

Radio
Station
WOW

RADIO NEWS TOWER

5000
Watts
590 Kc.

Complete Radio Program News From Radio Station WOW

VOL. I—No. 9

OMAHA, NEBRASKA, JUNE 1, 1937

PUBLISHED MONTHLY

FALSTAFF SPONSORS AK RACES

"Swelllegant" Radio Show on Sunday

The new Chase and Sanborn show, heard over WOW every Sunday at 6 p. m., has made top position in one broadcast. Don Ameche serves as master of ceremonies for Werner Janssen, celebrated symphonic conductor; Edgar Bergen and his dummy, "Charlie McCarthy," plus W. C. Fields, who rollicked throughout the first broadcast on May 9 with the greatest of ease.

It is expected that listeners everywhere will approve very heartily of the change from the previous show, "Do You Want to Be an Actor?"

As far as Edgar Bergen is concerned, credit must be given to Rudy Vallee for bringing to the front rank of radio stars this famous comedian and his dummy, "Charlie McCarthy."

Don Ameche is too well known on radio and on the screen to require much introduction.

The series now originates in the NBC Hollywood studios.

Morning Shows

Change Schedule

Three of the most popular script shows on the air, heard over WOW each morning, changed schedule May 22.

These programs, sponsored by the American Home Products Company, now run as follows: "Mrs. Wiggs" at 11:15 a. m., "John's Other Wife" at 11:30 a. m. and "Just Plain Bill" at 11:45 a. m.



The Ak-Sar-Ben track will soon be ready for a busy and colorful season. . . . Norbert J. Butler, divisional sales manager of the Falstaff Brewing Corporation looks over the first-comers to the track. The 3-year-old he is holding here shows great promise of speed and stamina. Falstaff sponsors the daily feature race at Ak-Sar-Ben.

Falstaff Brewing Corporation Sponsors Ak-Sar-Ben Races May 28 Through July 5

Racing enthusiasts were very happy to learn that regular broadcasts of the feature race would be provided during the entire Ak-Sar-Ben meet.

According to Norbert J. Butler, divisional sales manager, and Charles Metz, advertising manager, both of the Falstaff Corporation in Omaha, elaborate plans have been completed to make this broadcast series one of the most interesting ever to originate at a race track.

James J. Murphy, nationally known at the more important race tracks, will be official handicapper for the Falstaff broadcasts.

Each broadcast will open with a resume of preceding races, and the feature race itself will be handled from every possible angle. Microphones will be located in the grandstand proper, in the observation booth, in the paddock and at the finish line.

A complete staff of six men will be necessary to handle the entire program. This includes the handicapper, James Murphy; two announcers, two engineers and an observer.

The time of broadcast can only be set approximately, because of the variance of the duration of each preceding race. However, it is expected that the races will go on some time between 4 p. m. and 4:45 p. m. each week day. There are no races on Sundays.

The program arrangements were made through Harvey Beffa of the Falstaff Brewing Corporation and Charles Claggett of the Gardner Advertising agency, both of St. Louis, Mo.

Gene Arnold, commentator of NBC's "Fitch Romance" program, opened the fishing season at Pistakee bay, 50 miles north of Chicago. His catch, he reports, consisted of 48 bluegills, so he is going back. Happy Jack Turner, NBC singing pianist, and Art Van Harvey (Vic) will accompany him.

A PARTY!



Here is Joan Gillin, age 6, daughter of John J. Gillin, Jr., manager of radio station WOW, ready for a tea party out of doors. Of course, there won't be any tea, but there will be plenty of Manchester Waldorf Crackers and Manchester Butter Cookies. . . . You hear about the goodness of the Manchester products every week day on the 12:30 p. m. WOW News Tower.

Thanks For Xmas Show

A bit late, to be sure, but Dr. Victor Levine has received a letter written April 1 from Beverly and Stanley Morgan, who are located at Point Barrow, Alaska. On Christmas eve, last year, WOW broadcast a lengthy Christmas party for the Alaskans.

"Saturday Night Party" on Sunday

The Sealtest "Saturday Night Party," which has been broadcast every Saturday night at 7 o'clock, is heard now at 8 o'clock Sunday evenings.

James Melton continues on the show, assisted by the original cast, including Tom Howard, George Shelton, Jane Pickens, Donald Dickson and Robert Dolan's orchestra.

Living News is Scoop

Within a very few minutes after it happened, millions of radio listeners were made aware of the terrific Hindenburg disaster at Lakehurst, N. J. The eye-witness accounts, the broadcasts from the scene of the disaster and the interviews with some of the passengers served as a sharp and unforgettable reminder of the importance of radio as a news-gathering and disseminating agency. Never before have so many people learned the details of a great national tragedy in so short a time. It wasn't an accident that radio was prepared to broadcast from Lakehurst on that fatal afternoon. Radio was prepared. It was prepared to broadcast a description of the landing of the Hindenburg after its first 1937 flight. And, of course, while nobody suspected the impending tragedy, radio was there to broadcast anything of interest to the American public.

Radio went even farther than that. It even arranged to preserve accounts of the Zeppelin's arrival by means of electrical recordings. Herbert Morrison, announcer at WLS, Chicago, was sent to Lakehurst to make a recorded description of the arrival of the Hindenburg, and was describing the routine operations of mooring the giant airship when the explosion occurred. His dramatic description of the explosion as it occurred and of subsequent rescue operations was rushed to Chicago by plane.

The National Broadcasting Company's 10-year rule against broadcasting recorded programs was broken Friday for the first time when this record was broadcast over the combined coast-to-coast networks of NBC.

Radio has a great many self-made rules to govern itself, but it is interesting to note that when circumstances arise which make it necessary, radio can make the right decision at the right time.

BONAFONE GOES ON NET



A musical instrument made of some of the oldest bones on earth was played Friday, May 7, on the Pontiac Varsity show, which originated at the University of Nebraska. Coed Virginia Anderson is demonstrating the tonal quality of the "Bonafone" to Thomas L. Stix, co-producer of Varsity shows for Pontiac. The program on May 14 completed the Pontiac series.

Sovereign Camp to Convene June 21st

The Sovereign Camp of the Woodmen of the World, owners and operators of radio station WOW, will convene in San Francisco on June 21. The Whitcomb hotel will be convention headquarters.

Many prominent speakers are expected to attend the meeting. Governor Rivers of Georgia, Judge Dame of Florida and Senator Morris Sheppard of Texas will be among the dignitaries prominent in Woodcraft. Senator Sheppard is national treasurer of the Woodmen of the World.

Baldwin to WGN

Bill Baldwin, staff announcer on WOW for the past 11 months, has accepted a similar post with WGN in Chicago. The station is associated with the Mutual network. Mr. Baldwin left WOW on May 21 to assume his new post.

Mr. Baldwin was connected with station KFXJ at Grand Junction, Colo. Mrs. Baldwin, formerly Muriel Sugden, will accompany Mr. Baldwin to Chicago.

On June 8 NBC will broadcast the eclipse of the sun from Enderbury, South Sea Islands.

Foster's Spelling Bee . .



Saturday, May 1, the Chevrolet dealers of the Omaha zone saw their "Man on the Street" program, with Foster May conducting a spelling bee at the corner of 16th and Farnam streets in Omaha. If you will look closely at the photograph above you will find Foster May surrounded by the entrants in his own private spelling bee. The police officer is there in a cooperative capacity only.

Donald Horn of Carroll, Neb., was awarded first prize as a champion speller of the sidewalk spelling bee.

WOW

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Here is a letter we received from E. R. Bushman of Canby, Minn., who writes: "Just read my first Radio News Tower, and in looking over the schedule of WOW I am at a loss as to what the various letters mean after each program. It seems that either 'C' or 'S' are in parenthesis, and they are accompanied by 'ET,' which are not in parenthesis.

"Kindly explain what these letters designate."

When listeners are looking over the daily schedule of WOW and find the letter "C" after a program, it indicates that the program is a commercial program and is sponsored. When the letter "S" is found, it means that the program is a sustaining one and does not have a commercial sponsor. The letters "ET" which follow any program indicate that the program comes to the listeners by electrical transcription.

We have a letter from Mrs. J. J. Schlekau of Eagle Lake, Minn., who has been kind enough to send us some of her favorite recipes. We are giving them to you as she sent them to us.

A QUICK CAKE

- 2 eggs
- 1 cup sugar
- 1 tablespoon butter
- 1/3 cup cream or milk
- 1 cup flour before sifting
- 1 heaping teaspoon baking powder in flour

Stir all together briskly a few minutes. Bake two cakes in hot oven. Can be baked and ready for table in 20 minutes.

MARSHMALLOW WHIP

- 1 lb. marshmallows
- 1 quart can pineapple
- 1 cup sugar
- 2 cups whipping cream

Cut marshmallows in quarters. Mix pineapple with sugar and let stand over night. The next day drain off the juice and mix in the whipped cream and marshmallows.

A friend of ours dropped in the other day and said that he had followed the station on his car radio from Milwaukee to Minneapolis to Omaha. And that's coverage on anybody's radio station.

Those of you who heard the recording made by the WLS engineers when the Hindenburg crashed must be impressed again with the tremendous descriptive powers possible over radio. The unmistakable surprise and grief in the announcer's voice told better than words of the catastrophe he was witnessing.

Preview of Ak-Sar-Ben track: It is evident that the track is in fine condition and that the ponies will be well attended during the Ak-Sar-Ben season, May 28 through July 5. Incidentally, if you have never "browsed" around the stables listening to the patois of the stable hands, by all means do so. At times they seem to speak an entirely different language. It sounds like English, but it really is "race horse."

Recently on the "Man on the Street" program Foster May asked a number of listeners if they objected to the advertising on their radio programs. Of the five people interviewed, all of them agreed they did not mind the commercial copy on the radio programs they enjoyed. That is what we call fair play. We certainly hope that the percentage is an accurate one, and that most people feel that the well-handled commercials are a fair exchange for the entertainment of the program.

Milkman is Hero On New Show

The radio program which originally began as "While the City Sleeps," is now known as "The Adventures of Dari-Dan." It is heard over WOW every Monday, Wednesday and Friday at 5 p. m.

Ken Robinson, who writes the story, has a theory that more can happen before the sun comes up than later, especially to the milkman. In these stories the milkman really comes into his own. He is a wide-awake, crisp-mannered young fellow who comes through every situation with flying colors. Of milkmen, "Dari-Dan" is tops, or the cream of the crop, when it comes to battling his way out of trying situations.

Finney Briggs plays the leading role, and gets splendid support from Cecil Roy, Frances Carlon and Marie Nelson.

Husband and Wife Write Radio Show

Mathilde and Theodore Ferro are man and wife, and co-authors of the new comedy radio script show, "Lorenzo Jones."

The hero of this new play is a hapless inventor-hero, who proceeds blithely from adventure to misadventure with the same ease that is generally associated with the daring young man on the flying trapeze.

Mrs. Ferro says: "When husband and wife write about husband and wife, well, it's lots of fun." She adds: "We thought and planned Lorenzo so very thoroughly that we know him inside and out."

Lorenzo Jones is heard Monday through Friday at 2 p. m. in the interest of Phillips' Milk of Magnesia Toothpaste and Tablets.

Elinor Harriot, who takes the part of Ruby on the Amos 'n' Andy programs over NBC, has entered the Palm Springs golf tournament.

Radio Job Clinic is Given Trial

Early last month WOW inaugurated a new program—"The Job Clinic." In this unique and unusual program we are bringing to you each Sunday at 1 p. m. the voices of a group of persons who are unemployed and badly in need of work. Foster May, well known to WOW listeners, personally interviews each one of the group as to his or her background, family situation, employment experience and qualifications.

Through "The Job Clinic" the general public—or at least those of them who might be in need of an employe of some particular type—is enabled to hear at first-hand what the unemployed have to offer them. Needless to say, the program is packed with human interest and real life drama. In addition to this, a definite and genuine need of two types—both employers and employes—is met.

This station is presenting this program not primarily as an entertainment feature. We hope, through "The Job Clinic," actually to bring employment to a number of individuals who are seriously in need of it and who have qualifications entitling them to a job. Every applicant interviewed by Mr. May is recommended by an established and official agency dealing with re-employment. This station receives no applications for appearance on "The Job Clinic"—either by mail or in person.

If you find "The Job Clinic" an interesting program to tune in, we are glad. We know you do not glory in the misfortune of your fellow men, but on the contrary you get a great deal of pleasure in realizing that most of those who appear before our microphone and talk through your loudspeaker are on their way to a job and probable rehabilitation. In this respect we are happy to report that practically every applicant who has appeared on the program has been rewarded with a position within 48 hours. In addition to this, scores of others who did not appear, but who were on the list of the government agency supplying the applicants, have received employment.

We hope you'll like "The Job Clinic"—and we hope it will continue to be the success it has been up to the present time.

from home at least six weeks. He promises to call her (Mrs. W. H. Thompson of Chicago) long distance after each Monday night broadcast.

TELL US THE JOKE



Lord Marley likes jokes. He tells them well, too. When interviewed by Foster May over WOW, he told several stories which he enjoyed very much himself.

Radio station WOW had royalty in its midst not so very long ago. It was on April 26 that we were host for a few minutes at least to the Right Honorable Lord Marley, D.S.C., J.P., D.L. He was interviewed briefly on the air by Foster May, WOW's special interviewer. The initials after his name, said Lord Marley, were just picked up. He compared them to the WPA and the NRA.

Lord Marley is making a tour with Lady Marley of the United States in behalf of the ORT, which is the organization for reconstruction and training of minorities in European countries. His chief worries in that regard, he stated, were the countries of Hungary, Poland, Latvia, Lithuania and Rumania.

Lord Marley likes America, but was a little disappointed in Texas. "I spent three weeks in Texas," he complained, "and all the time I was there I didn't see a single cowboy."

Ray Noble Adds Stooging to Music

Ray Noble, the suave, dignified British musician, has caused George Burns and Gracie Allen to revamp the routine of their new Monday night comedy series, heard over WOW at 8:30. Up to this time Noble has only spoken a few words over the air. But suddenly he surprises everyone by blossoming forth as a zany comedian. He wanders in and out of the script with nonsensical lines that almost equal some of Gracie's nitwit remarks.

It looks like the nitwits of the networks has become a threesome.

To the humor of Gracie and George, and Ray Noble and his orchestra, we must add mention of Dick Foran in summing up the Burns and Allen hit, the hitwork of the network.

Otto Ward, one of the four Hoosier Hot Shots, heard regularly on Uncle Ezra's station, E-Z-R-A, was in the sales division of a mail order house up to 1932.

Fibber and Molly in Movies



These two genial friends of radio listeners, heard over WOW every Monday at 7 p. m. on the Johnson Wax program, are in Hollywood making a picture. In their picture, entitled "This Way, Please," Buddy Rogers and Shirley Ross will appear with them. Of course, you know that "Fibber McGee and Molly" are really Marian and Jim Jordan, man and wife. They have appeared on radio since April, 1935.

'TIS DEVINE . . .



Andy Devine certainly wins the crown as radio's most amazing guest star. The pebble-voiced funny man of the screen made his guest appearance on Jack Benny's Jello program last December. He had so much fun that he began to drop in regularly, and now he has become a regular member of that jolly cast.

According to Jack Benny, he never is quite sure when Andy will come in to take part in his programs. They don't have a verbal agreement or a written contract. When Andy wants to be in the show he comes in and says: "Got a part for me this week, Jack?" Jack always replies: "Sure, Andy! Grab a script!"

Winner Back On Show Boat

Charles Winninger, the creator of the role of Captain Henry in the original radio Showboat, is answering the call of Ol' Man River again. The white-haired skipper is bringing on board a new crew, and hopes to introduce new talent to radio audiences.

You perhaps remember that Winninger was selected by the late Florenz Ziegfeld to play the captain's part in the stage play based on Edna Ferber's novel, "Showboat," when it was arranged as an operetta by Jerome Kern. Charles Winninger played 104 weeks with the stage company. He remained on the radio program from October 6, 1932, until November, 1934.

Martha Pleases . .

Martha Mears, popular and lovely young contralto appearing on the New Diamond DX program, directed by Victor Arden, occupies a warm place in the affections of the radio audience as an artist whose versatility and style of singing have placed her in the front ranks of network stars.

Widely recognized as one of the most promising young singers on the air, Martha Mears is gifted with rare ability to establish an intimacy between the radio audience and herself. Her success has been little short of phenomenal in the few years she has been singing over the microphones of the networks.

Miss Mears was born in Mexico, Mo., and graduated from the University of Missouri in 1933. At that time Gus Edwards heard her and brought her to New York as a headliner in his troupe. An audition with one of the networks resulted in an immediate series of engagements, one of which was as featured soloist on the Armour program with Phil Baker. She has also appeared on such outstanding programs as the General Foods Kitchen Party, Kellogg College Prom, Colgate House Party, Philip Morris and many others.

The Diamond DX program, on which she now appears is sponsored by Mid-Continent Petroleum Corporation and Diamond DX dealers in connection with the DX double challenge campaign in which \$10,000 in prizes are being offered. It's on the air every Wednesday and Friday at 9:15 p. m.

Lucille Manners, prima donna of the Cities Service concerts, began life as a stenographer.

C-H-A-T-S

With Your Own Aunt Sally of WOW

¶ Happy day out there! And here you are reading the News Tower and you have stopped to chat with your Aunt Sally. Almost didn't get here this month, for I've been awfully busy polishing. I should say rubbing the lamp. Perhaps my name should be Aladdin and the good old Sunshine Chain might be called the lamp, for things happen up here very much like they did in that old fairy tale.

¶ I rub the lamp and then sparks begin to fly which are really rays of sunshine from the hearts of our listeners. They are the chief factors in our world of sunshine. They do all these magic things.

¶ Last month we paused to think of a dear little link in our chain who has been in bed over a year and a half. Leo Selzle, 11 years old, of 713 North 32nd street, Omaha. The grandest little chap ever. Leo caught cold and got the rheumatism, and then his little heart misbehaved, so it was the bed for Leo until he gets everything straightened out.

¶ Well, along came spring, and with it a touch of fever just good old spring fever like you and I have right now a longing to get out of doors and go places. Leo wanted to get out where he could smell the lilacs and the fresh grass. He thought wheel chair he whispered wheel chair and I broadcast wheel chair, and in 15 minutes we had Mr. Wheel Chair.

¶ Could Aladdin have done any better with that old lamp? One listener had that wheel chair—and also a gentle, kindly heart, and now a little boy is happy in going around the house and the neighborhood, enjoying his new freedom and the sunshine. That is how things happen on the Sunshine Chain of WOW.

¶ Sunshine story No. 2, and this one is entitled "Feathering a Nest." One of our Sunshiners, who resides in the same town as our Uncle Henry, decided this nest needed some new feathers. This Sunshiner thought feathers he whispered feathers I broadcast feathers and we got the feathers.

¶ Uncle Henry is another dear link in our chain, and he lives in Alton, Iowa, in his house by the side of the road and never gets out of it. Uncle Henry is paralyzed and has been bedfast for many years. His tiny house has one room and is behind another house, where lives the nurse who cares for this patient.

¶ We all like our houses reconditioned now and then, and we are able to leave them as we will. Our Sunshiner knew that Uncle Henry must be tired looking at the old walls and faded curtains, and so he asked the WOW Sunshine Chain to contribute some sunshine and brighten the home and heart of Uncle Henry.

¶ Our slogan is SEEK AND YE SHALL FIND. From the hearts of our listeners came the much-needed material in the form of shiny dimes, some contributed paint, others labor, and with new paper, fresh paint inside and out, you can imagine the difference.

¶ There is a new rug on the floor, bright curtains at the windows, new pictures on the wall, new chairs and the other furniture freshly varnished—and also a gay bedspread from the KIND LADY.

¶ They tell me that Uncle Henry lies in his bed in the little house by the side of the road with a big smile on his face, a brighter smile than he has ever worn before. They say he looks like a little boy with a new bicycle. It is a smile that won't come off. Uncle Henry is a happy man, although he never gets out of his little nest. He has so much to be thankful for, most of all his wonderful friends of the Sunshine Chain.

YOUR AUNT SALLY.

Graham McNamee . . . A BIOGRAPHY

Personality, founded on a fondness for life and enthusiasm for all things he sees, has made Graham McNamee, NBC announcer and dean of the profession, the possessor of one of the most popular and familiar voices—and chuckles, in America today. He has been heard by more persons than has any other living man.

Whether it be his oft-heard greetings, "Good evening, ladies and gentlemen of the radio audience!" or his sallies with Ed Wynn, people in all parts of the nation sit up and take notice. They recognize the Graham McNamee trade mark.

Ever since the day, back in 1923, when he walked into station WEAF, McNamee has been giving to others the joy and interest he finds in life. His rise to popularity is almost synonymous with the history of broadcasting.

Sports and Politics

McNamee has seen—and broadcast—nearly all of the major news events in the United States in the last decade. He has flown to the west coast for a two-hour broadcast of a football game. He has appeared in a radio show one day and sat at the ringside of a big prizefight the next.

McNamee was one of the pioneers in sports broadcasting. He made his debut in this field at the Greb-Wilson fight August 31, 1923. A few weeks later he reported the world series, and in the fall covered his first football game. In the years that have followed, he has reported many world series and the outstanding prizefights.

In the field of political broadcasts, McNamee has described the conventions of the major parties, the notification ceremonies of presidential nominees and the inauguration ceremonies of presidents.

Trying conditions have never fazed him. During the notification ceremonies of John W. Davis, democratic presidential nominee, rain drenched the scene. Davis was given a new copy of his speech after each page was read. McNamee removed his coat and held it over the delicate mechanism of the microphone.

He sticks to his post through thick and thin. Graham was at the Washington navy yard when Lindbergh arrived from Europe after the fier's famous solo flight to Paris. As the cruiser Memphis docked, the crowd surged forward and soon was out of control. McNamee was knocked down, heavy feet trod on him; he was bruised and his clothes were torn, but not a minute was he off the air.

Accident at Akron

Accidents don't frighten him. He was knocked unconscious by a racer

while reporting the Soap Box Derby at Akron, Ohio, in August, 1935. He spent three days in an Akron hospital as a result. He's ready for another Soap Box Derby.

McNamee has estimated that during his career as an NBC announcer and microphone partner of Ed Wynn, he has used more than 10 times the maximum number of words in the dictionary. Very seldom has his pronunciation been challenged.

McNamee was born July 10, 1899, in a hospital at Washington, D. C. His parents were Irish—his father a lawyer and his mother a musician. His father was legal adviser to a cabinet member, and a political change caused the family to move to St. Paul when Graham was a small boy.

It seems there was some difficulty over the matter of selecting a career for him. His father wanted him to become a lawyer, and his mother wanted to train the boy for a musical career. It was not long before Graham was a member of a choir and practicing the piano while the other boys were playing baseball. Graham found time, however, to become a pretty good "southpaw" pitcher.

McNamee's voice showed such promise that he was encouraged to study beyond the amateur stage. Concert work for a young artist was not so profitable, so he took a job as a meat salesman. This lasted a year and then McNamee came to New York.

Money Runs Out

His supply of money was small and he began at once to cast about for more concert work, finally making a successful appearance at Aeolin hall. This effort was greeted with no great response in the form of contracts, and, with nothing better in sight, the "young baritone without a job" took up jury duty in the federal court at \$3 a day.

Lunch-hour walks took McNamee by the old studios of WEAF at 195 Broadway. One day he decided to satisfy a curiosity about broadcasting and studios. While in the studios he obtained an audition and a job. His contract was for four months and stipulated that he would be permitted to fill concert engagements in his spare time.

Many persons have asked Graham McNamee how to become a radio announcer. He has a blanket reply. It is the story of how he, badly in need of work, asked for and got a job with the National Broadcasting Company.

Jack Benny constantly refers to Phil Harris as the best-dressed man in radio. Phil can disprove this any time he wants to. Mary Livingstone reveals that Jack's own sartorial splendor includes more than 50 suits, while the bandleader boasts a mere 25.

George and Tom Argue



In fact, they have been arguing for years and they get paid for it. You hear them every Sunday night on the "Sealtest Party," broadcast over WOW at 8 p. m. Actually Tom Howard and George Shelton are very good friends. Both are Irishmen, and both enjoy their humorous arguings.

Mrs. Carl R. Gray Honored



Mrs. Carl R. Gray, wife of the president of the Union Pacific railroad, has the honor of being chosen as the "American Mother of 1937." She also has the distinction of having conducted one of the earliest Bible schools over radio. She is a WOW pioneer.

Mrs. Gray Held Radio Bible School On Station WOW

Omaha is very, very proud to know that it is the home of the American mother of 1937. This title was voted to Mrs. Carl R. Gray of Omaha by the Golden Rule Foundation of New York, Yes, Omaha has every right to be proud.

But radio station WOW has every right to be even more proud, and here is the reason:

On Sunday evening, December 30, 1923, radio station WOW inaugurated a Sunday evening Bible study hour at 6 o'clock as a regular feature of its Sunday schedule. This feature was under the direction of Mrs. Carl R. Gray. Mrs. Gray is a real pioneer broadcaster, and radio station WOW has a strong feeling of pride when we think that it was through the medium of this station that the entire middle west first came to know her and admire her.

Her Sunday evening Bible lessons were received enthusiastically by WOW listeners, as was shown by the thousands of letters that she received in comment on her broadcasts.

Now all America knows Mrs. Gray, but WOW and its friends can look back and say: "We knew her way back in 1923."

Jack Benny Handles His Script Loosely

While most radio stars carry enormous sheafs of scripts to the microphones with them, Jack Benny has his divided into sections which come between orchestra numbers and which are laid beside his chair at one side of the stage. As it comes time for him to approach the mike, he picks up the next section, then drops each sheet on the floor as it is used. A souvenir hunter once thought it would be nice to have a section of the script, so he lifted one lightly while Jack wasn't looking. When the comedian got to the microphone he was forced to do a little fast ad-libbing until Mary Livingstone showed him her script.

Hugh Studebaker is writing a book—a book on his radio experiences, entitled "Radio as She Is—With No Advice to Anybody." The book will never be for sale, but will consist of one only original copy for Hugh's own amazement and satisfaction. Hugh is Silly Watson on the Fibber McGee and Molly show, on WOW, 7 p. m., on Mondays.

Jean Dickenson Chosen From 150 Candidates

Jean Dickenson, the 22-year-old American coloratura, was chosen to appear in the "American Album of Familiar Music," broadcast over WOW every Sunday at 7:30 p. m. This amazing young artist can sing G above high C with marked ease. She was selected from a group of 150 artists who were being considered for this splendid program.

Miss Dickenson made her debut professionally on a Denver radio station. Later she appeared with Richard Crooks and other NBC artists.

The "American Album of Familiar Music" is now in its sixth year of broadcast, and is sponsored by Bayer's Aspirin. The Amsterdam chorus, Frank Munn and Gus Haenschel's orchestra also contribute to the program.

Millie and Tillie Have New Contest

"Millie and Tillie," that popular radio team, heard over WOW every Monday, Wednesday and Friday at 3:30 p. m., have announced that they will give away a 1937 Dexter Defender Super-Efficient Electric Washer, a Sessions Quarter Hour Chime Clock and 100 guest boxes of Iowa Soap products.

According to "Millie and Tillie," it really won't take much effort to win one of these splendid prizes. To enter, simply write a statement beginning with "I like Magic Washer because—" and then finish the statement in 25 words or less. Be sure to attach your entry to a box top from a Magic Washer package.

The contest closes June 12. Winners will be announced on June 14 and 16.

Fireside Recitals Feature Vocalists

On May 2, after two and a half years, the "Fireside Recitals" programs changed their policy by including featured instrumentalists in addition to its vocalists.

Frank St. Leger, director of the broadcast, heard over WOW at 5:30 p. m. on Sundays, feels that to do so improves the program caliber.

The program is sponsored by the American Radiator Company.

Jean MacGregor (Dorothy Moran of "Today's Children"), who is Mrs. Richard Miller in private life, is the mother of a baby boy.

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

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

It is generally agreed that radio has now become a necessary institution in our modern life. When we think of it in connection with religion, it is not merely a medium by which to declare the truths of the Christian religion, present an appeal and urge support and loyalty to the church, but it has become a medium of invaluable service for religious purposes to many individuals and institutions who might otherwise be deprived of spiritual instruction and inspiration.

WOW Provides Service

WOW occupies a distinctive position in this connection and is constantly being used to fulfill this high purpose. In the early days of our broadcasts pastors and churches took advantage of the ministry of the air to provide their church service. Institutions have long since used this means to establish regular Sunday worship. During the severe winter weather, when roads are impassable, many who live long distances from church depend entirely upon radio for their spiritual food and fellowship. Many letters within the past weeks have told us with much appreciation how they would have been entirely cut off from religious services were it not for the radio. In this way WOW and its Sunday morning chapel service has indeed become not merely a religious program, but a very essential service.

"Attend" Radio Services

A rather unique and unusual opportunity came to this station on Sunday, April 18. One of the guest speakers at that service was D. R. Falkenberg, president of the Laymen's Pocket Testament League and director of this work in the CCC camps of the United States. The national chaplain of the federal government, under whose direction all religious work in these camps is carried on, issued an order to the 200 camps in this area requesting their officers to have all radios tuned to WOW on Sunday morning, April 18. This was followed by a special announcement sent from the headquarters of Mr. Falkenberg. There are nearly 30,000 boys in these 200 camps. Many splendid reports have been received. From one camp in Minnesota this letter came: "All camp radios will be tuned to WOW Sunday morning." An Iowa camp sent greetings. We are happy over this distinguished service WOW was able to render to this national organization.

We thought our readers would appreciate the poem that Mr. Falkenberg has been reading to the boys in the camps. It is entitled "The PTL Worker in the CCC Camps."

"He came to the crossroads all alone,
With the sunrise in his face;
He had no fear for the path unknown—
He was set for an ambitious race.

"The road stretched east, and the road stretched west—
No one showed him which way was the best.
So the boy turned wrong and went on down,
And lost the race and the victor's crown,
And fell at last into an ugly snare
Because no one stood at the crossroads there.

"Another boy at another day,
At the selfsame crossroads stood.
He paused a moment to choose the way
Which would lead to the greater good.
The road stretched east, and the road stretched west,
But I was there to show him which way was best.

"And the boy turned right, and went on and on.
He won the race and the victor's crown,

Mark Tyme Comes to WOW

Mark Tyme, who in real life is Bob White, has come to Omaha to bring his daily philosophy program to WOW listeners. You may hear him every day at 8:30 a. m.

Mark Tyme speaks from a rich background of an experienced circuit rider, minister, soldier and author. Comments made by listeners indicate that they like his homey discussions and his genial approach to every-day problems, joys and activities.

One Long Pan is Fred Allen's Favorite

If Fred Allen, star of "Town Hall Tonight," had been a little more partial to a dish of spaghetti, or pigs' knuckles and sauerkraut, his favorite comedy character probably would have been Bambino Benito or One Fat Fritz. As it is, Fred spends all his spare time with One Long Pan, his celebrated Chinese sleuth. And thereby hangs a tale.

It started years ago when Fred and Mrs. Allen (Portland) started dropping into a neighborhood Chinese restaurant for chow mein after Broadway shows. Fred took a liking to the proprietor, an oriental with a great fondness for chatting with the guests. He always had his own personal theories about the big murder cases that had the police baffled. Fred encouraged him to talk, and out of these conversations was created the master sleuth of the age, One Long Pan, who makes Sherlock Holmes and Charlie Chan take a back seat in the omnibus of crime detection.

Fred is very proud of One Long Pan, and points out that he might never have become acquainted with him if he hadn't been a fiend for chow mein. Fred Allen is heard over WOW every Wednesday at 7 p. m.

And came at last to the mansions fair
Because I stood at the crossroads there.

"Since then I have raised a daily prayer,
That I be kept faithfully standing there,
To help the runners as they run
And save my own and other's son."

Quaker Starts New Show . . .



The Quaker Petroleum Company announces a new radio program, "Mid-Day Melodies," which will be heard over WOW every week day from 12:15 p. m. to 12:30 p. m. Above at left is Harry Burke, program manager of radio station WOW, who will supervise the program. In the center is Nelson Carter, manager of the Omaha office of Beaumont & Hohman, the advertising agency for Quaker. At right is Mr. Arch Stafford, vice president of the Quaker Petroleum Company, sponsors of the new show. Mr. Carter and Mr. Stafford are

Police Work For Safety



Pictured here, from left to right, are Police Commissioner Jepsen, Chief of Police Pszanowski and Capt. Frank Rose as they broadcast the first program of the new series of safety programs over WOW.

ANNOUNCER'S JOB IS "CINCH"

By BILL BALDWIN
"Boy, what a life! All you have to do is sit down six hours a day and talk."

If an announcer here at WOW has heard that once, he has heard it a hundred times.

I'll admit, though, that our "shift" calls for six hours a day and that we "talk"; but persons not familiar with radio operation do not realize all that is connected with the title "Announcer." Below, I will list just a few of the required duties of an announcer while on duty that "six hours."

Accuracy Required
First, upon coming on duty, it is necessary for the announcer to check his "log." Now, the "log" is the time sheet, upon which all programs, announcements, time signals, etc., are listed. . . . the time each should go on the air, what time they are off the air and what type of program it was. . . . WOW is on the air 18 hours a day, so at the end of the broadcast day the announcer's log has to check for every second during that entire 18 hours.

Versatility Required
In the world of radio it is the announcer who acts for the advertiser. Through the course of the day the announcer sells everything from soap to transportation, and believe you me, if you don't think it's a feat to regulate your voice,

style and selling activity through a six-hour shift, just ask any announcer of any major radio station.

Steady Nerves Necessary

At a recent Vocational Guidance conference held at the Y. M. C. A. here in Omaha, the radio class was in session, and Harry Burke, program director of WOW, who was one of the speakers, was asked: "Are there any health requirements for radio work?" Now, that might sound a bit peculiar to some of you, but here was the answer: "In order to be an announcer or engineer in radio, you must have an 'iron-bound' set of nerves." The constant "go" that the announcers and engineers are on during the six hours, watching time, making sure everything is set for the next show, instructing artists at exactly what time they must be "off the air," takes plenty of energy.

Work Is Work

Like every other job, the announcer's calls for work and preparation. Naturally, the requirements start with voice, and an ability to read and to understand word meanings and pronunciations. Top this all with a flare for showmanship and your announcer is ready to go "on the air" . . . providing he likes to work.

Today's Children Assured Continuation

"Today's Children," the story of a typical American family, sponsored by the Pillsbury Flour Mills, has been assured continuation for another year.

The story is written by Irna Phillips, who became a radio writer by accident, and through her excellent work in this show has made an outstanding place for herself among radio writers.

The story started originally on WMAQ, and was soon brought to the network because of its high quality.

Irna Phillips herself takes the leading role of "Kay." More than 20 other actresses and actors support her in this series, which is heard at 8:45 a. m., Mondays through Fridays.

Reviving one of his 1936 air parodies, selected by a nation-wide poll of radio listeners, isn't as simple for Jester Jack Benny as it would first seem. As there have been several changes in the Sunday night cast since the original broadcasts, it will be necessary to revise and rewrite the winning script to include the new members of the troupe.

Five persons contribute to the writing of the Burns and Allen microphone script, but there are only four chairs in the Burns' office. Silly, but true. That means that one man must stand, even while talking and writing. George reports that when things are going good, the scene suggests a game of chair-tag.

Jepsen Renews WOW Series

WOW listeners will be glad to hear that the Omaha police department is again broadcasting its police bulletins over this station. These broadcasts were aired for a great many years over WOW, until the latter part of 1936, when they were discontinued. The many letters and inquiries received both by the station and the police department have made everybody concerned realize just how important and popular the series really is.

The programs are designed to impress upon every listener the necessity and the results of safety. Most of the stress is laid necessarily on the duty of the motorist in preventing accidents.

The program returned to the air on Monday, April 26, immediately following a week-end which furnished a total of 31 traffic injuries. The series was inaugurated by Omaha's Police Commissioner Jepsen, Chief of Police Pszanowski and Capt. Frank Rose.

WOW sincerely hopes that it will help materially in reducing traffic accidents, and hopes, too, that you will practice safety and listen to Captain Rose's safety talks every week day except Thursday and Saturday at 10:45 a. m.

Mercedes McCambridge of the Guiding Light cast, on WOW, 2:45 p. m., week days, earned her first money, \$3, for writing a poem when she was a freshman in high school. She's done a lot of writing for school publications at Mundelein college.

Adele Ronson, who plays Elizabeth, the wife, in "John's Other Wife," suffered a bad fall from her bicycle on her recent trip to Bermuda, injuring her knee. Trundled from the steamship Queen of Bermuda in a wheel chair, one of the first messages she found when she reached her apartment was a request from the NBC photo studio for her to be pictured riding a bicycle.

Aunt Hannah's Cooking Corner

Recipes for food for husbands whose wives want them to eat at home.



CHEESE SOUFFLE
1 cup soft bread crumbs
2 cups milk scalded
1/4 lb. cheese, cut fine
3 egg yolks
Pinch of salt
Mix well and add well-beaten egg whites. Bake about 20 minutes in moderate hot oven. Nice luncheon dish.

POTATO CAKE
2 cups sugar
1 cup butter
2 cups flour
1 cup mashed potatoes
1/2 cup milk
1/2 cup grated chocolate or cocoa
1 cup chopped nut meats
2 teaspoons baking powder
3 eggs
1 teaspoon, full, each of ground cinnamon, nutmeg and ground cloves
1/2 teaspoon vanilla
Mix in the usual way, bake in loaf or layers. If baked in layers, use the following filling:
2 cups powdered sugar
1/2 cup melted butter
2 tablespoons cold coffee
2 teaspoons flavoring
4 teaspoons cocoa
1 cup nut meats
Cream sugar and butter well; add coffee, flavoring, cocoa and nuts. Cream well and put between layers.

WOW Schedule

(Continued from page 5)

2:00-Lorenzo Jones, N (C)
 2:15-Ranch Boys (C)
 2:30-Follow the Moon, N (C)
 2:45-Guiding Light, N (C)
 3:00-Electric Kitchen, (C)
 3:15-WOW News Tower, (S)
 3:25-Records, (S)
 3:30-Culbertson Bridge Lesson, ET (C)
 3:45-Aunt Sally, (S)
 4:00-Kitty Keene, ET (C)
 4:15-Ak-Sar-Ben Races, (C)
 4:45-Orphan Annie, N (C)
 5:00-Little Man, (S)
 5:15-Vocal Varieties, N (C)
 5:30-Terry and Ted, ET (C)
 5:45-WOW News Tower, (S)
 6:00-Johnny with Russ Morgan, N (C)
 6:30-Lady Esther Serenade, N (C)
 7:00-Vox Pop, N (C)
 7:30-Packard Hour, N (C)
 8:30-Hollywood Gossip, N (C)
 8:45-Vic and Sade, N (C)
 9:00-Amos and Andy, N (C)
 9:15-Records, (S)
 9:18-Playland Casino Orch, N (S)
 9:30-WOW News Tower, (S)
 9:45-Musical Moments, ET (C)
 10:00-Stanley Davies, (S)
 10:15-Hotel Ambassador Orch, N (S)
 10:30-Krug Park Orch, (S)
 11:00-Oriental Gardens Orch, N (S)
 11:30-Hotel Stevens Orch, N (S)
 12:00-Thesaurus, ET (S)

WEDNESDAY, JUNE 16

6:00-Musical Clock, ET (S)
 6:30-WOW News Tower, (S)
 6:35-Markets, (S)
 6:40-Musical Clock, ET (S)
 7:00-Streamliners, N (S)
 7:15-Thesaurus, ET (S)
 7:20-Uncle Sam Breakfast Food, ET (C)
 7:25-Nelson Master Roofs, (C)
 7:30-WOW News Tower, (S)
 7:40-Records, (S)
 7:45-Gene and Glenn, (C)
 8:00-Josh Higgins of Finchville, N (S)
 8:15-Bennett and Wolverton, N (S)
 8:30-Mark Tyme, (S)
 8:45-Today's Children, N (C)
 9:00-David Harum, N (C)
 9:15-Backstage Wife, N (C)
 9:30-How to Be Charming, N (C)
 9:45-The Old Refrain, N (S)
 10:00-Mary Baker's Matinee, (C)
 10:15-Story of Mary Marlin, N (C)
 10:30-Monticello Party Line, ET (C)
 10:45-Police Bulletins, (S)
 11:00-Houseboat Hannah, ET (C)
 11:15-Mrs. Wiggs, N (C)
 11:30-John's Other Wife, N (C)
 11:45-Just Plain Bill, N (C)
 12:00-Markets, (S)
 12:10-Records, (S)
 12:15-Mid-Day Melodies, ET (C)
 12:30-WOW News Tower, (S)
 12:40-Records, (S)
 12:45-Foster May, Man on the Street, (C)
 1:00-Pepper Young, N (C)
 1:15-Ma Perkins, N (C)
 1:30-Vic and Sade, N (C)
 1:45-The O'Neills, N (C)
 2:00-Lorenzo Jones, N (C)
 2:15-Hollywood High Hatters, N (S)
 2:30-Follow the Moon, N (C)
 2:45-Guiding Light, N (C)
 3:00-Nebraska Federation Women's Clubs, (S)
 3:15-WOW News Tower, (S)
 3:25-Records, (S)
 3:30-Millie and Tillie, (C)
 3:45-Aunt Sally, (S)
 4:00-Kitty Keene, ET (C)
 4:15-Ak-Sar-Ben Races, (C)
 4:30-Dooley Curiosity Club, (C)
 4:45-Orphan Annie, N (C)
 5:00-Dari-Dan, N (C)
 5:15-Uncle Ezra, N (C)
 5:30-Terry and Ted, ET (C)
 5:45-WOW News Tower, (S)
 6:00-One Man's Family, N (C)
 6:30-Lady Esther Serenade, N (C)
 7:00-Town Hall Tonight, N (C)
 8:00-Your Hit Parade, N (C)
 8:45-Nebraska Clothing Skit, (C)
 8:55-Ironized Yeast, ET (C)
 9:00-Amos and Andy, N (C)
 9:15-Victor Arden Orch, ET (C)
 9:30-WOW News Tower, (S)
 9:45-Frank Morgan and Orch, ET (C)
 10:00-Larry Burke, Tenor, N (S)
 10:08-Chez Paree Orch, N (S)
 10:30-Lights Out, N (S)
 11:00-Chermot Ballroom, (S)
 11:30-Hotel La Salle Orch, N (S)
 11:45-Glass Hat Room Orch, N (S)
 12:00-Krug Park Orch, (S)

THURSDAY, JUNE 17

6:00-Musical Clock, ET (S)
 6:30-WOW News Tower, (S)
 6:35-Markets, (S)
 6:40-Musical Clock, ET (S)
 7:00-Streamliners, N (S)
 7:15-Thesaurus, ET (S)
 7:20-Nelson Master Roofs, (C)
 7:30-WOW News Tower, (S)
 7:40-Records, (S)
 7:45-Gene and Glenn, (C)
 8:00-Uncle Josh, N (S)
 8:15-Bennett and Wolverton, N (S)
 8:30-Mark Tyme, (S)
 8:45-Today's Children, N (C)
 9:00-David Harum, N (C)
 9:15-Backstage Wife, N (C)
 9:30-NBC, (S)
 9:45-Mystery Chef, ET (C)
 10:00-Mary Baker's Matinee, (C)
 10:15-Story of Mary Marlin, N (C)
 10:30-Monticello Party Line, ET (C)
 10:45-NBC, (S)
 11:00-Houseboat Hannah, ET (C)
 11:15-Mrs. Wiggs, N (C)
 11:30-John's Other Wife, N (C)
 11:45-Just Plain Bill, N (C)
 12:00-Markets, (S)
 12:10-Thesaurus, ET (S)
 12:15-Mid-Day Melodies, ET (C)
 12:30-WOW News Tower, (S)
 12:40-Records, (S)
 12:45-Foster May, Man on the Street, (C)
 1:00-Pepper Young, N (C)
 1:15-Oxydol's Ma Perkins, N (C)
 1:30-Vic and Sade, N (C)
 1:45-The O'Neills, N (C)
 2:00-Lorenzo Jones, N (C)
 2:15-NBC, (S)
 2:30-Follow the Moon, N (C)
 2:45-Guiding Light, N (C)
 3:00-Electric Kitchen, (C)
 3:15-WOW News Tower, (S)
 3:25-Records, (S)
 3:30-NBC, (S)
 3:45-Aunt Sally, (S)
 4:00-Kitty Keene, ET (C)
 4:15-Ak-Sar-Ben Races, (C)
 4:30-Orphan Annie, N (C)
 4:45-Little Man, (S)
 5:00-Vocal Varieties, N (C)
 5:30-Terry and Ted, ET (C)
 5:45-WOW News Tower, (S)
 6:00-Royal Gelatin Program, N (C)
 7:00-Maxwell House Showboat, N (C)
 8:00-Kraft Music Hall, N (C)
 9:00-Amos and Andy, N (C)
 9:15-Ink Spots, N (C)
 9:30-WOW News Tower, (S)
 9:45-Musical Moments, ET (C)
 10:00-Krug Park Orch, (S)
 10:30-Trocadero Orch, N (S)
 11:00-Hotel Bismarck Orch, N (S)
 11:30-L. A. Biltmore Orch, N (S)
 12:00-Thesaurus, ET (S)

FRIDAY, JUNE 18

6:00-Musical Clock, ET (S)
 6:30-WOW News Tower, (S)
 6:35-Markets, (S)
 6:40-Musical Clock, ET (S)
 7:00-Streamliners, N (S)
 7:15-Thesaurus, ET (S)
 7:20-Uncle Sam Breakfast Food, ET (C)
 7:25-Nelson Master Roofs, (C)
 7:30-WOW News Tower, (S)
 7:40-Records, (S)
 7:45-Gene and Glenn, (C)
 8:00-Uncle Josh, N (S)
 8:15-Bennett and Wolverton, N (S)
 8:30-Mark Tyme, (S)
 8:45-Today's Children, N (C)
 9:00-David Harum, N (C)
 9:15-Backstage Wife, N (C)
 9:30-How to Be Charming, N (C)
 9:45-The Old Refrain, N (S)
 10:00-Mary Baker's Matinee, (C)
 10:15-Mary Marlin, N (C)
 10:30-Monticello Party Line, ET (C)
 10:45-Police Bulletins, (S)
 10:55-Records, (S)
 11:00-Houseboat Hannah, ET (C)

11:15-Mrs. Wiggs, N (C)
 11:30-John's Other Wife, N (C)
 11:45-Just Plain Bill, N (C)
 12:00-Markets, (S)
 12:10-Records, (S)
 12:15-Mid-Day Melodies, ET (C)
 12:30-WOW News Tower, (S)
 12:40-Records, (S)
 12:45-Foster May, Man on the Street, (C)
 1:00-Vic and Sade, N (C)
 1:15-The O'Neills, N (C)
 1:30-Lorenzo Jones, N (C)
 1:45-Thesaurus, ET (S)
 1:55-Orphan Annie, N (C)
 2:00-Guiding Light, N (C)
 2:15-Top Hatters, N (S)
 2:30-WOW News Tower, (S)
 2:35-Records, (S)
 2:40-Millie and Tillie, (C)
 2:45-Aunt Sally, (S)
 3:00-Kitty Keene, ET (C)
 3:15-Ak-Sar-Ben Races, (C)
 3:30-Yours Truly, Mr. Dooley, (C)
 3:45-Orphan Annie, N (C)
 4:00-Dari-Dan, N (C)
 4:15-Uncle Ezra, N (C)
 4:30-Terry and Ted, ET (C)
 4:45-WOW News Tower, (S)
 5:00-Cities Service Concert, N (C)
 5:15-Waltz Time, N (C)
 5:30-True Story, N (C)
 5:45-First-Nighter, N (C)
 6:00-Hollywood Gossip, N (C)
 6:15-Vic and Sade, N (C)
 6:30-Amos and Andy, N (C)
 6:45-Victor Arden Orch, ET (C)
 7:00-WOW News Tower, (S)
 7:15-Jacobson Skit, (C)
 7:30-French Casino Orch, N (S)
 10:00-Larry Burke, Tenor, N (S)
 10:08-Krug Park Central Orch, N (S)
 10:30-Krug Park Orch, (S)
 11:00-Oriental Gardens Orch, N (S)
 11:30-Club Deauville Orch, N (S)
 12:00-Thesaurus, ET (S)

SATURDAY, JUNE 19

6:00-Musical Clock, ET (S)
 6:30-WOW News Tower, (S)
 6:35-Musical Clock, ET (S)
 6:40-Markets, (S)
 6:45-Streamliners, N (S)
 7:00-Nelson Master Roofs, (C)
 7:15-WOW News Tower, (S)
 7:25-Records, (S)
 7:30-Uncle Sam Breakfast Food, ET (C)
 7:35-Gene and Glenn, (C)
 7:40-Charlotieres, N (S)
 7:45-Vass Family, N (S)
 7:50-Orphan Annie, N (C)
 8:00-Our American Schools, N (S)
 8:15-Hometown, N (S)
 8:30-Bromleigh House, N (S)
 8:45-Aunt Sally, (S)
 9:00-Mary Baker's Matinee, (C)
 10:15-Chasin's Music Series, N (S)
 10:30-Uncle Tom's Playhouse, (S)
 11:00-Whitney Ensemble, N (S)
 11:15-Markets, (S)
 11:30-Campus Capers, N (S)
 11:45-Your Host La Buffalo, N (S)
 12:15-Mid-Day Melodies, ET (C)
 12:30-WOW News Tower, (S)
 12:40-Records, (S)
 12:45-Foster May, Man on the Street, (C)
 1:00-Walter Logan's Musicals, N (S)
 1:30-Week-end Revue, N (S)
 2:30-NBC, (S)
 3:00-NBC, (S)
 3:15-WOW News Tower, (S)
 3:30-Kaltenmeyer's Kindergarten, N (C)
 4:00-Top Hatters, N (S)
 4:30-Ak-Sar-Ben Races, (C)
 4:45-El Chico Revue, N (S)
 5:15-Civic Calendar, (S)
 5:30-Jimmy Kemper & Co, N (S)
 5:45-WOW News Tower, (C)
 6:00-NBC, (S)
 7:00-Snow Village Sketches, N (C)
 7:30-Shell Show, N (S)
 8:30-Rainbow Grill Orch, N (S)
 9:00-Hotel Stevens Orch, N (S)
 9:30-WOW News Tower, (S)
 9:45-Musical Moments, ET (C)
 10:00-Congress Hotel Orch, N (S)
 10:30-Chermot Ballroom, (S)
 11:00-Merry Gardens Orch, N (S)
 11:30-Hotel La Salle Orch, N (S)
 11:45-Glass Hat Room Orch, N (S)
 12:00-Krug Park Orch, (S)
 12:30-Thesaurus, ET (S)

SUNDAY, JUNE 20

7:00-Harold Nagel's Orch, N (S)
 7:30-Concert Ensemble, N (S)
 8:00-Highlights of the Bible, N (S)
 8:30-Chapel Service, Rev. Brown, (S)
 8:45-Marrow Oil, N (C)
 9:00-Hour Glass, N (S)
 10:15-Bible Discussion, N (S)
 11:45-Just Plain Bill, N (C)
 12:00-Dresden and Hufsmith, N (S)
 11:30-Thesaurus, ET (S)
 12:15-WOW News Tower, (S)
 12:30-Thatcher Colt Mysteries, N (C)
 1:00-Thesaurus, ET (S)
 1:30-Widows Sons, N (S)
 2:00-Romance Melodies, N (S)
 2:30-The World Is Yours, N (S)
 3:00-Marion Talley, N (C)
 3:30-Sunshine Melodies, N (C)
 4:00-Catholic Hour, N (S)
 4:30-A Tale of Today, N (C)
 5:00-Jello Program, N (C)
 5:30-Fireside Recital, N (C)
 6:00-Fitch Jingle Program, N (C)
 6:30-Chase and Sanborn Hour, N (C)
 7:00-Merry-Go-Round, N (C)
 7:30-Familiar Music, N (C)
 8:00-Sunday Night Party, N (C)
 9:00-Job Clinic, (C)
 9:30-WOW News Tower, (C)
 9:45-El Chico Revue, N (S)
 10:00-Beverly Hill Club Orch, N (S)
 10:30-Southern Tavern Orch, N (S)
 11:00-Krug Park Orch, (S)
 11:30-Hotel Stevens Orch, N (S)
 12:00-Thesaurus, ET (S)

MONDAY, JUNE 21

6:00-Musical Clock, ET (S)
 6:30-WOW News Tower, (S)
 6:35-Markets, (S)
 6:40-Musical Clock, ET (S)
 7:00-Streamliners, N (S)
 7:15-Thesaurus, ET (S)
 7:20-Uncle Sam Breakfast Food, ET (C)
 7:25-Nelson Master Roofs, (C)
 7:30-WOW News Tower, (S)
 7:40-Records, (S)
 7:45-Gene and Glenn, (C)
 8:00-Josh Higgins of Finchville, N (S)
 8:15-Bennett and Wolverton, N (S)
 8:30-Mark Tyme, (S)
 8:45-Today's Children, N (C)
 9:00-David Harum, N (C)
 9:15-Backstage Wife, N (C)
 9:30-How to Be Charming, N (C)
 9:45-NBC, (S)
 10:00-Mary Baker's Matinee, (C)
 10:15-Story of Mary Marlin, N (C)
 10:30-Monticello Party Line, ET (C)
 10:45-Police Bulletins, (S)
 11:00-Houseboat Hannah, ET (C)
 11:15-Mrs. Wiggs, N (C)
 11:30-John's Other Wife, N (C)
 11:45-Just Plain Bill, N (C)
 12:00-Markets, (S)
 12:10-Thesaurus, ET (S)
 12:15-Mid-Day Melodies, ET (C)
 12:30-WOW News Tower, (S)
 12:40-Records, (S)
 12:45-Foster May, Man on the Street, (C)
 1:00-Pepper Young, N (C)
 1:15-Oxydol's Ma Perkins, N (C)
 1:30-Vic and Sade, N (C)
 1:45-The O'Neills, N (C)
 2:00-Lorenzo Jones, N (C)
 2:15-NBC, (S)
 2:30-Follow the Moon, N (C)
 2:45-Guiding Light, N (C)
 3:00-Thesaurus, ET (S)
 3:15-WOW News Tower, (S)
 3:25-Records, (S)
 3:30-Millie and Tillie, (C)
 3:45-Aunt Sally, (S)
 4:00-Kitty Keene, ET (C)
 4:15-Ak-Sar-Ben Races, (C)
 4:30-Yours Truly, Mr. Dooley, (C)
 4:45-Orphan Annie, N (C)
 5:00-Dari-Dan, N (C)
 5:15-Uncle Ezra, N (C)
 5:30-Terry and Ted, ET (C)
 5:45-WOW News Tower, (S)
 6:00-Travel Adventures, ET (C)
 6:15-Hotel Bismarck Orch, N (S)
 6:25-Ironized Yeast, ET (C)
 6:30-WOW News Tower, (S)
 7:00-Flibber McGee and Molly, N (C)
 7:30-Hour of Charm, N (C)
 8:00-Contented Hour, N (C)
 8:30-Burns and Allen, N (C)
 9:00-Amos and Andy, N (C)
 9:15-Thesaurus, ET (S)
 9:30-WOW News Tower, (S)
 9:45-Frank Morgan and Orch, ET (C)

10:00-Thesaurus, ET (S)
 10:15-Magnolia Blossoms, N (S)
 10:30-Krug Park Orch, (S)
 11:00-Royal Gelatin Program, N (C)
 11:30-Maxwell House Showboat, N (C)
 8:00-Kraft Music Hall, N (C)
 9:00-Amos and Andy, N (C)
 9:15-Ink Spots, N (S)
 9:30-WOW News Tower, (S)
 9:45-Musical Moments, ET (C)
 10:00-Krug Park Orch, (S)
 10:30-Trocadero Orch, N (S)
 11:00-Hotel Bismarck Orch, N (S)
 11:30-L. A. Biltmore Orch, N (S)
 12:00-Thesaurus, ET (S)

TUESDAY, JUNE 22

6:00-Musical Clock, ET (S)
 6:30-WOW News Tower, (S)
 6:35-Markets, (S)
 6:40-Musical Clock, ET (S)
 7:00-Streamliners, N (S)
 7:15-Thesaurus, ET (S)
 7:20-Uncle Sam Breakfast Food, ET (C)
 7:25-Nelson Master Roofs, (C)
 7:30-WOW News Tower, (S)
 7:40-Records, (S)
 7:45-Gene and Glenn, (C)
 8:00-Josh Higgins of Finchville, N (S)
 8:15-Bennett and Wolverton, N (S)
 8:30-Mark Tyme, (S)
 8:45-Today's Children, N (C)
 9:00-David Harum, N (C)
 9:15-Backstage Wife, N (C)
 9:30-Jerry Brannon, Tenor, N (S)
 9:45-Nebraska College of Agriculture, (S)
 10:00-Mary Baker's Matinee, (C)
 10:15-Mary Marlin, N (C)
 10:30-Monticello Party Line, ET (C)
 10:45-Police Bulletins, (S)
 10:55-Records, (S)
 11:00-Houseboat Hannah, ET (C)
 11:15-Mrs. Wiggs, N (C)
 11:30-John's Other Wife, N (C)
 11:45-Just Plain Bill, N (C)
 12:00-Markets, (S)
 12:10-Thesaurus, ET (S)
 12:15-Mid-Day Melodies, ET (C)
 12:30-WOW News Tower, (S)
 12:40-Records, (S)
 12:45-Foster May, Man on the Street, (C)
 1:00-Pepper Young, N (C)
 1:15-Oxydol's Ma Perkins, N (C)
 1:30-Vic and Sade, N (C)
 1:45-The O'Neills, N (C)
 1:55-Lorenzo Jones, N (C)
 2:15-NBC, (S)
 2:30-Follow the Moon, N (C)
 2:45-Guiding Light, N (C)
 3:00-Electric Kitchen, (C)
 3:15-WOW News Tower, (S)
 3:25-Records, (S)
 3:30-Culbertson Bridge Lessons, N (S)
 3:45-Aunt Sally, (S)
 4:00-Kitty Keene, ET (C)
 4:15-Ak-Sar-Ben Races, (C)
 4:30-Yours Truly, Mr. Dooley, (C)
 4:45-Orphan Annie, N (C)
 5:00-Records, (S)
 5:15-Little Man, (S)
 5:30-Terry and Ted, ET (C)
 5:45-WOW News Tower, (S)
 6:00-Johnny with Russ Morgan, N (C)
 6:30-Lady Esther Serenade, N (C)
 7:00-Vox Pop, N (C)
 7:30-Packard Hour, N (C)
 8:30-Hollywood Gossip, N (C)
 8:45-Vic and Sade, N (C)
 9:00-Amos and Andy, N (C)
 9:15-Records, (S)
 9:18-Playland Casino Orch, N (S)
 9:30-WOW News Tower, (S)
 9:45-Musical Moments, ET (C)
 10:00-Stanley Davies, (S)
 10:15-Hotel Ambassador Orch, N (S)
 10:30-Krug Park Orch, (S)
 11:00-Oriental Gardens Orch, N (S)
 11:30-Hotel Stevens Orch, N (S)
 12:00-Thesaurus, ET (S)

WEDNESDAY, JUNE 23

6:00-Musical Clock, ET (S)
 6:30-WOW News Tower, (S)
 6:35-Markets, (S)
 6:40-Musical Clock, ET (S)
 7:00-Streamliners, N (S)
 7:15-Thesaurus, ET (S)
 7:20-Uncle Sam Breakfast Food, ET (C)
 7:25-Nelson Master Roofs, (C)
 7:30-WOW News Tower, (S)
 7:40-Records, (S)
 7:45-Gene and Glenn, (C)
 8:00-Josh Higgins of Finchville, N (S)
 8:15-Bennett and Wolverton, N (S)
 8:30-Mark Tyme, (S)
 8:45-Today's Children, N (C)
 9:00-David Harum, N (C)
 9:15-Backstage Wife, N (C)
 9:30-How to Be Charming, N (C)
 9:45-NBC, (S)
 10:00-Mary Baker's Matinee, (C)
 10:15-Story of Mary Marlin, N (C)
 10:30-Monticello Party Line, ET (C)
 10:45-Police Bulletins, (S)
 10:55-Records, (S)
 11:00-Houseboat Hannah, ET (C)
 11:15-Mrs. Wiggs, N (C)
 11:30-John's Other Wife, N (C)
 11:45-Just Plain Bill, N (C)
 12:00-Markets, (S)
 12:10-Thesaurus, ET (S)
 12:15-Mid-Day Melodies, ET (C)
 12:30-WOW News Tower, (S)
 12:40-Records, (S)
 12:45-Foster May, Man on the Street, (C)
 1:00-Pepper Young, N (C)
 1:15-Ma Perkins, N (C)
 1:30-Vic and Sade, N (C)
 1:45-The O'Neills, N (C)
 2:00-Lorenzo Jones, N (C)
 2:15-Hollywood High Hatters, N (S)
 2:30-Follow the Moon, N (C)
 2:45-Guiding Light, N (C)
 3:00-Nebraska Federation Women's Clubs, (S)
 3:15-WOW News Tower, (S)
 3:25-Records, (S)
 3:30-Millie and Tillie, (C)
 3:45-Aunt Sally, (S)
 4:00-Kitty Keene, ET (C)
 4:15-Ak-Sar-Ben Races, (C)
 4:30-Dooley Curiosity Club, (C)
 4:45-Orphan Annie, N (C)
 5:00-Dari-Dan, N (C)
 5:15-Uncle Ezra, N (C)
 5:30-Terry and Ted, ET (C)
 5:45-WOW News Tower, (S)
 6:00-Chermot Ballroom, (S)
 6:30-Lady Esther Serenade, N (C)
 7:00-Your Hit Parade, N (C)
 8:45-Nebraska Clothing Skit, (C)
 8:55-Ironized Yeast, ET (C)
 9:00-Amos and Andy, N (C)
 9:15-Victor Arden Orch, ET (C)
 9:30-WOW News Tower, (S)
 9:45-Frank Morgan and Orch, ET (C)
 10:00-Larry Burke, Tenor, N (S)
 10:08-Chez Paree Orch, N (S)
 10:30-Lights Out, N (S)
 11:00-Chermot Ballroom, (S)
 11:30-Hotel La Salle Orch, N (S)
 11:45-Glass Hat Room Orch, N (S)
 12:00-Krug Park Orch, (S)
 12:30-Thesaurus, ET (S)

THURSDAY, JUNE 24

6:00-Musical Clock, ET (S)
 6:30-WOW News Tower, (S)
 6:35-Markets, (S)
 6:40-Musical Clock, ET (S)
 7:00-Streamliners, N (S)
 7:15-Thesaurus, ET (S)
 7:20-Nelson Master Roofs, (C)
 7:30-WOW News Tower, (S)
 7:40-Records, (S)
 7:45-Gene and Glenn, (C)
 8:00-Josh Higgins of Finchville, N (S)
 8:15-Bennett and Wolverton, N (S)
 8:30-Mark Tyme, (S)
 8:45-Today's Children, N (C)
 9:00-David Harum, N (C)
 9:15-Backstage Wife, N (C)
 9:30-How to Be Charming, N (C)
 9:45-NBC, (S)
 10:00-Mary Baker's Matinee, (C)
 10:15-Story of Mary Marlin, N (C)
 10:30-Monticello Party Line, ET (C)
 10:45-Police Bulletins, (S)
 11:00-Houseboat Hannah, ET (C)
 11:15-Mrs. Wiggs, N (C)
 11:30-John's Other Wife, N (C)
 11:45-Just Plain Bill, N (C)
 12:00-Markets, (S)
 12:10-Thesaurus, ET (S)
 12:15-Mid-Day Melodies, ET (C)
 12:30-WOW News Tower, (S)
 12:40-Records, (S)
 12:45-Foster May, Man on the Street, (C)
 1:00-Pepper Young, N (C)
 1:15-Oxydol's Ma Perkins, N (C)
 1:30-Vic and Sade, N (C)
 1:45-The O'Neills, N (C)
 2:00-Lorenzo Jones, N (C)
 2:15-NBC, (S)
 2:30-Follow the Moon, N (C)
 2:45-Guiding Light, N (C)
 3:00-Thesaurus, ET (S)
 3:15-WOW News Tower, (S)
 3:25-Records, (S)
 3:30-Markets, (S)
 3:35-Musical Clock, ET (S)
 3:40-Streamliners, N (S)
 3:45-Aunt Sally, (S)
 3:50-Kitty Keene, ET (C)
 3:55-Ak-Sar-Ben Races, (C)
 4:00-Yours Truly, Mr. Dooley, (C)
 4:05-Orphan Annie, N (C)
 4:10-Records, (S)
 4:15-Little Man, (S)
 4:20-Terry and Ted, ET (C)
 4:25-WOW News Tower, (S)
 4:30-Royal Gelatin Program, N (C)
 4:35-Maxwell House Showboat, N (C)
 4:40-Kraft Music Hall, N (C)
 4:45-Amos and Andy, N (C)
 4:50-Ink Spots, N (S)
 4:55-WOW News Tower, (S)
 5:00-Musical Moments, ET (C)
 5:05-Krug Park Orch, (S)
 5:10-Trocadero Orch, N (S)
 5:15-Hotel Bismarck Orch, N (S)
 5:20-L. A. Biltmore Orch, N (S)
 5:25-Thesaurus, ET (S)

FRIDAY, JUNE 25

6:00-Musical Clock, ET (S)
 6:30-WOW News Tower, (S)

CURIO, Everybody Oddities by "Yours Truly Mr. Dooley" at Radio Station WOW

There are just so many things said and believed that simply are not so.... Counting sheep will not put anybody to sleep.... Just plain or fancy counting will do the trick, but the sheep have nothing whatever to do with the thing.

—FELS-NAPTHA—

There never was a guinea pig in Guinea.... The guinea pig is nothing but a domesticated rodent of many and various colors, sizes and shapes.

—FELS-NAPTHA—

"Stone walls do not make a prison".... That, too, is tommy-rot.... They may not make a prison, but they help an awful lot.

—FELS-NAPTHA—

Bees do not die after they sting you.... Most everybody believes this old fallacy, but, in fact, a bee keeps on living just the same and stings somebody else at will over and over again.

—FELS-NAPTHA—

Everyone has heard tales about rattlesnake eggs.... Well, rattlesnakes simply do not lay eggs.... There are 13 different kinds of rattlesnake families and all of them multiply with living youngsters.

—FELS-NAPTHA—

Another thing, the Rock of Gibraltar is not a rock unless one stretches his imagination about the abundance of soft limestone in its make-up, and there's no life insurance sign on it either.

—FELS-NAPTHA—

Tattoos worn by sailors so much had a mighty dignified beginning.... In the first place, ornamentation was not the prime idea.... Early sailors could neither read nor write, and few even knew their names.... Tattoos were invented to identify such fellows at times when identification and references were needed.

—FELS-NAPTHA—

There really is a rain tree.... Peru is its home country, and its leaves are larger than any umbrella you ever saw.... These leaves absorb so much moisture that it's no trick at all to draw 15 to 20 gallons of perfectly good drinking water from any tree.

—FELS-NAPTHA—

Who wants a real change in diet?.... Go over to India.... Visit the high-ups and you'll drink elephant milk.... Visit among the rank and file and you'll use the dairy products of the water buffalo.... At the homes of either, though, you'll get plenty of braised earthworms, and in the cafes you'll find grasshoppers fixed to your taste.... How's that?

—FELS-NAPTHA—

And did somebody start a real research when she asked why flies always flew away even if approached from the rear.... Well, the fly has more eyes than all other insects put together.... Sure enough.... Each little fellow has several thousand tiny eyes in clusters that cover the entire area about him.... Why, the dragon fly has 13,000 eyes that we know of!

—FELS-NAPTHA—

Still sticking to eyes, we find that the eagle wears an eye shield.... Old Mother Nature placed his heavy, overhanging brow just so that it shields the eagle eye from the glaring sun at the heights at which it flies.

—FELS-NAPTHA—

Besides that, all other birds have a transparent third eyelid that works for all the world just like a kodak shutter and with a speed that's too fast to measure.... The third lid is to keep their eyes free from dust, pollen or other irritating foreign matter.

—FELS-NAPTHA—

And, not to be outdone by the birds, the frog's eye is built like a periscope.... It sticks out on a hump and the frog can sit beneath the water and let his dry eye be above while he is on the lookout for food or danger.

"Fading" Occurs With All Radio Broadcasting

By BILL KOTERA

Most of our listeners have noticed that, in general, they are able to pick up distant broadcasting stations better during the night hours than during the day. However, some stations which are received with great clarity during the day fade noticeably after sunset. Believing that you might be interested in the cause of these phenomena, I have written this with the idea of helping to explain the radio scientists' theories in regard to fading and long-distance radio transmission.

Radio Waves

Radio waves, like light waves, are electro magnetic in nature. This means that they may be reflected and refracted, just as light waves are. They may be reflected from the earth's surface or from any conducting material. They are refracted when passing between media of different characteristics.

Ground Waves

Radio waves leaving the broadcast antenna travel skyward as well as along the ground. The ground wave persists over a comparatively short distance, weakening more or less rapidly according to its frequency. The higher the frequency, the more rapid is the weakening of the wave. Engineers have estimated that a station of one kilowatt power in the low frequency end of the broadcasting band, toward 500 kilocycles, may be as effective as a station of 50 kilowatts in the high frequency end of the band, toward 1,600 kilocycles, as far as the ground wave is concerned. The ground wave is what we ordinarily receive during the daylight hours.

Sky Waves

Let us return to the waves that started in a direction upward from the antenna. A natural supposition might be that they continue indefinitely in a straight line, eventually leaving our atmosphere and passing on into space. Indeed, it is believed that this does happen with waves which leave the antenna in a direction approximately perpendicular to the earth's surface. However, it has been shown that when radiated at other angles the waves may return to the earth at varying distances from their source. After reaching a certain height they encounter a layer or layers of air which has become ionized, due to the action of cosmic rays and solar radiation, and is thus called the ionosphere. In passing from the atmosphere through the ionosphere the waves are refracted or bent, and are returned to the atmosphere—and in some cases to the earth, at a point which may be from a few to many hundreds of miles from the point of origin. They may then be reflected from the earth and pass through one or more similar cycles.

In some cases there may be intermediate areas between the limit of the station's ground wave and the point of a sky wave's return to the earth where the signal cannot be heard. This effect is called skip distance, and is most pronounced in frequencies considerably higher than those employed in broadcasting.

During the daytime the ionosphere is much closer to the earth, and thus the sky wave is not effective

in causing long distance transmission. At sunset the ionized layer rises to a height varying from 70 to 250 miles. Thus it is possible, through the phenomena of wave refraction, for a signal to be heard at a very great distance from its originating point. There are believed to be at least three ionized layers above the atmosphere which change their characteristics with the time of the day and with the different seasons of the year. The sun spot cycles have a marked effect on these layers by varying the strength and nature of solar radiation.

These constant changes in the ionosphere cause a more or less rapid variation in its height and distance from the earth. As a result, the direction of the sky waves turned earthward is changed. That is why the signal strength from a distant station will vary more or less rapidly over any given period of time, resulting in fading. At points from 50 to 200 miles from a broadcasting station, its ground wave may be alternately reinforced and opposed by the sky wave. This, too, results in fading.

Distortion

The different components of a wave, which are generated as a result of modulation at the transmitter, may not all be affected equally by this fading phenomena, with the result that we have selective fading, where the reception becomes distorted, and the program material becomes garbled and unintelligible.

Preventing Fading

To overcome fading, automatic volume control is incorporated in practically all modern household receivers. Special directional antennas, designed to respond only to waves arriving over one path, are also in use. Commercial radio telephone concerns employ diversity systems, in which antenna elements are installed over a wide area. The output of all these antennas is brought to a common receiving point, so that a drop in signal strength of one element may be overcome by a more favorable signal from one or more of the others, thus providing a signal of fairly constant strength.

Willie Burns, who is George Burns' brother and has managed Burns and Allen since their vaudeville days, is their laugh "guinea pig." They test all their jokes on him. George and Gracie don't wait for Willie to laugh at their jokes, though, as Jack Benny does when trying out his gags on Don Wilson. They simply watch Willie's eyes. If he blinks, the joke is good.

Charlie Butterworth has a far-away look in his eyes these days. The NBC comic wants to get away long enough this summer to take a Mediterranean cruise and to visit Budapest, of all places. "When I was over there before," he complains, "they told me I would see Naples and die. Well, here I am! So I want to see what Budapest will do to me. They say it's the gayest town on the continent now."

..NEW EDITOR..



We reintroduce to you here Russel Baker, announcer on the staff of WOW, who, after an absence of several months while in the east in radio work, has returned to WOW. Mr. Baker assumes his former position on the announcing staff and, in addition, will serve as assistant editor of the Radio News Tower, with Howard Peterson, editor. WOW and thousands of radio listeners are happy that "Russ" Baker is again heard on the air. As announcer, actor and writer of considerable ability, "Russ" Baker is welcomed back to WOW's family.

Transmitter Station of WOW Interesting to Radio Fans

Visitors to the studios of radio station WOW frequently ask just how programs go out over the air. Guides explain that while the programs originate in the studios in the Insurance building, the actual broadcasting is done from the new transmitter station at 56th street and Kansas avenue in Omaha.

At the bottom of this page is an illustration showing the new transmitter station.

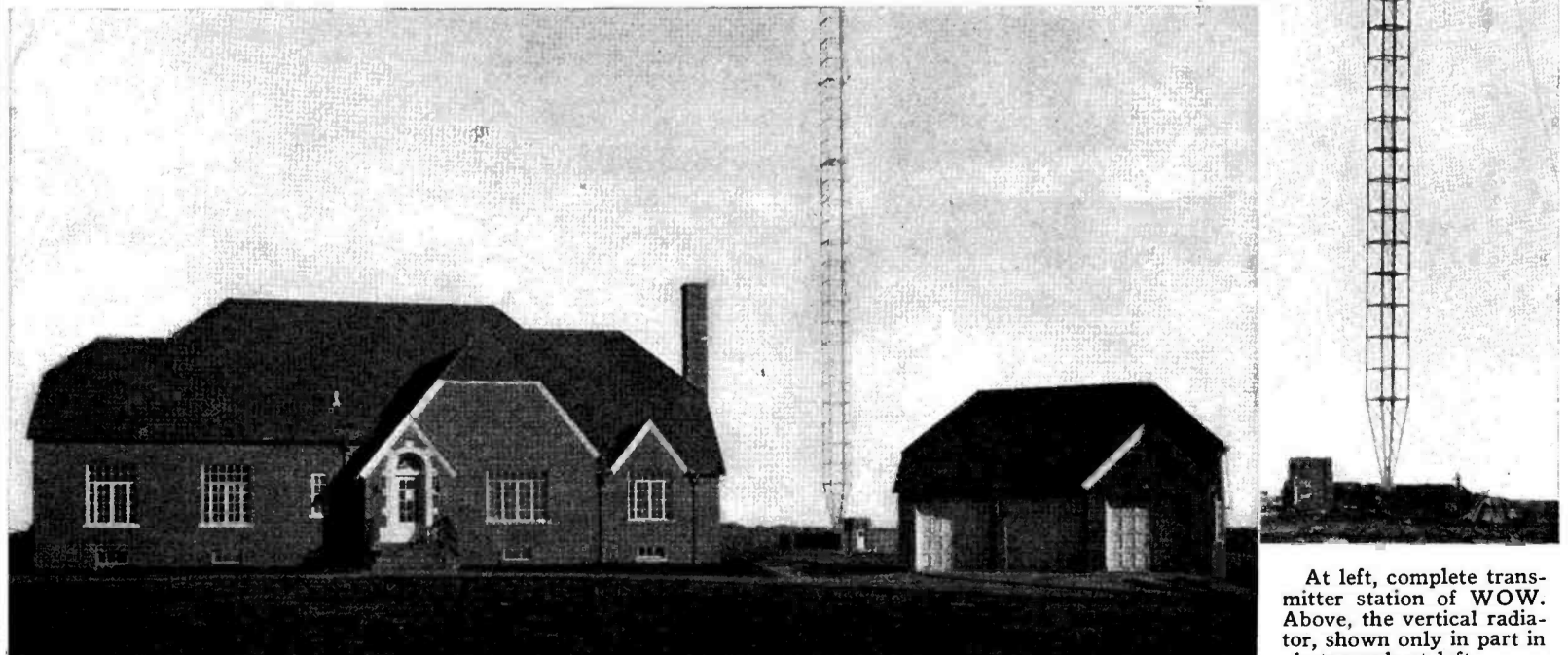
The building at the left houses both the latest type Western Electric 5,000-watt broadcasting transmitter and a five-room apartment for the resident engineer, Edward R. Anderson.

As one enters the door of the main building, the passage to the left goes directly into the transmitter control room, which houses the broadcasting equipment.

Turning to the right inside the front door, one enters into the living quarters of Mr. Anderson's home.

Between the transmitter station itself and the three-car garage, which is shown at the right of the picture, stands the vertical radiator. It is located approximately 300 feet north of the main building. The small building at its base is the tuning house, in which the circuits and the transmission line from the main building to the tower and the antenna are matched. The circuit is carried from the main house underground to the tuning house.

At the extreme right side of the page you will see the tower itself. It is 454 feet high, eight feet square and weighs 29 tons. It is supported at its base by a heavy porcelain insulator, resembling an inverted mixing bowl.



At left, complete transmitter station of WOW. Above, the vertical radiator, shown only in part in photograph at left.

PROCTER & GAMBLE SHOWS LEAD

Jimmy Fidler Gets Movie News

Hollywood's outstanding radio commentator gets the facts and gives them well over radio station WOW every Tuesday and Friday at 8:30 p. m.

He is particularly noted for his "open letters," which are really constructive criticisms of radio stars and their doings.

Fidler's reputation is based upon his frank and fearless presentation of the facts as he finds them. Frequently he steps on tender toes, with the hope that the unpleasant feeling of his action will have a beneficial effect.

Jimmy comes from Tennessee, and he has served a long apprenticeship as actor, reporter, magazine publisher and newspaper writer. He is blond, energetic, and finds time to shoot golf in the 70's.

This program is in the interest of Procter & Gamble's Drene.

Pepper Young's Family . . .



The story of "Pepper Young's Family" originally came on the air in January, 1936, and was then titled "Forever Young." Under its new name it has gained tremendous popularity from coast to coast. It is written by Elaine Sterne Carrington. Curtis Arnall plays the part of "Pepper" and Betty Wragge takes the part of "Peggy." Listeners find this drama of family life plenty exciting and extremely human.

It is heard over radio station WOW at 1 p. m. every week day and is broadcast in the interests of Procter & Gamble's Camay soap.

Tune to WOW on 590 kilocycles on your radio dial.

National Firm Now Broadcasts Nine Different Shows on WOW

The Procter & Gamble Company, understanding and appreciating listener-interest in radio, has developed and currently broadcasts nine of their radio productions over radio station WOW. The programs are all very interesting, because they are human. They are based on the things that everyone is interested in.

Many of them are what are called in radio "script shows." This simply means that they are radio dramas, with several characters taking part. Every one of the Procter & Gamble shows is a favorite. "Ma Perkins," "Pepper Young's Family," "The O'Neills," "The Story of Mary Marlin," "Houseboat Hannah," "Kitty Keene," "Hollywood Gossip" and "Guiding Light" are among the leaders on radio today.

Visitors to the national offices of Procter & Gamble have been amazed at the care with which these shows are assembled and broadcast. Every detail of every story is carefully considered and worked out according to the best thought for showmanship.

Many of the characters in the Procter & Gamble shows become so real to listeners that frequently listeners forget that the stories are really dramas, and that the poor person in the play who is being so abused is in real life a well-paid, happy, hard-working radio actress or actor.

"Ma" to All . . .



When the announcer introduces "Ma Perkins" with the words: "And now we present 'Oxydol's Own Ma Perkins,' America's mother of the air," it is actually a fact. Millions of listeners have become so taken with the personality of this delightful woman that she has become indeed a real person to them. "Ma Perkins" is heard over WOW daily, and is broadcast in the interest of Procter & Gamble's Oxydol.

MARY MARLIN



Anne Seymour

The "Story of Mary Marlin" has been on the air for many years. Yet each day it increases in popularity. It is written by Jane Crusinberry, and features Robert Griffin in the leading male role and Anne Seymour as leading lady. Miss Seymour comes from a long line of dramatic people. She was born in New York in 1909 and played in a number of very successful stage plays. This program is heard over WOW every day, Monday through Friday, at 10:15 a. m. The broadcasts are provided radio listeners in the interest of Procter & Gamble's Ivory soap.

'Guiding Light' Popular

The program, "The Guiding Light," broadcast over WOW every Monday through Friday at 2:45 p. m., in the interest of Procter & Gamble's White Naptha, features Mercedes McCambridge, Arthur Peterson and Raymond Johnson.

"Guiding Light" is a homey story of a small town minister's sane philosophy on life.

WHOSE SUPERSTITIOUS? . . .



Very clearly Vic, Sade and Rush are not superstitious. The three of them under a stepladder, covered by an open umbrella, indoors, defy hard luck.

"Vic and Sade," heard on WOW, Monday through Friday at 1:30 p. m., for Procter & Gamble's Crisco, are also heard over this same station on Tuesday and Friday evenings at 8:45 for Procter & Gamble's Ivory soap.

The new evening show of this popular trio has pleased a great number of men listeners, who would otherwise have to hear about Vic and Sade's doings from their wives.

The story of "Vic and Sade" is written by Paul Rhymer, who began his radio writing at the age of 22, as a graduate of Illinois Wesleyan. Before his success as a radio writer he was a taxi driver, a magazine salesman and maintenance man for a railroad.

The "Vic and Sade" radio program is certainly a tonic for the blues.

Hannah Fights Troubles



In this day and age of automobile trailers few people give much consideration to living on a houseboat. But the story of "Houseboat Hannah," known as "Ma O'Leary," has come to have a real place in radio. "Ma O'Leary" is a fighter, a business woman, a restaurant-keeper, and thrives on excitement. "Paw" gets into trouble; her son is hurt in an accident, but "Hannah" carries bravely on.

Listen to the adventures of "Houseboat Hannah," broadcast at 11 a. m. in the interests of Procter & Gamble's Lava soap.

Adventurous Kitty

"Kitty Keene" is a courageous woman detective. Certainly she has all the adventures that anyone could ask for. Just who she is, or what her past has been, no one seems to know, except that she is beautiful and a former Follies girl.

If you like excitement (and who doesn't), you will get a big kick out of the adventures of "Kitty Keene." Her program comes to you at 4 p. m., and is broadcast in the interest of Procter & Gamble's Drest.

"Kitty Keene" is really a very beautiful girl. Of course, her adventures are daring and extremely unusual for a young girl, but they are not impossible. All situations in which "Kitty Keene" struggles for a solution exist around us, even though we do not know about them. We would suggest that you listen



to this show and see if you don't get a big thrill out of this adventurous story.

"The O'Neills" Are Marvelous . . .



This show, sponsored by Procter & Gamble for Ivory soap, possesses one of the outstanding reputations as a radio script show. On Tuesday, May 4, they produced the 400th episode since their series began in October, 1935. It is easy to understand this fine record when one hears this program, so packed full of human interest, paths and dramatic incidents. You can hear "The O'Neills" Monday through Friday at 1:45 p. m.