

**Basic  
NBC  
Network**

# WOW NEWS TOWER

**5000  
Watts  
590 Kc.**

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

ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. 10—No. 2

OMAHA, NEBRASKA, NOVEMBER 1, 1945

PUBLISHED MONTHLY

## TRUTH OR CONSEQUENCES HERE

### Ray Olson Wins Davis Award Second Time

For the second time in four years, Ray Olson, Production Manager of WOW, is the winner in the H. P. Davis National Memorial Announcers' Awards.



Ray Olson

The award designates Olson as one of the top announcers on NBC stations throughout the nation.

Announcement of the award was contained recently in a telegram to General Manager John J. Gillin, Jr., of WOW, from Marjorie Stewart, director of the Microphone Playhouse, Hollywood. This organization has conducted the competitions for 13 years in memory of the late H. P. Davis, "the Father of Broadcasting."

Winners are chosen on the basis of personality, versatility and a maintenance of a consistently high standard in the presentation of programs. Entries submitted were off-the-air recordings made without the entrants' knowledge.

Olson won the same distinction in the 1941 competitions.

#### On NBC Program

The prize is an engraved signet ring. An engraved scroll will also be presented to Station WOW, his employers. Olson won the Regional Station category. There are about 76 NBC regional stations and about 150 stations on the entire NBC network. The division in which Olson won is by far the largest of the four categories.

In 1941, Olson triumphed over all NBC announcers in the Central Time Zone, when the competition was conducted in a slightly different method.

The announcement of all of the awards will be made on a coast-to-coast NBC broadcast on November 3.

Olson is 31 years old, and has been with Radio Station WOW since May 1, 1937, except for a four-month period, when he joined the NBC staff in Chicago. He resigned from NBC because he could not find a home to accommodate his wife and three small children.

#### Also a Musician

Olson is of Norwegian descent, and was born and educated in Superior, Wis. He is a trombonist and singer. He began his professional career with the Duluth Naval Reserve Band, and later worked as an announcer at Station WNAX, Yankton. Prior to that time at Station WIBU at Portage, Wis.

In the 1944 competition, Jack Wells, Station KODY at North Platte, now associated with KFAB, won the award in the local frequency channel division.

—WOW—

### TOSCANINI BACK

Arturo Toscanini will conduct the NBC Symphony Orchestra for 16 weeks on the General Motors "Symphony of the Air" winter series, which was launched Sunday, October 28 (NBC, 4 p. m., WOW). Two distinguished guest batoneers, Dmitri Mitropoulos and Erich Kleiber, will divide the eight remaining podium engagements of the 24-week winter series.

"BUY A SHARE OF FREEDOM... NOW!"

Here's WOW's "double-threat" Victory Bond sales team—the one and only Ralph Edwards of "Truth or Consequences" fame (right) and WOW's War Correspondent Ray Clark

### Edwards, Clark to Kick Off Bond Sale

WOW will bang away with both barrels to help kick off the Victory Loan drive!

Ralph Edwards and his zany "Truth or Consequences" troupe will perform in Omaha, Saturday, November 3, and every person who sees this "screwiest show in America" will have purchased an "E" Bond.

Additionally, Ray Clark, WOW's Pacific War Correspondent, has started a five-week tour throughout the WOW territory to help local groups "sell" the Victory Loan. Clark will make about 30 speeches and almost as many direct broadcasts—all in the interests of Victory Bonds.

The Omaha appearance of "Truth or Consequences" show was made possible by Ralph Edwards himself. Five years ago Edwards presented his first "Truth or Consequences" show (outside the New York studios) at a food show at the Omaha City Auditorium. It was then that Edwards learned for the first time that his show is a tremendous stage show as well as a great radio program.

#### Invited Himself

When the Treasury Department asked Edwards to make a tour for the Victory Loan drive, he specifically requested that Omaha be included.

The "Truth or Consequences" show has been responsible for the sale of millions of War Bonds in previous drives.

The performance will be presented twice, with the first show at 6:30 p. m., and the second show at 9 p. m., on Saturday, November 3, at the City Auditorium. The first performance will be broadcast over the entire eastern half of the United States and the second program to the west coast.

A ticket to the "Truth or Consequences" show will be given to any Douglas County resident who buys an E Bond of any size on or after October 27.

The first E Bond buyers will be given tickets to the first show. No tickets will be issued to the second performance until after the first "house" has been sold out.

War Correspondent Ray Clark's bond sales speaking tour actually began on October 15, when he was the first Omahan ever to speak before the Advertising and Selling League in Omaha. There was a record attendance. Since October 23, Clark has appeared before 8,000 eastern Nebraska school teachers at the annual conventions at Omaha, Lincoln and Norfolk; before 2,000 students at the University of Nebraska; before the Women's Division of the Lincoln Chamber of Commerce, and at a public meeting in Council Bluffs sponsored by the Rainbow Post of the American Legion.

On October 29, Clark was scheduled to speak at the Columbus City Auditorium under auspices of the Columbus Junior Chamber of Commerce.

His itinerary for the rest of his tour follows:

Tuesday, October 30, 8 p. m., Grand Island, Neb., Senior High (Continued on page 4)

### HOPE AND CROSBY IN FAVORED TEN

NBC's Bob Hope and Bing Crosby were the only entertainers to be chosen among the first 10 "Favorite Americans" in the 35th poll of "The Woman's Home Companion," published in the November issue of that magazine. Bing and Bob were in a tie for ninth place.

Readers of "The Woman's Home Companion," asked "Who's Your Favorite American?" chose Bing, because "he is a human, natural, wholesome family man" and because "he's attractive, gay and warm-hearted."

Bob won his place for his entertainment of American troops.

Others in the select 10 are General Dwight D. Eisenhower, President Harry S. Truman, Mrs. Eleanor Roosevelt, Douglas MacArthur, former President Herbert Hoover, Henry Ford, Cordell Hull and Representative Clare Booth Luce.

—WOW—

### WISE WORDS

Bob Burns notes that a little experience often upsets a whole lot of theory.

### GIFT FOR "ARCHIE"

Ed "Archie" Gardner, Manager of "Duffy's Tavern," is the proud owner of a flaming bow tie sent by a fan to match the suspenders that he wears for his broadcasts. The tie is autographed "Duffy's" in each corner.

—WOW—

### JUKE BOX KING

Perry Como, vocal star of the "Chesterfield Supper Club," has become "king" of the juke boxes. The first four out of five most popular records this past season were Como's.

## 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 11/45, which means November, 1945.

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!

# THE WOW NEWS TOWER

THE RADIO NEWS TOWER IS PUBLISHED EVERY MONTH BY RADIO STATION WOW, INC., OF WHICH JOHN J. GILLIN, JR., IS PRESIDENT AND GENERAL MANAGER

PUBLICATION AND EDITORIAL OFFICES ARE IN ROOM 280, INSURANCE BUILDING, OMAHA, NEBRASKA

THE SUBSCRIPTION PRICE IS FIFTY CENTS A YEAR, PAYABLE IN ADVANCE

BILL WISEMAN, EDITOR SOREN MUNKHOF, ASSISTANT



PERMISSION TO REPRINT MATERIAL FROM THE RADIO NEWS TOWER IS HEREBY GIVEN, PROVIDED A CREDIT LINE IS USED



## AS WE SEE IT! . *By* BILL WISEMAN

### LET'S FINISH THE JOB . . . !

Sounds sort of trite, that headline, but it really means something, folks.

There are still several million of our boys spread over the world winding up the war. They can't quit.

There are about 200,000 of our boys in hospitals—bad off. They can't quit, either.

There's a bunch of men in Washington trying (and mebbe you may think not too successfully) to keep our financial structure from toppling over. They're trying to keep prices down. They can't quit, either.

Here at WOW, our management realizes that we can't quit, either. Our bosses have ordered full steam ahead in the Victory Loan drive.

They've secured Ralph Edwards and his great "Truth or Consequences" show (City Auditorium, November 3) to help kick off the Victory Loan drive.

They've ordered Ray Clark to high-tail it outstate and drum up War Bond sales by making speeches in 30 cities and towns.

They've given the green light to "finish the job"—and expenses be hanged!

And you musn't quit, either, my friend. Mebbe you're sore because your son, or dad, or brother, isn't getting home fast enough. Mebbe you don't like our government's international policy—or lack of it. Mebbe you got a right to be sore. But, you can't quit!

There are scores of good, sound, logical reasons why all of us should buy more and more bonds this time. Here are just two:

(1) Buy Victory Bonds just because we were all so gosh-durned lucky to live in the middle west during the war years. Why, we hardly knew there was a war going on!

(2) Buy Victory Bonds for insurance against possible hard times to come. There's no feeling quite so comfortable as the knowledge that you have a nice nest egg of War Bonds.

When the kid of yours DOES come home, you can look him straight in the eye and show him your Victory Bonds—proof that you didn't quit until the job was finished!

—WOW—

### THOSE B-29 "CITY OF OMAHA" LADS . . .

Thousands of Omahans will never forget the gallant crew of the B-29 "City of Omaha." They were certainly a grand bunch of boys—just like thousands of other lads in their 'teens who laid aside two or three years of their lives and went out to beat the Nazis and Japs.

A couple of things happened while these lads were in Omaha that haven't been told. One incident involved Plane Commander Major McClellan's parents, who came here from Buchanan, Mich., to help honor their son. Plain, simple folks, they offered to make a contribution to the Community Chest "because Omaha has been so nice to us." They were told to go home and give a little extra to their own Chest.

Then there's the tweed-suit incident. A civilian who spent a lot of time with the boys had a new and loud salt-and-pepper tweed suit, and every crewman envied him. Before the boys left nearly every one of them took off his army blouse and tried on that tweed suit jacket! You should have seen those faces beam! It was a joy to behold. The owner would gladly have given the suit to the boys if it could have been divided between the 11 men.

—WOW—

### DUFFY'S TAVERN OKAY . . .

The other night the WOW staff was invited to see a private screening of the new movie, "Duffy's Tavern," starring Ed Gardner as "Archie," Cass Daley, Bing Crosby and a host of other big names. It is really a great show with a lot of laughs. Take a tip from us. See it when it comes to your town!

## NBC's Margaret Cuthbert is Book Reviewers' Clinic Speaker

The fact that a radio program has a commercial sponsor in no way lessens its educational or cultural value, is the opinion of Miss Margaret Cuthbert, director of women's and children's programs for the National Broadcasting Company and supervisor of the network's "University of the Air" programs.

Miss Cuthbert was a guest of WOW in Omaha recently for several days. She came to Omaha to address the annual Book Reviewers' Clinic conducted by the Municipal University of Omaha.

Programs such as Dupont's "Cavalcade of America," "The Telephone Hour," Socony Vacuum's "Information Please" and many others are definitely "educational in character," Miss Cuthbert declared.

"I could name a hundred highly educational programs on the major networks which have sponsors," she added.

In many instances the sponsor makes it possible for listeners to have a much better program, she added.

While in Omaha, Miss Cuthbert was honored at a luncheon and a dinner in connection with the Book Reviewers' meeting. She spoke at both affairs and also gave recorded versions of some of her "World's Great Novels" programs.



Miss Margaret Cuthbert

Miss Barbara Bates, Women's Director of WOW, and Miss Luella Cannam of the WOW staff were Miss Cuthbert's hostesses while she was in Omaha.

The session Miss Cuthbert enjoyed most was a "roundtable" affair, where many radio women discussed programs, she said.

## 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

November brings us our annual day of Thanksgiving, and I want to introduce this message with the words found in Psalm 117: "Oh praise the Lord, all ye nations; praise Him, all ye people. For His merciful kindness is great toward us; and the truth of the Lord endureth forever. Praise ye the Lord." These words express our gratitude that we come to a Thanksgiving Day in a war-free world. If ever the people of the United States should be serious-minded, deeply thoughtful and profoundly grateful, it is now. Although the war has ended, peace has not yet been established. The problems which confront the nations' leadership are the most complex in history.

However, let us give thanks that the war's end came suddenly, and we believe that it was providentially shortened so that millions of lives were spared and billions of dollars that would have been wasted in the work of destruction have been saved. We should be thankful, too, that the end of hostilities came, because we were a united people, united in a common cause and a high purpose, which was to deliver men from the fear of nations committed to the subjugation of minority peoples to their will and way of living. We must not forget to offer thanks to the God of harvest for having so bountifully provided for us during these war years. It is not only inspiring to think of the way in which we have been cared for, but that we have sufficient to provide for a starving world. Let us give thanks for the progress made by medical science that has saved so many lives and for the assurance we have that many injured in the armed forces have a much more hopeful prospect of physical rehabilitation. We might go on enumerating specific things for which we are to be thankful, but we find it impossible to "count our blessings." However, all of us will bow our heads in reverent gratitude for the lives that were laid down to make it possible for us to live on. As we give thanks for their heroic deeds, we will offer prayer for the families that will have vacant chairs at their Thanksgiving dinner table.

Let us not fail to give thanks that as a nation we have the greatest opportunity in history to provide moral and spiritual leadership. The way to peace will not be found in the mechanics merely of international organization. It must come from a new sense of responsibility to moral forces. These are certainly sobering as well as praiseful days. We are still far from danger. Peace is still in the making. The peoples of the world must not only make their voices heard, but they, too, must register the most determined protests against any trifling with the destiny of human life. Therefore, let us not only give thanks, but humbly pray that God will interpose and give guidance to the nations' leadership that we may have the peace for which men fought and died. "Be ye thankful."



Rev. R. R. Brown

—WOW—

### Dr. Frank Black Writes Musical Comedy

Dr. Frank Black, NBC general music director and conductor of the General Motors "Symphony of the Air" (NBC, Sundays, 4 p. m., WOW), has completed the score of his first musical comedy, "The Duchess Misbehaves." Produced by A. P. Waxman, with book and lyrics by Gladys Shelley, the play is due on Broadway late this year after a road tour of eastern cities.

As the summer series maestro of the NBC Symphony Orchestra and as a composer and arranger, Doctor Black has been identified almost exclusively with symphonic music for many years. He terms his score for "The Duchess Misbehaves" as definitely popular in vein.

—WOW—

### Edgar Buys Charlie a House on Wheels

When Edgar Bergen (NBC, Sundays, 7 p. m., WOW) went to New York recently, Charlie McCarthy, Mortimer and Effie traveled in more style than their boss. Completed, especially in time for the New York trek, was a miniature house trailer named for Charlie.

The trailer is an exact to-scale model, a streamlined aluminum design, which was hand-tooled. The doors and windows are equipped with workable venetian blinds, and regulation miniature tail and clearance lights which operate on a transformer built into the trailer.

For broadcasts, the top slides off, one side drops down and the white leather-lined trailer is ready for business. After shows, it's once again the perfect housing unit for three smart dummies.

# NEWS TOWER LETTERS

Note.—WOW listeners are cordially invited to air their views on any phase of radio in this column. Please make your comment brief, and don't fret if the editor uses only what he thinks is most interesting to the most folks.

### ORCHID TO DeMOSS

Sargent, Neb.—(To Lyle DeMoss) Have been wanting to write for some time. I believe your sponsors would be glad to know. We like their product very much. It's tops, and for an entertainer they have chosen a worthy companion to their product. Frankly, your cheerful naturalness is such a boost to help one over rough spots.

Your July Fourth program had such a note of sincerity, it left two America loving souls gazing at each other with tear-dimmed eyes. We were very disappointed when Ray Clark went away. You're doing an excellent job taking his place and we enjoy his recordings. We sometimes lose out and wonder if he has been mentioned. We would be glad to know if all is well with him. I believe the most recent broadcast we heard was from the bomber plane over Japan.

There is such an urgent need for such programs as yours after the strain of recent years. Just finished a graham cracker that was indeed "Supreme in freshness, Supreme in flavor."

Served with coffee, they go in a big way with unexpected guests. I hope they will soon be available at all times. It's Supreme for us.

Wishing you the best of luck and thanking you for your fine programs, I remain,

MRS. LILLIAN MAPEL.

—WOW—

### ENJOYS NEWS TOWER

Sumner, Neb.—I am sending 50 cents for one year's subscription to the News Tower. I enjoy the paper, also the pictures, and I would miss my dinner rather than miss the "Forum," even if I am almost 90 years young, and now that Ray is coming home, it is doubly important. My seven grandsons have not come home yet to stay.

MRS. LOCKARD.

—WOW—

### STANDING

York, Neb.—Not all the comedy in radio comes from the script. My wife and I, the other morning, got quite a kick out of a commercial. Evidently the announcer had not taken time or did not have time to go over the script, as here was what happened: "For 89 years the Byron Reed Company has been out (pause) standing in the real estate field."

It's a wonder that the way you boys have been worked down there that you get half of it over without a bust now and then.

Just thought I would let you in on the above just to let you know that sometimes the laugh comes when you are not looking for it, and a lot of laughs these days are good for the soul.

BOB BARTLETT.

—WOW—

### ONE FOR MERRILL

Orange City, Iowa—For quite some time we have been thinking of writing to you to tell you how much we enjoy your news broadcaster, Merrill Workhoven, but have failed to do so. We used to hear him from Sioux Falls, then he left there and we did not hear him for some time, and how happy our entire neighborhood was when we heard him from WOW! His voice is so perfect, and we never miss one word of the news whenever he gives it. Hoping you may be able to keep him on to give the news of the world.

MRS. H. ROZEBOOM.

—WOW—

### ENJOYS SPORTS

Omaha, Neb.—(To John Leslie) I just want to let you know I listen to all of your sports announcing and think it is tops in my book, especially on Saturday on the Scoreboard. The way you have some college tunes to take tension off the scores is good. I have been a musician all my life, and there is nothing more I like than good college tunes and a good sports announcer.

JACK WRIGHT.

# HOPE STARTS HOLD-BOND CONTEST

## 20 Jeeps, \$30,000 Offered as Prizes

Among entertainers, Bob (Don't Cash Your War Bonds) Hope's record for GI morale and civic and patriotic causes in the war is unsurpassed. The gigantic civilian jeep contest launched October 2 on his Pepsodent show (WOW, Tuesdays, 9 p. m.) represents all-out "reconversion" to the radio salesmanship of peace time—but with a conscience, an awareness that the problems of war finance can't be dropped overnight. It is a fitting new chapter in one of the most brilliant and public-spirited careers in radio.

Twenty jeeps and \$30,000 will be awarded as prizes in the contest. Bob Hope has been broadcasting for Pepsodent since 1938. Although virtually unknown in radio at that time, he was picked by Mr. Charles Luckman, 36-year-old President of Pepsodent Division of Lever Brothers. Mr. Luckman liked Bob's unusual style, then new to radio. This confidence in Bob soon was justified. He was in the first 10 programs his first year on the air, and by his third year he hit first place in the ratings and has stayed there constantly.

**Pepsodent Approves**  
In May, 1941, Bob decided the boys of the Army and Navy needed to be entertained, so since that time he has given all his broadcasts before audiences composed of military or naval personnel. Mr. Luckman so strongly approved of this decision on his friend's part that Pepsodent has paid all the troupe's traveling expenses so the broadcasts could be made before service men and women in camps all over this country and in Canada.

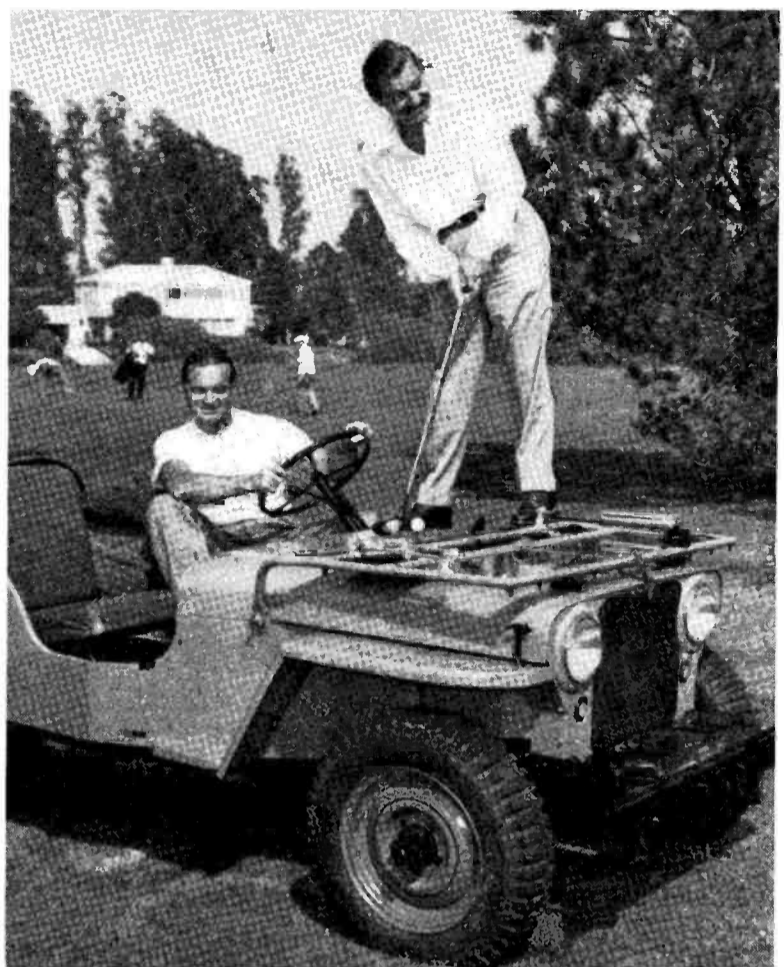
Bob has given some 150 actual broadcasts in camps, besides visiting dozens of others. It is estimated that about 8,000,000 service men and women have been present at these shows.

Besides this camp work, Bob has made six overseas tours, entertaining the men at the fighting fronts. Bob recently signed a new 10-year contract with Pepsodent. This will extend his association with that firm for a total of 17 years.

### HOME FOR REST

Bjorn Bjornson, who covered European battlefronts and the Scandinavian countries for NBC for the past four years, has returned to the United States for a rest and reassignment, following his broadcast bringing the first word to the world of Vidkun Quisling's conviction.

## TEE OFF IN JEEP CONTEST



Bob Hope looks skeptical as Jerry Colonna tees off from the hood of a new civilian jeep, 20 of which will be given away on their Pepsodent radio show in the gigantic six-week contest. Entrants in the contest must complete the sentence, "We should not cash in our War Bonds because . . ."

## STAFF STUFF

By SOREN MUNKHOF

### Wedding Bells

Whenever any of the WOW "balcony" gals catches a real he-man, it makes big news—at least among the staff members.

New bride is Lela Alexander, formerly of WOW's Auditing Department, who was married to Theodore Klatt, just the other day. Ted is a veteran of four years overseas army service.

The Klatts will make their home in Hutchinson, Kans. A few days before the wedding the gals gave a luncheon for Lela at the Legion Club.

Miss Helen Tondl has been employed to take Lela's post on the staff.

### Pheasant News . . .

Listeners may not know it, but a very important part of the WOW staff is the John Blair & Co. organization in Chicago, New York, Detroit, St. Louis, San Francisco and Los Angeles. This organization employs a large staff of expert radio salesmen, who tell national advertisers about the merits of WOW.

Next week four top members of the "Blair organization" will visit Omaha—not to talk business, but en route to points north to hunt the elusive pheasant.

John Blair, President of Chicago, and George Bolling, Vice President, of New York City, will be here November 6, en route to the west coast.

R. H. (Skin) Bolling and Schuyler Ensell, both of New York, will be here November 5, to go to North Dakota to hunt pheasants with Harry Burke of KFAB and John J. Gillin, Jr., of WOW.

It'll be nice to renew acquaintances with the "Blair men."

### To Television School . . .

Bill Kotera, WOW's chief engineer, and Glenn Flynn, another of our real scientists in the Engineering Department, are in New York attending another television school conducted by RCA. The school started October 12 and will continue until November 9.

### Most Embarrassing Moments . . .

The other day Merrill Workhoven was hard at it doing a Herzberg commercial with his usual zest and earnestness when the studio lights went out. His small son, "Nicky," had wandered into the studio and inadvertently flipped the switch!

The John Leslies did an unusual amount of worrying the other week-

## Red Skelton Will Return...New Show

Full of plans for his new radio show, Red Skelton, NBC comedy star, paused in Omaha recently while en route to Los Angeles. He has been released from the Army after 18 months' service.

Skelton said he was going to Los Angeles to meet his wife, and then the two will spend a three-month vacation with her parents, Mr. and Mrs. Mack Davis, at Kalispell, Mont., before Red resumes his radio and movie work.

Red also said his new radio program, which will be for his old sponsor (Raleigh Cigarettes), will be called "Red Skelton's Scrapbook," and will be a variety program, featuring the favorite Skelton characters, Junior and Clem, in comedy portions. Music will be supplied by a 32-piece orchestra, conducted by Dave Foster. Many of the orchestra members have been featured with the Los Angeles Philharmonic.

—WOW—

## Information Please Hunts Out Winners

NBC's Monday evening "Information Please" program (8:30, WOW) has a Missing Persons Bureau which is second only to Scotland Yard.

Actually, the "Information Please" office goes to any amount of trouble to track down people who are entitled to prizes because they have submitted questions which were used on the program. Men and women who go into the service, marry, divorce or simply move away, sometimes leave no forwarding address, and have to be traced through the postmaster, the Chamber of Commerce, their former business connections, etc. And 99 times out of a hundred "Information Please" locates its prize-winner.

end when their 3-year-old (and only) daughter had her tonsils removed.

### New Nickname . . .

Now it's "Stinky" Ebener (which, by the way, is quite a comedown for a gent who was very recently a captain in the United States Army Air Corps).

A short time ago, Freddie (Ebener) and Lyle DeMoss went hunting. Fred accidentally flushed a small animal with a white stripe down its back.

As of October 25, nothing actually "lingers on" but the memory—and Fred's new nickname.

### Smarties . . .

Al Maller, Roy Glanton, Louis DeBoer and Mark McGowan—all WOW engineers—think they are

(Continued on page 7)

## Fitzgerald Tops "His Honor" Cast

Barry Fitzgerald, one of Hollywood's most distinguished actors, is supported by one of Hollywood's top radio casts in "His Honor, the Barber," (NBC, Tuesdays, 10:30 p. m., WOW).

The Carlton E. Morse production features Barbara Fuller as Susan, the niece of old Judge Fitz, who is played by Fitzgerald. Leo Cleary is the bailiff and William Green the sheriff, bitter enemy of the judge. Dawn Bender, known to NBC listeners as Margaret of "One Man's Family," appears as little Mary Margaret McAllister.

## EDDIE SENDS GIFTS

Eddie Cantor this season is repeating his "Give a Gift to the Yank Who Gave" country-wide campaign which last year netted 1,500,000 extra Christmas presents for hospitalized service men.

This year, as last, Cantor has the cooperation of American Legion Posts, the American Red Cross and retail stores in collection and distribution of presents from grateful Americans to the men who lie ill as a result of their service to their country. Cantor, who inspired so many entertainers to follow his example in cheering these men of the Purple Heart circuit, intends to see that not one of them is overlooked in this Yuletide gift campaign.

## UNIQUE CAR CARD SHOWS GREAT "PARADE OF STARS" NOW ON WOW

Time Nation

World Ray Clark Judy Canova Gilder-sleeve Charlie McCarthy EDDIE CANTOR Rudy Vallee Bill Stern Hour Truth or Consequences Bob Burns Abbott and Costello Mollie Myster Theatre

**THE Most OF THE Best**

New RCA Teen-timers Cavalcade of America Johnny Presents DINAH SHORE Hildegarde Nebraska Iowa Quiz Burns and Allen BOB HOPE Fibber McGee Amos 'n' Andy FRED ALLEN Duffy's Tavern

Hour of Charm Evening with Romberg Chesterfield Supper Club Skippy Theater Date with Judy Mr. and Mrs. North JACK BENNY Kay Kyser Mr. D. A. People Are Funny Can You Top This Jack Haley 4-Be New!

FRED WARING Voice of Firestone Telephone Hour Carnation Contented Hour Dailey Sports Falstaff Revue Dr. I. Q. Barn Dance

Waltz Time Farm Parkys

**STAY TUNED TO 590**

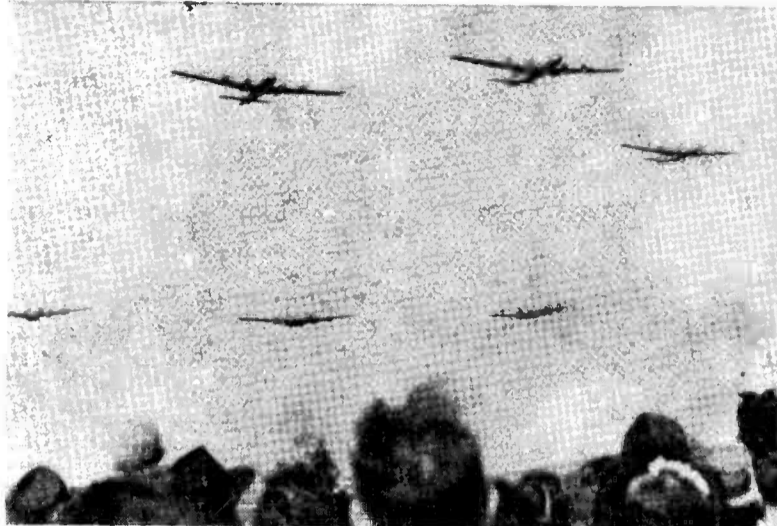
**WOW**

**YOUR BIG NBC STATION**

This Unusual Car Card Is Now on Display in Omaha, Lincoln and Sioux City to Illustrate the Great Parade of Stars on WOW

# CITY OF OMAHA FLIES CLARK HOME

## HERE THEY COME . . . HOME



HERE THEY COME! . . . Some 30,000 persons at Offutt Field called out in unison as the B-29 "City of Omaha" roared over Offutt Field, Fort Crook, accompanied by its honorary escort of five other B-29's. The squadron buzzed the crowd at tree-top level.

## 30,000 IN WELCOME HOME CROWD



POLICE LINES FAILED . . . when the giant ship taxied to the reception stands and crowds swarmed all over the big plane. It was the first time folks were permitted to get close enough to touch a B-29. It was a real field day for thousands of amateur camera fans.

## THE "CITY OF OMAHA" CREWMEN



"CITY OF OMAHA" CREWMEN . . . shook hands with thousands of folks, made 18 personal appearances, were dined, wined and honored. They are, shown above, left to right, back row: Lieut. Tony Ruggeri, Chicago, radar expert; Lieut. Joe Leo, New York City, navigator; Lieut. Bill Caldwell, Atlanta, bombardier; F. O. Lyle Thomas, Boone, Iowa, flight engineer; Lieut. Glen Jensen, Manning, Iowa, co-pilot; Ray Clark, WOW War Correspondent, and Major Howard W. McClellan, Buchanan, Mich., plane commander. Front row, left to right: Staff Sergeant Fred Janik, Chicopee Falls, Mass., tail gunner; Technical Sergeant Ernest Brock, Fairfield, Ala., central control gunner; Staff Sergeant Cal Boehm, Baltimore, Md., blister gunner; Staff Sergeant "Smoky" Christmann, St. Louis, radio operator; Staff Sergeant "Chuck" Wassum, Pittsburgh, gunner, and Tony Capoccia, Omaha, former crew member, medically discharged.

## 30,000 at Airport Welcome For B-29 Crew

Ray Clark, WOW's Pacific War Correspondent, who speaks in 30 WOW-Land cities this month to boost Victory Bond sales, roared into Omaha, October 7, aboard the B-29 "City of Omaha," accompanied by an honorary escort of five other B-29's.

The airport welcome given the B-29 "City of Omaha" crew and Clark was attended by 30,000 persons. During the two and one-half day stay of the crew as guests of the city of Omaha, more than 50,000 persons helped greet the visitors.

With Clark as master of ceremonies, the B-29 "City of Omaha" crew, veterans of 33 missions over Japan and more than 500 combat hours, made 17 personal appearances in Omaha. At every appearance the hall or auditorium was packed to capacity.

### Mission Completed

The "City of Omaha" is the ship with which Clark flew when he made the first direct broadcast to American radio listeners via NBC of an actual "bomb-run" over the Japanese mainland last July 28.

It was the same crew and the same ship which brought Clark home all the way from Tokyo.

Probably no group of returned war heroes has received such a public acclaim as that which Omaha gave to the B-29 "City of Omaha" crew at Offutt Field, Fort Crook. Sixty dignitaries, representing the military and civil life of Omaha, were in the reception stand.

Chief of Police Larry Krumm of the Martin-Nebraska Company estimated that 5,500 automobiles were parked in the giant Martin-Nebraska parking lot during the reception ceremonies.

### Ride for Griswold

The reception committee was headed by Governor Dwight Griswold, who flew with the "City of Omaha" from Kearney, Neb., to Omaha. He made the trip from Kearney to Omaha in the nose of the ship, where the bombardier usually sits. The "City of Omaha" was accompanied from Kearney to Omaha by an honorary escort squadron of five B-29's from the Grand Island Army Airbase. En route to Omaha the six huge B-29's roared over Grand Island, Lincoln and the city of Omaha before they landed at Offutt Field.

Major General Lewis A. Craig, new commanding officer of the Seventh Service Command, made his first appearance at Offutt Field to welcome the fliers and Mr. Clark.

### At Chest Rally

During their visit to Omaha, the "City of Omaha" crew were guests of honor at three dinners—one given by Omaha Post No. 1 of the American Legion, another by Radio Station WOW and the third by Eugene C. Eppley, Omaha hotel man. They were also honored guests at a public affairs luncheon tendered to them by the Omaha Chamber of Commerce. They explained their experiences at Creighton University, the Municipal University of Omaha, Boys Town and before 11 high school assemblies.

On Tuesday night they were guests of honor at a huge War Fund and Community Chest rally at the Omaha City Auditorium.

After the War Chest rally, Major McClellan turned his ship over to local army authorities, and the crew went to Colorado Springs for further assignment or well-earned furloughs.

## ? Your Last Copy ?

Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "11/45" means November, 1945. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

## EMCEE CLARK



## C-H-A-T-S

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

KNOCK . . . KNOCK!  
MAY I COME IN?

Dear Everybody: When I closed my October letter, I said farewell to all good neighbors and friends at The Little Breakfast Table for a period of two weeks. I hoped you would miss me, but now I hope you didn't, for I haven't been any place.

A vacation at house-cleaning time would be anything but a rest or treat to me unless I could go far away, so I decided to wait until such time as the house would once more resemble a home and be a place of peace, harmony and order.

One of these days I will just grab my hat, walk out the door and say, "Bye for now." So if you set a place for me at your little kitchen table and I do not appear for breakfast, you may know I am making a face at the old alarm clock and saying to it, "Please go 'way and let me sleep. Don't disturb my slumber deep . . . for two weeks."

We are approaching the busy season in the Sunshine Service, and I am loathe to lay down the hammer and nails for even a short time. I know how my dear people anticipate the holiday season, and I want to do all in my power to bring happiness to them at that time.

### Silver Mother Call

I called upon one of our Silver Mothers recently. She had been ill and was forced to leave her own little house and go to Clearview Home. When I saw tears in her eyes and questioned her as to the reason for them, she said: "I was just thinking how lonely it will be at Christmas time. Nobody will find me out here." I assured her that Santa Claus is a regular visitor at Clearview Home and has her name on his list.

In the meantime, Thanksgiving will be here, and I hope you good neighbors will come forward in your usual manner and adopt some one for a dinner, either in your home or send it to them. If you cannot arrange the dinner, perhaps you would like to send a "happy surprise" at Thanksgiving time. This feature has brought much happiness to our shut-ins. Twice a month we selected three or four names from the list for a "happy surprise," choosing those who had not had birthdays or any special attention recently. The "happy surprise" is all that its name implies—an unexpected box packed full of things that will be a joy to the recipient. There might be a good book, a box of candy, some needlework, bath powder, toilet water or fancy soap. Maybe a jar of face cream or hand lotion, a box of aspirin, some stationery, postal cards and stamps. The contents of the box are selected according to the patient's condition and circumstances. These "happy surprise" boxes raise the spirits of the shut-in for many days. Any one of our members would enjoy such a box for Thanksgiving, and I'll be glad to send their names to you.

### Greeting Cards

This year we are endeavoring to  
(Continued on page 7)

RAY CLARK . . . WOW's Pacific War Correspondent, who flew home on the B-29 "City of Omaha," as he appeared while introducing each of the crewmen before the vast throng at the Offutt Field reception.

## CLARK'S SCHEDULE

(Continued from page 1)

School Auditorium; auspices Grand Island Lodge No. 604, B.P.O. Elks.

Wednesday, October 31, 8 p. m., Hastings, Neb., City Auditorium; auspices Hastings Junior Chamber of Commerce.

Thursday, November 1, 8 p. m., Kearney, Neb., Junior High School Auditorium; auspices American Legion and Chamber of Commerce.

Friday, November 2, 8 p. m., York, Neb., City Auditorium; auspices York Chamber of Commerce.

### SECOND WEEK

Sunday, November 4, 8 p. m., Fremont, Neb., City Auditorium; auspices Fremont Chamber of Commerce.

Monday, November 5, 8 p. m., Storm Lake, Iowa, Lakeside Church; auspices Buena Vista College and the A.A.U.W.

Tuesday, November 6, 8 p. m., Sioux Falls, S. D., Coliseum; auspices Sioux Falls Junior Chamber of Commerce.

Wednesday, November 7, 8 p. m., Yankton, S. D., City Auditorium; auspices Yankton College.

Thursday, November 8, 8 p. m., Norfolk, Neb., City Auditorium; auspices American War Dads and American Legion.

Friday, November 9, 8 p. m., Missouri Valley, Iowa, Memorial Gymnasium; auspices Missouri Valley Kiwanis Club.

### THIRD WEEK

Monday, November 12, 8 p. m., Beatrice, Neb., Municipal Auditorium; auspices Beatrice Rotary Club.

Tuesday, November 13, 8 p. m., Fairbury, Neb., High School Auditorium; auspices American Legion.

Wednesday, November 14, 8 p. m., Superior, Neb., City Auditorium; auspices Superior Chamber of Commerce.

Thursday, November 15, 8 p. m., Concordia, Kans., High School Auditorium; auspices Concordia Chamber of Commerce.

Friday, November 16, 8 p. m., Falls City, Neb., Prichard Memorial Auditorium; auspices Falls City Junior Chamber of Commerce.

### FOURTH WEEK

Monday, November 19, 8 p. m., Nebraska City, Neb., Junior High School Auditorium; auspices Nebraska City Junior Chamber of Commerce.

Tuesday, November 20, 8 p. m., Rock Port, Mo., Memorial Building; auspices Rock Port Community Club.

Wednesday, November 21, 8 p.

m., Red Oak, Iowa, High School Auditorium; auspices Red Oak Monday Club.

### FIFTH WEEK

Monday, November 26, 8 p. m., Atlantic, Iowa, High School Auditorium; auspices Atlantic Junior Chamber of Commerce.

Tuesday, November 27, 8 p. m., Denison, Iowa, High School Auditorium; auspices Denison Chamber of Commerce.

# "ALLENS" NEW NBC LAUGH-GETTERS

## FOR WOMEN ONLY

By BARBARA BATES

Director of Women's Activities for WOW

Y'ars and y'ars back somebody slipped up to a radio speaker's table and mouthed a phrase, "It isn't



Barbara Bates

necessary to be crazy in the radio business, but it sure helps." Since then the tired old saying has been trotted out with all the regularity of such verbal veterans as "Looks like rain" and "Don't think it hain't been charmin', 'cause it hain't." But like all clichés, it wouldn't be so threadbare if it didn't pack a deal of sense into its venerable syllables. You don't HAVE to be crazy in this business, but, sisters, you WILL BE—eventually. Take what's happened around these diggings since the last News Tower trip to your postoffice. Omaha's own B-29 bomber, "The City of Omaha," has come and gone. We've welcomed Ray Clark home to his own . . . we've toasted, dined, danced, entertained and listened to the gallant crew members of that flying fort . . . we've sat at luncheon tables and heard the story of their dangerous missions and marveled at the unparalleled modesty and self-effacement of each crew member. We've gotten to know their wives and sisters—wonderful people! The sort you'd ask to pose for an artist doing "Cross Section of America" . . . we've met the six Jensen sisters from Manning, Iowa. Six sisters to Brother Glen of "The City of Omaha" crew. It was my pleasure along with Jean Pray, Jerry Hetmanek, Luella Canam and Betty Bauer to act as hostess to women of the B-29 party on the Sunday of the big ceremony. It was a wonderful experience. Wives from South Dakota, Iowa, Michigan . . . mothers from Iowa and Pennsylvania . . . sisters—SIX—all from Manning, Iowa—all with the good name of Jensen to their credit. And we were, gals from WOW, privileged to visit with them—to find out their reaction to all of the speeches and the band-playing and the applause. What was that reaction? It was one of delight and unbelieving happiness. Not one of the women of that party could get over Omaha's hospitality or the thrill of having her fier back. There was happiness in the room that evening. Happiness, old style. The normal pre-war brand of American happiness. And no one better epitomized it all than pretty little Eleanor Clark, whose Ray had come home to her and their two small sons in the very bomber from which he'd done that remarkable bomb-run broadcast over Ogaki.

### BACK TO SCHOOL

I went to high school after too long an absence the other day. It was the result of an invitation from the Girl Reserves of Central High School. They let me talk to them for a little spell and I enjoyed it. But I came away wondering how on earth those pretty youngsters manage to be so poised so early in life? When Bill Wiseman and I attended a radio meeting on the Stephen's College campus last year, I thought I'd really seen 17-year-old sophisticates. At Central, the girls I met seemed to be the same way. Remarkably confident—sure of themselves. A joy to meet and talk to. Miss America—1945 version—seems to miss that "awkward age" that plagued the lassies of my time. And no loss, that.

### INTRODUCING MR. MCGOO

Murgatroyd McGoo is a new chair-acter in the Continuity Department these days. Murgatroyd is the result of the "World's Christmas Festival Drive" which I've mentioned on "What's What Today." The idea was conceived with

## Barbara Fuller Gets Claudia Role

Blonde Barbara Fuller is the new Claudia in "One Man's Family" (NBC, Sundays, 2:30 p. m., WOW).

For the first time in the 13-year history of the NBC program, Writer-Producer Carlton E. Morse has brought in someone new to play one of the major roles in the story.

"I have been besieged with requests to bring Claudia back to 'One Man's Family' ever since Kathleen Wilson, who originally played the part, left the cast two years ago," said Morse. "I have waited this long because I wanted to be sure that I had found the right person for the role. Barbara Fuller is a perfect Claudia."

Miss Fuller, who also plays the part of Barry Fitzgerald's niece, Susan, in the new NBC program, "His Honor, the Barber," has been a radio actress in Chicago and New York since she was 9 years old.

—WOW—

## Charlie McCarthy Becomes a Landlord

Meet Charlie McCarthy, landlord!

Charlie McCarthy, Inc., through its mouthpiece, Edgar Bergen, has announced purchase of an important Hollywood building a few blocks from NBC's Hollywood Radio City.

Charlie's new enterprise, with an eye to the future, houses a television studio, and with an eye to the present, includes a restaurant. Offices for various Bergen interests, including his broadcast (NBC, Sundays, 7 p. m., WOW), will be established there in the near future.

—WOW—

## Bob Hope is a Real "Wolf"

Bob Hope, who has been bragging about being a wolf for years, really is one now.

Major General Terry Allen, commander of the famed 104th (Timberwolf) Infantry Division, made Bob an honorary Timberwolf after the comedian broadcast from Camp San Luis Obispo recently.

The Timberwolves are the Oregon outfit which spearheaded the attack on Germany, and their insignia—and Hope's—is a howling wolf.

—WOW—

## STERN'S 7th YEAR

Bill Stern, NBC director of sports, began his seventh year as host of the NBC "Colgate Sports Newsreel" with his broadcast of Friday, October 5 (9:30 p. m., WOW).

Described by sports authorities as a program which has greatly contributed to the popularity of sports in America, "Colgate Sports Newsreel" has as its guest each week one outstanding leader from stage, screen, radio or public life who talks about his or her favorite sport.

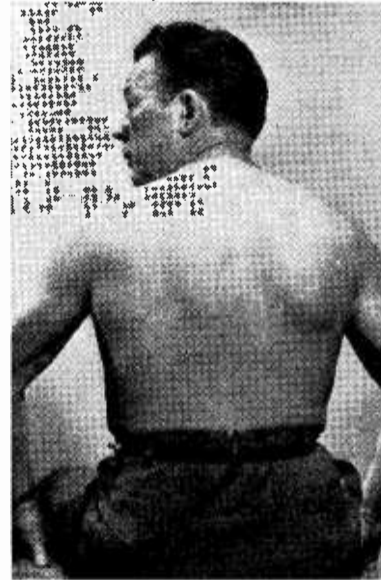
no thought of Murgatroyd. It was a national movement for the filling of Christmas packages for the children of our Allies overseas. When I packed my box it weighed over the five-pound limit, and Barnum Chase (a very hard man with a snood) said: "Take out that daddratted modelling clay. That's what weighs so much." Well, I finally decided to compromise. One-half of the modelling clay (lovely red, sticky stuff it was) went to the child overseas. One-half stayed home. Then Marg Kelly, a thwarted artist to the fingertips, began creating Murgatroyd. He is a dumpy, rotund little rabbit with notebook reinforcement eyes, punch paper buttons, arms from light pulls and as knowing an expression as you would care to stare down. Murgatroyd, we are perceiving, is very allergic to radio copy. His nose gets a pinched twitch to it when any of the word-birds around him pour on too much Spanish or use the term "lovely and practical" more than the allotted 500 times daily. Do come up and see Murgatroyd. He likes peanuts, popcorn and, Yvonne says, Cokes.

## BEDLAM DEPARTMENT



George Burns and Gracie Allen attempt to study a script for "Maxwell House Coffee Time," which is on WOW, with the comedy team in the starring role on Thursdays at 7 p. m., while their two children—Sandra, age 11, and Ronnie, 10, enact a cowboy and Indian session in the background—to George's obvious displeasure.

## THEY'RE AT IT AGAIN



FEUDERS . . . Jack Benny and Fred Allen are at it again! Jackson and company start it off at 6 p. m., Sundays, and then at 7:30 p. m. Fred Allen (now "back," see above) gets in the last word. It'll be very amusing as this historic feud progresses this fall and winter.

troyd. He likes peanuts, popcorn and, Yvonne says, Cokes.

### CHARMING GUEST

Miss Margaret Cuthbert, NBC Director of Women's and Children's Programs, visited Omaha October 22 through 25 as the principal speaker at the annual Book Reviewer's Conference, held at Omaha University. Miss Cuthbert, a vivid, intelligent woman, who really deserves the term "dynamic," made talks at a number of Omaha functions, attended a WOW luncheon, where members of the Omaha Radio Council met her, and inspired everyone she met with her direct interest in our town, our problems and our people. Miss Cuthbert has

recently written a book, "Adventure in Radio," a volume of scripts for young people, including works by Edna St. Vincent Millay, Archibald MacLeish, Stephen Vincent Benet and radio's famous Arch Oboler. If you're interested in children's radio programs, as we all ought to be, better buy her book. Publishers are Howell-Soskin.

### NEW HAIR-DO

Gwen Henning gets the plaudits of the crowd this time for her daring new coiffure. Gwen, a Promotion Department mainstay, has somehow concocted one of those ultra-soignee psyche knot hair-dos, complete with encircling ribbon. Veddy katosh, Gwen!

## Gracie and Fred Sail to Top in Ratings

The name "Allen" is synonymous this season with laughs—big, deep-down, body-shaking cackles!

For, on Thursday nights, there's the gibberish slapstick of Gracie ALLEN and her hubby, George Burns, and on Sunday nights, the one and only Fred ALLEN, master of droll dialogue that's really funny.

Both shows are new to NBC this fall (having been swiped from another network), but neither is new to listeners.

Gracie and George took over the starring roles in the "Maxwell House Coffee Time" (7 p. m., Thursdays) stanza late in September, and after the first two or three shows it was evident that this program's ratings would sail upwards (as it did) among the top-flight shows of its type.

Fred Allen's new show took over the 7:30 spot on Sunday nights, and after two performances he landed in third place in the "top 15" nationally—crowding such top-notchers as Bob Hope, Jack Benny and Fibber McGee and Molly.

Both the "Allens" are real show business veterans. Gracie started out when she was 14 and Fred made his professional debut at the tender age of 7.

Gracie joined up with George Burns in 1922.

Fred teamed up with Portland Hoffa, his wife, something more than 15 years ago.

It's an interesting observation that man-and-wife comedy teams seem to do all right. There's Gracie and George (Burns), Jack and Mary (Livingston) Benny, Kay and Georgia (Carroll) Kyser, Jim and Marian (Fibber and Molly) Jordon, and several others.

Fred Allen has back with him the Mighty Allen Art Players, the Alley, Minerva Pious (Mrs. Nussbaum), Parker Fennelly, Irving Kaufman, Al Goodman's orchestra, the De Marco Sisters—and Portland.

With Gracie and George is Meredith Willson, famed musical conductor and composer, who returned to radio after three years as the musical division head of the Armed Forces Radio.

It is more than a homecoming to commercial radio for Willson. Before he enlisted in the Army, he had been musical director of "Maxwell House Coffee Time" for five years.

The writing staff of George Burns and Gracie Allen in "Maxwell House Coffee Time" is headed by Willie Burns and Paul Henning.

—WOW—

## Offer 100 Post-War Washers as Prizes

One hundred postwar home washing machines were offered to the winners of a contest announced on the air on the "Backstage Wife" program, Friday, October 19 (NBC, 3 p. m., WOW). The offer was repeated Sunday, October 21, during the "Manhattan Merry-Go-Round" program (NBC, 8 p. m., WOW).

Contestants are required to write in 25 words or less, "Why I Like Dr. Lyons Tooth Powder." The contest closes Sunday, November 4.

—WOW—

## AID CANADA DRIVE

At the invitation of J. L. Ilsey, Minister of Finance of the Dominion of Canada, Jim and Marian Jordan will take their "Fibber McGee and Molly" show to Toronto, Tuesday, October 30 (NBC, 8:30 p. m., WOW), to aid in the forthcoming Canadian War Loan drive.

## ? Your Last Copy ?

Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "11/45" means November, 1945. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

# BIRTHDAYS FOR "STELLA" and "PORTIA"

## "Stella" is Eight, "Portia" Just Five

Two of radio's most famous "ladies"—"Stella Dallas" and "Portia Blake"—passed important birthdays during the last week of October.



Anne Elstner

"Stella" was 9 and "Portia" began facing life for the sixth year.

The "Stella Dallas" serial (3:15 p. m., Mondays through Fridays, on WOW), which began its ninth year October 25, was still at the peak of its popularity.

These episodes in the later life of "Stella Dallas" are based on the famous novel of that name by Olive Higgins Prouty and are written by Anne Hummert.

The story, one of a mother who sacrifices her own happiness for that of her daughter, presents Anne Elstner, distinguished radio actress, in the title role of Stella.

Other principals in the cast of "Stella Dallas" include Vivian Smolen, as Stella's daughter, Laurel; Spencer Bentley, as Dick Grosvenor; William Smith, as Philip Baxter, and Grace Valentine as Stella's friend, Minnie.

"Portia Faces Life" began its fifth year October 24 (4:15 p. m., Mondays through Fridays, on WOW).

This is the story of Portia Blake, who successfully combines motherhood and a legal career. Lucille Wall has played the title role of Portia since the program began.

Bartlett Robinson, who plays Walter Manning, secret husband of Portia, also is an original member of the cast. Others in the cast are Elizabeth Reller, Peter Capell, Barry Thompson and Alystair Kyle. George Putnam announces.

October 24 also marked the fifth anniversary for Mona Kent as the show's script writer.

—WOW—

## "Hot Jive" Taboo Among Veterans

Now that Johnny is marching home again, does he still go for the "hot jive," with accent on brass? Lou Breese, baton wielder for "World Parade" (NBC, Sundays, 2 p. m., WOW), thinks not. Breese is convinced that Johnny Doughboy has had enough of loud noises, even if it is called music, and the softer strains of "sweet" music now appeal to him more—both for entertainment and for dancing.

—WOW—

Paquita Anderson and William Lazar have joined the cast of NBC's "Young Widder Brown" in the roles of Emily and Mitchell.

## HANDY NEWS TOWER ORDER BLANK

Why not order the WOW NEWS TOWER MAGAZINE for several of your friends? The cost is only 50 cents a year (for 12 issues).

For your convenience, just fill in the coupon below, enclose the cash to cover the cost and mail it today.

----- CLIP HERE -----

Editor WOW News Tower Magazine,  
Radio Station WOW,  
Omaha, Neb.

Dear Sir: Enclosed find \$....., for which please send subscription(s) to the WOW News Tower for one year (12 issues) to

Name.....

Street address..... R. F. D. No.....

City, Town..... State.....

Name.....

Street address..... R. F. D. No.....

City, Town..... State.....

Name.....

Street address..... R. F. D. No.....

City, Town..... State.....

NOTE.—The subscription price of the WOW News Tower is 50 cents a year. Be sure to enclose the exact amount to cover each subscription you send in.

## FEMININE STARS MAKE RADIO HEADLINES



FACED LIFE—FIVE YEARS . . . Yessir, it's Lucille Wall, one of radio's "first lady" stars, who has the leading role in "Portia Faces Life," which celebrated its fifth anniversary October 24.



NEW STAR . . . Irene Hill is a featured vocalist on Raleigh's "An Evening with Romberg," which returned to the air a fortnight ago (7:30 p. m., Wednesdays, on WOW).



52 MORE DATES . . . We mean "Dates with Judy," are all set. The Tums contract, starring Louise Erickson in the title role, has just been renewed (7:30 p. m., Tuesdays, WOW).



IN NEW ROLE . . . Frances Carlon, remembered in "Mary Marlin" and many other popular shows, has joined the cast of "Woman of America," which is heard at 2 p. m., Mondays through Fridays, on NBC and WOW.

## HALEY'S AIRFIELD

With an eye on postwar air travel, Jack Haley, comedy star of NBC's "Village Store," recently hired a bull-dozer crew to clear a section of his extensive acreage near San Diego for a small air strip. Haley's sprawling ranch is located approximately 100 air miles from Hollywood, and the comedian plans to install landing facilities for small private planes so that he as well as guests can commute by air.

## NOTES ABOUT THE STARS

Hal Peary, familiar to dialers as "The Great Gildersleeve," recently joined a galaxy of other radio and film celebs at Famed Hollywood Bowl in a program which honored workers of the Victory War Chest. The program drew nearly 20,000 spectators, who applauded the appearance of Bing Crosby, Dinah Shore, Orson Welles, Peary and other top-flight air talent.

—WOW—

Baritone John Charles Thomas, famous amongst his friends for wearing bright-colored sports shirts, ruined a recent Sunday for the Westinghouse chorus. Thomas knew that the chorus laid "odds" each Sunday on what startling color he would be sporting, so he strolled into the studio clad in a strictly formal white number.

—WOW—

The vivacious Hildegard has been chosen "Queen of the Roses" by the Society of American Florists. The award was made to the popular singer as "the person who did most to promote roses in the past year" during National Flower Week.

—WOW—

Something new has been added—a rusty bit of hirsute adornment is gracing the upper lip of NBC's John Charles Thomas.

—WOW—

NBC's Judy Canova claims to have a chicken on her ranch that is half chicken and half parrot. When it's ready to lay an egg, it doesn't cackle, but walks up to her and asks: "Where'll I put it, chum?"

"Versatility" is the middle name of GeGe Pearson, who plays the French girl, Mimi Moselle, on NBC's "Village Store" program. GeGe can—and has—portrayed as many as 25 different radio voices, and at one time in Chicago the actress and her husband, Hal Gerard, enacted all the roles in a half-hour show over a period of three years.

—WOW—

Cass Daley claims that no wife can endure a gambling husband unless he's a steady winner.

—WOW—

Abbott and Costello chorus that some men are like blotters—they soak it all in, but get it backwards.

—WOW—

Jack Douglas, dean of dramatics on NBC's "College of Musical Knowledge," has inaugurated the "Stay in Your Own Lane on the Highway Club."

—WOW—

Roma, ace trumpeter in Phil Spitalny's all-girl "Hour of Charm" Orchestra, collects earrings for a hobby. But they're not earrings when she buys them. Right in the groove for this era of reconversion, Roma keeps her eye out for men's unusual cuff links, which she transforms into handsome carbobs.

—WOW—

NBC's Lou Costello has secured a new honor of which he is really proud—Costello Square has been named in his honor in his home town, Paterson, N. J.

## Late Changes

Charles Irving, who has followed his radio fortunes to New York, has been replaced as announcer on NBC's "Ma Perkins" by Tom Moore and NBC's "Voice of the Dairy Farmer" by Bob Murphy, recently discharged from the Navy.

—WOW—

Joseph Boland and Lyle Sudrow have joined the cast of NBC's "David Harum" in the roles of Jerry Evans and Alfred Allen.

—WOW—

Jean Lewis has been added to the cast of NBC's "David Harum" in the role of Joan Bradley.

—WOW—

Four new members have been added to the cast of NBC's "Backstage Wife." They are Cameron Prud'homme as Bryant, Edgar Stehli as Horn, Kay Renwick as Ada and Craig McDonnell as Commander Poole.

—WOW—

Katharine Raht and Jean Gillespie have been added to the cast of NBC's "Front Page Farrell" in the roles of Martha Wilkins and Addie Cartwell.

—WOW—

Walter Vaughn and Louis Hector have been added to the cast of NBC's "Stella Dallas" in the roles of Paul Chatwin and Wilbur Parker.

—WOW—

Elaine Rost has been added to the cast of NBC's "Just Plain Bill" in the role of Leila Young.

—WOW—

Frank Behrens has joined the cast of NBC's "Lorenzo Jones" in the role of Jim Barker.

—WOW—

## How Opie Keeps Chickens at Home

When a neighbor's chickens took a heavy toll on Opie Cates' garden, the Arkansas-born NBC maestro solved the problem by drilling a small hole in several kernels of corn and attaching a kernel on a thread, before spreading the corn around.

Next day his neighbor was startled to discover several of his chickens running around with little notes hanging from their bills, reading: "I've been scratching in Mr. Cates' garden again. Keep me home before I get murdered!"

—WOW—

## NBC Engineer Gets Two ETO Medals

Lieut. Colonel Frederic C. Shidel, Jr., former NBC Central Division engineer now serving in the European theater with the Army Signal Corps, has been decorated twice, according to word received recently by Howard Lutgens, chief engineer, NBC Central Division.

Shidel received the citation for the Bronze Star Medal for meritorious service in connection with military operations as staff officer with the Signal Division, and the French Croix de Guerre.

—WOW—

## AID CHILDREN

Bud Abbott and Lou Costello of NBC radio comedy fame are conferring with architects between broadcasts on plans for the first Lou Costello, Jr., Foundation Community House, which will be under construction soon in Hollywood. Prevention of juvenile delinquency by providing recreational facilities for underprivileged children is one of Abbott and Costello's principal avocations.

—WOW—

## PIANIST TOO!

Harry von Zell, announcer on NBC's Eddie Cantor show, is one of radio's most versatile performers. Besides filling in as announcer, comedian and movie actor, he plays a sensational boogie-woogie piano.

# CLARK TO DO HOME-TOWN SERIES

## Civic Leaders to Tell of Plans For Future

WOW listeners will have an opportunity to learn all about many cities and towns in the middle west during the next five weeks.

While Ray Clark, WOW's chief newscaster and director of special events, is on his outstate tour telling his experiences as a war correspondent, he will make direct "home town" "Noonday Forum" broadcasts from many of the cities he visits. On these broadcasts civic leaders in each community will tell the postwar plans of their communities. Details as to each town's history, population, schools, churches and other matters will be given.

In some cases these McKesson & Robbins broadcasts will originate in the mayor's office. In other cases the broadcast will originate before luncheon clubs.

### In Stations

The first of these broadcasts will be on October 30 from the Lions Club luncheon at Hotel Yancy in Grand Island. The next day the broadcast will originate in the studios of KHAS at Hastings, and the next day at Station KGFV at Kearney. On Friday, November 2, the broadcast will be from the city council room at York, Neb.

During the second week of the tour broadcasts will be made from the Kiwanis Club luncheon at Storm Lake, a Lions Club luncheon at Sioux Falls, and a Chamber of Commerce luncheon at Yankton, Norfolk and Missouri Valley.

### Kansas, Too

During the third week of Ray's tour broadcasts will originate at Beatrice, Fairbury, Superior and Concordia. During the fourth week of his trip he will broadcast directly from Nebraska City, Rock Port, Mo., Red Oak, Iowa, and during the fifth week from Atlantic, Iowa, and Denison, Iowa.

—WOW—

### TRIPLE LIFE

Paul Lavallo, the "Highways of Melody" maestro, leads a triple life. Besides his batoning and composing, Paul owns and operates an electronics plant and gives lectures on the scientific approach to music—a pet hobby of his.

—WOW—

Robert Parker, commentator and foreign correspondent, has taken a leave of absence from "World Front" (Sundays, 11 a. m., WOW) for a globe-girdling news-gathering trip, which will take him to the now silent battlefields of Europe, the Near East, China and the Pacific islands.

## CAMERA CATCHES SPORTS CREW IN ACTION



Here's a photo that really tells the story of WOW's Standard Oil football broadcasts. There's Tom Dailey at the microphone, Joe diNatale of the KODY staff at the right, an ISU "spotter" on Tom's left and WOW Engineer Al Maller facing the camera. At right is WOW's "machine gun" microphone (five feet long), used to pick up distant sounds. Note the

ISU Cyclones on the field and the crowds in the stands. And note, too, Dailey's "ouija" play detector and memos on game statistics at his eye-level on the crossbar of the broadcasting booth. This amazing photo was snapped by Al Bates of Omaha while Tom and Joe were broadcasting the Iowa State-Nebraska game. (Score, ISU, 27; Nebraska, 7.)

## THE SPORTS EYE

By TOM DAILEY  
WOW Sports Editor

Omaha, Neb., Nov. 1, 1945.

Mr. W. O. Swanson, President, Nebraska Clothing Company, Omaha, Neb.

Dear Otto: We have entered the fifth year of one of the most pleasant broadcaster-client relationships in the history of radio. Your sponsorship of WOW's All-American Sports Parade has benefited many people and has served to strengthen the program in many ways. Your ideas as to commercial copy, style of its presentation and its content, coupled with your willingness at all times to contribute your radio time to good causes—all these things make you what we in the radio business term, "A model sponsor."

By way of reminiscence I would like to review the past years and pick out some of the happenings as the Sports Parade has moved on down the pike.

We have had the company of many great stars of the sports world before our microphones, and in years to come we hope to add to that list of sparkling persons.

I recall the night Jack Dempsey sat with me in the studio. And I remember the puzzled look on his leathery face when I asked him the question: "In your prime, Jack, could you have whipped the Joe Louis of today?" But his answer was: "Well, it would be a great fight, that's for sure, but I think maybe I would do all right."

### Others

There have been others. Henry McLemore, Fielding Yost, Dizzy Dean, Dave Noble, Bob Feller, Bill Stern, Honus Wagner, Connie Mack, Bert Murphy, Father Flanagan, John Payne, Byron Nelson, Jug McSpaden, Johnny Goodman, Stanley Davies, Bobby Jones and dozens of others—top stars of their particular lines.

And do you know something, Otto? I have learned a great lesson from the men who have paraded with me on our little broadcast during these years. It's the answer to the question: "How did they become great in sports?" There's only one answer—and it's true with every one of them: Playing the game clean and hard. And they live right—every minute of the time. Mentally and physically they glitter in their chosen fields.

### Hour Glass

The sands of time will continue to drop in the old hour glass. But, as they do, it is my fervent hope that each grain will help to give our listeners a better broadcast, and that they will come to know you and your fine organization as we at WOW know you.

It is also my hope that through the great stars who are with us from time to time some inspiration and help can be transmitted to the youngsters who listen to us. For it is from the stars that the kids derive the important things to make them great in later life.

Thank you for this long-time backing of the Sports Parade. Let us hope that these pleasant relations will continue up until the night when I will be forced to bring my grandson to the studio so that he can hold my cane and keep my white beard off the script as I broadcast.

But, even then, in a shaky voice I will say again: "Otto Swanson, by heck, is still a model sponsor."

Sincerely,  
TOM DAILEY.

—WOW—

Sage stuff from Dinah Shore: A hard fall should mean a high bounce—if one is made of the right material!

## With This Senator Ford Scored 1,000

Senator Ford scored 1,000 on the Shavemeter on a recent "Can You Top This?" program (NBC, Saturdays, 8:30 p. m., WOW) with this rib-tickler:

A hillbilly and his bride went to Cincinnati on their honeymoon. He bought two tickets one night for a traveling musical show.

During the first act they sat in the balcony. At the intermission, he went down to the box office, paid \$2 and exchanged the tickets for orchestra seats. Ten minutes after the start of the second act he rushed out and demanded his money back at the box office.

"That's the same rotten show that was playing on the second floor," he said.

—WOW—

## STAFF STUFF

(Continued from page 3)

pretty smart. They beat a WHO team recently on the Listerine Nebraska-Iowa Quiz.

During the contest, Thomson Holtz emceed the show in Des Moines and Barry Lake of WHO was a guest in WOW's studios.

Here and There . . .

Al Larsen, former head of WOW's Auditing Department, was home recently on a furlough, and was his wife, Irene (now a WOW newsroom steno) excited! Al's to be stationed in Fort Riley, Kans., for the time being.

Phyllis Murphy, our mail girl, suddenly took a week's vacation, and the theory is that someone came back from overseas all-of-a-sudden-like.

Barbara Bates is more "bouncy" than ever lately. There's a rumor her "Bob" is homeward bound from the European theater.

—WOW—

## NO SHORTAGE

Norman Luboff, coach and arranger for the chorus on NBC's "Johnny Presents," staggered into rehearsal with a huge brief case. There was no music in it, though—just cartons and cartons of cigarettes to celebrate the birth of a son.

## Robert St. John's Mother Succumbs

It was the death of his mother, Mrs. Amy Isabel St. John, at Ames, Iowa, that brought NBC Commentator Robert St. John to Chicago for his broadcasts of October 17 and 18. Burial for Mrs. St. John, a prominent figure in Chicago welfare work for many years, was at St. Christopher's Episcopal Church in suburban Oak Park on October 17. She is survived by four sons, a daughter and her mother.

—WOW—

## AUNT SALLY

(Continued from page 4)

assist the shut-ins who are bravely trying to help themselves. Some of them have magazine agencies, others take orders for all kinds of greeting cards—and needle work. A list of these members will be supplied upon request. This is one way you can help the shut-ins. Order your holiday and cheer cards from them. They have nice assortments reasonably priced. Order your gift subscriptions for magazines from those who have agencies. There is nothing makes a handicapped person any happier than to contribute to his own support or expense.

You might think it a bit early to speak of the holidays, but every year we ask our good neighbors and friends of the air to adopt a shut-in for Christmas. We must start early or we'll never cover the list this year, due to additional members.

It isn't necessary to be a member of the Sunshine Service to adopt someone for Christmas. You may have the person of your choice—old, young or middle-aged—a nice grandpa or a Silver Mother, or a younger person. It's fun to play Santa Claus to the fellow on the inside of the window. Will you be a Santa Claus?

Time to run along now, but I'll be back later, knocking at your door.

'Bye for now!

YOUR AUNT SALLY.

## NEW STUDIOS

Work is to start almost immediately on a studio modernization program costing approximately \$100,000 at NBC Chicago headquarters, it was announced recently by Harry C. Kopf, NBC Vice President and General Manager of the Central Division. The Chicago studios in the Merchandise Mart will be brought into line with the most advanced developments in acoustical engineering.

—WOW—

Janet DeGore, Alice Yourman and Ben Cooper have been added to the cast of NBC's "Front Page Farrell." They play the roles of Anne, Edna and Jimmy Beckam, respectively.

## WOW NEWS SCHEDULE

(NOTE.—WOW will instantly interrupt any program at any time for important news flashes or bulletins.)

- 6:00 A. M.—News Tower..... Daily except Sun.
- 7:00 A. M.—Alex Dreier..... Daily except Sun.
- News Summary, NBC..... Sun.
- 7:30 A. M.—News Tower..... Daily except Sun.
- 8:00 A. M.—World News Review. Mon., Tue., Wed., Thu., Fri.
- 8:15 A. M.—WOW News Tower..... Sun.
- 9:00 A. M.—Robert St. John—News..... Mon. Thru Fri.
- 9:30 A. M.—Omaha's Front Page..... Sun.
- 10:00 A. M.—News Tower..... Sun.
- 11:00 A. M.—World Front..... Sun.
- 11:15 A. M.—Alex Dreier..... Sat.
- 12:00 Noon—Four-Bell News Roundup..... Daily except Sun.
- News Tower..... Sun.
- 2:00 P. M.—Sheaffer World Parade..... Sun.
- 4:30 P. M.—John W. Vandercook..... Sat.
- 5:30 P. M.—Four-Bell News and Sports.... Daily except Sun.
- 6:15 P. M.—News of the World, NBC..... M-T-W-T-F
- 6:30 P. M.—Eye-Witness News..... Sat.
- 6:45 P. M.—Highlights of News..... Mon., Wed., Fri., Sat.
- 10:00 P. M.—News Tower..... Daily
- 11:00 P. M.—News..... Sun.
- 11:15 P. M.—News Tower..... Tue., Thu., Sat.
- 11:25 P. M.—News..... Mon., Wed., Fri.
- 11:55 P. M.—News Reports, NBC..... Daily
- 12:55 A. M.—News..... Daily

# WOW'S NOVEMBER NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "11/45" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30	4-Bell News—Sports Phillips "66" Bathasweet Studebaker Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Bathasweet Fairmont Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Bathasweet Studebaker Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Bathasweet Fairmont Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Bathasweet Studebaker Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Bathasweet Fairmont Falstaff Overland Greyhound	Great Gildersleeve Kraft
6:00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Grand Hotel Campana	Jack Benny Lucky Strike
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	Pfd. Melodies—Hamm	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Bob Burns Lifebuoy	Pref. Melodies—Hamm	Pref. Melodies—Hamm	Fitch Bandwagon Cass Dailey
6:45	News, Groves		News, Groves		News, Groves	News, Allgaier	
7:00	Cavalcade of America Dupont	Johnny Presents Philip Morris	Mr. and Mrs. North Woodbury Products	Burns and Allen Maxwell House	Cities Service Highway in Melody	Life of Riley Teel	Charlie McCarthy Show Chase & Sanborn
7:30	Voice of Firestone Concert	A Date With Judy Tums	Evening with Romberg Raleighs	Dinah Shore's Open House Birdseye	Duffy's Tavern Vitalis Minit Rub	Truth or Consequences Duz	Fred Allen Show Tenderleaf Tea
8:00	Telephone Hour Bell Telephone	Amos 'n' Andy Lever Rinso	Wednesday With You Sal Hepatica	Kraft Music Hall	People Are Funny Raleighs	National Barn Dance Alka-Seltzer	Manhattan Merry-Go-Round Dr. Lyons
8:30	Information Please Socony-Vacuum	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Ipana—Vitalis	Sealtest Village Store	Waltz Time Phillips Milk of Magnesia	Can You Top This? Palmolive	American Album of Familiar Music Bayer Aspirin
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	College of Musical Knowledge	Abbott and Costello Camels	Mystery Theater Molle	Judy Canova Show Palmolive	Hour of Charm General Electric
9:30	Dr. I. Q. Mars, Inc.	Hildegard Raleighs	Colgate-Palmolive- Peet Co.	Drene Show Rudy Vallee	Bill Stern—Colgate	Grand Ole Opry Prince Albert	Meet Me at Parkys Old Gold
9:45					Talks		
10:00	C., B. & Q. WOW News Tower Paxton & Gallagher Lever Bros.	C., B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C., B. & Q. WOW News Tower Paxton & Gallagher Lever Bros.	C., B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C., B. & Q. WOW News Tower Paxton & Gallagher Lever Bros.	C., B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	WOW News Tower Kilpatrick's Uncle Sam's
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sportstime	Walter Winchell Jergens Lotion
10:30	Symphonette Longines	His Honor the Barber Ballantine	Symphonette Longines	RCA Show Tommy Dorsey	Symphonette Longines	I Sustain the Wings	Hollywood Mystery Time—Woodbury
11:00	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Midnight Revue Falstaff Beer	Wildroot News

YOU'LL ENJOY WOW'S MUSICAL AND COMEDY PROGRAMS—MIDNIGHT to 1:00 A. M.

## MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call.....	Daily except Sun.	11:30 A. M.—Aunt Mary—Kitchen Craft Flour.....	Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—Early Morning News Tower.....	Daily except Sun.	Teentimers.....	Sat.
6:15 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.	Constant Invader—Nebraska T. B. Association.....	Sun.
Lee Farm Hour—Poultry Remedy.....	Sat.	11:45 A. M.—Life Can Be Beautiful—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
6:30 A. M.—Markets (Remote).....	Mon., Tue., Wed., Thu., Fri.	Omaha's Front Page—Nebraska Power.....	Sat.
6:35 A. M.—Smilin' Ed McConnell—American Poultry Journal.....	Mon., Tue., Wed., Thu., Fri.	Canary Pet Shop—Hartz Mountain Products.....	Sun.
Markets.....	Sat.	12:00 Noon—Four-Bell News, Markets.....	Daily except Sun.
6:55 A. M.—Reveille—Fair Store.....	Daily except Sun.	WOW News Tower—Kilpatrick's, Uncle Sam's Breakfast Food.....	Sun.
7:00 A. M.—Alex Dreier—Skelly News.....	Daily except Sun.	12:15 P. M.—Farm Magazine of the Air—Yager Seed Company.....	Sun.
News Summary, NBC.....	Sun.	12:30 P. M.—Supreme Serenade—Merchants Biscuit.....	Mon., Tue., Wed., Thu., Fri.
7:05 A. M.—Sunrise Serenade.....	Sun.	Ben Adams Family—Robinson Seed.....	Sat.
7:15 A. M.—Lyle, Stan and Company—Nutrena.....	Mon., Wed., Sat.	Defense Program.....	Sun.
Little Song Shop—Swanson's "Ever-Fresh" Foods.....	Tue., Thu., Sat.	12:45 P. M.—Noonday Forum—McKesson-Robbins.....	Daily except Sun.
7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul Boone County Neighbors, NBC.....	Daily except Sun.	Mitchell and Utley—American Dairy Association.....	Sun.
7:45 A. M.—Reveille Roundup—Groves Cold Tablets.....	Mon., Wed., Fri.	1:00 P. M.—Guiding Light—General Mills.....	Mon., Tue., Wed., Thu., Fri.
Happy Hank—Little Crow Milling.....	Tue., Thu., Sat.	Farm and Home Hour—Allis Chalmers.....	Sat.
8:00 A. M.—World News Review—National Biscuit.....	Mon., Tue., Wed., Thu., Fri.	Harvest of Stars—International Harvester.....	Sun.
What's What Today?—Metropolitan Utilities.....	Sat.	1:15 P. M.—Today's Children—General Mills.....	Mon., Tue., Wed., Thu., Fri.
Al Williams Health System.....	Sun.	1:30 P. M.—Woman in White—General Mills.....	Mon., Tue., Wed., Thu., Fri.
8:05 A. M.—Musical Grab Bag.....	Mon., Tue., Wed., Thu., Fri.	Serenade in Rhythm.....	Sat.
8:15 A. M.—Little Doghouse.....	Sat.	Westinghouse Concert.....	Sun.
WOW News Tower—Tek-Seed Hybrids.....	Sun.	1:45 P. M.—Judy and Jane—Folger Coffee.....	Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Special Delivery—Aquila.....	Mon., Wed., Fri.	Nebraska Football Games—Standard Oil.....	Sat.
Daytime Classics.....	Tue., Thu., Sat.	2:00 P. M.—Woman of America—P. & G. Ivory Soap.....	Mon., Tue., Wed., Thu., Fri.
Chapel Service, Rev. R. R. Brown.....	Sun.	Nebraska Football Games—Standard Oil.....	Sat.
8:45 A. M.—Songs of Praise—Malt-O-Meal.....	Mon., Wed., Fri.	Sheaffer World Parade.....	Sun.
Pleasure Parade—Beaumont 4-Way.....	Tue., Thu., Sat.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Robert St. John, News—Miles Lab.....	Mon., Tue., Wed., Thu., Fri.	2:30 P. M.—Pepper Young—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.
Homemakers Club—Nebraska Power.....	Sat.	Nebraska Football Games—Standard Oil.....	Sat.
9:15 A. M.—Lora Lawton—Babo.....	Mon., Tue., Wed., Thu., Fri.	One Man's Family—Standard Brands.....	Sun.
9:30 A. M.—Road of Life—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Right to Happiness—P. & G. Ivory Bar.....	Mon., Tue., Wed., Thu., Fri.
Adventures of Archie Andrews.....	Sat.	3:00 P. M.—Backstage Wife—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.
Omaha's Front Page.....	Sun.	Nebraska Football Games—Standard Oil.....	Sat.
9:45 A. M.—Joyce Jordan—P. & G.....	Mon., Tue., Wed., Thu., Fri.	The Army Hour.....	Sun.
Rhumba Time.....	Sat.	3:15 P. M.—Stella Dallas—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
Iowa Master Breeders.....	Sun.	3:30 P. M.—Lorenzo Jones—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Fred Waring.....	Mon., Tue., Wed., Thu., Fri.	Nebraska Football Games—Standard Oil.....	Sat.
Constant Invader—Nebraska T. B. Association.....	Sat.	Nebraska-Iowa Quiz—Listerine Tooth Paste.....	Sun.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food.....	Sun.	3:45 P. M.—Young Widdler Brown—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
10:15 A. M.—KC Jamboree—KC Baking Power.....	Sat.	4:00 P. M.—When a Girl Marries—General Foods.....	Mon., Tue., Wed., Thu., Fri.
Gems and Jottings—Zales Jewelry.....	Sun.	Nebraska Football Games—Standard Oil.....	Sat.
10:30 A. M.—Barry Cameron—Manhattan Soap.....	Mon., Tue., Wed., Thu., Fri.	General Motors Symphony of the Air.....	Sun.
Smilin' Ed McConnell—Buster Brown.....	Sat.	4:15 P. M.—Portia Faces Life—General Foods Bran Flakes.....	Mon., Tue., Wed., Thu., Fri.
Furs on Parade—Herzberg.....	Sun.	4:30 P. M.—Just Plain Bill—Anacin.....	Mon., Tue., Wed., Thu., Fri.
10:45 A. M.—David Harum—Babo.....	Mon., Tue., Wed., Thu., Fri.	John W. Vandercook—Best Foods.....	Sat.
Little Betsy Ross Girl—Campana.....	Sun.	4:45 P. M.—Front Page Farrell—Kolyons and Bisodol.....	Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Strictly Instrumental.....	Mon.	Tin Pan Alley—Leaf Gum.....	Sat.
Hymns of All Churches—Gen. Mills, Softasilk.....	Tue., Wed., Thu., Fri.	5:00 P. M.—Young Dr. Malone—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.
Betty Crocker—Gen. Mills, Softasilk.....	Sat.	Rhapsody of the Rockies.....	Sat.
World Front—Bunte Bros., Candy.....	Sun.	Catholic Hour, NBC.....	Sun.
11:15 A. M.—Melodic Moods.....	Mon., Tue., Wed., Thu., Fri.	5:15 P. M.—Music Room.....	Daily except Sun.
		Football Scoreboard—Standard Oil.....	Sat.
		5:25 P. M.—Barbara Bates Memory Album—7icks.....	Mon., Tue., Wed., Thu., Fri.

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