have a young lady in the family who "primps," then give that young lady at least 15 minutes extra.

Just as important as this breakfast question is the lunch at noon. This should be good, nourishing food, but not too heavy. Heavy lunches tend to make the child drowsy. Mothers should not try to become too scientific about food preparation and balance of food, but care should be taken to see that the family has a great variety of good, substantial foods, well cooked and properly seasoned.

Children have such a short time for lunch during the school term that every mother should make it a rule to have lunch ready and waiting when the child arrives home from school. That lunch should be planned to be attractive and should be composed of easily-digested foods. An attractive, well-balanced luncheon might be:

### SCRAMBLED EGGS AND RICE

Two cups hot cooked rice.  
One tablespoon fat.  
Three eggs.  
One-half teaspoon salt.  
One-fourth teaspoon black pepper.

Beat the eggs. Add the hot rice and seasonings. Mix well. Heat the fat in a heavy frying pan. Add the rice and egg mixture. Fry until dry; stir with a broad spatula or pancake turner to prevent burning. Serve hot for lunch. A cup of left-over diced meat, fish or vegetable may be added to the mixture before cooking.

Cinnamon toast.  
Milk.  
Grapefruit.

It seems almost every child is fond of chocolate pudding, and it is a delicious, light dessert that may be served at any time.

### CHOCOLATE CORNSTARCH PUDDING

One-half cup granulated sugar.  
Two squares chocolate (or four tablespoons cocoa).  
One teaspoon vanilla.  
Three tablespoons cornstarch.  
Two cups milk.  
Few grains salt.

Mix first five ingredients in a sauce pan; place over very low heat; stir to prevent sticking until the pudding is thick. Add vanilla. Serve in attractive dishes with whipped cream, plain cream, or you can sprinkle the top with cocoanut, nut meats or diced marshmallow.

## Listeners Join in Tribute to Serials

Midwest radio listeners will be invited to join with WOW in a radio tribute to the new and improved Ivory Soap, and the delightful radio programs which this new product presents.

During the first two weeks of September WOW will make every possible effort to induce more listeners to listen to, and enjoy, the Ivory Soap programs, which are: "Against the Storm," "Life Can Be Beautiful," "Story of Mary Marlin," "The O'Neills" and "Truth or Consequences."

These programs are already heard and enjoyed by millions of radio listeners throughout the United States. It is to induce those who are not already fans to hear these stories regularly that WOW is conducting this special Ivory Appreciation Week.

### Pickup Skits

Throughout the Ivory Appreciation Campaign, WOW will broadcast an unusual series of brief dramatic programs designed to create interest in the plots of these Ivory shows. These dramatic episodes will attempt to pick up the story, bring the listener up to date, and enable him to carry on with a full understanding and appreciation when the regular show is on the air.

In addition, WOW will stress during the appreciation period the special offers of each of these five programs. A series of courtesy announcements will be broadcast calling attention to these offers, so that listeners everywhere may join in the several interesting and profitable contests currently in progress in connection with each one of the programs.

WOW's newsroom window picture display during Appreciation Week will be devoted entirely to the interesting personalities you hear featured on these Procter & Gamble programs. Some of the personalities are pictured on this page.

### Grocers Assist

Concurrently with the radio campaign, grocers throughout the WOW territory will cooperate with special Ivory Soap displays, window signs and special merchandising offers.

The Appreciation Campaign, to acquaint more people with the Ivory Soap shows, is timed to follow by only a few weeks the introduction of the new improved Ivory Soap nationally.

With the beginning of the fall season, children going back to school and the fall activities in general getting under way, it is a particularly opportune moment for thousands of additional midwestern housewives to become acquainted with this new and improved product, which has already gained national approval.

The campaign was suggested by L. T. Tucker, regional Procter & Gamble director, who, with General Manager John Gillin, Jr., of WOW, will supervise details of the promotion.

## EARNED REST

Charlie Egelston has returned to the cast of Oxydol's "Ma Perkins" after a two-week vacation—his first in seven years. Egelston, who is an active member of the Woodmen of the World Life Insurance Society, plays the role of Shuffle Shoher.

## BLUE BLOOD

Janet Logan, who is Helen Gowan in the "Road of Life" can get high-hat with Mayflower descendants any time she wants to. One of Janet's forebears was John Allard, said to be the only Englishman to sail with Columbus in the famous 1492 jaunt.

## FARMERS NOW

Listeners to the Procter & Gamble laugh serial, "Vic and Sade," may expect to find "Vic and Sade" milking cows, in their sketch, any day now. They have purchased a 140-acre farm at Sycamore, Ind.





# WOW'S SEPTEMBER NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "9/40" Means This Is Your Last Issue!

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:45	Yucatan WOW News National Biscuit	Yucatan WOW News National Biscuit	Yucatan WOW News National Biscuit	Yucatan WOW News National Biscuit	Yucatan WOW News National Biscuit	Yucatan WOW News National Biscuit	5:30—Fitch Bandwagon
6:00	The Telephone Hour Concert	Johnny Presents Philip Morris	Hollywood Playhouse Woodbury Products	Good News of 1940 Maxwell House	Cities Service Concert Gas and Oils	Listeners Playhouse	Chase & Sanborn Coffee
6:30	Voice of Firestone Concert	Horace Heidt—Tums Treasure Chest	Plantation Party Bugler Tobacco	Aldrich Family Jello	From Hollywood Today	Stanley Davies, Golf Salute to Industry 6:45—(Falstaff)	One Man's Family Tenderleaf Tea
7:00	Dr. I. Q. Mars Candy Bars	Battle of Sexes Molle	Abbott and Costello Sal Hepatica	Kraft Music Hall	Waltz Time Phillip's Milk of Magnesia	Barn Dance (Miles Laboratories)	Manhattan Merry-Go-Round Dr. Lyons
7:30	Show Boat Brown & Williamson	Meredith Willson Musical Revue Johnson Wax	Mr. District Attorney Vitalis		Music for Moderns		American Album of Familiar Music Bayer Aspirin
8:00	Contented Hour Carnation Milk	The Pepsodent Show Tommy Dorsey Summer Pastime	Kay Kyser Kollege of Musical Knowledge Lucky Strike	Rudy Vallee Sealtest	Old Gold Don Ameche Show	Uncle Ezra Camel Cigarettes	Hour of Charm General Electric
8:30	Burns and Allen Hormel, Inc.	Uncle Walter's Doghouse Raleigh Pipe Tobacco		Grand Park Concert NBC	Alec Templeton Miles Laboratories	Truth or Consequences P. & G. Ivory	8:30—Transcriptions 8:45—The Voice that Walks Beside You
9:00	Pleasure Time with Fred Waring Chesterfields	Pleasure Time with Fred Waring Chesterfields	Musical	Pleasure Time with Fred Waring Chesterfields	Pleasure Time with Fred Waring Chesterfields	Wardman Park Orchestra	Associated Press News
9:15	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Glorious One Irene Rich Welch's Grape Juice
9:30	Hotel Astor Orchestra	Musical Americana Westinghouse	Hotel Biltmore Orchestra	Chez Paree Orchestra	U. S. Antarctic Expedition Salute—NBC	Rainbow Room Orch. NBC	Dancing Campus Capers Sustaining
9:45							
10:00	C., B. & Q. WOW News Beechnut	C., B. & Q. WOW News Beechnut	C., B. & Q. WOW News Beechnut	C., B. & Q. WOW News Beechnut	C., B. & Q. WOW News Beechnut	C., B. & Q. WOW News Beechnut	Walter Winchell Jergens Lotion
10:15	Detroit Statler Orch. NBC	NBC	Pleasure Time with Fred Waring Chesterfields	Camel Caravan	Musical Program	Musical Program	Musical Program
10:30	Eastwood Park Hotel Orchestra	Meadowbrook Orch. NBC	Edgewater Beach Hotel Orchestra	10:45—Savoy Ballroom Orchestra	Edgewater Beach Hotel Orchestra	Edgewater Beach Orchestra	WOW News
10:57	Assoc. Press News	Assoc. Press News	Assoc. Press News	Assoc. Press News	Assoc. Press News	Assoc. Press News	Assoc. Press News
11:00	Beverly Hills Club Orchestra	Sally Dee Window Pictures	Ambassador Hotel East Pump Room	Meadowbrook Orchestra	Hotel Edison Orch. NBC	Hotel Edison Orchestra	Ambassador East Hotel Pump Room

NOTE.—Nearly Every WOW Program Changes Time September 28. Be Sure to Get October News Tower for NEW, Complete Fall Schedules!

## MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies.....	Daily except Sun.	12:00 Noon—Markets.....	Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—Early Morning News Tower.....	Daily except Sun.	12:10 P. M.—Transcriptions.....	Mon., Tue., Wed., Thu., Fri.
6:15 A. M.—Aunt Sally.....	Daily except Sun.	12:15 P. M.—Musical.....	Mon., Tue., Wed., Thu., Fri.
6:30 A. M.—Markets.....	Mon., Tue., Wed., Thu., Fri.	Netherland Plaza Orchestra.....	Sat.
6:35 A. M.—Time and Tunes (Rangers) to 7:00.....	Mon., Tue., Wed., Thu., Fri.	WOW News Tower—Hilex.....	Sun.
6:40 A. M.—Markets.....	Sat.	12:30 P. M.—WOW News Tower—Manchester—Peter Paul Candy.....	Daily except Sun.
6:45 A. M.—Captain Herne—Skelly Oil.....	Mon., Tue., Wed., Thu., Fri.	Chicago Roundtable.....	Sun.
7:00 A. M.—WOW News Tower—Roberts Milk.....	Mon., Wed., Fri.	12:40 P. M.—Transcriptions.....	Daily except Sun.
WOW News Tower—Skinners Raisin-BRAN.....	Tue., Thu., Sat.	12:45 P. M.—Man on the Street—Chevrolet Dealers.....	Daily except Sun.
European Situation.....	Sun.	1:00 P. M.—Mary Marlin—P. & G. Ivory Flakes.....	Mon., Tue., Wed., Thu., Fri.
7:12 A. M.—Transcriptions.....	Mon., Tue., Wed., Thu., Fri.	Farm Facts and Fun.....	Sat.
7:15 A. M.—Musical Clock—Paxton & Gallagher Foods.....	Daily except Sun.	Charles Holland, Tenor.....	Sun.
Four Showmen.....	Sun.	1:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
7:30 A. M.—Sunday Drivers—NBC.....	Sun.	1:30 P. M.—Pepper Young—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.
7:45 A. M.—Coffee Pot Inn—Paxton & Gallagher.....	Mon., Tue., Wed., Thu., Fri.	Roseland Ballroom Orchestra.....	Sat.
Musical Tete-a-Tete.....	Sat.	Yvette.....	Sun.
8:00 A. M.—The Man I Married—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.	1:45 P. M.—Vic and Sade—P. & G. Crisco.....	Mon., Tue., Wed., Thu., Fri.
Lincoln Highway—Shinola.....	Sat.	H. V. Kaltenborn.....	Sun.
Highlights of the Bible.....	Sun.	2:00 P. M.—Backstage Wife—Dr. Lyon's Toothpowder.....	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—Houseboat Hannah—P. & G. Lava.....	Mon., Tue., Wed., Thu., Fri.	Library Congress Chamber Concert.....	Sat.
8:30 A. M.—Ellen Randolph—Colgate Supersuds.....	Mon., Tue., Wed., Thu., Fri.	Meadowbrook Country Club.....	Sun.
Chapel Service, Rev. R. R. Brown.....	Sun.	2:15 P. M.—Stella Dallas—Milk of Magnesia Products.....	Mon., Tue., Wed., Thu., Fri.
8:45 A. M.—By Kathleen Norris—General Mills Wheaties.....	Mon., Tue., Wed., Thu., Fri.	2:30 P. M.—Lorenzo Jones—Phillips Milk of Magnesia.....	Mon., Tue., Wed., Thu., Fri.
Little Doghouse.....	Sat.	World Is Yours.....	Sun.
9:00 A. M.—David Harum—B. T. Babbitt—Bab-O.....	Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Young Widder Brown—Bayer Aspirin.....	Mon., Tue., Wed., Thu., Fri.
Police Bulletins.....	Sat.	3:00 P. M.—Girl Alone—Quaker Oats.....	Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—Lone Journey—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.	Call to Youth.....	Sat.
NBC.....	Sat.	Yvette.....	Sun.
9:30 A. M.—Against the Storm—P. & G. Ivory Soap.....	Mon., Tue., Wed., Thu., Fri.	3:15 P. M.—Kitty Keene—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.
U. S. Government Reports.....	Sat.	Hotel Astor Orchestra.....	Sat.
National Music Camp.....	Sun.	Three Cheers.....	Sun.
9:45 A. M.—Guiding Light—P. & G. Naptha.....	Mon., Tue., Wed., Thu., Fri.	3:30 P. M.—Midstream—P. & G. Teel.....	Mon., Tue., Wed., Thu., Fri.
Markets.....	Sat.	WOW News Tower.....	Sun.
10:00 A. M.—Woman in White—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.	3:45 P. M.—O'Neills—P. & G. Ivory Soap.....	Mon., Tue., Wed., Thu., Fri.
Junior Varieties.....	Sat.	4:00 P. M.—Light of the World—General Mills Softasilk.....	Mon., Tue., Wed., Thu., Fri.
WOW News Tower—Bathasweet.....	Sun.	El Chico Spanish Revue—NBC.....	Sat.
10:15 A. M.—Road of Life—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.	Catholic Hour.....	Sun.
Guitarist—NBC.....	Sun.	4:15 P. M.—Arnold Grimm's Daughter—General Mills Kix.....	Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Right to Happiness—P. & G. Crisco.....	Mon., Tue., Wed., Thu., Fri.	4:25 P. M.—Associated Press News—NBC.....	Sat.
Homemakers' Club—Nebraska Power.....	Sat.	4:30 P. M.—Valiant Lady—General Mills Wheaties.....	Mon., Tue., Wed., Thu., Fri.
Wings Over America.....	Sun.	Art of Living.....	Sat.
10:45 A. M.—Life Can Be Beautiful—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.	Beat the Band—General Mills Kix.....	Sun.
11:00 A. M.—Adopted Daughter—J. C. Penney.....	Mon., Tue., Wed., Thu., Fri.	Hymns of All Churches—General Mills Flour.....	Mon., Tue., Thu.
Howard Roper, Baritone.....	Sat.	Betty Crocker—General Mills.....	Wed., Fri.
The Gordonaires.....	Sun.	Headlines Ahead.....	Sat.
11:15 A. M.—Toby and Susie—Peter Pan.....	Mon., Wed., Fri.	5:00 P. M.—Meet Miss Julia—Stanco, Inc.....	Mon., Tue., Wed., Thu., Fri.
Local Musical Program.....	Sat.	Local Musical.....	Wed.
11:30 A. M.—Portia Faces Life—Post Toasties.....	Mon., Tue., Wed., Thu., Fri.	Kindergarten Kapers—NBC.....	Sat.
Hotel Taft Orchestra.....	Sat.	European Situation.....	Sun.
Silver Strings.....	Sun.	5:15 P. M.—European News.....	Daily except Sun.
11:45 A. M.—Woman of Courage—Colgate Vel.....	Mon., Tue., Wed., Thu., Fri.	5:30 P. M.—Kate Hopkins, Angel of Mercy—General Foods—Maxwell House Coffee.....	Mon., Tue., Wed., Thu., Fri.
Junior Rountable—Uncle Sam Cereals.....	Sat.	Yvette.....	Sat.
		Fitch Bandwagon.....	Sun.