

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

Complete Radio Program News From Radio Station WOW

VOL. V—No. 8

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PUBLISHED MONTHLY

## NEW FEATURES FLOCK TO WOW

### WOW Execs Off to Big NAB Session

WOW will play an important role in the largest radio industry meeting of 1941 in St. Louis, May 12 through 15. As 10th District Director, John Gillin, Jr., General Manager of WOW, will be the official host at the 19th annual convention of the National Association of Broadcasters.

Howard O. Peterson, WOW's Promotion Manager, will be in charge of the huge promotion exhibit at the convention. Several awards will be made for best exhibits of radio promotions during the past year.

It is expected that about 1,000 radio men from every part of the nation will attend this meeting. Headquarters are in the Jefferson Hotel.

### Kyser Renewed as Records Broken

WOW has been advised that Kay Kyser's "Kollege of Musical Knowledge" (Lucky Strikes) has been renewed for 13 weeks. Kyser recently returned after a tour of seven one-nighters in the northwest, where he established a record of \$42,000 gross for seven dances. At one spot alone he drew 6,200 customers.

### DAILEY QUOTED

Endorsement by WOW's Sports Editor, Tom Dailey, really means something. When Dailey endorsed the new Fee System of numbering football players—the system conceived by Ray Fee of Omaha, the endorsement was quoted from coast to coast.

### ANOTHER YEAR

Francia White, soprano star of the Monday evening "Telephone Hour" concerts, has been renewed for another 52 weeks, and will continue to be aired at 6 p. m. on WOW via NBC Red network. The program started its second year April 29.

### FOR BENNY

Radio trade papers report that a show called "Regular Fellers" has been accepted as a substitute for the Jack Benny Jell-O show this summer. Its author is Jerry Devine.

### WRITES NOVEL

Elizabeth Reeves, author of General Mills' new "Mystery Man" and also "Valiant Lady," has completed her first novel, called "A House for Emily."

## WOW NEWS SCHEDULE

The regularly scheduled newscasts on WOW are as follows:

6:00 A. M.—Farm News.....	Daily except Sun.
7:00 A. M.—News Tower.....	Daily except Sun.
10:00 A. M.—News Tower.....	Sun.
12:15 P. M.—News Tower.....	Sun.
12:30 P. M.—News Tower.....	Daily except Sun.
12:45 P. M.—Man on the Street (Semi-News Feature).....	Daily except Sun.
1:15 P. M.—H. V. Kaltenborn.....	Sun.
3:00 P. M.—Highlights of the Week's News—NBC.....	Sun.
4:20 P. M.—Associated Press News—NBC.....	Sun.
5:15 P. M.—News of the World—NBC.....	Mon., Tue., Wed., Thu., Fri.
5:30 P. M.—Four-Bell News and Sports.....	Daily except Sun.
6:25 P. M.—Weekend Business Review.....	Sat.
10:00 P. M.—News Tower.....	Daily except Sun.
10:30 P. M.—News Tower.....	Sun.

### "Sextuplets" Guests at Radio WOW Birthday Party



These pretty lassies were born April 2, 1923—the same day that Radio Station WOW first went on the air. Photo shows them at WOW's birthday party. WOW's entire staff, headed by William Ruess, Personnel Director, attended.

The young lassies shown toasting WOW with a glass of punch and a piece of birthday cake are, left to right: Blanche Zaloudek, Roslyn Levy, Jacqueline Giles, Helen Rummelhart, Elaine Kinzli and De Lorse McCarty.

### AK-SAR-BEN RACES

Officials of the Falstaff Brewing Corporation of Omaha are making elaborate plans for the broadcasting of Ak-Sar-Ben races, May 27 to July 5, over WOW. Tentative schedule calls for a broadcast of the feature race each day.

### WIN BADGES

The new "Dr. I. Q. (Jimmy McClain) awarded gold badges to 13 persons—the only persons to win the "Thought Twister" since the Mars, Inc., program began.

### MUSIC WEEK

NBC is making elaborate plans for National Music Week broadcasts, May 4 to 11. Emphasis will be on Latin-American music.

## Eighteen-Year-Olds Toast WOW On Anniversary Feature

Eighteen years ago (April 2) the siren on Omaha's main fire station advised folks to "tune in" to a new radio station, WOAW, being started by the Woodmen of the World Life Insurance Society. A minute later the station went on the air for the first time.

On that same day, April 2, 1923, at least six baby girls were born in Omaha. "WOAW," now WOW, celebrated its 18th birthday at a studio birthday party, at which the six girls—now comely young ladies—were guests of honor. One of the young ladies came into the world almost at exactly the same moment that WOW came on the air for the first time. The entire staff enjoyed ice cream and cake, and participated in a broadcast which reviewed milestones in WOW's history.

On the original broadcast, the late W. A. Fraser, then President of the Woodmen of the World, announced that "WOAW hoped to remain on the air two hours per night, three days per week, and for an hour every Sunday afternoon."

In 1927, WOAW's call letters were changed to WOW. The present letters had been used by a freighter in the Pacific Ocean, and when the ship was decommissioned, the WOW letters were assigned to the Woodmen radio station, to coincide with the initials of the Society.

President De Emmett Bradshaw of the Woodmen, William Ruess, Personnel Director of WOW, and John Gillin, Jr., General Manager of WOW, all spoke briefly. Foster May, News Editor and Special Eventer, interviewed the young ladies—Roslyn Levy, Blanche Zaloudek, Jacqueline Giles, Helen Rummelhart, Elaine Kinzli and De Lorse McCarty.

The ice cream served was a birthday gift to WOW from Hardings Ice Cream Company, sponsors locally of the Rudy Vallee Sealtest programs, Thursday nights.

### Well Done, Sir!



Almost grimly, William Ruess, Personnel Director of WOW, cut the huge Omar cake at WOW's 18th birthday party. Photo shows him handing a piece to Jacqueline Giles, one of WOW's 18-year-old guests.

### News and Serials Lead Spring Parade

New programs galore, and changes in time of "regulars," add new interest to WOW's schedule at this, the beginning of the summer season. (See pages 4 and 5.)

The new programs on WOW (some have already started) and the times are as follows:

- Bess Johnson—Colgate Palmolive Soap—Mon., Tue., Wed., Thu., Fri.—8 a. m.
- Home of the Brave—General Foods Swans Down—Mon., Tue., Wed., Thu., Fri.—3 p. m.
- Portia Faces Life—General Foods 40 Per Cent Bran Flakes—Mon., Tue., Wed., Thu., Fri.—3:15 p. m.
- World News—Alka-Seltzer—Mon., Tue., Wed., Thu., Fri.—5:15 p. m.
- Four-Bell News Roundup—Mon., Tue., Wed., Thu., Fri.—5:30 p. m.
- Deadline Dramas, NBC—Sun.—8:30 p. m.
- Falstaff Party, with Norman Ross—Tue., Wed., Fri.—9:15 p. m.
- Barrel of Fun—Falstaff—Thu.—9:30 p. m.

\*Previously heard. Now returning to WOW.

Most network programs will be moved ahead one hour—will come to you one hour earlier. In addition, many other programs have been rescheduled at entirely different times. These include:

- Ellen Randolph—Colgate Supersuds Mondays through Fridays—8:15 a. m.
- Bachelors Children—Old Dutch Cleanser—Mondays through Fridays—8:30 a. m.
- Woman in White—P. & G. Oxydol—Mondays through Fridays—8:45 a. m.
- Life Can Be Beautiful—P. & G. Ivory—Mondays through Fridays—9 a. m.
- Guiding Light—P. & G. Naptha—Mondays through Fridays—9:15 a. m.
- Lone Journey—P. & G. Dreft—Mondays through Fridays—9:30 a. m.
- Police Bulletins—Saturday—9:30 a. m.
- The Other Woman—Butter-Nut Coffee—Mondays through Fridays—10 a. m.
- The O'Neills—P. & G. Ivory—Mondays through Fridays—10:15 a. m.
- Judy and Jane—Folger Coffee—Mondays through Fridays—10:30 a. m.
- As the Twig Is Bent—General Foods—Grapenuts—Mondays through Fridays—11 a. m.
- Aunt Jenny—Lever Bros. Spry—Mondays through Fridays—12 noon.
- Light of the World—General Mills Gold Medal Flour—Mondays through Fridays—3:45 p. m.
- The Mystery Man—General Mills Wheaties—Mondays through Fridays—4 p. m.
- Valiant Lady—General Mills Kix—Mondays through Fridays—4:15 p. m.
- Arnold Grimm's Daughter—General Mills Kix—Mondays through Fridays—4:30 p. m.
- Pleasure Time (Fred Waring)—Chesterfields—Monday, Tuesday, Thursday and Friday—9 p. m.
- Studebaker Champions—Tuesdays and Fridays—9:30 p. m.

### WOW WINNER

Between 12,000 and 15,000 persons were present at the Sioux City Municipal Airport, April 20, when J. C. Kilmer, a Winnebago, Neb., oil dealer, was awarded a \$2,000 Piper Cub airplane for winning the April 18 "Wings of Destiny" award. (Full details and pictures next month.)

# OMAHAN IS NEW W. O. W. TREASURER

## Miller is Named to Succeed Sen. Sheppard

Congratulations are in order for R. E. Miller, well-known Omahan and former Texan, who has been named National Treasurer of the Woodmen of the World Life Insurance Society.

Senator Sheppard, who was one of the greatest figures in American public life, died suddenly April 9. As a member of the all-important Foreign Affairs Committee of the Senate in the most trying times in the history of this republic, he toiled too diligently and may be said to have given his life to his country.

With the selection of Mr. Miller as Senator Sheppard's successor, Mr. Bradshaw also announced the election of John J. Wahl of San Antonio, Tex., as a Director of the Woodmen of the World, to fill the vacancy caused by Senator Sheppard's death.

In addition to taking over the office of Treasurer, Mr. Miller will continue his duties as National Promotion Director. As Treasurer of the Woodmen Society, Mr. Miller will have supervision over \$136,000,000 in liquid assets, which make the Woodmen of the World the largest and strongest fraternal life insurance society in America.

Mr. Miller came to Omaha in 1938, after making a sensational record as State Woodmen Manager for Texas. His home is at 4817 California Street, where he lives with his wife and a son, Robert, who attends Central High School. Another son, Paul G., is married and lives in Dallas, Tex.

Mr. Miller is a member of the Reformed Church of Jesus Christ. He is active in the Omaha Chamber of Commerce; is a member of the Omaha Athletic Club, Ad Sell League, and he is a Shriner.

## OMAHAN SUCCEEDS SHEPPARD



The late Senator Morris E. Sheppard of Texas, Treasurer of the Woodmen of the World, who died suddenly April 9.



R. E. Miller of Omaha, former Texan, who succeeded Senator Sheppard as National Treasurer of the Woodmen.

President Bradshaw also announced several other national Woodmen of the World appointments. Charles A. Hines of Greensboro, N. C., becomes National Auditor; Sterling C. Holston of Los Angeles, Calif., National Escort, and T. Alex Heise of Columbia, S. C., National Watchman.

## Henry Burr Dies "Dean of Singers"

The gaiety of the Alka-Seltzer "National Barn Dance" program was interrupted recently (April 12) while tribute was paid to the memory of Henry Burr, "The Dean of Ballad Singers," who died April 6. More than 10,000,000 records of Burr's songs were sold, including 3,000,000 copies of "Good Night, Little Girl, Good Night."

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

**KNOCK . . . KNOCK!**  
**MAY I COME IN?**

Howdy, folks. This month I am going to use my little corner in the News Tower for a letter to my shut-in children. Very few of them a waken early enough to meet me for my breakfast-time chat at 6:15.



Aunt Sally

My Dear Children: A good many of you take the News Tower, and that is the way it should be. I only hope more of you will receive the gift of a subscription, for I know how much you enjoy all the radio news. Those of you who do not get the morning chat at the present early hour, have written to say that you feel so out of touch with the Sunshine Chain activity, so until the hour is changed perhaps I can give you the latest Sunshine news via this column.

This statement may surprise you, that in 10 years of radio, on most every hour around the clock, I find the response at 6:15 to be highly gratifying. There are some mighty grand people who listen in at that time. They are friendly and interested and most helpful. They have made it possible to pass out a lot of happiness to the people who are on the inside looking out.

First, I want to thank those of you who are sending in your reports. I appreciate this word from you because it enables me to make a checkup on what is going on at your house. I know how you must feel at never hearing from me. It is like talking to yourself when you get no reply. In the old days I enjoyed an occasional letter to each member of my family, but for two years contact by mail has been an utter impossibility.

I still manage to read all my mail and I never miss one of your letters. I am interested in whatever may concern you and want you to feel free to tell me anything about yourself. If there is something you need for your comfort and happiness, I will be glad to make the effort to supply it. We still have the rule that members of the Chain do not tell the workers of their needs, but always "tell Aunt Sally."

It has occurred to me that each member of my big family should know every other member near his or her own age, so I am going to suggest that you request a list of your brothers and sisters near your age, then start at the top of the list and write to each one, telling them your desire to become better ac-

## BREVITIES 1-Minute Shows Featured by Butter-Nut

When he was 14 years old, Ken Griffin, star of "Road of Life" and "Backstage Wife," was proprietor and general factotum of a full-blown radio station in Enid, Okla.

Bob Burns, the "Kraft Music Hall" comedian, has taken to bicycling. He and Mrs. Burns bought two new bikes recently and take a 15 or 20-mile spin daily.

Blame it on the spring weather, but Luise Barclay and Louise Fitch of the "Arnold Grimm's Daughter" cast are scheduling a series of golf duels for next summer when script vacations will permit.

The current issue of "The Braille Mirror" reprints, for the benefit of H. V. Kaltenborn's large radio following among the blind, is a first-hand report of a recent broadcast from Hollywood by the veteran NBC Red network commentator.

Bill Hargrave, baritone on Phillip Morris' "Johnny Presents," and Diane Corday, actress, revealed recently that they were married secretly last November 13. Cast of the Tuesday night cigarette show plans a belated celebration for the couple.

Spot announcements which have been described as "complete one-minute musical comedies" are now being heard on WOW for Schulze Butter-Nut Bread. Each one-minute transcription employs a cast with a musical background.

The evolution of these unusual announcements is, in itself, an interesting story. R. J. Potts and Company, Kansas City, the advertising agency in charge of the account, first employed Jane Rodgers, well-known stage and radio personality, to write a group of singing spots.

These jingles were combined with straight-spoken commercials. Miss Rodgers went to Hollywood to take part in the final recordings. R. L. Nafziger and Mrs. Vee M. Bear, President and Advertising Manager, respectively, of Interstate Bakeries (parent company of the Schulze Baking Company), met her there for final conferences before the records were made.

Not entirely satisfied with the straight type of commercials, the agency invited John Guedel, radio director of the Dan B. Miner Agency, Los Angeles, to sit in the conferences. The Miner Agency is a fellow member with R. J. Potts and Company of the Continental Agency network.

## DRAMATICS

The format of the "Catholic Hour" on WOW and NBC at 4 p. m., Sundays, has been changed, and in the future it will be dramatics in character. Dramatizations will depict progress of Catholic education and welfare work.

# WOW

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

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

Subscription price is 50 cents per year.

Bill Wiseman, editor.

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

## 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

"Eighteen years seem like a long time." That was a familiar expression that we heard as we passed another milestone in our association with WOW and the ministry of the World Radio Congregation. It is a long time, but we have been more aware of the speed with which time passes than the length of the period. It has been all too short in which to do all the good that we believe is commensurate with the opportunity that radio affords us. However, we are grateful for what has been accomplished. We wish to thank all of our friends for their letters, cards and telegrams conveying congratulatory messages and words of appreciation of the work of WOW and the ministry of the World Radio Congregation.



Rev. R. R. Brown

We want to share with you the telegram received from De E. Bradshaw, President of the Woodmen of the World Life Insurance Society, owners and operators of Radio Station WOW, because it contained so much heart-feeling:

"Knoxville, Tenn., April 4, 1941. "Congratulations to you upon completion of 18 years radio pastoral service over WOW. Weeping eyes have been brightened, hungry hearts have been fed, the discouraged have awakened to new life and the defeated have rejoiced in new-found hope. May your strength be

equal to your rapidly-expanding church of the air.

"Fraternally,  
"DE E. BRADSHAW."

"All out! Aid for the Allies!" is now the slogan in America. We, as a nation, have pledged our resources to assist the nations now fighting to save democracy. Will this be the limit of our requirements? We are all praying and hoping that we shall not have to send armed forces abroad. It seems ironical that it takes a catastrophe like the present one to arouse us to danger, as well as unite us for a common cause. Although it seems justifiable, yet we shrink from the very sound of the expression: "America, the arsenal of democracy." This is a contradiction of all the predictions that were made by men who were supposed to be world-thinkers. We are called upon to defend ourselves from the selfish and power-lust intentions of nations that have been the repository of education, culture and religion.

We hope that such conditions will not destroy faith in the best that there is in our present order and in God and His Word. We need a great spiritual awakening that will cause men to say: "All out for God and His Christ!" until we shall be purged from our sins and occupied with the rebuilding of true life, not only in America, but in the world. We need just such a dominating purpose to refine us and save us from being thrown back into the jungle era. Shall we say: "All out for God and righteousness?" Tune in Sunday mornings, 8:30.

## CHASE SELLS HIMSELF!



The Maxon-Mitchell radio advertising on WOW did a selling job to the man who does it—Thomas Barnum Chase, WOW announcer. Pictured is Tom at the wheel of his new Dodge, accepting the congratulations of F. S. Maxon. The Maxon-Mitchell Company has been selling automobiles via WOW for more than three years.



# WOW WINS RADIO "PULITZER" PRIZE

## Didja Know? . . .

By BILL WISEMAN

### A BOW FOR WOW . . .

This is the season when everybody is supposed to be light-hearted and gay, full of pep and enthusiasm.



Bill Wiseman

Take a look at the May sunshine after a good night's rest and you'll probably shout wow. Which leads up to an interesting controversy based on the derivation of that word "wow."

L. E. Smith of Holland, Mich., suggests the word "wow" probably originated from the initials of the Woodmen of the World, W. O. W. But Lexicographer Albert H. Highton, who writes the Proofreaders' Corner in Graphic Arts Magazine gives the derivation as follows: "Wow is probably derived from the Scotch, meaning an exclamation of surprise or pleasure. By extension, in American slang, A SENSATIONAL HIT."

Radio Station WOW, and its parent company, the Woodmen of the World, are perfectly satisfied with Mr. Highton's explanation.

It so happens that this writer's own initials are W. O. W., so it wouldn't be modest to write much more on this matter.

—wow—

### RESEARCH DEPT.

(Cribbed from Tide)

The magazine "Soap," a trade paper, has compiled statistics on the number of bath tubs in relation to the population in certain states. It reports that if everybody in a certain midwestern state tried to take a bath at once, 16 persons would have to wait their turn at each tub!

—wow—

### SAME OLD STORY . . .

(Cribbed from Sales Management) A codfish lays a million eggs, The helpful hen lays one; But the codfish does not cackle To inform you what she done. And so we scorn the codfish, while The helpful hen we prize. Which indicates to thoughtful minds It pays to advertise!

—wow—

### BIGGEST HIT? . . .

Broadcast Music, Inc., promises "the biggest hit of the year" in a new tune called "My Sister and I." Listen for it! Here are its lyrics:

#### MY SISTER AND I

##### Voice—

The warm and lovely world we knew has been struck by a bitter frost, But my sister and I recall with a sigh the world we knew, and loved and lost.

##### Chorus—

My Sister and I remember still A tulip garden by an old Dutch mill, And the home that was all our own until . . . But we don't talk about that. My Sister and I recall once more The fishing schooners pulling into shore, And the dog cart we drove in days before . . . But we don't talk about that. We're learning to forget the fear That came from a troubled sky. We're almost happy over here, But sometimes we wake at night and cry. My Sister and I recall the day We said good-bye and then we sailed away. And we think of our friends who had to stay . . . But we don't talk about that.

(Words and music to "My Sister and I" are by Hy Zaret, Joan Whitney and Alex Kramer. Lyrics are reprinted above by permission of the copyright owner, Broadcast Music, Inc., 1941.)

—wow—

### LAPSUS LINGUAE . . .

It happened right here on WOW, by one of the best of the musical clockers:

"The correct temperature is now exactly 7:48 o'clock!"

## PEABODY SCROLL NOW IN WOW STUDIO



The faculty of the Henry W. Grady School of Journalism, University of Georgia, in conjunction with the Advisory Board of the George Foster Peabody Radio Awards for Outstanding Meritorious Public Service

confers this Citation of Honor upon Radio Station WOW for its

enterprise in originating "The President's Birthday Ball of 1940"

during the year 1940.

Signed and sealed at

Athens, Georgia

March 29, 1941

*John D. Dewey*  
Dean



Above is a facsimile of the George Foster Peabody Award won by WOW. The framed original now hangs in WOW's studios.

## Peabody Award Goes For 1940 Ball Show

Radio Station WOW was showered with congratulations a fortnight ago when the Woodmen of the World station was given the George Foster Peabody Award for "outstanding meritorious public service" during the year 1940.

The George Foster Peabody Award is analogous to the Pulitzer prize awards made annually for outstanding journalistic efforts.

The Peabody Award consisted of an elaborate parchment scroll, which has been framed and now hangs in WOW's studios.

WOW received the award for "its enterprise in originating the President's Birthday Ball broadcast of 1940," and for its general superiority in the presentation of special events.

The specific broadcast which won the award, while only five minutes in length, was credited with much of the success of the 1940 Infantile Paralysis Campaign in Omaha. It was presented by Foster May, News and Special Events Editor of WOW, from the Ak-Sar-Ben Coliseum, January 30, 1940. It was carried by more than 450 radio stations throughout the world.

The prize-winning broadcast opened with a chorus of school children's voices singing "Happy Birthday to You." There followed a colorful ice ballet, in which representatives of 58 different Omaha public schools, all boys and girls on skates, placed a candle on a huge birthday cake in the center of the Ak-Sar-Ben rink.

At the close of the broadcast, the WOW chorus, directed by Lyle DeMoss, sang part of "God Bless America." The broadcast ended with the large group of children, saying, in unison, "Happy birthday, Mr. President."

Due credit for assisting in preparing the script, rehearsing the school children and making the outstanding broadcast possible, should be given to Jack O'Neill, Chairman of the Birthday Ball Committee; Miss Catharine Carrick, Physical Education Director of the Omaha public schools, and others.

The selection of the Birthday Ball broadcast as WOW's entry in the competition and the presentation to the Award Committee, was made by Bill Wiseman, WOW's Publicity Manager.

The George Foster Peabody Radio Awards idea originated at the Henry W. Grady School of Journalism. (Continued on page 5)

## Burke to Attend "School" Meeting

Harry Burke, Program Manager of Radio Station WOW, will journey to Columbus, Ohio, to attend the 12th Institute for Education by Radio, the national conference of broadcasters and educators. This meeting is conducted annually under auspices of Ohio State University.

Included on the program this year will be Mr. Burke's explanation of WOW's "Farm Facts and Fun" program, along with the presentation of a recording of this feature heard on WOW at 1 p. m., Saturdays.

Leading authorities on the educational phases of radio from throughout the United States will attend and participate in this conference.

## "Lucky Tune" Game Adds Fun To New Kimball Laundry Feature

Keep your ears opened and your memory sharpened for "The Lucky Tune of the Day" on WOW each Monday through Friday at 7:45 a. m.

Each morning Lyle DeMoss, "Your Kimball Musical Laundry Boy," will specify one tune as "The Lucky Tune of the Day."

Later in the morning Kimball Laundry routemen will stop at houses on their route (maybe yours) and ask you the name of "The Lucky Tune of the Day."

If you can remember it, you will receive a valuable gift of Kimball cleaning or laundry services.

The new Kimball program is un-

der the supervision of the Allen & Reynolds Advertising Agency.

Monday night (April 14) all Kimball routemen and salesmen were guests of WOW in the studios, where they were told details of the new program.

Jack Holden, who wrote the "Prayer for Peace" sung on the Alka-Seltzer "National Barn Dance" on a recent Saturday (April 12) was a minister before entering radio.

## "Diamond" Editor Scans News Tower



WOW's News Tower Magazine was given the once-over by the Editor of Mid-Continent Petroleum's famous publication, "The Diamond," in Omaha recently. Photo shows "The Diamond's" Editor, Luther Williams, with James J. Dowling, Regional Mid-Continent Manager, and John Gillin, Jr. Mid-Continent co-sponsors the 7 a. m. news week days on WOW.

## No More Home "Washee" For Lyle



No more blue Mondays over the washtubs at home for Lyle DeMoss! No, sir! Now he's "Your Musical Laundry Boy" and he sends his things to the Kimball Laundry. Be sure to listen to this new musical clock type show at 7:45 a. m., Mondays through Fridays.



# STARS IN NEW SHOWS ON WOW

## Jimmie McClain is New Mars "Dr. I. Q."

Jimmy McClain, 29-year-old announcer and producer, is the new "Dr. I. Q." on the popular quiz program, heard Mondays at 7 p. m., Omaha time, over WOW, via the NBC Red network. McClain made his "Dr. I. Q." debut on the stage of the Orpheum Theater in Seattle, Wash., March 31.

Born in Louisville, Ky., on July 12, 1912, McClain attended Southern Methodist University in Dallas, Tex., where he majored in public speaking and English.

While with the Dallas Little Theater, McClain became interested in radio, and applied for a job with a local station in 1933. He was hired on the spot as an announcer after taking a brief audition. Since that time McClain has been on the staffs of stations in San Antonio and Fort Worth.

He replaces Lew Valentine in the role of "Dr. I. Q."

### ROMANCE

Barbara McAdoo, daughter of the late Senator, and Herb Moss, production biggie on Ivory's "Truth or Consequences," have stardust in their eyes.

## MYSTERY STAR



Vicki Vola (of "Mr. District Attorney" fame) has a new whodunnit role in General Mills' new program, "The Mystery Man," heard Mondays through Fridays at 4 p. m.

## Mystery Man is New "Whodunnit"

Broadway and Hollywood, radio, stage and screen, contribute to the stellar cast heard in a group of famous detective stories now being presented serially in the "Mystery Man" series, Mondays through Fridays at 4 p. m., Omaha time, over WOW and an NBC network.

Only the "Mystery Man," master of ceremonies and philosopher who introduces the episodes, maintains anonymity. Headliners in the Mary Roberts Rinehart thriller include many well knowns.

Macdonald Carey, who made a hit on Broadway this season with Gertrude Lawrence in the creepy "Lady in the Dark," has the romantic lead. Opposite him is Vicki Vola, rising radio actress from Denver and Hollywood, who has attracted much attention recently. The triangle is completed by Raymond Bramley, an actor of long theatrical and microphone experience.

Others in the cast include Claire Grenville, Lawson Zerbe and Wilda Hinkel.

The director, Rikel Kent, also is the director of "Valiant Lady," which follows the "Mystery Man" on the air.

## HONORARY MEMBER

H. V. Kaltenborn, NBC news analyst, has been made an honorary member of the Eugene Field Society for having "by his writings made an outstanding contribution to contemporary literature."

## New "Dr. I. Q."



Meet the new "Dr. I. Q." folks! It's Jimmy McClain, 29, announcer and producer, who succeeded Lew Valentine on the Mars mental banker show. New time: 7 p. m., Mondays.

## Odd Fan Letter Makes Queer Bequest

"Eccentric," "weird," "extremely odd," "most peculiar" and kindred adjectival "ohs" and "ahs" were batted by the dozen around the NBC Chicago corridors recently over a bequest received by Charlie Urquhart, director of "Vic and Sade" and the "Girl Alone" series. In the last will and testament of a man whom he had known for some 30 years, Urquhart's name was mentioned. And carrying out the bequests in that will, executors of the estate recently sent Urquhart the things that have been causing the studio miasma. Contained in the bequest were two items—a sealed envelope, bearing a secret recipe for an especially succulent Indian curry and a package of dinosaur bones.

## NOVACHORD

Look for Caroline Montgomery of the "Uncle Ezra" program (Camels) to branch out in the manner of Ted Steele, novachordist. Following her guest shot as novachord soloist on a recent "What's Your Idea" Mars program, she's had two similar offers.

## KMH 'DRAFTEE'



Don Ameche, long-time radio favorite of millions, is a new addition to the "Kraft Music Hall" cast. New time: 7 p. m., Thursdays.

## Party to Honor Benny's Tenth Year on Air

One of the biggest events in the history of Hollywood will be the 10th radio anniversary which Jack Benny, the Sunday night jester, will observe May 2. Feature of the celebration will be a huge banquet, which will have film and radio notables attending from all over the country.

## SOME POWER!

"If all the radio sets in the coverage area of the average broadcasting station were turned on at the same time, they would not consume more than 1/50,000th of the power that the station sends into the air."

—From KEEP UP WITH THE WORLD, by Freling Foster, in COLLIER'S for March 29, 1941.

## RED CROSS AWARD

Hal Peary, Fibber McGee and Molly's Gildersleeve was awarded an honor scroll by Norman Davis, American Red Cross head, for his outstanding work in behalf of the Red Cross Roll Call.

## NEW ACTRESS



Lovely Phyllis Dobson, New York stage and screen star, now heard in dramatic roles in "Uncle Walter's Doghouse." New Time: 7:30 p. m., Fridays.

## New Willson Aria Soon to be Played

A new Meredith Willson song, "Hymn to San Francisco," has just been completed by the "Coffee Time" music director and dispatched to the Bay City for its debut on May 3 before an impressive "Forward San Francisco" meeting sponsored by the Chamber of Commerce. Words are by the well-known poet and fiction writer, Wilbur Hall.

### ?? MOVING ??

Please, please, please don't forget to send to WOW your change of address when you move from one location to another.

Simply write a postcard, giving your old address and your new address, so that you will be sure to receive your WOW News Tower magazine without delay.

## LES and BARBARA IN 'MARLINS'



Les Tremayne and Barbara Luddy, two of radio's most famous dramatic stars, have been assigned important roles in Procter & Gamble's story of "Mary Marlin," heard on WOW, Mondays through Fridays (new time), at 1 p. m.

## Here are Five Rules For Keeping Fit

Donald Voorhees, conductor of "The Telephone Hour," heard Mondays over WOW and the NBC Red network at 6 p. m., has devised six easy rules for keeping his musicians fit.

Voorhees, whose exercise consists of such strenuous efforts as waving his pencil baton and judging dog shows, has accented the "easy" in his rules for keeping fit:

1. Never wear shoelaces in your brogans. They stop circulation, and besides they take up too much time and energy tying and untying.
2. Eat as much as you want, whenever and wherever you want. After all, good teeth are a sign of good health and your radio audience can't see them anyway.
3. Never walk when you can ride. Remember, the first rule of life is the conservation of energy.
4. Sleep from 9 to 12 hours a day. Nobody ever does anything important in the morning, so you won't miss much.
5. If you can't get along without tennis, golf, swimming, football or baseball, take in your neighborhood newsreel once a day. They'll show you what a palooka you are and you'll forget them.
6. Read the sports pages. You can lose from three to six pounds in five minutes merely looking at race results.

## HEIDT WARBLER



Mimi Cabanne is the newest vocalist with Horace Heidt troupe. New time of the "Turns Treasure Chest" is 6:30 p. m., Tuesdays.

## Film Player is in 'Ellen Randolph' Cast

Donald Briggs, film player, has been assigned the role of "Donald Meade" in the NBC Red network daytime Colgate serial, "Ellen Randolph," starring Gertrude Warner. Briggs started his radio career in Chicago in 1930 while a member of the famous Goodman Repertory Company.

## DEAD SHOT

Recent "Mr. District Attorney" script brought out the fact that Len Doyle, who plays the "D. A.'s" assistant, Harrington, is a dead shot. Right after the broadcast, Doyle went to a shooting gallery nearby and out of 25 chances managed to hit the target twice!

## FIRST ANNIVERSARY

Broadcast Music, Inc., recently observed its first anniversary. It is now the largest publisher of music in the nation. BMI now owns performance rights to more than 300,000 songs of every variety. It issues more than 100,000 printed units of music weekly.

## ? Your Last Copy ?

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## JOINS VALLEE



Hal Peary, of "Fibber McGee and Molly" fame, has been assigned to do heavy dramatic roles in the Rudy Vallee Sealtest show. New time: 8 p. m., Thursdays.



# NEW STARS AND SHOWS FOR SPRING

## GATHER NEWS OF THE WORLD



Gathering news from throughout the world on the new Alka-Seltzer "News of the World" program is the job of John W. Vandercook (above right) and Newsman Jack Hartley, shown above. "News of the World" is on Mondays through Fridays at 5:15 p. m.

## 'News of World' Week-days at 5:15 P. M.

The nightly world-wide news broadcasts which are heard over WOW via the NBC, 5:15 p. m., Omaha time, have been expanded in reportorial personnel, changed in format and are presented under the sponsorship of Miles Laboratories, Inc.

The new program is heard Mondays through Fridays, and features both national and international pickups from on-the-spot correspondents in the major capitals of the world, including Washington, London, Berlin or wherever else the news may break. Commentator John W. Vandercook analyzes the news which he and the radio listeners hear simultaneously from NBC's world-wide correspondents. In addition, NBC Newscaster Fort Pearson is a regular participant, summarizing the news of the day as the program opens.

## FUNNY MEN



Two of radio's funniest screwballs are the comedy team of Abbott and Costello, recent additions to the Chase & Sanborn program, with Edgar Bergen and "Charlie McCarthy." New time: 6 p. m., Sundays.

## PEABODY AWARD

(Continued from page 3)

ism at the University of Georgia in Athens, Ga. The Advisory Board who made the awards were the following: S. V. Sanford, Chancellor, University System of Georgia; Bruce Barton, President, Batten, Barton, Durstine and Osborn Advertising Agency, New York; John N. Benson, President, American Association of Advertising Agencies, New York City; Virginius Dabney, Editor, Richmond (Va.) Times-Dispatch; Norman H. Davis, Chairman, American Red Cross, formerly Acting Secretary of State, etc., Washington, D. C.; Jonathan Daniels, Editor, Raleigh (N. C.) News and Observer; Mark F. Ethridge, Vice President and General Manager, Louisville (Ky.) Courier-Journal and Times; Waldemar Kaempffert, Science Editor, New York Times; Alfred A. Knopf, Publisher, New York City; Grace Moore, Metropolitan Opera Company, New York City; Dr. John W. Studebaker, United States Commissioner of Education and Chairman Federal Radio Education Committee, Washington, D. C.; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, "Yallo," Saratoga Springs, N. Y., and Edward Weeks, Editor, Atlantic Monthly, Boston, Mass.

## SOME HAT

Broadest of the current crop of broad-brimmed hats is one sported by Betty Lou Gerson, star of the "Mary Marlin" show. The skypiece measures some 24 inches from brim to brim.

## A Cantor Find



Olive Major, 13-year-old Eddie Cantor soprano protegee, had the time of her life on the "Time to Smile" program. New time: 7 p. m., Wednesdays.

## Budd Hulick is Actor in New WOW Serial

Budd Hulick, quiz program clown and "other half" of the long-popular comedy team of Colonel Stoopnagle and Budd, has gone straight on "Home of the Brave," broadcast at 3 p. m., Mondays through Fridays over WOW and the NBC Red network.

Budd was first side-tracked from his original intention of becoming a serious actor when he and F. Chase Taylor, alias Colonel Stoopnagle, then working for a Buffalo, N. Y., radio station, were asked to fill in a 15-minute air void. Panicky for material, they introduced themselves as "Colonel Stoopnagle and Budd," and conducted a 900-second nonsensical conversation, which ended in a contract. Their tomfoolery continued for seven years, under five different sponsors. Since 1937 Budd has been emceeing and announcing such shows as "What's My Name?"

In "Home of the Brave," he is a sober-minded civil service employee, which keeps Budd's flexible voice in the groove and allows no monkey-shines on the side.

## ODD NECKLACE

Studio philatelists are trailing Louise King, "Carnation Contented" soloist, these days. Louise is wearing a necklace-bracelet set of honest-to-goodness stamps, cancelled, and set into square composition frames.

## NEW COMPANY



Movie Star Dick Powell is one of five regular "big names" heard on the new spring "Studebaker Champions" series. New time: Tuesdays and Fridays at 9:30 p. m.

## B. & W. Features Shuffled on WOW

The change of time brings several changes in the Brown & Williamson programs on WOW.

"Uncle Walter's Doghouse" moves from Tuesday nights to 7:30 p. m., Fridays.

A new program in behalf of Raleigh Cigarettes will have its premiere on Tuesday, April 29, at 8:30 p. m. This will be followed by a new five-minute dramatic skit by Linn Borden.

The "Avalon Showboat" program concludes with its broadcast of April 28.

There will be no change in the "Plantation Party" or "Wings of Destiny" programs.

## EAT, GROW FAT!

Love, 'tis said, makes the world go 'round. It also makes fellows go round the world—almost. No less than three young swains, smitten with the charms of as many musicians in Phil Spitalny's all-girl General Electric "Hour of Charm" Orchestra, have been following the troupe to each stop on its current tour.

## PORTIA BLAKE



Returning to WOW is the serial "Portia Faces Life," in which Lucille Wall plays the role of Portia Blake. The sponsor is General Foods, 40 per cent Bran Flakes. Time: Mondays through Fridays at 3:15 p. m.

## Portia Faces Life New WOW Serial

On Monday, April 28, daylight savings time's "big moment," the dramatic show, "Portia Faces Life," will change networks as well as time by moving over to WOW and the NBC Red network, at 3:15 p. m., Mondays through Fridays.

This serial program follows the life of Portia Blake, a woman attorney, who tries desperately to hide the tears of a broken romance behind a successful career.

Lucille Wall plays the part of Portia, and she is supported by Matt Crowley as Walter Manning, Joan Banks as Arlene Manning and Esther Ralston as Kathie, Portia's confidante.

## AIDS SPONSOR

Edgar Bergen now has his sponsor just where he wants him. In addition to drawing a weekly paycheck for his Sunday stint, Bergen is now a customer of Chase & Sanborn. In the new private airport which Bergen has bought at Montebello, Calif., he has just completed a coffee shop. His first order was for a big supply of his sponsor's product.

## ADD ONE MORE

Stork news from the west coast concerns the arrival of a son, born to Jean Rouverol, Betty in "One Man's Family."

## NEW "STEVE"



Here's the new "Steve Benton" in the "Wings of Destiny" program. His name is John Hodiak. New time: 8 p. m., Fridays.

## Vandercook Beard Gave Face a Rest

There has been a lot of speculation about the origin of that beard sported by John W. Vandercook, young commentator on Alka-Seltzer's network "News of the World," week days at 5:15 p. m. on WOW.

The way we heard it is that during a vacation in Vermont he decided to give his face a vacation, too. On returning to Manhattan, he found himself so attached to the beard that he couldn't part with it.

## Old Favorites Lead Gene Baker Requests

Requests for old favorites—both songs and poems—pouring in to Gene Baker are proving the public's whole-hearted welcome to the Omar Milling Company's program, "Musical Meditations," on WOW at 9:45 a. m., Sundays.

Baker's finesse at this sort of program comes from long experience in radio—as soloist and announcer, as producer and writer, as director and salesman.

## ICELANDER

Gladys Heen, "Torchy" of the "Guiding Light," reports her forebears became Americans by way of Iceland.

## IN THE O'NEILLS



One of radio's most famous mistresses of ceremony, Arlene Francis, now carries a heavy dramatic role in "The O'Neills." Heard Mondays through Fridays (new time), 10:15 a. m.

## FOR LOUISE FITCH

A night club atmosphere took over in the "Arnold Grimm's Daughter" studio recently when story sequences called for a tap dance routine by Louise Fitch in the role of "Bernice Farriday." Louise (former Council Bluffs girl) is a talented actress, but she does not claim to be a tap dancer, so when the dance went on the air it was done by Mary Jane Brown, night club dancing star.

"Arnold Grimm's Daughter" is heard Mondays through Fridays at 4:30 p. m., Omaha time, over WOW and the NBC Red network.

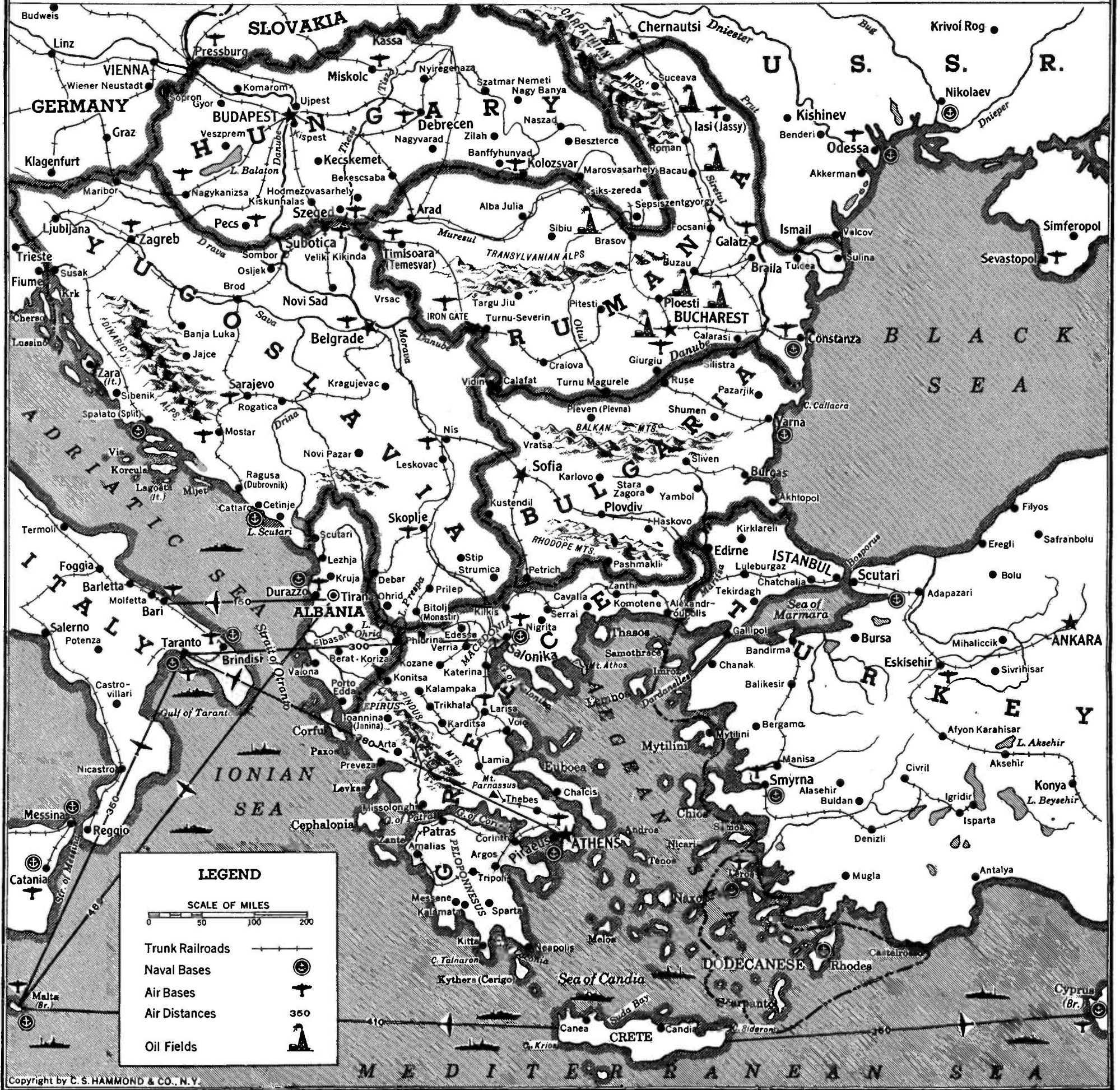
## SQUIRE' PEARSON

It's Squire Fort Pearson now! The headline-spieler on "News of the World" has acquired title to a 175-acre farm near St. Charles, Ill.

Bess Flynn, author of Old Dutch's "Bachelor's Children," has received a very handsome gift from her son, Charles Flynn. It's a new station wagon.



# UNITED PRESS WAR NEWS MAP



(Reprinted by special permission of United Press)

Above is the first of a series of United Press war maps which will appear in the WOW News Tower Magazine in order to help listeners follow war news on the air.

The first United Press war map gives a detailed picture of the Balkans. Watch for another war map next month, probably one illustrating the newest theater of war about June 1.

## MARTHA BOHLSSEN GIVES TIPS FOR MAYTIME BRIDAL SHOWERS!

This is the month for showers for the June bride. If you have a friend who is planning on getting married in June and you want to give her a shower, do it sometime in May. There are a thousand little details to be taken care of during the last few weeks before the wedding, and you will be doing the bride a great favor if you do your honors now rather than in that last-minute rush. Linen, kitchen, personal, handkerchief or miscellaneous showers would be most appropriate. Plan a shower that is distinctive. It needn't be extravagant. There are so many ideas for decorations and menus that can be carried out very effectively

if only a little thought is given to it. Perhaps with a few suggestions and then your own original ideas you can entertain your guests in a most pleasant manner. For instance, for your table centerpiece.

Can you imagine anything more attractive than a lovely bouquet of roses and sweet peas in a flat bowl, spotted from your center lighting fixture with a small spotlight. Any of the spring flowers will serve this purpose beautifully. Daffodils, in that pretty tint of yellow, will blend perfectly and assist you in carrying out your spring decorations in yellow and green. You don't need to be a lighting engineer to work out

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

this little decoration. Simply conceal a small spotlight in your ceiling fixture and direct it down on the flowers. You will be delighted with the effect. The light will bring out and emphasize the colors in the flowers and change what might have been just an ordinary bouquet of flowers to a most gorgeous centerpiece. In directing this light downward, be sure that the rays of light do not strike the eyes of the guests seated around the table. This would be terribly annoying. If your light-

ing fixture is the type where the little spotlight could not be concealed, you could carry out the "shower" idea by placing a little umbrella made of crepe paper under the lighting fixture and concealing the light under it. Any further decorations should be in keeping with the type of shower you are giving.

If you are planning a bridal-shower luncheon, the menu may be either very elaborate or a simple one-dish luncheon place. For a well-balanced tasty luncheon menu, may I suggest the following:

Jellied Consomme Toast Rings  
Creamed Chicken in Patty Shells  
Peas in Potato Nests

- Tomato Jelly Salad in Heart Molds
- Orange Biscuits
- Decorated Vanilla Ice Cream in Paper Cups
- Macarons Coffee
- Salted Almonds

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# WOW AIRS PAN-AMERICAN FETE

## THE SPORTS EYE

By TOM DAILEY  
WOW Sports Editor

Hello, good sports!

Along about this time each year it is our custom to climb out on the limb and pick the winners (we hope) in major league baseball races.



Tom Dailey

I say, Billingsly! Fetch me the new crystal ball—the 1941 sphere holding all answers to the 1941 baseball races.

National League  
We see stand-out teams for the top and bottom spots in the senior circuit.

As we rub the crystal, we see poise and confidence—and a solid, well-balanced entry in the Cincinnati Reds. So we'll mark the men-of-McKechnie to finish first in the National League again this year. The Reds have a great defensive infield, a good outfield, power at the plate and a fine pitching staff.

We see the Brooklyn Dodgers making a big surge, but they need a second baseman. Put them down as No. 2 finishers anyway. Larry McPhail is still trying to get Billy Herman from the Cubs. But with men such as squat "Muscles" Medwick, the Brooklyns look O. K. from here. Last year at this time we picked the St. Louis Cardinals to win the National League flag. But with this new and shinier crystal, we can see them only in third place this year. And because Jimmy Wilson has been made manager of the Chicago Cubs, we'll stick the chewing gum boys in fourth place. They'll have a fight for that spot with the Pittsburgh Pirates, under the pugnacious management of Fordham Frankie Frisch. And if the Cubs and Pirates get too mixed up for fourth and fifth places, we wouldn't be surprised to see the Boston Bees jump over either or both of them into first division.

We'll put the New York Giants in seventh place, with the Philadelphia Phillies bringing up the rear again.

### American League

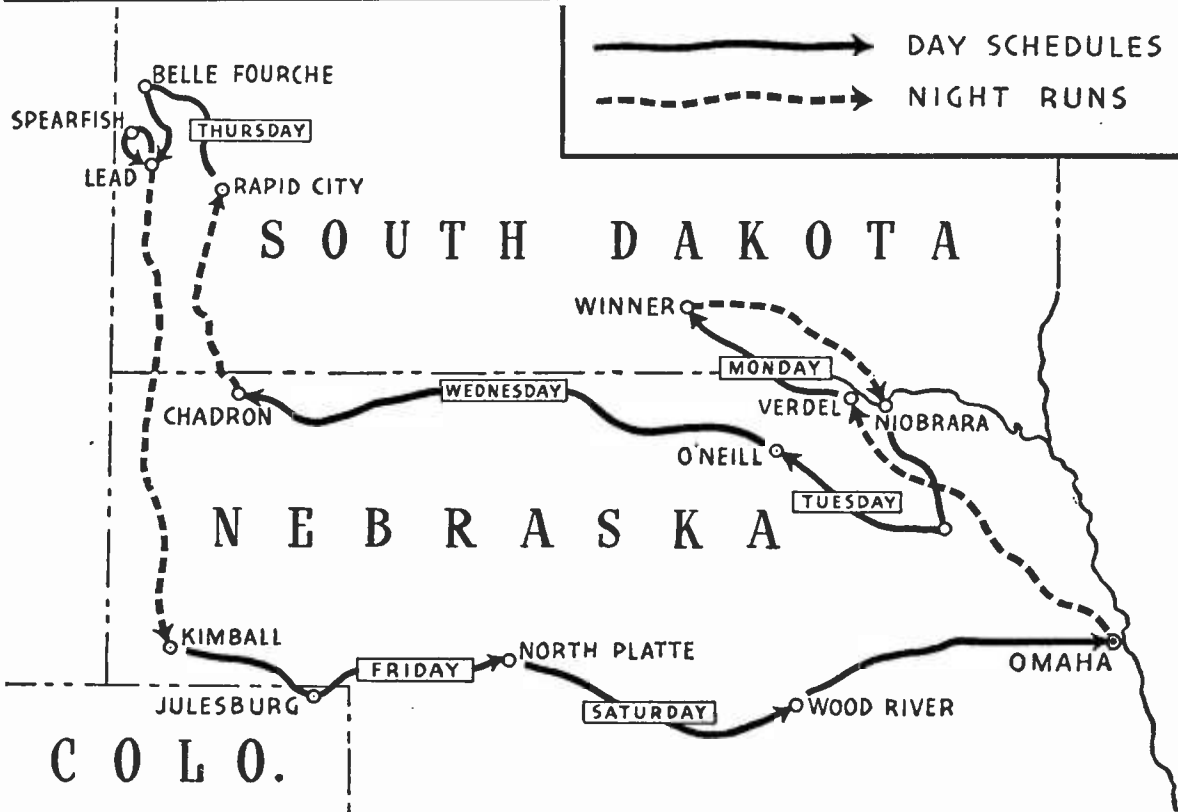
The Cleveland Indians should have galloped off with honors in the American League last season, but they defecated themselves in an unprecedented uprising against law and order. But this year it's different. With Roger Peckinpaugh in the driver's seat, and with a diamond full of fine ballplayers, we must give Cleveland the No. 1 slot. We'll take it back if anything happens to Bobby Feller. Joe McCarthy and his Yanks will put up a big fight, but this season will see some experimenting. Rizzuto and Priddy, up from Kansas City, must be given a trial in the big time. In third place we see Hank Greenburg and the Detroit Tigers. If Hancus Pancus is called to the colors, third spot might be too good for the Tigers. Don't look now, but that team now pictured in the Sportseye crystal is the Boston Red Sox. The boys are the forgotten men of the junior circuit this year. After Boston the clubs pop into the picture in this order: Chicago, St. Louis, Washington and Philadelphia.

All right, Billingsly! Take this crystal, bash it against the wall and hang my India robe on the nail 'til this time next season. And . . . "it isn't that you won or lost, but how you played the game."

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## WOW MEN TO JOIN 1941 GOODWILLERS



This map shows the itinerary of the 1941 Good Will Trade Tour of the Omaha Chamber of Commerce. Lyle DeMoss of the WOW staff, representing Paxton & Gallagher, will have charge of entertainment for this year's tour, and Bill Wiseman, WOW Publicity Manager, will again "cover" the tour for the Omaha National Bank.

### FORESIGHT!

On December 29, 1940, NBC's H. V. Kaltenborn made a year-end war prediction, which said in part:

"... we may expect early developments in the Balkans . . . Germany is confirming her control of Slovakia, Hungary and Rumania by establishing a mobile, well-equipped and completely mechanized striking force of half a million men at key points in this Balkan area. Within a few weeks this force will invade Yugoslavia and Greece . . . This campaign will be . . . a blitzkrieg operation . . . don't forget Hitler has won every military blitzkrieg he has undertaken . . ."

### BREEZY YVETTE

Yvette, star vocalist of Xavier Cugat's Camel program, was singing at a benefit recently and a member of the audience kept asking for the "Windy Song."

"Do you mean 'High on a Windy Hill'?" asked Yvette politely.

"No," was the response. "I mean 'Windy Moon Comes Over de Mountain.'"

### ADDING "SPARK" TO NEWS



To celebrate the co-sponsorship of the 12:40 news spot week days on WOW by the Haskins Brothers Soap Company, makers of "Spark," Foster May poses with Ed Gaither, Omaha Manager of Haskins' plant.

## Mexican Minister Speaks at Big Ceremony

WOW and the Omaha Zone Chevrolet Dealers added their contribution to better Pan-American relations with an unusual special event broadcast by Foster May from Greenfield, Iowa, April 14. The broadcast featured an interview with Dr. Luis Quintanilla, Minister Plenipotentiary of the Republic of Mexico to the United States.



Foster May

Several thousand persons attended the ceremonies, which included a flag-raising ceremony, honoring the flags of South American nations. There were 40 Latin-American exhibits, South American entertainers, parades, band concerts and dances.

The Greenfield celebration, which attracted national attention, was also broadcast by NBC on its "National Farm and Home Hour."

Many other unusual special events were included on Chevrolet's "Man on the Street" broadcast since the last issue of the News Tower.

On April 9, Mr. May broadcast his "Man on the Street" from the annual spring festival at Logan, Iowa.

Two of the most unusual interviews of the past month brought Chief Boatswain Lee R. Scott of the United States navy, and Virgil Pinkley, United Press foreign correspondent, to WOW's microphone.

Other special events included the broadcast from the 15th annual convention of the Nebraska Cooperative Creameries, Inc., and a broadcast from the annual convention of the Nebraska Automobile Dealer's Association, both in Omaha.

May also conducted the special evening broadcast of WOW's 18th birthday observance on April 2.

## DeMoss and Wiseman With Omaha C. of C. Good Will Tour

WOW will take part in the 1941 Trade Trip of the Omaha Chamber of Commerce, May 18 to 24. About 125 Omaha business men will make the trip over a 1,760-mile route in Nebraska, South Dakota and Colorado.

The Trippers will be on the road six days, visit 83 towns and make night stops at Winner, S. D.; O'Neill and Chadron, Neb.; Deadwood, S. D., and North Platte, Neb.

For the fourth successive year, Bill Wiseman, Publicity Manager of WOW, will make daily reports over WOW on the progress of the trip. These have been scheduled for 10:15 p. m., May 19, 20, 21, 22, 23 and 24, under the sponsorship of the Omaha National Bank. John Changstrom, Vice President of the Omaha National, is General Chairman of this year's Trade Tour.

Lyle DeMoss, WOW's Production Manager, will make the trip under sponsorship of the Paxton & Gallagher Company, and will be in charge of all entertainment during the trip. He has promised to sing his famous "Man on the Flying Trapeze" at each of the night meetings.

A group of 20 Trade Trippers has been organized into a glee club, and an instrumental trio will assist in street programs.

As usual, the street parades will be led by the Dan Desdune Band. The Omahans will be garbed in flashy Trade Trip uniforms, and will carry more than 100 balloons and 100 more pieces of candy for distribution in the various towns.

## TOM CHATS WITH "DIZ"



Recently Wichita, Kans., was over-run with major league baseball clubs. Circulating among them for sports interviews was WOW's Sports Editor Tom Dailey. The picture shows him chatting with the great "Dizzy" Dean, famous Chicago Cub twirler. Dailey gives Falstaff's sports at 5:40 p. m., week days, and at 10:15 p. m. his regular quarter-hour sports period.

# WOW'S MAY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "5/41" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:15	World News Alka-Seltzer	World News Alka-Seltzer	World News Alka-Seltzer	World News Alka-Seltzer	World News Alka-Seltzer	5 P. M.—Defense for America	5 P. M.—Jack Benny Jell-O
5:30	4-Bell News—Sports Burlington Falstaff Dentyne Gum National Biscuit	4-Bell News—Sports Burlington Falstaff Dentyne Gum National Biscuit	4-Bell News—Sports Burlington Falstaff Dentyne Gum National Biscuit	4-Bell News—Sports Burlington Falstaff Dentyne Gum National Biscuit	4-Bell News—Sports Burlington Falstaff Dentyne Gum National Biscuit	4-Bell News—Sports Burlington Falstaff Dentyne Gum National Biscuit	Fitch Bandwagon
6:00	Telephone Hour Bell Telephone System	Johnny Presents Philip Morris	Tony Martin How Did You Meet? Woodbury Products	Maxwell House Coffee Time	Concert Cities Service Gas and Oils	6:15—Business News Review	Charlie McCarthy Chase & Sanborn
6:30	Voice of Firestone Concert	Horace Heidt Tums Treasure Chest	Plantation Party Bugler Tobacco	Aldrich Family Jell-O	Information Please Luckies	NBC	One Man's Family Tenderleaf Tea
7:00	Dr. I. Q. Mars Candy Bars	Battle of Sexes Molle	Eddie Cantor Sal Hepatica and Ipana	Kraft Music Hall	Waltz Time Phillips Milk of Magnesia	National Barn Dance Miles Laboratories Alka-Seltzer	Manhattan Merry-Go-Round Dr. Lyons
7:30	NBC	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis		Uncle Walter's Doghouse Raleigh Pipe Tobacco		American Album of Familiar Music Bayer Aspirin
8:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Kollege of Musical Knowledge	Rudy Vallee Sealtest	Wings of Destiny King-Size Wings	Uncle Ezra Camel Cigarettes	Hour of Charm General Electric
8:30	Du Pont Cavalcade of America	Raleigh's New Variety Show	Lucky Strike	Barrel of Fun Falstaff	NBC	NBC	Deadline Dramas
9:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	WOW Orchestra	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Truth or Consequences P. & G. Ivory	NBC
9:15	WOW Orchestra	Falstaff Party Norman Ross	Falstaff Party Norman Ross	WOW Orchestra	Falstaff Party Norman Ross		
9:30	Stanley Davies Golf	Studebaker Champions	Pleasure Time Fred Waring Chesterfields	Xavier Cugat Camels	Studebaker Champions	NBC	Chaz Paree Orchestra NBC
9:45		WOW Orchestra	WOW Orchestra	Chez Paree Orchestra NBC			
10:00	C., B. & Q. WOW News	C., B. & Q. WOW News	C., B. & Q. WOW News	C., B. & Q. WOW News	C., B. & Q. WOW News	C., B. & Q. WOW News	Dear John Welch Grape Juice
10:15	Sports Falstaff	Sports Falstaff	Sports Falstaff	Sports Falstaff	Sports Falstaff	Sports Falstaff	Walter Winchell Jergens Lotion
10:30	Carlton Hotel Orchestra—NBC	Edgewater Beach Hotel Orch.—NBC	Edgewater Beach Hotel Orch.—NBC	Palladium Orchestra NBC	NBC Dance	Palace Hotel Orchestra—NBC	WOW News Tower

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

## MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies	Daily except Sun.
6:00 A. M.—Early Morning News Tower	Daily except Sun.
6:15 A. M.—Aunt Sally	Mon., Wed., Fri.
6:30 A. M.—Markets (Remote)	Daily except Sun.
6:35 A. M.—Time and Tunes	??
6:45 A. M.—Lyle and Eddie—Nutrena	Mon., Wed., Fri.
Lyle and Eddie—Block Drug	Tue., Thu., Sat.
7:00 A. M.—WOW News Tower—Roberts, Peter Paul, Mid-Continent	Daily except Sun.
European Situation	Sun.
7:11 A. M.—Transcriptions	Daily except Sun.
7:15 A. M.—Ideal Melodies—Ideal Dog Food	Mon., Wed., Fri.
Musical Clock	Tues., Thu., Sat.
Deep River Boys—NBC	Sun.
7:30 A. M.—Captain Herne—Skelly	Mon., Tue., Wed., Thu., Fri.
Local Transcribed Music	Sat.
Words and Music—NBC	Sun.
7:45 A. M.—Your Musical Laundry Man—Kimball	Mon., Tue., Wed., Thu., Fri.
Weekend Whimsy—NBC	Sat.
8:00 A. M.—Bess Johnson—Colgate Palmolive Soap	Mon., Tue., Wed., Thu., Fri.
National Radio Pulpit—NBC	Sun.
8:15 A. M.—Ellen Randolph—Colgate Supersuds	Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Bachelors Children—Old Dutch Cleanser	Mon., Tue., Wed., Thu., Fri.
Betty Moore—NBC—Benjamin Moore Paints	Sat.
Chapel Service, Rev. R. R. Brown	Sun.
8:45 A. M.—Woman in White—P. & G. Oxydol	Mon., Tue., Wed., Thu., Fri.
Little Doghouse	Sat.
9:00 A. M.—Life Can Be Beautiful—P. & G. Ivory	Mon., Tue., Wed., Thu., Fri.
Lincoln Highway—Hecker Products	Sat.
9:15 A. M.—Guiding Light—P. & G. Naptha	Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Lone Journey—P. & G. Dreft	Mon., Tue., Wed., Thu., Fri.
Police Bulletins	Sat.
9:45 A. M.—David Harum—B. T. Babbitt, Bab-O	Mon., Tue., Wed., Thu., Fri.
Markets	Sat.
Musical Meditations—Omar Wonder Flour	Sun.
9:50 A. M.—U. S. Government Reports	Sat.
10:00 A. M.—The Oother Woman—Butter-Nut Coffee	Mon., Tue., Wed., Thu., Fri.
WOW News Tower	Sun.
10:15 A. M.—The O'Neills—P. & G. Ivory	Mon., Tue., Wed., Thu., Fri.
From New England to You—NBC	Sat.
Emma Otera, Soprano—NBC	Sun.
10:30 A. M.—Judy and Jane—Folger Coffee	Mon., Tue., Wed., Thu., Fri.
Homemakers of the Air—Nebraska Power Co.	Sat.
Pageant of Art—NBC	Sun.
10:45 A. M.—WOW Orchestra	Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—As the Twig Is Bent—Gen. Foods, Grapenuts	Mon., Tue., Wed., Thu., Fri.
Creighton University	Sat.
Swing and Sway with Sammy Kaye	Sun.
11:15 A. M.—Toby and Susie—Peter Pan Bakeries	Mon., Tue., Wed., Thu., Fri.
Matinee in Rhythm—NBC	Sat.
11:30 A. M.—Mrs. Guy Purdy—Orchard & Wilhelm Co.	Mon., Thu., Fri.
Call to Youth	Sat.
On Your Job—NBC	Sun.
11:45 A. M.—Musical Program	Daily except Sun.
Junior Roundtable	Sat.

12:00 Noon—Aunt Jenny—Lever Bros., Spry	Mon., Tue., Wed., Thu., Fri.
Hotel Lexington Orchestra—NBC	Sat.
Local Musical Program	Sun.
12:15 P. M.—Markets	Mon., Tue., Wed., Thu., Fri.
Midday Melodies	Sat.
WOW News Tower	Sun.
12:30 P. M.—WOW News Tower—Peter Paul Mounds, Haskins Soap Co.	Daily except Sun.
University of Chicago Roundtable—NBC	Sun.
12:41 P. M.—Transcriptions	Daily except Sun.
12:45 P. M.—Man on the Street—Chevrolet Dealers	Daily except Sun.
1:00 P. M.—Mary Marlin—P. & G. Ivory	Mon., Tue., Wed., Thu., Fri.
Farm Facts and Fun	Sat.
Lavender and New Lace—NBC	Sun.
1:15 P. M.—Ma Perkins—P. & G. Oxydol	Mon., Tue., Wed., Thu., Fri.
H. V. Kaltenborn—NBC	Sun.
1:30 P. M.—Pepper Young—P. & G. Camay	Mon., Tue., Wed., Thu., Fri.
Gay Hedlund Players—NBC	Sat.
Lee Gordon and His Gordonaires—NBC	Sun.
1:45 P. M.—Vic and Sade—P. & G. Crisco	Mon., Tue., Wed., Thu., Fri.
2:00 P. M.—Backstage Wife—Watkins Products	Mon., Tue., Wed., Thu., Fri.
Associated Press News—NBC	Sat.
Louie Jean, Songs and Orchestra—NBC	Sun.
2:02 P. M.—Campus Capers—NBC	Sat.
2:15 P. M.—Stella Dallas—Phillips Milk of Magnesia	Mon., Tue., Wed., Thu., Fri.
Upton Close, Commentator—NBC	Sun.
2:30 P. M.—Lorenzo Jones—Phillips Chemical	Mon., Tue., Wed., Thu., Fri.
A Boy, A Girl, A Band—NBC	Sat.
Charles Dant and His Orchestra—NBC	Sun.
2:45 P. M.—Young Widder Brown—Bayer Aspirin	Mon., Tue., Wed., Thu., Fri.
3:00 P. M.—Home of the Brave—Gen. Foods, Swans Down	Mon., Tue., Wed., Thu., Fri.
World Is Yours—NBC	Sat.
Highlights of the Week's News—NBC	Sun.
3:30 P. M.—WOW Orchestra	Mon., Tue., Wed., Thu., Fri.
Local Musical Program	Sun.
3:15 P. M.—Portia Faces Life—Gen. Foods, 40 Per Cent Bran Flakes	Mon., Tue., Wed., Thu., Fri.
3:20 P. M.—Local Musical Program	Sun.
Curtis Institute of Music—NBC	Sat.
3:45 P. M.—Light of the World—Gen. Mills, Gold Medal Flour	Mon., Tue., Wed., Thu., Fri.
4:00 P. M.—The Mystery Man—General Mills Wheaties	Mon., Tue., Wed., Thu., Fri.
Glen Island Casino Orchestra—NBC	Sat.
Catholic Hour—NBC	Sun.
4:15 P. M.—Valiant Lady—General Mills, Bisquick	Mon., Tue., Wed., Thu., Fri.
4:20 P. M.—Associated Press News—NBC	Sun.
4:30 P. M.—Arnold Grimm's Daughter—Gen. Mills, Kix	Mon., Tue., Wed., Thu., Fri.
Religion in the News—NBC	Sat.
What's Your Idea?—Mars, Inc., Forever Yours	Sun.
4:45 P. M.—Musical	Daily except Sun.
Headlines Ahead	Sat.
4:15 to 5:15 P. M.—Ak-Sar-Ben Races (Starts May 27)	Tue., Wed., Thu., Fri., Sat.
Defense for America—NBC	Sat.