

Radio
Station
WOW

RADIO NEWS TOWER

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

5000
Watts
590 Kc.

Complete Radio Program News From Radio Station WOW

VOL. VI—No. 1

OMAHA, NEBRASKA, OCTOBER 1, 1941

PUBLISHED MONTHLY

30,000 Attend Food Show

Comedy, Music Highlight the Fall Shows

Rip-roaring comedy and delightful popular music highlight the scores of new programs on WOW.

Many of these programs have started within the past fortnight and many others will begin within the next two or three weeks.

Never in WOW's history have so many new and sparkling shows been set for fall and winter.

New shows and some that have resumed on WOW include:

"The Great Gildersleeve"—Kraft Cheese—5:30 p. m., Sundays.

"Edgar Bergen and Charlie McCarthy"—Chase & Sanborn—7 p. m., Sundays.

"Ideal Melodies"—Wilson & Co.—7:15 a. m., Mondays, Wednesdays and Fridays.

"Help Mate"—Cudahy Packing Co.—9:30 a. m., Mondays, Tuesdays, Wednesdays, Thursdays and Fridays.

"Toby and Susie"—Petersen Baking Co.—11:15 a. m., Mondays, Tuesdays, Wednesdays, Thursdays and Fridays.

"That Brewster Boy"—Quaker Oats—8:30 p. m., Mondays.

"Fibber McGee and Molly"—Johnson Wax—8:30 p. m., Tuesdays.

"Bob Hope"—Pepsodent—9 p. m., Wednesdays.

"Time to Smile"—Ipana and Sal Hepatica—8 p. m., Wednesdays.

"Maxwell House Coffee Time"—General Foods—7 p. m., Thursdays.

"Aldrich Family"—General Foods, Postum—7:30 p. m., Thursdays.

"Sports Newsreel of the Air"—Bill Stern—Colgate Shaving Cream—9 p. m., Saturdays.

"Sherlock Holmes"—Bromo Quinine—9:30 p. m., Sundays.

Many WOW shows have changed times on the air. These include:

"Walter Winchell"—Jergens—10:15 p. m., Sundays.

"The Other Woman"—P. & G. Butternut Coffee—8:15 a. m., Mondays, Tuesdays, Wednesdays, Thursdays and Fridays.

"Light of the World"—General Mills—1 p. m., Mondays, Tuesdays, Wednesdays, Thursdays and Fridays.

"The Mystery Man"—General Mills—1:15 p. m., Mondays, Tuesdays, Wednesdays, Thursdays and Fridays.

"Valiant Lady"—General Mills—1:30 p. m., Mondays, Tuesdays, Wednesdays, Thursdays and Fridays.

"Judy and Jane"—Folger Coffee—1:45 p. m., Mondays, Tuesdays, Wednesdays, Thursdays and Fridays.

"Pleasure Time" with Fred Waring—Chesterfields—6 p. m., Mondays, Tuesdays, Wednesdays, Thursdays and Fridays.

"Hap Hazard"—Johnson Wax—6:30 p. m., Wednesdays.

"Cugat Rhumba Revue"—Camels—6:30 p. m., Thursdays.

"Stars of the Air"—Storz—6:30 p. m., Fridays.

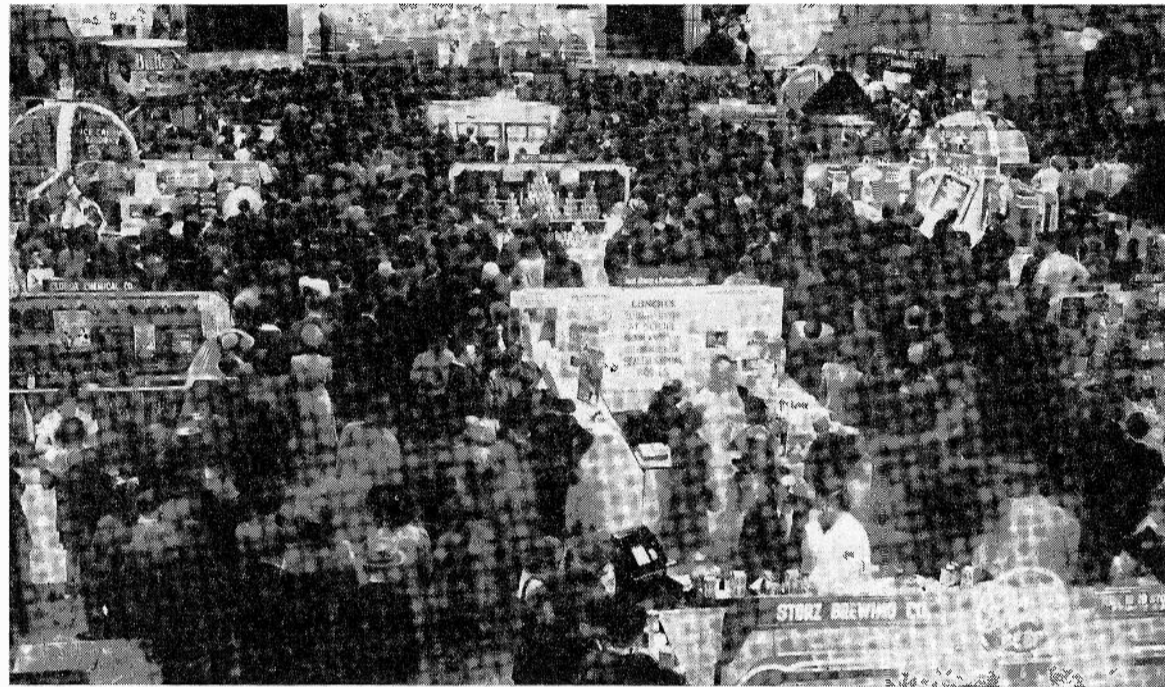
"Auction Quiz"—Standard Oil—6:30 p. m., Saturdays.

"Knickerbocker Playhouse"—P. & G. Drene—7 p. m., Saturdays.

"Truth or Consequences"—P. & G. Ivory—7:30 p. m., Saturdays.

"Famous Jury Trials"—Williamson Candy—9:30 p. m., Saturdays.

AISLES FULL WHEN NBC STARS PERFORM



A view of one of the night crowds at the 1941 Food Show at the City Auditorium in Omaha. Average night attendance exceeded 5,000 persons.

WOW-Promoted Show is Big Success

More than 30,000 persons attended the 36th annual Omaha Food Show, promoted by WOW, at the City Auditorium during the last week in September.

The show was sponsored by members of the Independent Grocers and Meat Dealers Association of Omaha.

It was the fourth year in which WOW had been assigned the task of arranging for and supervising the entertainment and publicizing the show.

President Ben Perelman of the grocers association declared the 1941 show was one of the most successful in history.

"Both the night shows and the afternoon cooking school sessions were very successful," Mr. Perelman said. Elmer Gross, General Show Chairman, and Louis Kavan, Secretary of the association and Show Manager, expressed similar sentiments.

John Gillin, Jr., General Manager of WOW, paid tribute to the famous radio personalities who came to Omaha as guest stars for the Food Show.

"Most of the folks who came to Omaha to perform did so at a personal sacrifice. Each of them was in Omaha only a few hours, and most of them came to Omaha by airplane in order to appear at the Food Show. All of them were excellent entertainers, and I am very proud of WOW's part in bringing the distinguished group to Omaha," Gillin said.

Mr. Gillin paid high tribute to Miss Martha Bohlsen and Nebraska Power officials, who conducted the all-electric cooking school each afternoon. (See page 3.)

The stars, too, were well pleased with the hospitality of Omaha and the reception given them by Food Show crowds.

"I would rather work before an Omaha audience than any place I have ever been," said Lieutenant Commander Eddie Peabody, U. S. N. "I am sure all the folks who came to Omaha to entertain at the Food Show will never forget their visit."

Stars on Monday night were Don McNeill and Evelyn Lynne; on Tuesday night, Whitey Ford, the "Duke of Paducah"; on Wednesday night, Garry Moore, Nancy Martin, Curley Bradley; on Thursday night, "Uncle Walter" of "Uncle Walter's Doghouse" and Mary Ann Mercer of "College Humor"; on Friday night, Eddie Peabody of "National Barn Dance"; Saturday night, "Tom, Dick and Harry" of "Plantation Party."

To Make Movie

During his visit to Omaha, "Uncle Walter," who is Vice President of the Russel M. Seeds Agency, received word from Hollywood that he is to be featured in the "Big Broadcast of 1942," which movie is to be built around his "Uncle Walter's Doghouse" program.

On Friday night Lieutenant Commander Peabody was inducted into the "Nebraska navy" when he was given a sheepskin and promoted to an "Admiral" by Ted Metcalfe, former Lieutenant Governor.

Omaha gained some national publicity on the "Breakfast Club" program on the NBC Blue network on the day following the appearance of Don McNeill and Evelyn Lynne. They both told the world, coast to

(Continued on page 3)



Lieutenant Commander Eddie Peabody, U. S. N., on the stage as he was made officially an "Admiral" in the Nebraska navy. The presentation was made by Ted Metcalfe, former Lieutenant Governor.

General Foods Sets New Daytime Serial

Effective Monday, September 29, the program, "When a Girl Marries," replaced "Home of the Brave" in the 4 p. m. spot on WOW and the NBC Red network. The program is heard Mondays through Fridays under the sponsorship of General Foods for several products.

"When a Girl Marries" is a story of young love, centered about a girl who surprised her community by refusing the courtship of a wealthy playboy to marry a young lawyer of promise, but with narrow means.

HOPE BOOK OUT

Bob Hope's autobiography, "They Got Me Covered," is assured of record distribution even before publication. The first printing of Hope's book will total 1,000,000 copies, associates of the NBC comedian announced recently. "They Got Me Covered" carries an introduction by Bing Crosby.

DEFENSE TALKS

A series of talks by, and interviews with, key figures in national defense is a new feature of the "Voice of Firestone" program, heard Mondays over WOW and the NBC Red network at 7:30 p. m. William S. Knudsen, chief of the Office of Production Management, inaugurated the series.

NEWS CO-SPONSOR

Omaha's 70-year-old Thomas Kilpatrick & Co. store recently became a co-sponsor of all Sunday newscasts on WOW. These newscasts are heard at 10 a. m., 12:15 p. m., 3 p. m. and 10 p. m. Important style messages from Kilpatrick's are heard on each of these newscasts.

HEIDT IN PERSON

WOW listeners will have an opportunity to see Horace Heidt and his band in person in Omaha during the week starting October 3, at the Orpheum Theater.

The famous orchestra, which presents the Tums "Treasure Chest" program on WOW, Tuesdays at 7:30 p. m., will be at the Orpheum for an entire week.

On Tuesday night, October 7, Heidt will broadcast his coast-to-coast Red network program from Omaha. The network broadcast will not be open to the public.



Tired, but happy, was the "Tom, Dick and Harry" trio when it left Omaha after final Food Show performance. Photo shows (top to bottom) Gordon Vandover, Marlin Hurt and Bud Vandover.

MUSIC WELL DONE

"Music Well Done" is the title of a new Falstaff series, heard on WOW at 5:15 p. m., Mondays through Fridays. Russ Baker will be master of ceremonies. On Fridays, Tom Dailey will discuss football, and on Saturdays at 5:15 p. m., the "Falstaff Football Scoreboard" will be heard.

Falstaff recently completed arrangements to again broadcast all Ak-Sar-Ben Knights hockey games this fall and winter over WOW.

Beginning October 4, the Anacin program, "America the Free," will be heard on WOW at 9:30 a. m., Saturdays.

Check Your News Tower Expiration Date Now...Page 8

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

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 10/41, which means October, 1941.

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!

WOW EXECS AT FRATERNAL MEETING

Newberry Heads Omaha Group in 'Frisco

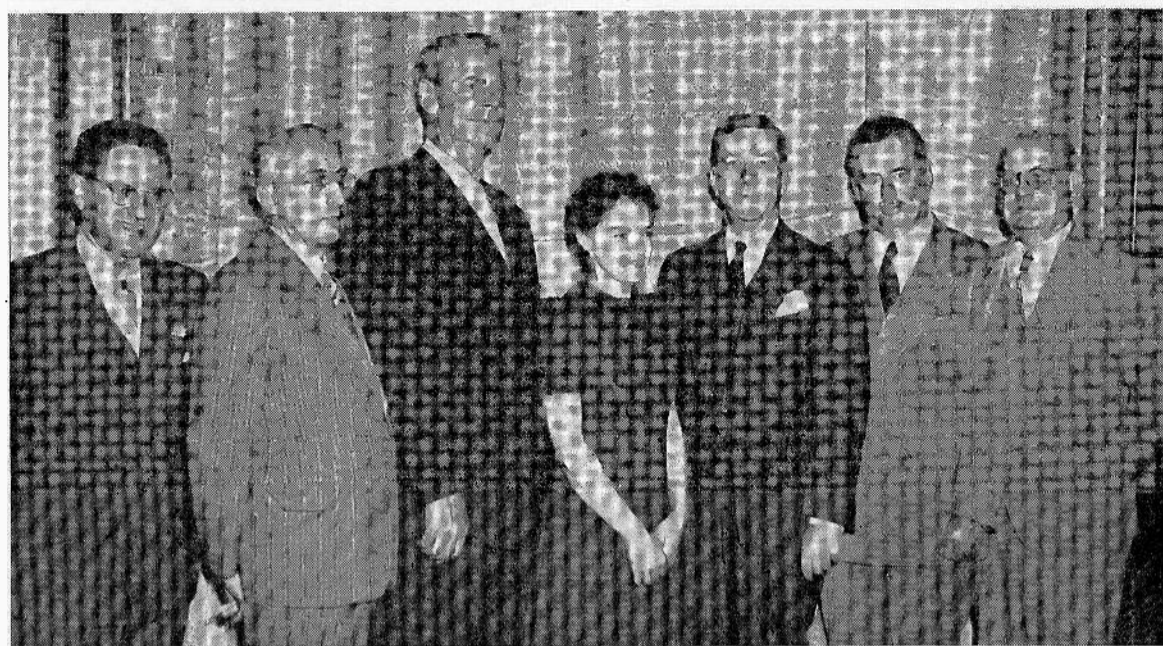
Seven officials of the Woodmen of the World Life Insurance Society, parent company of WOW, entrained recently for San Francisco, where they were to play a prominent role in the National Fraternal Congress (September 22 to 25).

Farrar Newberry, Secretary of the Woodmen Society, is President of the Secretaries' Section of the Congress, and, as such, was to preside over its group sessions. He is also Chairman of the Congress' Public Relations Committee.

Judge W. C. Braden, Assistant General Attorney of the Woodmen, is President of the Law Section of the Fraternal Congress. Dr. Herbert B. Kennedy, Medical Director of the Woodmen, will preside over sessions of the Medical Section. Included in this group's meeting will be a talk on "The Insurable Heart" by Dr. Mayne C. Anderson of Omaha, noted cardiologist and an active Woodman.

Other officials from the Omaha national headquarters of the Society who attended included Dan Macken, Woodmen Actuary; V. J. Pakes, Assistant Woodmen Secretary; Horace Rosenblum, Editor of the Woodmen of the World Magazine, and Venus English, who is Editor of the Junior Woodmen Magazine.

Woodmen Executives Off to Fraternal Congress Meeting



These Woodmen of the World Life Insurance Society officials attended the National Fraternal Congress recently. They are, left to right: Horace Rosenblum, Editor of the Woodmen Magazine; V. J. Pakes, Assistant Secretary; Judge W. C. Braden, Assistant General Attorney; Venus English, Editor of the Junior Woodmen; Farrar Newberry, Secretary of the Society; Dr. Herbert B. Kennedy, Medical Director, and Dan Macken, Actuary.

Star Frank Fay in New Tums Variety

Frank Fay's opening as star of a new program joining the Thursday evening parade of topnotchers on WOW and the NBC Red network has been set for October 23 at 9:30 p. m.

Supporting the comedian will be Bob Hannon, popular tenor; the Continentals, quartet of three men and a girl, and Harry Salter's orchestra.

The new series will be sponsored by the Lewis-Howe Company, makers of Tums.

Veteran of musical comedy, vaudeville and the screen before Rudy Vallee introduced him to the radio audience, Fay had his own program once before and has been heard frequently in the guest spots of leading programs.

Hannon has sung with such well-known radio orchestras as Harry Sosnik's, Henry Busse's, Wayne King's, Buddy Rogers' and Paul Whiteman's, as well as in the movies.

Real "Mary Marlin" Ann Seymour is Back

The real, one and only, "Mary Marlin" is back on the air in Jane Crusinberry's true-to-life Ivory Soap serial, "The Story of Mary Marlin." After a long absence, Ann Seymour, who played the role for three and a half years, has returned in the script as "Mary Marlin." The return of Miss Seymour as Mary Marlin was celebrated on the air by appropriate "welcome-home" ceremonies. "The Story of Mary Marlin" is heard on WOW via the NBC network at 10 a. m., Mondays through Fridays.

WOW NEWS SCHEDULE CAVALCADE RENEWS

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.
3:00 P. M.—Associated Press News.....	Sat.
5:15 P. M.—Football Scoreboard—Falstaff.....	Sat.
5:30 P. M.—Four-Bell News and Sports.....	Daily except Sun.
6:15 P. M.—News of the World—NBC—Alka-Seltzer.....	Mon., Tue., Wed., Thu., Fri.
6:25 P. M.—Weekend Business Review.....	Sat.
9:00 P. M.—Sports Newsreel—Bill Stern—Colgate.....	Sat.
10:00 P. M.—News Tower.....	Daily except Sun.
10:30 P. M.—News Tower.....	Sun.

E. I. Du Pont de Nemours & Co., Inc., of Wilmington, Del., have renewed for another year their institutional program, "Cavalcade of America," heard Monday evenings at 9:30 o'clock at the expiration of their present contract. The program is aired over WOW and 54 other NBC Red network stations.

Westerners in New Morning Musical

A brand-new program of popular western tunes will be inaugurated as a thrice weekly feature beginning Monday, October 6, at 8:45 a. m., over WOW and the NBC Red network, starring Louise Massey and the Westerners. The 15-minute broadcast, to be titled "The Westerners," will be heard Mondays, Wednesdays and Fridays, sponsored by Grove Laboratories, Inc., of St. Louis, makers of Bromo Quinine.

Xavier Cugat opines that the modern dance has developed in leaps and bounds!

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

My Dear Children: Here it is time for another letter to you and here it is lovely fall-time, and that means vacation time for me, and by the time this reaches you I will be having a fine time every minute of the time, for it will be playtime. And I'll bet a cooky you counted the times I used the word "time" in that paragraph, didn't you?



Aunt Sally

If you are interested in knowing where I will spend those two weeks of vacation, I will answer that as I write this letter: I haven't the faintest idea and have made no plans. It wouldn't be surprising if I would roll up in a fuzzy blanket to sleep for two weeks, for your Aunt Sally has been sleepy for a year. Really it would be fun to set the alarm clocks out in the alley and not have to be anywhere or do anything for a change. Most business people feel that way sometimes, and then after a good rest and a lazy spell they are happy to get back into harness again, ready to obey the old alarm clock once more.

It doesn't seem right that I close my desk on so much work that should be done, and when I leave all of my shut-in children for two weeks I feel like a mother who leaves her children with no one to look after them as she would do. I don't believe any mother can go away and get her children completely off her mind, nor can I forget you and all the things you might need while I am away.

I will return to the air October 6, and the wheels will start buzzing again, for this will be a busy month. The annual fall Sunshine party is scheduled for November 7, and that affair requires plenty of preparation and work.

Mae Crable will enter the hospital, perhaps on November 1. She is anxious to begin her rebuilding in order that she may walk again. And wouldn't it be wonderful if she should walk out of that hospital in the spring? She has spent 16 years of her life in bed.

Judy Simpson is at her home in Hedrick, Iowa, and is walking every day on crutches, getting stronger and more sure of herself as time goes on.

I told you about Dan Donahue and his new cart in last month's News Tower; how Dan had been out to the park, his first trip outside for eight years. Dan had another trip in September. We gave a party in his honor at my home, and he said he had a grand time. He surely did enter into the spirit of everything. Other members of the Chain who were present were Aneita Muffely, Myrtle Turner and Etta Owen, and the workers had a thrill watching these folks enjoy themselves.

If you do any kind of art or needle work, or sell greeting cards, please send me all information with your November report, so that I may have it for our Christmas lists in plenty of time for any orders you might receive.

Perhaps some of you wonder why I don't buy my greeting cards from you when I use so many of them. Well, it's this way: I couldn't possibly buy them from each of you, and I couldn't have any favorites, for you all mean the same to me, and then if I bought the same cards they would be alike.

Time to run along now. Be sure and tell me all that concerns you, and, believe me, ever interested and ready to help, but this is the only way I can write to you and let you know that I am standing by. I always take time to read your letters and do the things needed to be done for your comfort and happiness, and that is a large order of things to do for so many of you.

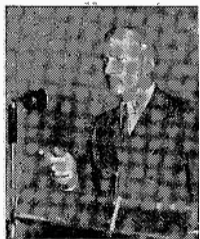
'Bye for now!

YOUR AUNT SALLY.

Rev. R. R. Brown's Chat

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

The story of the Tower of Babel in the Bible is a most interesting one. The people began to build a tower that was to reach to heaven. Suddenly they were smitten with confusion, and began to talk in languages which were not known to each other. This was probably the beginning of the different languages in the human family. Confusion prevailed. The people were finally scattered, and families and nations developed.



Rev. R. R. Brown

Certainly we are now in the midst of the most depressive confusion that nations have known for centuries. We are hearing a babble of tongues. Voices are being heard in every direction. Some propound their weighty philosophies which they believe to be a sure foundation for a peaceful world order. Others tell us that they have the correct answer to the economic debacle that may come after this world war. Still another group thinks that they can build another tower by which they could reach heaven, or an ideal that will assure a permanent, peaceful society.

With all respects to the serious thinking and, sober words that we are hearing, no man has a final answer for us. There is encouragement in the confusion that now pre-

vails in Europe. With the bold stand that Russia is making over against Germany and with the reported outbreaks of hostility against the imposed nazi rule in subjected countries, the war situation is certainly confused. Men are finding it hard to determine just what to do.

We believe that the Bible does have sound words for us, and wisdom that is needed in this hour. Let us hold fast to our faith in God. Let us accept the sound words of the Book of God. As Americans, let us be loyal to the fundamental principles upon which our republic is founded. Let us support the institutions of free education, the church with its freedom of religious worship, and free enterprise. God save us from becoming slaves to any other nation, or victims of our fear and carelessness!

We are grateful for your continued interest in the religious broadcasts that WOW brings to you—not only our chapel service that is given each Sunday morning at 8:30, but the regular broadcasts that come to you on Sundays and on special occasions. On Sunday mornings, October 12 and 19, we will have two programs of special interest when guest speakers, who will participate in the Annual Bible and Missionary Conference at the Omaha Gospel Tabernacle, will participate. On the 19th, the great Christian manufacturer, Mr. R. G. LeTourneau, and his colored quartet will have a part in the chapel service.

Bob Hawk to be Stock Show Star

Midwest radio fans may see "in person" Eversharp's famous Bob Hawk during the Ak-Sar-Ben Live-stock and Horse Show. He will present his "Take It or Leave It" program at Ak-Sar-Ben's big show October 5 through October 11.

Other features of this year's Ak-Sar-Ben show include Victor McLaglen's colorful Light Horse Troop from Hollywood and Montie Montana, famed movie stunt man. In addition to these features, Ak-Sar-Ben will present the world's largest baby beef show, annual mid-west pigeon show, flower and garden show, the \$250,000 horse show, and the champion midwest band, drum corps and baton-twirling contest.

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.

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8,000 AT FOOD SHOW COOK SCHOOL

Didja Know? . . .

By BILL WISEMAN

WE'RE BRAGGING AGAIN . . .

The 10 top-ranking evening radio shows during September were:

Edgar Bergen (Chase & Sanborn)

Walter Winchell (Jergens' Lotions)

Lux Radio Theater

Aldrich Family (Postum)

Eddie Cantor (Ipana-Sal Hepatica)

Snooks - Morgan (Maxwell House)



Kay Kyser (Lucky Strikes)

Mr. District Attorney (Vitalis)

One Man's Family (Tenderleaf Tea)

Bing Crosby Variety (Kraft)

This rating (and in this order) was determined by the monthly nation-wide Hooper survey, which is paid for by the radio industry as a whole.

If you'll check over that list you'll notice that NINE OUT OF TEN of those shows are on WOW (via NBC).

The moral: NINE TO ONE you'll hear a better show if you keep your dials turned to WOW.

No wonder Listener Herb Lee writes that he keeps his set SOLD-ERED to WOW, so it can't be tuned to any other station!

—wow—

WISE WORDS . . .

Our nomination for the wisest words we've seen in print this month:

"You have to run VERY FAST these days just to stay in the same place!"

And—

"The public forgets the business when the business forgets the public."

Both of these thoughts are from promotion ads (in Printer's Ink) paid for by N. W. Ayer & Co.

—wow—

FOOD SHOW MEMORIES . . .

Some things about the NBC stars here for the Food Show that I'll never forget:

Marty Ann Mercer's great love for noodles (and Hotel Fontenelle's slipup in not providing some!)

Curley Bradley's sense of balance. He can't even sit in a rocking chair . . . and the mere thought of an airplane ride makes him dizzy.

"Uncle Walter's" swell stories . . . also those of Whitey Ford, Garry Moore . . . and Tom, Dick and Harry.

Evelyn Lynne and tiger lilies. Why the Sam-hill don't Omaha florists have 'em?

The leaky roof back-stage at the City Auditorium.

Swell automobile, Mr. Morton's 1942 Studebaker (official Food Show car).

—wow—

A REAL SUCCESS . . .

Behind the spot commercials heard on WOW attracting attention to the beautiful new Sheaffer pens, pencils and SKRIP writing fluid is a real success story. Five years ago the W. A. Sheaffer Pen Company decided to try radio, selecting the Russel M. Seeds Advertising Agency, specialists in this type of advertising, to handle the account. Their first approach to radio with the new agency was to test it, using only one station. At that time, W. A. Sheaffer was not sure that radio was a medium that could sell fine quality pens and pencils. They found it was.

The first year's results were so outstanding, Sheaffer cautiously enlarged the schedule the next year, and has been increasing the number of spot stations used each year. In five years Sheaffer has doubled its business, and this 100 per cent increase is due to radio.

WOW Women Learn to Cook For Health



Prize winner in the cake-baking contest shown with her cake was Mrs. Christie. Her prize was an electric roaster.



Miss MacDonald and Miss Bohlsen photographed as they exhibited two interesting dishes at the Food Show Cooking School.

Women Learn Health Hints at Food Show

Nearly 8,000 housewives, along with their maids and cooks, attended the afternoon sessions of the Food Show at the City Auditorium and the all-electric cooking school sponsored by the Nebraska Power Company and Omaha electrical dealers.

The show was directed by Miss Martha Bohlsen, who conducts the "Homemakers' Club of the Air" on WOW, Saturday mornings, at 10:30 o'clock. Assisting Miss Bohlsen was Miss Marion MacDonald.

The theme of this year's cooking school sessions was "cooking for health."

Mrs. Ethel Marsh, Residential Sales Manager of Nebraska Power Company, and Ed Northrup, Promotion Manager, were highly pleased with the success of the show.

Cake Contest

The feature of the cooking schools was an electric roaster cake-baking contest, in which 28 expert cake-bakers participated. First prize winner was Mrs. R. S. Christie, Jr., of 2858 Mary Street, Omaha, who was awarded an electric roaster, and second prize went to Miss Ruth Langwell, 5005 Ohio Street, Omaha, whose prize was an electric casserole.

The cake-baking contest was one of the most interesting features of the entire Food Show. Each contestant was supplied with whatever ingredients she desired. Eight electric roasters were lined up across the stage and eight cakes were baked at a time.

A Lone Male

The lone male contestant in the contest was Lloyd A. Dishon of 2019 Charles Plaza. Mr. Dishon baked a spice cake.

Judges in the cake-baking contest were "Mary Baker" (Miss Gladys Schulte) of the Omar Company, Mrs. Marcella Douglas of the Y. W. C. A. and Miss Winifred Beeler of the University of Omaha.

Stars Attend

Each day during the cooking school Miss Bohlsen and Miss MacDonald cooked a wide variety of foods, and each dish was given away along with a complete set of recipes for each dish cooked each day.

Harry Burke, Program Manager of WOW, was master of ceremonies for the cooking school. He assists Miss Bohlsen on her "Homemakers' Club of the Air" programs on WOW.

ONE CENT OFFER

The original Sweetheart Soap 1-cent sale, now in progress, is backed by a dynamic radio advertising campaign on WOW. Under terms of the offer, any housewife who buys three cakes of Sweetheart Soap at the original price will receive an extra bar for 1 cent.

30,000 AT SHOW

(Continued from page 1)

coast, that Omaha was a fine city, filled with hospitable people.

Likewise, Garry Moore and Nancy Martin spoke words of praise for Omaha on "Club Matinee" after their appearance in Omaha.

During his visit to Omaha, Whitey Ford, the "Duke of Paducah," visited Boys Town and was photographed with the Boys Town football team. NBC publicity officials will use the photograph nationally in promoting a forthcoming football routine by the "Duke" on "Plantation Party."

All of the NBC stars in Omaha for the Food Show were escorted about town in a 1942 Studebaker Commander automobile, loaned for Food Show week by Morton Motors Company.

(See page 5 for additional Food Show photographs.)

Carl Sandburg, the people's poet, and Burgess Meredith of stage and screen, were co-starred when Du Pont's "Cavalcade of America," returned to the air September 22. This popular dramatic serial will be heard at 9:30 on Monday nights on WOW this fall and winter.

Finest Music on Longines Feature

The first in the series of "The World's Most Honored Music" program, sponsored by Longines, the world's most honored watch, presented Mishel Piastro, world-famous violinist, and the Longine Symphonette over WOW on September 28 at 3:30 p. m. These programs are considered by musical critics as one of the finest serious musical programs on the air.

The Longines Symphonette is composed of a group of the "world's finest musicians," literally—since every man is a first-chair artist from the New York Philharmonic Symphony Orchestra. Mishel Piastro, guest conductor of the orchestra and heard on every program as the soloist, is one of the four greatest living violinists.

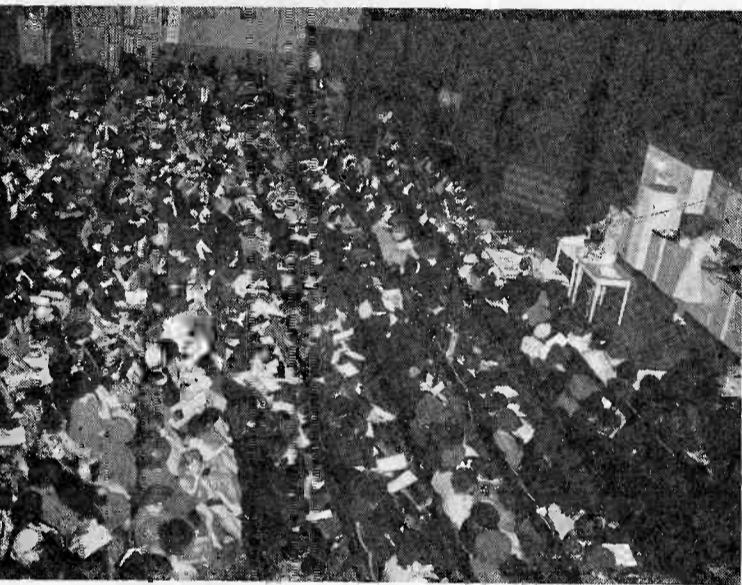
The Longines Symphonette will be a regular feature on Station WOW at 3:30 p. m., Sundays.

SILK HOSE OFFER

One far-sighted advertiser, at least, seems to have scooped the nation on the present silk-stocking shortage. "David Harum," heard on WOW at 10:45 a. m., Mondays through Fridays, is offering lovely sheer chiffon stockings at an almost give-away price to women who send in a Bab-O label.

JELL-O RENEWS

General Foods Corporation has renewed the Jell-O program starring Jack Benny for another year, as of October 5, at the expiration of its present contract. The program is heard over a coast-to-coast NBC Red network of 97 stations, including WOW, on Sunday evenings from 6 to 6:30. Young & Rubicam, Inc., is the agency.



A photo of about one-half of the crowd which attended one of the cooking sessions of the Food Show.

B&W RENEWALS

Two more of the Brown and Williamson Tobacco NBC network programs have been renewed for an additional year, effective October 3, on WOW. They are "Wings of Destiny," heard Fridays at 9 p. m., and "Plantation Party," heard on WOW at 7:30 p. m., Wednesdays.

FINE RECEPTION

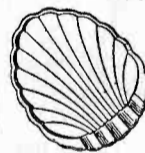
Lever Brothers Co. reports "an excellent reception" of its new Swan Soap, introduced in this territory in the middle of September. White, floating Swan Soap is advertised on WOW as being comparable in purity and mildness to the finest imported olive oil castiles.

OPEN SUPER HINKY-DINKY



Thousands of Omahans attended the opening of the Hinky-Dinky Super Market at 18th and Chicago Streets recently. WOW's Lyle DeMoss conducted a quiz performance and Foster May described the colorful scene. Photo shows May, during the broadcast, interviewing a patron, as Julius Newman, President of the Hinky-Dinky Corporation looks on smilingly.

Offer Shell Dish With Malt-o-Meal



An unusual utility shell dish is to be offered WOW listeners by Malt-O-Meal, a new energy-rich hot breakfast cereal. The dish (see illustration) may be procured at any grocery store for one penny, with the purchase of one package of Malt-O-Meal.

The shell dish comes in two colors—pastel pink or blue.

BERGEN IN OMAHA

Edgar Bergen is coming to Omaha! Not only that, but the famous ventriloquist will bring along those two lovable and inimitable characters, Charlie McCarthy and Mortimer Snerd.

The star of the Chase & Sanborn program, heard every Sunday evening on WOW, will make his first personal appearance in this region at the City Auditorium in Omaha at 8:15 p. m., Thursday, October 2, one night only.

Tickets for Bergen's show on October 2 are now on sale at the Auditorium box office, to which mail orders may be sent. Prices, including tax, are 75 cents, \$1.10, \$1.65, \$2.20 and \$2.75. The Omaha engagement is sponsored by Max Clayton, well-known impresario of athletic events and other entertainments.

STORZ BUYS BEEF

The Storz Brewing Company of Omaha bought the Nebraska State Fair grand champion baby beef, September 5, at Lincoln. The price was 72 cents a pound—910 pounds. It was a Black Angus, exhibited by Lyle Schafer, 14, Nehawka, Neb. The bid was made by Adolph G. Storz, President of the Storz Company. The calf was later donated to Father Flanagan's Boys Home.

TOP RADIO STARS IN THE NEWS



BENNY BACK . . . Jack Benny, America's top comic, and his lovely wife, Mary Livingstone, return to the airwaves for Jell-O on October 5. Listen for the Waukegan wit's show at 6 p. m. on WOW, and don't miss the opener!



HONEY CHILE . . . Welch's Irene Rich isn't demonstrating a new fall hat or a gas mask. She's gone in for bee culture now. Her "Dear John" series has been renewed on WOW for 13 weeks.



WAKER-UPPER . . . Yep, Beauteous Louise Massey and her Westerners will wake you up this fall and winter via WOW. This new three-a-week series for Bromo Quinine will be heard Mondays, Wednesdays and Fridays, 8:45 a. m.

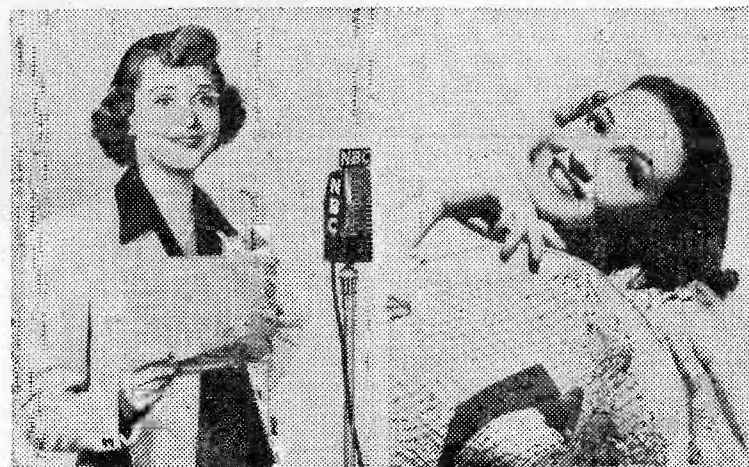
BATONEER CHARMER FOUR DRAMATIC STARS NEWCOMER



CAVALCADE . . . Delightful music, most of it original, on the Du Pont "Cavalcade of America," will again be directed by the noted Don Voorhees.

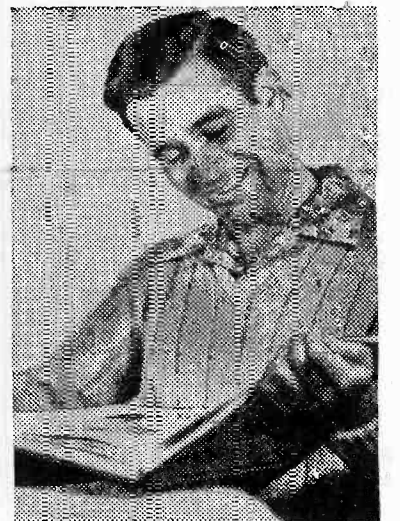


LOVELY . . . Martha Tilton has the blues voice you will hear on Johnson Wax' "Hap Hazard" show — 6:30 p. m., Wednesdays, on WOW via NBC.



Ruth Bailey

Betty Winkler



NEW STAR . . . is Eddie Firestone, Jr., 'teen age extrovert star, called "That Brewster Boy," in Quaker Oats' new Monday-nighter on WOW, 8:30. Eddie gets himself in all sorts of hot water in this show.



Betty Ruth Smith

LOVELIES . . . Four famous dramatic actresses — and more — will play lead roles in the current "Knickerbocker Playhouse" (Drene) shows, Saturdays, 7 p. m., on WOW. Top above are Ruth Bailey and Betty Winkler. Left is Betty Ruth Smith, and below, Sharon Grainger. "Knickerbocker Playhouse" is written by Pauline Hopkins and produced by her hubby, Owen Vinson, both former Omahans (Mr. and Mrs. Max Vinsonhaler).

FAITH BACK



SECOND YEAR . . . Percy Faith, young American maestro, has been engaged for his second year to direct music for the Carnation "Contented Hour." On WOW at 9 p. m., Mondays, via NBC.

FROM FILMS



DESERTER from the movies is Laurence Schwab, famed Hollywood producer, who now directs Philip Morris' "Great Moments" dramas, 7 p. m., Tuesdays, on WOW. "He's "creative director" of the agency which produces the "Johnny Presents" shows.



Sharon Grainger

"G'BYE NOW!"



HURRY BACK . . . you'll say when you learn that Ginny Simms is leaving Kay Kyser's Luckies show and will free lance in Hollywood, mostly in movies. Good luck, Ginny, and hurry back to our air- lanes!

MA BREWSTER



EDDIE'S MA . . . is the role played by Actress Connie Crowder of serial-story fame, in "That Brewster Boy." She's strictly tops in her department.

FOOD SHOW STARS VISIT OMAHA



1. Whitay Ford, "Duke of Paducah," shown with the Right Reverend Monsignor E. J. Flanagan and John Gillin, Jr., of WOW, made a trip to Boys Town in the 1942 Studebaker Commander, loaned by Morton Motors Company, as the Official Food Show car.
2. General Manager John Gillin, Jr., of WOW, pins a "posy" on lovely Nancy Martin, as Curley Bradley, left, and Garry Moore look on.
3. Food Show dinner between performances. Right to left: Mrs. John Gillin, Jr.; Tom Wallace, "Uncle Walter"; Jane Schumacher; William Ruess, Personnel Director of WOW; Mary Ann Mercer, "College Humor" vocalist; John Gillin, Jr.; Mrs. Emma Schumacher; Henry Obbink and Herman Obbink, Brown & Williamson representative.
4. A head-on view of the stage setting in the Food Show Revue, showing the chorus, with Lyle DeMoss, WOW Production Manager, directing the WOW staff orchestra.
5. Food Show stars entertained Junior Chamber of Commerce group Wednesday noon. Photo shows Nancy Martin at the mike, with Garry Moore behind her. Note De Emmett Bradshaw, President of the Woodmen of the World, applauding Nancy's song.
6. Genial Tom Wallace ("Uncle Walter") with Mary Ann Mercer and Mr. Gillin as they arrived at the Omaha airport.
7. The reception committee for charming Evelyn Lynne and loquacious Don McNeill included L. O. Barr, left, General Manager, Swift & Co., Omaha, sponsors of "The Breakfast Club."
8. Child star, "Master Stan," of the movies and Alka-Seltzer "Barn Dance" fame, "wowed 'em" at each performance at the Food Show.
9. Here's "Quarterback" Whitay Ford ("Duke of Paducah") working out with the Boys Town football squad. The "quarterback of Paducah" was training for a football routine on "Plantation Party" soon.

FLASH . . . LATE NEWS . . . FLASH

Note these time changes: Orchard & Wilhelm's "Home Beautiful" program is now heard at 11 a. m., Mondays through Fridays, and General Food's "As the Twig Is Bent" has been changed to 11:30 a. m., Mondays through Fridays.

Soren Munkhof, Assistant News Editor of WOW, has accepted a post at Creighton's School of Journalism this fall and winter. He will teach courses in radio continuity and news writing.

"Grand Central Station," veteran dramatic program and one of the most popular on the air, will be heard, starting October 10, on WOW, under sponsorship of Lever Bros. The feature will be heard at 9:30 p. m. every Friday thereafter.

The Dwarfies Corporation, makers of Dwarfies Breakfast Food, will become a co-sponsor of Sunday newscasts on WOW starting October 5.

WOW will broadcast all University of Nebraska football games this season—five from Lincoln and four from other points. The first game is October 4 at Ames. The Kansas

Jayhawks play Nebraska at Lincoln, October 11; Indiana at Lincoln, October 18, and Missouri at Columbia, October 25.

Brown & Williamson Tobacco Corporation has added 55 more stations to the lineup of "College Humor," heard over WOW via the NBC Red network, Tuesday evenings from 9:30 to 10 o'clock.

500TH CARNATION SHOW ON WOW

250 Hours of Contentment Via NBC

Five hundred performances—250 hours—or 10½ solid days of broadcasting—was the proud sum totaled September 29 by the "Carnation Contented" program through nearly a decade of continuous broadcasting over the NBC Red network.



Evelyn Ames

Inaugurated on the NBC networks January 4, 1932, Carnation has established a record as the oldest commercial program out of Chicago and as a consistent medium for semi-classical and classical musical favorites. Except for a few occasions when the broadcasts were cancelled for talks by the President or other events of great national importance, the show has been heard continuously every week since its inception.

During the nearly 10 years of continuous broadcasting, such stellar personages as Amelita Galli-Curci, Richard Bonelli, Gladys Swarthout and other great vocal stars have appeared before the Carnation microphones. The orchestra has been under the guidance of a long line of distinguished conductors, beginning with Morgan L. Eastman. Successors to Eastman have included Dr. Frank Black, now musical director for the entire NBC organization; Marek Weber, the versatile Viennese director; Josef A. Pasternak, famous Polish-born conductor, and Nathaniel Shilkret. Currently the orchestra is directed by a Canadian-born conductor, Percy Faith. The "Lullaby Lady" is lovely Evelyn Ames of Tulsa, Okla.

After nearly a decade of musically saluting nations, cities, industries and personalities, the "Carnation Contented" program modestly saluted itself and its audience on its 500th broadcast. The program is heard at 9 p. m. over WOW via the NBC Red network every Monday.

CUT EASTERN TOUR

Kay Kyser and his "Kollege of Musical Knowledge" crew will cut short their eastern tour this winter, owing to Kyser's motion picture commitments. The Lucky Strike star and his orchestra will leave Hollywood after the October 1 program for a brief tour of eastern army camps and a few theater engagements. All will return to the Pacific Coast in time for the college prexy to begin his fourth motion picture, January 1.

Joins Gracie



Bill Goodwin, whose engaging personality and comedy talents were spotlighted on Bob Hope's program last season, will be announcer of the new Burns and Allen series, to be heard over WOW and the NBC Red network beginning Tuesday, October 7, at 6:30 p. m.

LOVE ME, LOVE MY DOG, or CAT, or CANARY!



Lucky pets, eh? Yep; no doubt of it. Russ Baker's Scotty "Toni" (the final "i" makes it a "her") is lucky 'cause he naturally feeds it on Ideal (Melodies) Dog Food.



Lucky is Frances Langford's kitty, "Joshua," because Frances likes him. Frances has been signed on the Bob Hope (Pepsodent) shows, Tuesday nights on WOW.



Lucky is this canary because it gets paid in Hartz Mountain (bird feed) Products for leading the Singing Canaries, Sunday, 12:45 p. m., under coaxing of Jesse Fitzpatrick.

A Real Family in Vick's New Serial

Vick's Chemical Co.'s new show, scheduled to start Sunday, October 5, 4:30 p. m. to 5 p. m., on WOW and the NBC Red network, has been tentatively titled "We're Five in the Family," a "real life story of a real American family," according to Morse International, New York City, Agency in charge. The story is a comedy-drama adapted from incidents about her children from a diary kept by Claire MacMurray Howard, who wrote about them in her column in the Cleveland Plain Dealer. Mrs. Howard and Milton Gieger will write the radio script for the new show and Richard Nichols, radio director of Morse, will direct.

Sherman's Show Now Regular NBC Feature

The "Hap Hazard" program, starring Comedian Ransom Sherman, which was presented this summer as a vacation substitute for "Fibber McGee and Molly," has proved such a success that it will become a regular NBC Red network feature on WOW, beginning October 15. The program will occupy the 6:30 p. m. spot on Wednesday's.

The "Hap Hazard" program becomes the second commercial series on the air for Fibber McGee's sponsors, S. C. Johnson & Co. "Carnu" will be the product advertised.

LARGEST NET

With the recent addition of a group of southern stations, Sandra Michael's "Against the Storm" (Mondays through Fridays at 2 p. m. on WOW and the NBC Red network) now has the largest hook-up in daytime radio—25 more stations than any other program. Seventy-nine stations in the United States and 27 in Canada broadcast the Ivory drama.

DUCHIN FIRST



Alighting at LaGuardia Airport in New York after a flight from Rio de Janeiro, Eddy Duchin, famed piano-maestro and orchestra leader, was greeted by Captain Gail W. Fitch of the 119th Quartermaster Regiment, stationed at Camp Claiborne, Louisiana. With the orchestra leader is June Robbins, popular vocalist with the Duchin band.

With piano-playing Eddy Duchin and his orchestra aboard as initial guests, the "Fitch Bandwagon" will return to the winter circuit, Sunday, October 5, at 6:30 p. m., over WOW and the NBC Red network.

Leading "name" bands of the nation again will be presented each week by the "Bandwagon." Sammy Kaye and his swing and sway music will be heard on the second program of the series, Sunday, October 12, also from New York. Tobe Reed will continue as m. c.

Colgate Sponsors Daytime Program

"Bachelor's Children," popular daytime dramatic serial which has been on the air continuously since September 9, 1935, is now heard for a new sponsor and at a new time, 9:15 a. m., over WOW and the NBC Red network. The 15-minute program is heard Mondays through Fridays, under the sponsorship of the Colgate-Palmolive-Peet Company.

"Bachelor's Children" is the story of Dr. Robert Graham, portrayed by Hugh Studebaker, popular radio leading man, and his family and friends. Other principals in the cast are Marjorie Hannan as Ruth Ann Graham, Olan Soule as Sam Ryder, Patricia Dunlap as Janet Ryder, Marie Nelson as Ellen Collins, Charles Flynn as Michael Kent, Gertrude Bondhill as Mrs. Ryder, Sr., Jane Gilbert as Kathleen Carney and Sharon Grainger as Marjorie Carroll. Russ Young will continue as director. Bess Flynn, prominent radio author, writes the serial.

Playhouse is Set For 39-Week Run

"Knickerbocker Playhouse," popular half-hour dramatic program, returned to the NBC Red network on Saturday, September 6, after a summer layoff. The series, under the sponsorship of the Procter & Gamble Company, is heard Saturdays from 7 to 7:30 p. m. This is the same period in which the series was previously aired. The contract is for 39 weeks over 45 Red network stations. H. W. Kastor & Sons is the agency.

ABOUT RIGHT

Peter Van Steeden says there are two kinds of fishermen—those who fish for sport and those who catch something!

Arlene Back as Old Dutch Helpmate

The day-by-day story of an unselfish woman who sacrifices much in furthering the musical career of the man in whom she believes, is told dramatically in "Helpmate," a new daytime serial, heard as a Monday through Friday feature on WOW, via the NBC Red network.



Arlene Francis

The new program is heard from 9:30 to 9:45 a. m., over a network of 35 stations, and is sponsored by the Cudahy Packing Company in the interests of Old Dutch Cleanser.

Arlene Francis, personality star of stage and radio, is cast as Linda Emerson, the helpmate, whose encouragement and enthusiasm is aiding Steve Harper, played by Robert Sloane, to fulfill his life's ambitions.

The Steve Harper music played in the program is both written and executed by George Davis, musical director for "Helpmate." Davis for the past five years has been directing musical genius of the Broadway success, "Pins and Needles."

Among the other cast members are Jessie Royce Landis as Irene Emerson, Linda's mother; John McIntire as the father, George Emerson; Marilyn Erskine as Holly, Linda's kid sister, and Dick Widmark as Ed Somers, Steve Harper's rival.

ANNIVERSARY

Harvey Hays recently celebrated the 13th anniversary of a radio career, which he began in New York back in 1928 as a personal favor to a friend. Hays, now Michael Dorne in the "Story of Mary Marlin" (five a week, 10 a. m., over WOW and the NBC Red network), was a leading man on the stage for 25 years before he went into radio.

SERVICE AWARD

For the second successive year, "One Man's Family," Tenderleaf Tea's popular NBC serial of family life, received the American Legion Auxiliary award during a ceremony at the Auxiliary's national convention in Milwaukee recently. It was cited as "the sponsored program which has best served the American family."

Tony Is Back



Tony Wons, proprietor, editor and paster-upper of the famed radio "Scrap Book," will be back on the air for the start of another broadcasting season on Sunday, October 5, at 3:15 p. m., the first of a series on WOW and the NBC Red network programs. Tony Wons' "Scrap Book" is sponsored by Hall Brothers, Inc., greeting card manufacturers of Kansas City, Mo.

National Barn Dance Plans Ninth Birthday

With eight solid years of broadcasting as a monument, the "National Barn Dance" will celebrate its birthday and a brand-new contract for another 52 weeks on the air with the program of Saturday, October 4, at 8 p. m., over WOW and the NBC Red network.

Following an extensive career as a local program heard over WLS, NBC Chicago affiliate, the "National Barn Dance" was first given to a nation-wide NBC audience on Saturday, September 30, 1933. Since that time it has established itself as an American broadcasting institution.

In the eight years the program has been on the air, the original format of homey, down-to-earth programming has been maintained, and many of the performers who were featured in the first network shows are still featured on the broadcast today.

Among the regulars who were heard in its first season on the air, and who will be heard as regulars on the birthday broadcast, are Joe Kelly, m. c.; Arkie, the Arkansas Wood Chopper; the Hoosier Hot Shots, Lulu Belle and Skyland Scotty Wiseman, and Jack Holden,

announcer. The unseen member of the organization, Pete Lund, continuity writer, is still turning out the "Barn Dance" script.

Guest stars of the birthday broadcast will be Lum and Abner, the two old gentlemen from Pine Ridge. Among the current regulars to be heard on the show are the Dinning Sisters, Eddie Peabody, king of the banjo; Jane Kaye, blues singer, and Basso Joe Parsons. The broadcast will originate, as usual, on the stage of the Eighth Street Theater in Chicago.

HENRY STIMSON CHATS ON "STREET"

THE SPORTS EYE

By TOM DAILEY

Hello, Good Sports!

The National Amateur Golf Championships, baseball games in St. Louis and a vacation incident constitute the ABC's of this October News Tower column.



Tom Dailey

Recalling a few slants in connection with the National Amateur Tournament, held in Omaha, August 25th through the 30th: We saw every type of golf swing known to mankind—from the washboard style to the stylist. . . We saw a youngster take a nine on hole No. 9, end the first nine with a 52, then shoot the second nine in even par 36. . . We can't forget the let-down among many fans after first-round matches had been finished. Johnny Goodman, Charlie Yates, Dick Chapman, Mario Gonzalez, Jack Hoerner, Ellsworth Vines, Johnny Burke—all had been defeated and put out of the tournament. . . We remember the youngster from Atlanta who lost the deciding hole of his match by missing a shot in a sand trap. Result: He broke the shaft out of his sandblaster! . . . Vivid is the memory of Bruce McCormick's disappointment when he lost his match to Bobby Reigel, one-up. On the ninth hole of that match, the referee ruled loss of hole when Bruce moved his ball, accidentally, but the penalty should have been loss of one stroke instead. . . A youngster of 18 summers thought no one saw him, weeping in a corner of the locker room, after losing his first-round match. . . Goodman took his defeat in the 1941 tournament better than did his followers. They were ill! . . . One of the best matches of the tournament, and perhaps the best, was when Pat Abbot defeated Ted Bishop, one-up. Terrific golf! . . . Too bad some gallerites caused unpleasant stories about Omaha golf fans in connection with the Abbot-Ward final match. Bud played with icicles hanging on his clubs, not seeing anything but the ball, the fairways, the greens and the cup. With him it was for keeps. And if he said anything detrimental about the people, the course, et al., he wouldn't admit it to this reporter. Jeepers, how he smacks a golf ball!

We shared a microphone during a recent Brooklyn-St. Louis baseball series with Dizzy Dean, who is slowly re-making the English language. Some of his classics are: "Camilli at bat, runners on second and third. The pitch! He swings on it, and it goes foul down the first-base line. The runners return to their RESPECTABLE bases" . . . "The score is nothing to nothing, favor of nobody" . . . "They're enough horse collars on that scoreboard to hitch up a dozen teams" . . . "Mr. Blank, behind the plate, used to be a ballplayer. He went blind and they gave him a job umpiring" . . . "And, I turn you over to Yours Truly, Tom Dailey."

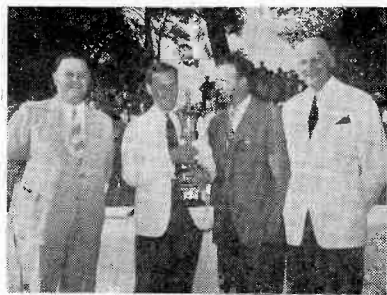
FOR MORE EGGS

An appeal to farmers' patriotism to do everything possible to increase egg production is included in the new series of Nutrena radio programs on WOW, Mondays, Wednesdays and Fridays at 6:45 a. m.

Poultry raisers who increase production to a certain point will be awarded a certificate merit badge and an American flag pin. Details will be explained from time to time on the program.

The Nutrena show features Lyle DeMoss, with Eddie Butler at the organ, both of whom act as "stooges" for "Katy," a gentle cow who plays the lead role in this comedy show.

Sports Photos



WOW's Tom Dailey joined with Omaha Field Club officials in congratulating Bud Ward of Spokane as National Amateur Golf Champion. At the left is Allen Hupp, Chairman of the Field Club's Tournament Committee, and the right is H. A. (Hank) Christensen, Field Club President.



Fred Perry, one of the world's best known professional tennis stars, was a guest recently of Tom Dailey on the Nebraska Clothing Company's "All-American Sports Parade," heard at 10:15 p. m., except Sundays, on WOW.



NBC's famous Bill Stern will be heard every Saturday night at 9 p. m. in "Sport Newsreel of the Day," by courtesy of the Colgate-Palm-Olive-Peet Company. It starts October 4, on WOW.

Thousands See...Hear Standard Oil Reporter

Thousands of Nebraskans from every nook and cranny of the state saw the Standard Oil reporter, Lyle DeMoss, when he broadcast recently from the Nebraska State Fair at Lincoln. Tens of thousands of others heard the broadcasts via WOW.

DeMoss covered the fair in a new way from the tonneau of a ritzy automobile loaned for the fair week by Bert Murphy, President of Andrew Murphy & Son, Inc., Chrysler-Plymouth dealers in Omaha. Karl Joens, Advertising Manager of Standard Oil, assisted DeMoss.

In addition to the noody news reports, DeMoss gave a "Facts and Foolishness" program nightly before large crowds in the grandstand.

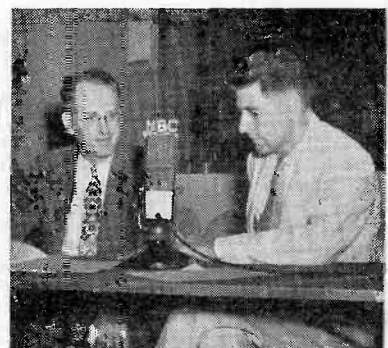


Twenty-nine lovely little ladies—all Plattsmouth, Neb., high school majorettes, crowded into the Standard Oil reporter's automobile at the Nebraska State Fair just as the photographer came along.

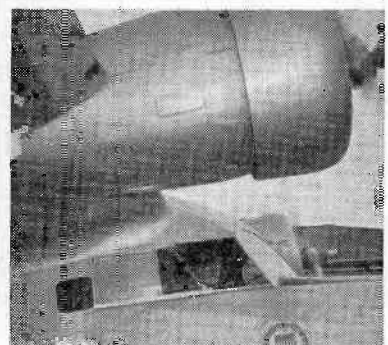


WOW's Ray Olson at the mike, Lyle DeMoss garbed as a Standard Oil service man and Edwin Schultz, Elgin, Neb., one of the State Fair Directors.

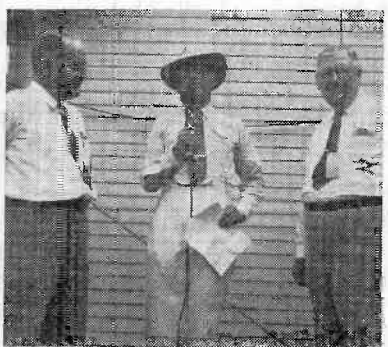
News Photos



High tribute was paid to WOW's Foster May recently when he was invited to be a guest commentator on Skelly's NBC network newscast, heard on WOW at 7:30 a. m., Mondays through Fridays. Photo shows May with Clifton M. Utley, the Skelly commentator.



It was "Pilot" Foster May recently when the WOW newscaster broadcast from this Coast Guard Amphibian ship in flight over Omaha. Later he flew to Norfolk and Ainsworth in it.



Two of America's famed hybrid seed corn experts, Dr. Earl Sieving, agronomist for Funk Bros. (left), and E. T. Robinson, Vice President of the Robinson Seed Company, Waterloo, Neb., were recent interviewees on Chevrolet's "Man on the Street."

General Marshall on Chevrolet Show, Too

Two of the most important men in the world—Secretary of War Henry L. Stimson and General George C. Marshall—were included among the famous personages who spoke over Foster May's Chevrolet "Man on the Street" program during the month ending September 15.



Foster May

Secretary Stimson and General Marshall flew into Omaha in a huge Douglas transport plane, unheralded and unannounced. Through a close friend, Mr. May heard that they were at the airport, and succeeded in inducing them to appear on the Chevrolet program. Both men discussed freely such important questions as army morale and the Third army maneuvers, now in progress in Louisiana.

Other unusual personages who appeared on Chevrolet's "Man on the Street" since the last issue of the News Tower included:

Charles J. Franklin, New York City, grandson of the brother of the great Benjamin Franklin.

Dean Jensen, Professor of Astronomy at the Observatory in Nebraska Wesleyan University at Lincoln.

Bud Ward of Spokane, Wash., National Amateur Golf Champion, and Pat Abbott of Pasadena, Calif., National Amateur Finalist.

Nurse Maxine McGill of Tekamah, Neb., who was one of the survivors of the ill-fated Maasdam when it was torpedoed off the British Isles last June.

United States Senator Hugh Butler of Nebraska.

During this month the Chevrolet "Man on the Street," Mr. May, traveled thousands of miles to pick up interesting broadcasts from widely separated points in the WOW territory.

These "away-from-16th-and-Farnam" special broadcasts included:

The Colfax County Fair at Leigh, Neb.

The Fall Festival at Salem, S. D.

The J. C. Robinson Seed Company plant at Waterloo, Neb.

The Howard County Fair at St. Paul, Neb.

County Fair at Norton, Kans.

Fall Harvest Festival from Rising City, Neb.

Open House Day at Ainsworth.

Ground-breaking ceremonies for the erection of two new dormitories on the College of Agriculture campus at Curtis, Neb.

One of the most unusual special-event Chevrolet broadcasts of the month was Foster's description of sun spots and the earthquake-recording equipment at the Nebraska Wesleyan Observatory. One broadcast told in non-technical terms the effect of sun spots and the northern lights on radio reception.

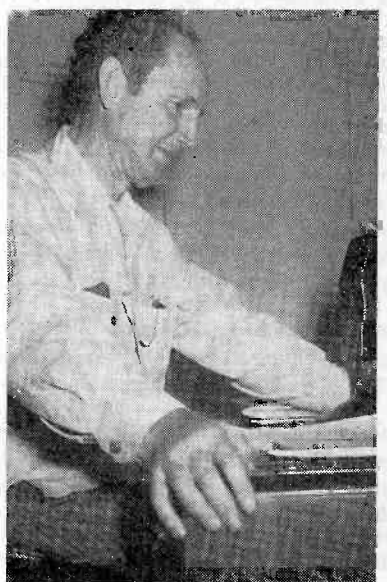
On September 6, Mr. May broadcast from a United States coast guard amphibian plane while it was in flight over Omaha. This was the first amphibian plane ever to visit the middle west. During the broadcast, Mr. May took over the controls and described the scenes below as he piloted the ship.

Six days later Foster flew with the coast guard plane crew to Norfolk, Neb., and then to Ainsworth, Neb.

One of the most important utterances of the "Man on the Street" program during the past week came from Senator Hugh Butler. In answer to a question as to whether this country is any nearer to war than it was eight months ago, Senator Butler said:

"In some ways I think we are farther away from the chance of becoming engaged in war as a participant. Several important persons, including President Roosevelt, feel that we are closer to the war than we were some months ago."

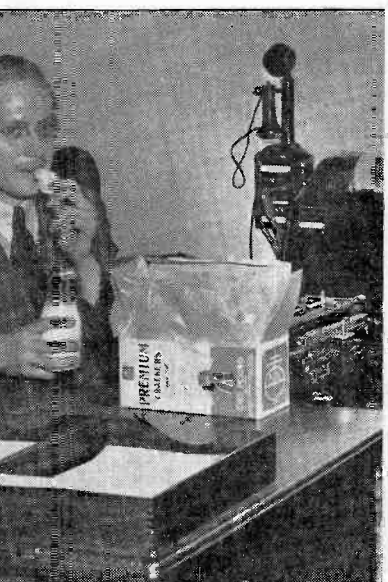
U. Close Here . Also Johnny Premiums Come Back



Upton Close, famed NBC Far Eastern commentator, as he appeared recently in the WOW studios for his coast-to-coast broadcast, heard Sundays at 2 p. m. on WOW.



Another distinguished guest heard recently was Johnny Morris, Jr., who does his "Call for Philip Morris" on the NBC network, Tuesdays at 7 p. m.



WOW newsmen welcomed the National Biscuit Company to WOW as a co-sponsor of the 10 p. m. news. Photo shows Assistant News Editor Soren Munkhof enjoying a repast of Premium Soda Crackers.

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Page Eight

RADIO NEWS TOWER

WOW'S OCTOBER NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "10/41" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:15	Music Well Done Falstaff	Music Well Done Falstaff	Music Well Done Falstaff	Music Well Done Falstaff	Music Well Done Falstaff	Football Scoreboard Falstaff	Catholic Hour (5 to 5:30)
5:30	4-Bell News—Sports Vicks—Burlington Bus Falstaff—Yucatan Gum Salad Wafers	4-Bell News—Sports Vicks—Burlington Bus Falstaff—Yucatan Gum Bauer Candy Salad Wafers	4-Bell News—Sports Vicks—Burlington Bus Falstaff—Yucatan Gum Salad Wafers	4-Bell News—Sports Vicks—Burlington Bus Falstaff—Yucatan Gum Bauer Candy Salad Wafers	4-Bell News—Sports Vicks—Burlington Bus Falstaff—Yucatan Gum Salad Wafers	4-Bell News—Sports Vicks—Burlington Bus Falstaff—Yucatan Gum Salad Wafers	The Great Gildersleeve Kraft Cheese
6:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Defense for America	Jack Benny General Foods Jell-O
6:15	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer		
6:30	WOW Orchestra	Burns and Allen Swan Soap	Hap Hazard Johnson Wax (Begins 10/15)	Cugat Revue Camels	Stars of the Air Storz Brewery (to 6:45)	Auction Quiz Standard Oil	Fitch Bandwagon
7:00	Telephone Hour Bell Telephone	Johnny Presents Philip Morris	The Thin Man Woodbury Products	Maxwell House Coffee Time General Foods	Cities Service Concert Gas and Oils	Knickerbocker Playhouse P. & G. Drene	Charlie McCarthy Chase & Sanborn Coffee
7:30	Voice of Firestone Firestone Tires	Horace Heidt Tums Treasure Chest	Plantation Party Bugler Tobacco	Aldrich Family General Foods Postum	Information Please Lucky Strike	Truth or Consequences P. & G. Ivory	One Man's Family Standard Brands
8:00	Dr. I. Q. Mars Candy Bars	Battle of the Sexes Molle Shaving Cream	Time to Smile Sal Hepatica Ipana	Kraft Music Hall	Waltz Time Phillips Milk of Magnesia	National Barn Dance	Manhattan Merry-Go-Round Dr. Lyon
8:30	That Brewster Boy Quaker Oats	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis		Bing Crosby		Uncle Walter's Doghouse Raleigh Pipe Tobacco
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Show	Rudy Vallee Sealtest	Wings of Destiny Wings Cigarettes	Sports Newsreel Colgate Shaving Cream (9 to 9:15 only)	Hour of Charm General Electric
9:30	Cavalcade of America Du Pont	College Humor Raleigh Tobacco and Cigarettes		Lucky Strike	Frank Fay Tums Begins 10/23	Grand Central Station Rinso Begins 10/10	Famous Jury Trials O'Henry Candy
10:00	C. B. & Q. WOW News Tower National Biscuit	C. B. & Q. WOW News Tower National Biscuit	C. B. & Q. WOW News Tower National Biscuit	C. B. & Q. WOW News Tower National Biscuit	C. B. & Q. WOW News Tower National Biscuit	C. B. & Q. WOW News Tower National Biscuit	Dear John Welch Grape Juice
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Walter Winchell Jergens Lotion
10:30	Falstaff will sponsor broadcasts of all Ak-Sar-Ben Knights hockey games, starting at 10:30 p. m. Consult your hockey schedule.		NBC	NBC	NBC	Latitude Zero	WOW News Tower Kilpatrick's Dwarfies
11 & 11:55	AP News	AP News	AP News	AP News	AP News	AP News	AP News

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.	12:00 Noon—Aunt Jenny—Lever Bros.—Spry.....	Mon., Tue., Wed., Thu., Fri. Sun.
6:00 A. M.—Early Morning News Tower.....	Daily except Sun.	Musical Program.....	Mon., Tue., Wed., Thu., Fri. Sun.
6:15 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.	12:15 P. M.—Markets (Remote).....	Mon., Tue., Wed., Thu., Fri. Sat.
6:30 A. M.—Markets (Remote).....	Daily except Sun.	Billy Grant, NBC.....	Sat.
6:45 A. M.—Lyle and Eddie—Nutrena Mills.....	Mon., Wed., Fri.	WOW News Tower—Kilpatrick's, Dwarfies.....	Sun.
7:00 A. M.—WOW News Tower—Roberts, Mid-Continent, Peter Paul.....	Daily except Sun.	WOW News Tower—Peter Paul—Haskins.....	Daily except Sun.
7:05 A. M.—Organ Music, NBC.....	Sun.	The Music Hour—Schmoller & Mueller.....	Sun.
7:11 A. M.—Transcriptions.....	Daily except Sun.	12:45 P. M.—Man on the Street—Chevrolet.....	Daily except Sun.
7:15 A. M.—Ideal Melodies—Wilson & Co.....	Mon., Wed., Fri.	Singing Canaries—Hartz Mountain Products.....	Sun.
7:30 A. M.—Morning Stars—Wimsett.....	Tue., Thu., Sat.	1:00 P. M.—Light of the World—General Mills—Gold Medal Flour.....	Mon., Tue., Wed., Thu., Fri.
7:30 A. M.—Clifton Utley—Skelly News.....	Mon., Tue., Wed., Thu., Fri.	Farm Facts and Fun.....	Sat.
7:45 A. M.—Musical Clock.....	Sat.	Sammy Kaye's Sunday Serenade (Begins 10/12).....	Sun.
7:45 A. M.—NBC.....	Sun.	1:15 P. M.—The Mystery Man—General Mills—Wheaties.....	Mon., Tue., Wed., Thu., Fri.
7:45 A. M.—Musical Laundry Man—Kimball Laundry.....	Mon., Tue., Wed., Thu., Fri.	1:30 P. M.—Valiant Lady—General Mills Bisquick.....	Mon., Tue., Wed., Thu., Fri.
8:00 A. M.—Happy Jack Turner, NBC.....	Sat.	University of Chicago Roundtable, NBC.....	Sun.
8:00 A. M.—Musical Program.....	Daily except Sun.	1:45 P. M.—Judy and Jane—Folger Coffee.....	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—European News Roundup, NBC.....	Sun.	2:00 P. M.—Against the Storm—P. & G. Ivory.....	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—The Other Woman—Butter-Nut Coffee.....	Mon., Tue., Wed., Thu., Fri.	Upton Close, Far East.....	Sun.
8:30 A. M.—Deep River Boys, NBC.....	Sun.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Musical Program.....	Daily except Sun.	H. V. Kaltenborn, NBC.....	Sun.
8:45 A. M.—Reflections in Rhythm, NBC.....	Sat.	2:30 P. M.—Guiding Light—P. & G. Naptha.....	Mon., Tue., Wed., Thu., Fri.
8:45 A. M.—Chapel Service, Rev. R. R. Brown.....	Sun.	Golden Melodies, NBC.....	Sat.
8:45 A. M.—The Westerners—Groves Bromo Quinine.....	Mon., Wed., Fri.	Listen America (Begins 10/12).....	Sun.
9:00 A. M.—Little Doghouse.....	Sat.	2:45 P. M.—Vic and Sade—P. & G. Crisco.....	Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Bess Johnson—Colgate Supersuds.....	Mon., Tue., Wed., Thu., Fri.	3:00 P. M.—Backstage Wife—Watkins Products.....	Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—Police Bulletins.....	Sat.	Associated Press News, NBC.....	Sat.
9:15 A. M.—Bachelor's Children—Colgate Dental Cream.....	Mon., Tue., Wed., Thu., Fri.	The Week's News—Kilpatrick's—Dwarfies.....	Sun.
9:20 A. M.—Markets (Remote).....	Sat.	3:02 P. M.—Weekend Whimsey, NBC.....	Sat.
9:20 A. M.—United States Government Reports.....	Sat.	3:15 P. M.—Stella Dallas—Phillips Milk of Magnesia.....	Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Helpmate—Cudahy Dutch Cleanser.....	Mon., Tue., Wed., Thu., Fri.	Tony Wons' Scrap Book—Hall Bros.....	Sun.
9:30 A. M.—America the Free—Anacin.....	Sat.	3:30 P. M.—Lorenzo Jones—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Tom Terriss, NBC.....	Sun.	A Boy, A Girl, A Band, NBC.....	Sat.
9:45 A. M.—Road of Life—P. & G. Oxydol, Chipso.....	Mon., Tue., Wed., Thu., Fri.	The World's Most Honored Music—Longine's Watches.....	Sun.
10:00 A. M.—Musical Meditations—Omar Wonder Flour.....	Sun.	3:45 P. M.—Young Widder Brown—Bayer Aspirin.....	Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Mary Marlin—P. & G. Ivory.....	Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—When a Girl Marries—General Foods—Swans Down.....	Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—WOW News Tower—Kilpatrick's, Dwarfies.....	Sat.	The World Is Yours, NBC.....	Sat.
10:15 A. M.—Pepper Young—P. & G. Naptha.....	Mon., Tue., Wed., Thu., Fri.	Metropolitan Auditions—Sherwin Williams (Begins 10/19).....	Sun.
10:30 A. M.—Reformers Club—Coryell 70.....	Sun.	4:15 P. M.—Portia Faces Life—General Foods—Bran Flakes.....	Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Lone Journey—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.	4:30 P. M.—Musical Program.....	Mon., Wed., Fri.
10:45 A. M.—Homemakers' Club of the Air—Nebraska Power Company.....	Sat.	Creighton University (Begins 10/14).....	Tue., Thu.
10:45 A. M.—David Harum—B. T. Babbitt, Bab-O.....	Mon., Tue., Wed., Thu., Fri.	NBC Recital Period, NBC.....	Sat.
11:00 A. M.—Sunday Down South, NBC.....	Sun.	Five in a Family—Vicks Vapo-Rub.....	Sun.
11:00 A. M.—Home Beautiful—Orchard & Wilhelm.....	Mon., Tue., Wed., Thu., Fri.	4:45 P. M.—Arnold Grimm's Daughter—General Mills—Kix.....	Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Creighton University of the Air (Begins 10/14).....	Sat.	Headlines Ahead.....	Sat.
11:15 A. M.—Morning Melodies.....	Sun.	5:00 P. M.—WOW Orchestra.....	Mon., Tue., Wed., Thu., Fri.
11:15 A. M.—Toby and Susie—Peter Pan Bakers.....	Mon., Tue., Wed., Thu., Fri.	Picadilly Hotel Orchestra, NBC.....	Sat.
11:30 A. M.—Consumer Time.....	Sat.	Catholic Hour, NBC.....	Sun.
11:30 A. M.—As the Twig Is Bent—Gen. Foods—Grapenuts.....	Mon., Tue., Wed., Thu., Fri.		
11:45 A. M.—Call to Youth, NBC.....	Sat.		
11:45 A. M.—Emma Otera, Soprano.....	Sun.		
11:45 A. M.—Helen's Home—Lever Bros.—Rinso.....	Mon., Tue., Wed., Thu., Fri.		