

Radio  
Station  
WOW

# RADIO NEWS TOWER

5000  
Watts  
590 Kc.

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

Complete Radio Program News From Radio Station WOW

VOL. II—No. 10

OMAHA, NEBRASKA, JULY 1, 1938

PUBLISHED MONTHLY

## CROP OUTLOOK BEST IN YEARS

### 'Lyle and Eddie' Revive 'Time 'n' Tunes'

Every day more and more listeners are tuning during the early morning to one of WOW's most popular local features, "Time 'n' Tunes," with Lyle De Moss, accompanied by Eddie Butler at the organ.

The feature, while new on WOW, was conducted with great success by "Uncle Lyle" prior to his joining the WOW staff, and it has already a great audience.

Less than three days after the first "Time 'n' Tunes" program, scores of persons wrote in, thanking the station for resuming the program.

The programs are broadcast from 6:15 a. m. to 7 o'clock every week day morning from the pit organ at the Orpheum theater.

"Time 'n' Tunes" consists of music of all kinds, including ballads by Lyle, and "hot" and "sweet" tunes by Eddie on the organ. Not the least appreciated feature of the program is the narrating and poetry reading by Lyle.

Make it a point to tune in at 6:15 any week-day morning.

"Time 'n' Tunes" is followed by the news, which now goes on the air at 7 a. m. instead of 7:15 a. m.

### 'Q' FOR 'WAG'



Ding! Ding! Ding! It's "Pilot" Ralph Wagner at the throttle of his new sponsor's famed Zephyr!

### WOW RESULTS

Radio "results" stories are frequently almost unbelievable.

Recently WOW broadcast at 12:42 a one-minute announcement offering one free ticket to the Orpheum theater to each of the first 75 persons who named the author of "White Banners" (Lloyd C. Douglas), and told one of his other stories that was made into a movie ("The Green Lantern," "Magnificent Obsession").

In 16 minutes the first 75 answers got through the WOW switchboard. Within the next hour 857 calls (by actual count) came through the board. The telephone company estimated an equal number (or 1,600 total) got the "busy" signal!

### NEWS EARLIER NOW

With the change of "the 7:15" to 7 a. m., both of WOW's morning news broadcasts are now heard beginning on the even hour. The first is at 6 a. m., week days, and the second at 7 a. m. Ray Olson gives the 7 a. m. period.

### STATE GOLF MEET . .

Radio station WOW is planning several special programs during the Nebraska State Golf tournament, to be held at Omaha, July 11 through 16. Stanley Davies, Field club golf pro, will give a 15-minute summary of each day's play at 9:45 each evening.

### THAR'S GOLD



Some of the wheat—71,000,000 bushels of it—now being cut in Nebraska fields!

### Cut \$5,000,000 Wheat Yield in WOW Empire

By BILL WISEMAN

Eastern radio program sponsors and midwest radio listeners alike should thrill to the news that the "White Spot" crop outlook indicates Nebraska will actually be a "gold spot" when fall rolls around.

Yes, sir! Thar's gold on them that Nebraska farms this year. The drouth scourge and resultant poor farm income of yesteryears is definitely just a memory.

There's no question about it. Nebraska's and Iowa's greatly increased farm income this fall will make both these states "gold spots"—put to route any hint of a "recession" in this section of the U. S. A.

#### Harvest Begins

As this issue of the WOW News Tower magazine goes to press, the first sheaves of golden Nebraska wheat are being cut. The newest U. S. department of agriculture estimate of the winter wheat crop is 71,660,000 bushels! That's 2,000,000 more bushels of wheat than last year, and that's 25,000,000 bushels more than the 1927 10-year average!

If these farmers get as little as 75 cents a bushel, this means five and one-half million dollars in Nebraska for winter wheat alone. And that money will roll into farmers' pocketbooks, starting immediately!

#### Corn Favorable

On June 15 the United Press made a midwest survey on corn crop conditions. The dispatch says, in part:

"Prospects in Nebraska and Iowa are favorable."

Since then the weather has been drier and the corn has literally popped out of the ground. In many places it will be—not knee high, but waist high by the Fourth of July.

The same United Press survey says Indiana and Illinois, which last year raised one-fourth of the entire U. S. corn crop, have been badly hit by too much rain; that Minnesota is 10 days behind normal, and that Wisconsin is about normal.

#### Summary

The Department of Agriculture's Nebraska Crop Reporter, issued June 10, indicates that in every part of Nebraska the rainfall thus far has been double last year's, and that all crops are consequently in excellent condition.

Here is the state report (as of June 1):

	1937	1938
Winter wheat yield per acre...	14.0	16.5
Rye yield per acre.....	10.0	12.0
Oats (condition).....	78%	94%
Barley (condition).....	73%	94%
Tame hay (condition).....	69%	85%
Alfalfa (condition).....	72%	84%
Wild hay (condition).....	63%	84%
Pasture (condition).....	57%	75%
Spring wheat (condition).....	56%	89%

And remember this: That 16½ bushels of wheat to the acre means two bushels more than the average yield per acre for the last 10 years. The report also says the "Outlook for fruit crops is favorable."

To the radio advertising buyers this report means that advertising dollars spent in Nebraska (and the WOW territory) will do more work than they will in many other sections of the country.

To the listener this report means that more radio advertising dollars spent in Nebraska will bring bigger and better programs for many additional hours to WOW this fall and winter.

### Burlington Sponsors 'Wag' as Zephyrs Pass 5 Millionth Mile

The Burlington railroad—the line of the Zephyrs—became a sponsor for "Wag Waggin" with "Wag," week night WOW sportscast on June 27.

WOW's sports editor, Ralph Wagner, for many years in a similar post at the Omaha Bee-News, is on the air at 10 p. m. each week night.

"Wag" joined the Burlington colors at a significant point in railroad history, for it was on June 21 that the Burlington's eight stainless steel Zephyrs reached the 5,000,000th mile mark in regular passenger service, a record unapproached by any other fleet of Diesel-powered trains.

The "availability for service" of these Diesel-powered trains, in spite of their extremely fast schedules, has been approximately 95 per cent. The Zephyr's on-time performance has been equally remarkable, the Denver Zephyrs, for example, having arrived "on the dot" better than 90 per cent of the trips since their inauguration May 31, 1936, and rarely, indeed, have they been more than a few minutes late.

Although often a passenger, Wagner had never carefully inspected the Lincoln-Omaha-Kansas City Zephyr, so one of his first contacts with the new sponsor was a tour of the train, with the Burlington's "Jim" Sharpe as host.

### EXTRA RAIN EXTRA CASH!

Principal towns in WOW's intensive coverage area report as much as eight inches MORE rain this year (to June 15) than last!

In this area RAIN means CROPS . . . CROPS mean income for EVERYBODY . . . INCOME IS BUYING POWER!

Here are the official U. S. reports showing the EXCESS rainfall over last year:

NEBRASKA—		IOWA—	
Tekamah.....	+3.72	Carroll.....	+3.89
Omaha.....	+2.29		
Lincoln.....	+3.38		
Auburn.....	+4.13		
North Loup.....	+3.42		
Burwell.....	+4.53		
O'Neill.....	+2.76		

Rainfall figures for Minnesota, the Dakotas and Missouri (not available until July 5) are equally impressive. The entire WOW-dominated area is better than last year and LAST YEAR WAS A GOOD YEAR!

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### YOUR 'TIME 'N' TUNERS'



Here're your "Time 'n' Tuners"—Lyle De Moss and Eddie Butler—reading fan mail and preparing requests for their new morning show, 6:15 to 7 every week day.

### A Fine Present For a Friend

This WOW News Tower magazine prints the ONLY accurate, complete, advance list of WOW programs—a whole month in advance!

It is issued the first of every month and the subscription price is only 50 cents a year—delivered to your home! Every WOW listener should be a subscriber to this service publication.

Why not send in a subscription NOW for your mother, sweetheart, boy friend—and anyone to whom you want to give a fine, inexpensive gift?

Just give the name and address, and wrap 50 cents in paper and send it to WOW, Omaha.

### YES, IT'S ARTHUR FOLKS



You've heard Foster May talk with "Arthur" scores of times on the Iten-Barmettler "Man on the Street." Now, here's Arthur's picture. Last name, Leftitz; age, 10.



# Camps Honor R. E. Miller New National Promotion Director

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A large group of Mr. Miller's friends and fellow Woodmen honored him at a luncheon at San Antonio and another luncheon was held in his home town of Dallas. The Dallas group presented him with an elaborately-engraved scroll containing the signature of each person at the luncheon.

### Leads in Drives

Farrar E. Newberry, national secretary, addressing the Dallas meeting, paid high tribute to Mr. Miller. He pointed out that under Miller's direction the state of Texas was the leader in all of the 13 national membership campaigns held in the past four years.

De Emmet Bradshaw, national president; Governor E. D. Rivers of Georgia, past head consul of the Woodmen Jurisdiction of Georgia, and Dr. Herbert B. Kennedy were guests of honor at the two-day field exercises at Macon, Ga.

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William Ruess, chairman of the board of auditors of the society, recently returned from his native state, Ohio, where he attended five successful Woodmen meetings. He spoke before the Cleveland Consul Commanders' Roving association and was at camp meetings at Toledo, Fremont, Dayton and Columbus.

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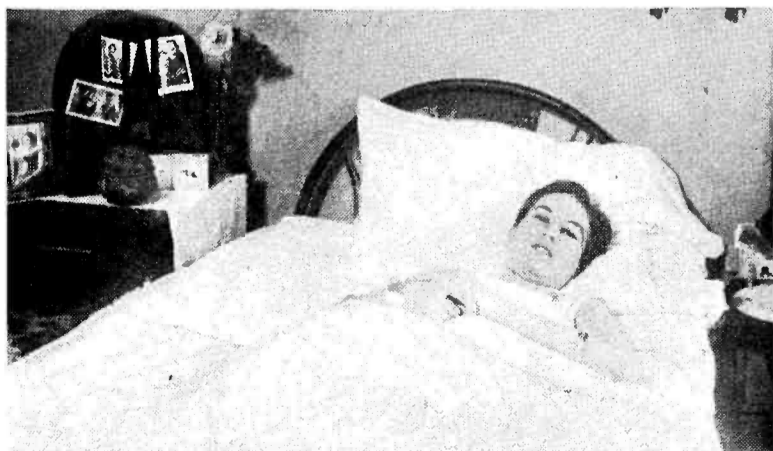
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### Didja Know? . . .

By BILL WISEMAN

#### Tip to Radio Stars:

Flattery is largely soft soap, and soft soap is 90 per cent lye!

—wow—

#### Tip to Race Fans:

"Buck" Benny may never ride the airplanes again, but he certainly will kick up the turf at Saratoga, Belmont and Santa Anita. For "Buck" Benny as a radio character is dead, but "Buck" Benny will ride again, for that's the name of the famed Jello comic's horse, now being groomed for racing.

Bill Wiseman

"Buck" Benny was sired by Upset, only horse ever to beat Man-o'-War. The dam was the famed Helen T.

Jack bought the horse in Europe and has been training it at the Alfred Vanderbilt stables.

—wow—

#### Notes to You:

Hundreds of listeners complained when the "Carnation Contented Hour" program committee deleted the "moos" from Don Bester's "Won't You Wait Till the Cows Come Home?" Result: "Moos" hastily reinstated!

—wow—

Only one man besides Bob Burns knows what he is going to put on the air. That man is an NBC production man, who hears Bob's stuff one hour before it goes on the air. This is merely to satisfy an NBC technical ruling.

—wow—

Rupert Hughes, the famed novelist, is the papa of Rush Hughes, Borden's swell commentator, who was in Omaha recently. Incidentally, Rush's story of Ak-Sar-Ben (on 45 U. S. and 10 Canadian stations) was about the swellest publicity this town ever received!

—wow—

#### Even WLS!

Radio Daily, a very important trade paper, carries this headline:

"WLS ADMITS IT!"

And with that "banner-line" headline, it proceeds to explain that WLS, the "Friendly Farmer station," has decided to quit preparing "hick" programs for farm listeners.

—wow—

#### New Subscriber:

Frank Hodek, musical director of NBC at Hollywood, is a new WOW News Tower magazine subscriber. He reports all's well in the radio-film capital.

—wow—

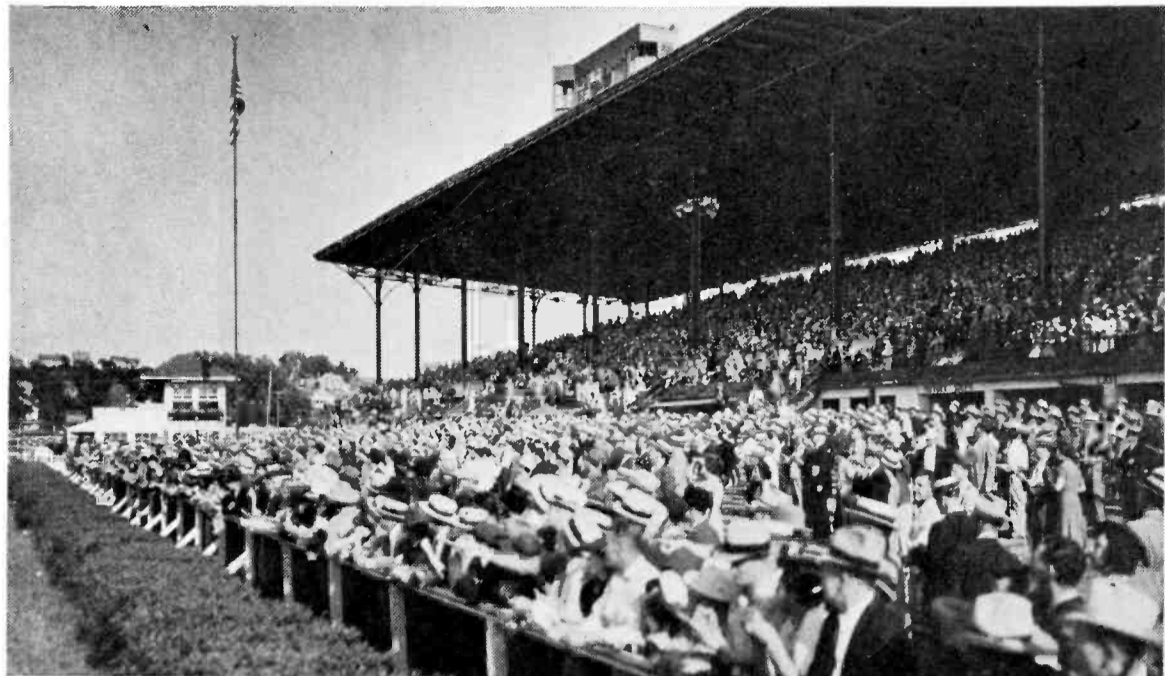
#### Didja Know?

Jerry Belcher will cover both the New York and San Francisco world's fairs . . . Five "students" missed on Kay Kyser's question: "Who wrote Mendelssohn's 'Spring Song'?" . . . Tim and Irene (ex-Omahans) now have four full-time writers in their employ . . . Harriet Brewer Nelson ("Hymns of All Churches") is an expert golfer . . . And "Uncle Ezra" (Pat Barrett) is one of the east's best polo players . . . And Les Tremayne is a sculptor . . . Alice Hill (Betty of Betty and Bob) designs clothes as a side line, and could make more "dough" at it than she does in radio . . . Foster May can play the piano . . . Charles Claggett, St. Louis advertising luminary, is authoring the "Public Hero No. 1" Falstaff thrillers . . . Edyth Wright, Tommy Dorsey's singer, has just parted company with her appendix . . . Kay Kyser used to be a high school football coach . . . Johnny the Call Boy received a complete uniform and baseball outfit from the "Johnny Presents" cast on his birthday . . . James Melton would kill 'em if they'd make him whistle in two-part harmony on the air . . . Fannie Brice does a swell cockney dialect (she's not Jewish).

### U. P.'S HIX TELLS OF COLUMBUS' HISTORY

Nebraska found itself in the national spotlight last Sunday afternoon when Columbus, Neb., was the scene of a playlet on John Hix' weekly "Strange as It Seems" broadcast on WOW. The title was "The Birth of Buffalo Bill's Wild West Show."

## Falstaff Covers Ak Race Meeting Via Station WOW



The booth high atop the Ak race plant is where Bill Roderick views the races and describes them for Falstaff listeners.

## JOTTINGS By JETTABEE

So The Jangles start their 10th month at radio station WOW! And, by the way, we'll be celebrating a fifth anniversary (in other words, five years on the air) September 10 of this year, and we promise you a grand celebration at that time.

Many thanks to all the kind listeners who are writing us and saying: "I am glad to tell you that the new 5:15 p. m. time for your program is most convenient for every member of my family. We hope you'll continue at that time."

Well, we like the new time, too, and we're sorry that there are still a few of you who preferred the evening broadcasts.

Now, I've been saving up a lot of questions to answer in this particular News Tower, so I expect I'd better get to work right here and now.

Question No. 1 comes from Osborne, Kans., and is a question we've been asked many a time.

1. "Do you, or any members of your cast, use any kind of a disc or instrument in your mouth in order to make the various character changes?"

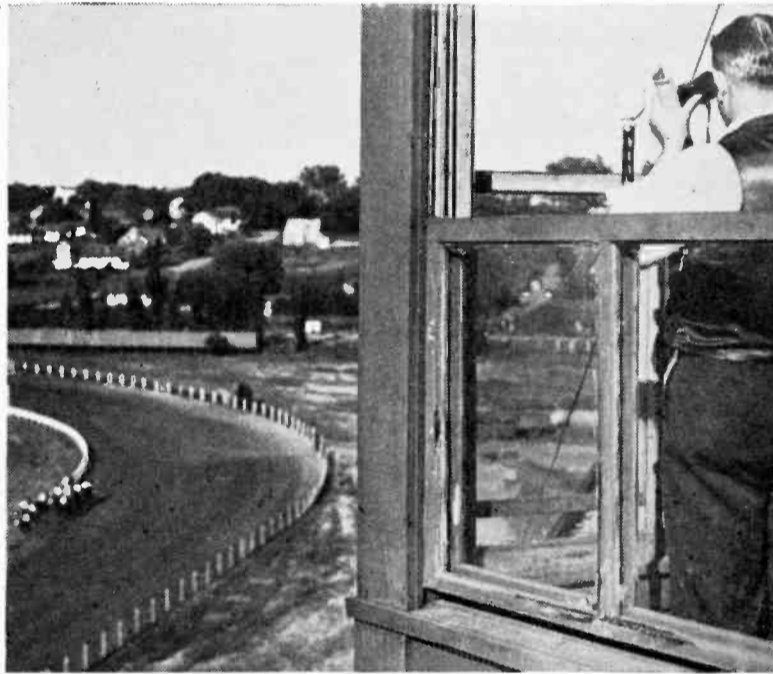
The answer is "No." Those character changes are merely changes in voice. For instance, "Mother Jangles" voice must come from the diaphragm and her lines must be spoken in good distance from the microphone. On the other hand, "Jennie's" voice is a matter of manipulating both tongue and lips very carefully and working close in to the microphone.

Question No. 2 was submitted by a listener in Sioux City, Iowa, who has never been in a radio station during a broadcast, and she asks:

2. "Are radio plays acted out in the studio? If they are not, what makes them sound so natural?"

Well, if you mean do we move around the studio, the answer to that question is also "No." However, there's a good bit of acting goes on right in front of that microphone. Visitors in the studio are always amused to watch radio players hold script with one hand and perhaps run their fingers through their hair, clench their fist or make any number of other gestures with the other hand. Sound effects are responsible for the atmosphere, the rest being up to the players. They must put into their voice everything that they would otherwise show by facial expression and gestures.

Listener No. 3 of Chadron, Neb., asks:



And here's Bill Roderick snapped in the booth following the ponies with the glasses around the first turn.

## Dorsey Lads Packed 'em in at the Chermot Ballroom



More than 3,900 persons paid dearly to hear Tommy Dorsey's Raleigh and Kool music at the Chermot ballroom in Omaha recently. It's Ray Olson of WOW at the microphone.

3. "Which would you prefer —stage or radio?"

In answer to that, after having had a number of years of experience on the stage, I believe I'd say that by all means I prefer radio. Even though many times there is no visible audience, it's still exciting to know that somewhere, "out there," there are listeners (we hope). Fortunately, every member of our Jangles family takes as sincere an interest in the story as I do. And you'd perhaps be surprised to know that after a long rehearsal and a broadcast, each member of the cast is as worn out as if they'd done a

full day's work.

Our fourth group of questions for the day came from Marysville, Kans., and from a listener who is interested in script writing. She wants to know:

4. "How far ahead do you write up the story of The Jangles? How long does it take to write a 15-minute radio script and how many pages does it take?"

Perhaps I'd be telling tales out of school if I told you that all Jangles scripts are written the same day they are presented. However, I don't believe I'd advise anyone

## WOW Experts Say Television Just 'Round the Corner'

WOW engineers, recently returned from the national convention of the Institute of Radio Engineers in New York City, are of the opinion that science is "nearing that proverbial corner just around which is television suitable for home use."

Chief Engineer William J. Kotera, and his assistant, Joseph Herold, were the WOW representatives at the sessions, June 16-18, which were attended by 1,200 radio technicians.

Herold's official report of the meeting included details of important new developments of several phases of television.

"Of the many papers presented," Herold wrote, "one by T. J. Goldsmith of the Allan Du Mont laboratories received universal comment and attention. This paper, on a new system for the transmission of television, appeared to be a real advance in this most complex science.

#### Flicker Reduced

"Briefly, this system would simplify and preclude obsolescence of television receivers, it would halve the band of frequencies required for each television channel and reduce flicker in television reception.

"Although television has been successful on an experimental basis for some time, it was not thought advisable to put it on a commercial basis until certain standards are set. This was done because any change in present systems of transmission would necessitate extensive changes in the receiving system also. In the Du Mont system changes in the receiver are not necessary, the receiver automatically following any change at the transmitter."

#### Mobile Units

Herold added that the broadcasting branch of the industry was especially interested in papers on design requirements for broadcast studios, developments in broadcast transmitters, papers on recording, broadcast antennae and a description of KYW's new studio equipment.

"Descriptions of NBC's mobile television units, developments in television equipment, tubes, and so forth, were followed with great interest. It appears that we are rapidly nearing the proverbial corner that will bring us television in the home."

Just in case you've missed the "Vic and Sade" program at 3 afternoons the last day or two, tune to 11:15 a. m., Mondays through Fridays, the new time.





# July Near Your Radio Set!

4:30-Daily Sports Column. N (C)  
 4:45-Religion in the News. N (S)  
 5:00-Essex House Orch. N (S)  
 5:30-Chamber of Commerce (S)  
 5:45-WOW News Tower. (C)  
 6:00-Kaltenmeyer's Kindergarten. N (S)  
 6:30-Dale Carnegie. N (C)  
 6:45-Barry McKinley. N (S)  
 7:00-NBC Symphony. N (C)  
 7:15-Liedersingers. N (S)  
 7:30-Meridian Music. N (S)  
 7:45-Paradise Restaurant Orch. N (S)  
 8:00-Hermitage Hotel Orch. N (S)  
 9:30-WOW News Tower. (C)  
 9:45-NBC. (S)

10:00-Wig Waggin' with Wagner. (C)  
 10:15-Hotel Astor Orch. N (S)  
 10:30-Edison Hotel Orch. N (S)  
 11:00-Athletic Club Orch. N (S)  
 11:30-NBC. (S)  
 12:00-Thesaurus. ET (S)

**SUNDAY, JULY 17**  
 7:00-Turn Back the Clock. N (S)  
 7:15-Vagabond Adventures. N (S)  
 7:30-Melody Moments. N (S)  
 8:00-Highlights of the Bible. N (S)  
 8:30-Chapel Service, Rev. Brown. N (S)  
 9:45-Garden of Memory. (C)  
 10:15-Eddie Butler, Organist. (S)  
 10:30-Meridian Singers. N (S)  
 11:00-Madrigal Singers. N (S)  
 11:30-Darwin and Lansing. N (S)  
 12:00-Sunday Serenaders. (S)  
 12:15-WOW News Tower. (C)  
 12:30-Paradise Restaurant Orch. N (S)  
 12:45-Vincent Gomez. N (S)  
 1:00-Sunday Drivers. N (S)  
 1:30-Romance Melodies. N (S)  
 2:00-Strange as It Seems. ET (C)  
 2:15-Ranger Serenaders. N (S)  
 2:30-World Is Yours. N (S)  
 3:00-Marion Talley. N (C)  
 3:30-Radio News Reel. N (C)  
 4:00-Catholic Hour. N (S)  
 4:30-NBC. (S)  
 5:00-WOW Orch. and Chorus. (S)  
 6:00-Chase and Sanborn Hour. N (C)  
 7:00-Manhattan Merry-Go-Round. N (C)  
 7:30-Album of Familiar Music. N (C)  
 8:00-Horace Heidt Brigadiers. N (C)  
 8:30-Chicago Round Table. N (S)  
 9:00-WOW News Tower. (C)  
 9:15-Thesaurus. ET (S)  
 9:30-Hobby Lobby. N (C)  
 10:00-Job Clinic. (S)  
 10:30-Terrace Beach Club. N (S)  
 11:00-Evening Reveries. (S)  
 11:15-Beverly Hills Club. N (S)  
 11:30-El Patio Orch. N (S)  
 12:00-NBC. (S)

**MONDAY, JULY 18**  
 5:45-Thesaurus. ET (S)  
 6:00-Farm Front News. (S)  
 6:15-Time and Tunes. (S)  
 6:40-Markets. (S)  
 6:45-Time and Tunes. (S)  
 7:00-WOW News Tower. (C)  
 7:15-Thesaurus. ET (S)  
 7:30-Musical Clock. ET (C)  
 8:00-Coffee Pot Inn. (C)  
 8:15-Hymns of All Churches. ET (C)  
 8:30-Aunt Sally. (S)  
 8:45-Woman in White. N (C)  
 9:00-David Harum. N (C)  
 9:15-Lorenzo Jones. N (C)  
 9:30-How to Be Charming. N (C)  
 9:45-Kitty Keene. N (C)  
 10:00-Betty and Bob. N (C)  
 10:15-The O'Neills. N (C)  
 10:30-Pretty Kitty Kelly. ET (C)  
 10:45-Judy and Jane. ET (C)  
 11:00-Vincent Curran. N (S)  
 11:15-Vic and Sade. ET (C)  
 11:30-Houseboat Hannah. ET (C)  
 11:45-Words and Music. N (S)  
 12:00-Markets. (S)  
 12:15-Midday Melodies. ET (C)  
 12:30-WOW News Tower. (C)  
 12:40-Records. (S)  
 12:45-Foster May, Man on the Street. (C)  
 1:00-Mary Marlin. N (C)  
 1:15-Ma Perkins. N (C)  
 1:30-Pepper Young. N (C)  
 1:45-Guiding Light. N (C)  
 2:00-Backstage Wife. N (C)  
 2:15-Stella Dallas. N (C)  
 2:30-Hughesreel. N (C)  
 2:45-Girl Alone. N (S)  
 3:00-Top Hatters. N (S)  
 3:15-Markets. (S)  
 3:25-Records. (S)  
 3:30-Your Family and Mine. N (C)  
 3:45-WOW News Tower. (C)  
 4:00-Thesaurus. ET (S)  
 4:15-Dan Harding's Wife. ET (C)  
 4:30-Daily Sports Column. N (C)  
 4:45-Nola Day. N (S)  
 5:00-Don Winslow of the U. S. Navy. N (C)  
 5:15-Jangles. (S)  
 5:30-NBC. (S)  
 5:45-WOW News Tower. (C)  
 6:00-One Man's Family. N (C)  
 6:15-Tommy Dorsey and Orch. N (C)  
 6:30-Town Hall Big Game Hunt. N (C)  
 7:00-For Men Only. N (C)  
 8:00-Kay Kyser's Musical Class. N (C)  
 9:00-Amos and Andy. N (C)  
 9:15-NBC. (S)  
 9:30-WOW News Tower. (C)  
 10:00-Wig Waggin' with Wagner. (C)  
 10:15-NBC. (S)  
 10:30-Lights Out. N (S)  
 11:00-NBC. (S)  
 11:30-Cocoanut Grove Orch. N (S)  
 12:00-Thesaurus. ET (S)

### ORDER THE WOW NEWS TOWER MAGAZINE FOR SOME FRIEND. A WHOLE YEAR... ONLY 50 CENTS

**TUESDAY, JULY 19**  
 5:45-Thesaurus. ET (S)  
 6:00-Farm Front News. (S)  
 6:15-Time and Tunes. (S)  
 6:40-Markets. (S)  
 6:45-Time and Tunes. (S)  
 7:00-WOW News Tower. (C)  
 7:15-Thesaurus. ET (S)  
 7:30-Musical Clock. ET (C)  
 8:00-Coffee Pot Inn. (C)  
 8:15-Hymns of All Churches. ET (C)  
 8:30-Aunt Sally. (S)  
 8:45-Woman in White. N (C)  
 9:00-David Harum. N (C)  
 9:15-Lorenzo Jones. N (C)  
 9:30-Homemakers Club. (C)  
 9:45-Kitty Keene. N (C)  
 10:00-Betty and Bob. ET (C)  
 10:15-The O'Neills. N (C)  
 10:30-Pretty Kitty Kelly. ET (C)  
 10:45-Judy and Jane. ET (C)  
 11:00-Glen Darwin. N (S)  
 11:15-Vic and Sade. ET (C)  
 11:30-Houseboat Hannah. ET (C)  
 11:45-Words and Music. N (S)  
 12:00-Markets. (S)  
 12:10-Records. (S)  
 12:15-Midday Melodies. ET (C)  
 12:30-WOW News Tower. (C)  
 12:40-Records. (S)  
 12:45-Foster May, Man on the Street. (C)  
 1:00-Mary Marlin. N (C)  
 1:15-Ma Perkins. N (C)  
 1:30-Pepper Young. N (C)  
 1:45-Guiding Light. N (C)  
 2:00-Backstage Wife. N (C)  
 2:15-Stella Dallas. N (C)  
 2:30-Hughesreel. N (C)  
 2:45-Girl Alone. N (S)  
 3:00-Top Hatters. N (S)  
 3:15-Markets. (S)  
 3:25-Records. (S)  
 3:30-Your Family and Mine. N (C)  
 3:45-WOW News Tower. (C)  
 4:00-Records. (S)  
 4:15-Dan Harding's Wife. ET (C)  
 4:30-Daily Sports Column. N (C)  
 4:45-Rhythmairs. N (S)  
 5:00-Don Winslow of the U. S. Navy. N (C)  
 5:15-Jangles. (S)  
 5:30-NBC. (S)  
 5:45-WOW News Tower. (C)  
 6:00-Johnny with Russ Morgan. N (C)  
 6:30-Lady Esther Serenade. N (C)  
 7:00-Vox Pop. N (C)  
 7:30-Attorney-at-Law. N (C)  
 8:00-Believe It or Not. N (C)  
 8:30-Hollywood Gossip. N (C)  
 8:45-Thesaurus. ET (S)  
 8:55-Ironized Yeast. ET (C)  
 9:00-Amos and Andy. N (C)  
 9:15-Vocal Varieties. N (C)  
 9:30-WOW News Tower. (C)  
 9:45-NBC. (S)  
 10:00-Wig Waggin' with Wagner. (C)

10:15-NBC. (S)  
 10:30-Riley's Lakehouse Orch. N (S)  
 11:00-WOW Orch. N (S)  
 11:30-Sir Frances Drake Hotel. N (S)  
 12:00-Thesaurus. ET (S)

### WEDNESDAY, JULY 20

5:45-Thesaurus. ET (S)  
 6:00-Farm Front News. (S)  
 6:15-Time and Tunes. (S)  
 6:40-Markets. (S)  
 6:45-Time and Tunes. (S)  
 7:00-WOW News Tower. (C)  
 7:15-Thesaurus. ET (S)  
 7:30-Musical Clock. ET (C)  
 8:00-Coffee Pot Inn. (C)  
 8:15-Betty Crocker. ET (C)  
 8:30-Aunt Sally. (S)  
 8:45-Woman in White. N (C)  
 9:00-David Harum. N (C)  
 9:15-Lorenzo Jones. N (C)  
 9:30-Hello, Peggy! N (C)  
 9:45-Kitty Keene. N (C)  
 10:00-Betty and Bob. ET (C)  
 10:15-The O'Neills. N (C)  
 10:30-Pretty Kitty Kelly. ET (C)  
 10:45-Judy and Jane. ET (C)  
 11:00-In the Music Room. N (S)  
 11:15-Vic and Sade. ET (C)  
 11:30-Houseboat Hannah. ET (C)  
 11:45-Words and Music. N (S)  
 12:00-Voice of the Farm. ET (C)  
 12:15-Midday Melodies. ET (C)  
 12:30-WOW News Tower. (C)  
 12:40-Records. (S)  
 12:45-Foster May, Man on the Street. (C)  
 1:00-Mary Marlin. N (C)  
 1:15-Ma Perkins. N (C)  
 1:30-Pepper Young. N (C)  
 1:45-Guiding Light. N (C)  
 2:00-Backstage Wife. N (C)  
 2:15-Stella Dallas. N (C)  
 2:30-Hughesreel. N (C)  
 2:45-Girl Alone. N (S)  
 3:00-Top Hatters. N (S)  
 3:15-Markets. (S)  
 3:25-Records. (S)  
 3:30-Your Family and Mine. N (C)  
 3:45-WOW News Tower. (C)  
 4:00-Records. (S)  
 4:15-Dan Harding's Wife. ET (C)  
 4:30-Daily Sports Column. N (C)  
 4:45-Nola Day. N (S)  
 5:00-Don Winslow of the U. S. Navy. N (C)  
 5:15-Jangles. (S)  
 5:30-NBC. (S)  
 5:45-WOW News Tower. (C)  
 6:00-One Man's Family. N (C)  
 6:15-Tommy Dorsey and Orch. N (C)  
 6:30-Town Hall Big Game Hunt. N (C)  
 7:00-For Men Only. N (C)  
 8:00-Kay Kyser's Musical Class. N (C)  
 9:00-Amos and Andy. N (C)  
 9:15-NBC. (S)  
 9:30-WOW News Tower. (C)  
 10:00-Wig Waggin' with Wagner. (C)  
 10:15-NBC. (S)  
 10:30-Lights Out. N (S)  
 11:00-NBC. (S)  
 11:30-Cocoanut Grove Orch. N (S)  
 12:00-Thesaurus. ET (S)

### THURSDAY, JULY 21

5:45-Thesaurus. ET (S)  
 6:00-Farm Front News. (S)  
 6:15-Time and Tunes. (S)  
 6:40-Markets. (S)  
 6:45-Time and Tunes. (S)  
 7:00-WOW News Tower. (C)  
 7:15-Thesaurus. ET (S)  
 7:30-Musical Clock. ET (C)  
 8:00-Coffee Pot Inn. (C)  
 8:15-Hymns of All Churches. ET (C)  
 8:30-Aunt Sally. (S)  
 8:45-Woman in White. N (C)  
 9:00-David Harum. N (C)  
 9:15-Lorenzo Jones. N (C)  
 9:30-Homemakers Club. (C)  
 9:45-Kitty Keene. N (C)  
 10:00-Betty and Bob. ET (C)  
 10:15-The O'Neills. N (C)  
 10:30-Pretty Kitty Kelly. ET (C)  
 10:45-Judy and Jane. ET (C)  
 11:00-Jean Ellington. N (S)  
 11:15-Vic and Sade. ET (C)  
 11:30-Houseboat Hannah. ET (C)  
 11:45-Words and Music. N (S)  
 12:00-Markets. (S)  
 12:10-Records. (S)  
 12:15-Midday Melodies. ET (C)  
 12:30-WOW News Tower. (C)  
 12:40-Records. (S)  
 12:45-Foster May, Man on the Street. (C)  
 1:00-Mary Marlin. N (C)  
 1:15-Ma Perkins. N (C)  
 1:30-Pepper Young. N (C)  
 1:45-Guiding Light. N (C)  
 2:00-Backstage Wife. N (C)  
 2:15-Stella Dallas. N (C)  
 2:30-Hughesreel. N (C)  
 2:45-Girl Alone. N (S)  
 3:00-Top Hatters. N (S)  
 3:15-Markets. (S)  
 3:25-Records. (S)  
 3:30-Your Family and Mine. N (C)  
 3:45-WOW News Tower. (C)  
 4:00-Records. (S)  
 4:15-Dan Harding's Wife. ET (C)  
 4:30-Daily Sports Column. N (C)  
 4:45-Bonnie Stewart. N (S)  
 5:00-Don Winslow of the U. S. Navy. N (C)  
 5:15-Jangles. (S)  
 5:30-Mario Cozzi. N (S)  
 5:45-WOW News Tower. (C)  
 6:00-Royal Deserts Hour. N (C)  
 6:30-Promenade Symphony. N (S)  
 7:00-Kraft Music Hall. N (C)  
 7:30-Amos and Andy. N (C)  
 8:00-Vocal Varieties. N (C)  
 9:00-WOW News Tower. (C)  
 9:15-James Melton. ET (C)  
 10:00-Wig Waggin' with Wagner. (C)  
 10:15-NBC. (S)  
 10:30-Lake Breze Orch. N (S)  
 11:00-Shep Fields Orch. N (S)  
 11:30-WOW Orch. (S)  
 12:00-Thesaurus. ET (S)

### FRIDAY, JULY 22

5:45-Thesaurus. ET (S)  
 6:00-Farm Front News. (S)  
 6:15-Time and Tunes. (S)  
 6:40-Markets. (S)  
 6:45-Time and Tunes. (S)  
 7:00-WOW News Tower. (C)  
 7:15-Thesaurus. ET (S)  
 7:30-Musical Clock. ET (C)  
 8:00-Coffee Pot Inn. (C)  
 8:15-Betty Crocker. ET (C)  
 8:30-Aunt Sally. (S)  
 8:45-Woman in White. N (C)  
 9:00-David Harum. N (C)  
 9:15-Lorenzo Jones. N (C)  
 9:30-Hello, Peggy! N (C)  
 9:45-Kitty Keene. N (C)  
 10:00-Betty and Bob. ET (C)  
 10:15-The O'Neills. N (C)  
 10:30-Pretty Kitty Kelly. ET (C)  
 10:45-Judy and Jane. ET (C)  
 11:00-Carlisle and London. N (S)  
 11:15-Vic and Sade. ET (C)  
 11:30-Houseboat Hannah. ET (C)  
 11:45-Words and Music. N (S)  
 12:00-Voice of the Farm. ET (C)  
 12:15-Midday Melodies. ET (C)  
 12:30-WOW News Tower. (C)  
 12:40-Records. (S)  
 12:45-Foster May, Man on the Street. (C)  
 1:00-Mary Marlin. N (C)  
 1:15-Ma Perkins. N (C)  
 1:30-Pepper Young. N (C)  
 1:45-Guiding Light. N (C)  
 2:00-Backstage Wife. N (C)  
 2:15-Stella Dallas. N (C)  
 2:30-Hughesreel. N (C)  
 2:45-Girl Alone. N (S)  
 3:00-Top Hatters. N (S)  
 3:15-Markets. (S)  
 3:25-Records. (S)  
 3:30-Your Family and Mine. N (C)  
 3:45-WOW News Tower. (C)  
 4:00-Records. (S)  
 4:15-Dan Harding's Wife. ET (C)  
 4:30-Daily Sports Column. N (C)  
 4:45-Rhythmairs. N (S)  
 5:00-Don Winslow of the U. S. Navy. N (C)  
 5:15-Jangles. (S)  
 5:30-NBC. (S)  
 5:45-WOW News Tower. (C)  
 6:00-Cities Service Concert. N (C)  
 7:00-Waltz Time. N (C)  
 7:30-Death Valley Days. N (C)  
 8:00-First-Nighter. N (C)  
 8:30-Hollywood Gossip. N (C)  
 8:45-Thesaurus. ET (S)  
 8:55-Ironized Yeast. ET (C)  
 9:00-Amos and Andy. N (C)  
 9:15-NBC. (S)  
 9:30-WOW News Tower. (C)  
 9:45-NBC. (S)  
 10:00-Wig Waggin' with Wagner. (C)

### SATURDAY, JULY 23

5:45-Thesaurus. ET (S)  
 6:00-Farm Front News. (S)  
 6:15-Time and Tunes. (S)  
 6:40-Markets. (S)  
 6:45-Time and Tunes. (S)  
 7:00-WOW News Tower. (C)  
 7:15-Thesaurus. ET (S)  
 7:30-Musical Clock. ET (C)  
 8:00-Coffee Pot Inn. (C)  
 8:15-Hymns of All Churches. ET (C)  
 8:30-Aunt Sally. (S)  
 8:45-Woman in White. N (C)  
 9:00-David Harum. N (C)  
 9:15-Lorenzo Jones. N (C)  
 9:30-Hello, Peggy! N (C)  
 9:45-Kitty Keene. N (C)  
 10:00-Betty and Bob. ET (C)  
 10:15-The O'Neills. N (C)  
 10:30-Pretty Kitty Kelly. ET (C)  
 10:45-Judy and Jane. ET (C)  
 11:00-Carlisle and London. N (S)  
 11:15-Vic and Sade. ET (C)  
 11:30-Houseboat Hannah. ET (C)  
 11:45-Words and Music. N (S)  
 12:00-Voice of the Farm. ET (C)  
 12:15-Midday Melodies. ET (C)  
 12:30-WOW News Tower. (C)  
 12:40-Records. (S)  
 12:45-Foster May, Man on the Street. (C)  
 1:00-Mary Marlin. N (C)  
 1:15-Ma Perkins. N (C)  
 1:30-Pepper Young. N (C)  
 1:45-Guiding Light. N (C)  
 2:00-Backstage Wife. N (C)  
 2:15-Stella Dallas. N (C)  
 2:30-Hughesreel. N (C)  
 2:45-Girl Alone. N (S)  
 3:00-Top Hatters. N (S)  
 3:15-Markets. (S)  
 3:25-Records. (S)  
 3:30-Your Family and Mine. N (C)  
 3:45-WOW News Tower. (C)  
 4:00-Records. (S)  
 4:15-Dan Harding's Wife. ET (C)  
 4:30-Daily Sports Column. N (C)  
 4:45-Rhythmairs. N (S)  
 5:00-Don Winslow of the U. S. Navy. N (C)  
 5:15-Jangles. (S)  
 5:30-NBC. (S)  
 5:45-WOW News Tower. (C)  
 6:00-Cities Service Concert. N (C)  
 7:00-Waltz Time. N (C)  
 7:30-Death Valley Days. N (C)  
 8:00-First-Nighter. N (C)  
 8:30-Hollywood Gossip. N (C)  
 8:45-Thesaurus. ET (S)  
 8:55-Ironized Yeast. ET (C)  
 9:00-Amos and Andy. N (C)  
 9:15-NBC. (S)  
 9:30-WOW News Tower. (C)  
 9:45-NBC. (S)  
 10:00-Wig Waggin' with Wagner. (C)

9:30-WOW News Tower. (C)  
 9:45-Rainbow Room Orch. N (S)  
 10:00-Wig Waggin' with Wagner. (C)  
 10:15-NBC. (S)  
 10:30-Hotel Edison Orch. N (S)  
 11:00-NBC. (S)  
 11:30-St. Francisco Hotel Orch. N (S)  
 12:00-Thesaurus. ET (S)

### SUNDAY, JULY 24

7:00-Turn Back the Clock. N (S)  
 7:15-Vagabond Adventures. N (S)  
 7:30-Melody Moments. N (S)  
 8:00-Highlights of the Bible. N (S)  
 8:30-Chapel Service, Rev. Brown. N (S)  
 9:45-Garden of Memory. (C)  
 10:15-Eddie Butler, Organist. (S)  
 10:30-Meridian Music. N (S)  
 11:00-Madrigal Singers. N (S)  
 11:30-Darwin and Lansing. N (S)  
 12:00-Sunday Drivers. N (S)  
 12:15-WOW News Tower. (C)  
 12:30-Kidoodlers. N (S)  
 12:45-Vincent Gomez. N (S)  
 1:00-Sunday Drivers. N (S)  
 1:30-Romance Melodies. N (S)  
 2:00-Strange as It Seems. ET (C)  
 2:15-Ranger Serenaders. N (S)  
 2:30-World Is Yours. N (S)  
 3:00-Marion Talley. N (C)  
 3:30-Radio News Reel. N (C)  
 4:00-Catholic Hour. N (S)  
 4:30-NBC. (S)  
 5:00-WOW Orch. and Chorus. (S)  
 6:00-Chase and Sanborn Hour. N (C)  
 7:00-Manhattan Merry-Go-Round. N (C)  
 7:30-Album of Familiar Music. N (C)  
 8:00-Horace Heidt Brigadiers. N (C)  
 8:30-Chicago Round Table. N (S)  
 9:00-WOW News Tower. (C)  
 9:15-Thesaurus. ET (S)  
 9:30-Hobby Lobby. N (C)  
 10:00-Job Clinic. (S)  
 10:30-Terrace Beach Club. N (S)  
 11:00-Evening Reveries. (S)  
 11:15-Beverly Hills Club. N (S)  
 11:30-El Patio Orch. N (S)  
 12:00-Thesaurus. ET (S)

### MONDAY, JULY 25

5:45-Thesaurus. ET (S)  
 6:00-Farm Front News. (S)  
 6:15-Time and Tunes. (S)  
 6:40-Markets. (S)  
 6:45-Time and Tunes. (S)  
 7:00-WOW News Tower. (C)  
 7:15-Thesaurus. ET (S)  
 7:30-Musical Clock. ET (C)  
 8:00-Coffee Pot Inn. (C)  
 8:15-Hymns of All Churches. ET (C)  
 8:30-Aunt Sally. (S)  
 8:45-Woman in White. N (C)  
 9:00-David Harum. N (C)  
 9:15-Lorenzo Jones. N (C)  
 9:30-How to Be Charming. N (C)  
 9:45-Kitty Keene. N (C)  
 10:00-Betty and Bob. N (C)  
 10:15-The O'Neills. N (C)  
 10:30-Pretty Kitty Kelly. ET (C)  
 10:45-Judy and Jane. ET (C)  
 11:00-Vincent Curran. N (S)  
 11:15-Vic and Sade. ET (C)  
 11:30-Houseboat Hannah. ET (C)  
 11:45-Words and Music. N (S)  
 12:00-Markets. (S)  
 12:10-Records. (S)  
 12:15-Midday Melodies. ET (C)  
 12:30-WOW News Tower. (C)  
 12:40-Records. (S)  
 12:45-Foster May, Man on the Street. (C)  
 1:00-Mary Marlin. N (C)  
 1:15-Ma Perkins. N (C)  
 1:30-Pepper Young. N (C)  
 1:45-Guiding Light. N (C)  
 2:00-Backstage Wife. N (C)  
 2:15-Stella Dallas. N (C)  
 2:30-Hughesreel. N (C)  
 2:45-Girl Alone. N (S)  
 3:00-Top Hatters. N (S)  
 3:15-Markets. (S)  
 3:25-Records. (S)  
 3:30-Your Family and Mine. N (C)  
 3:45-WOW News Tower. (C)  
 4:00-Records. (S)  
 4:15-Dan Harding's Wife. ET (C)  
 4:30-Daily Sports Column. N (C)  
 4:45-Bonnie Stewart. N (S)  
 5:00-Don Winslow of the U. S. Navy. N (C)  
 5:15-Jangles. (S)  
 5:30-Mario Cozzi. N (S)  
 5:45-WOW News Tower. (C)  
 6:00-Royal Deserts Hour. N (C)  
 6:30-Promenade Symphony. N (S)  
 7:00-Kraft Music Hall. N (C)  
 7:30-Amos and Andy. N (C)  
 8:00-Vocal Varieties. N (C)  
 9:00-WOW News Tower. (C)  
 9:15-James Melton. ET (C)  
 10:00-Wig Waggin' with Wagner. (C)  
 10:15-NBC. (S)  
 10:30-Lake Breze Orch. N (S)  
 11:00-Shep Fields Orch. N (S)  
 11:30-WOW Orch. (S)  
 12:00-Thesaurus. ET (S)

### TUESDAY, JULY 26

5:45-Thesaurus. ET (S)  
 6:00-Farm Front News. (S)  
 6:15-Time and Tunes. (S)  
 6:40-Markets. (S)  
 6:45-Time and Tunes. (S)  
 7:00-WOW News Tower. (C)  
 7:15-Thesaurus. ET (S)  
 7:30-Musical Clock. ET (C)  
 8:00-Coffee Pot Inn. (C)  
 8:15-Hymns of All Churches. ET (C)  
 8:30-Aunt Sally. (S)  
 8:45-Woman in White. N (C)  
 9:00-David Harum. N (C)  
 9:15-Lorenzo Jones. N (C)  
 9:30-Hello, Peggy! N (C)  
 9:45-Kitty Keene. N (C)  
 10:00-Betty and Bob. ET (C)  
 10:15-The O'Neills. N (C)  
 10:30-Pretty Kitty Kelly. ET (C)  
 10:45-Judy and Jane. ET (C)  
 11:00-Carlisle and London. N (S)  
 11:15-Vic and Sade. ET (C)  
 11:30-Houseboat Hannah. ET (C)  
 11:45-Words and Music. N (S)  
 12:00-Voice of the Farm. ET (C)  
 12:15-Midday Melodies. ET (C)  
 12:30-WOW News Tower. (C)  
 12:40-Records. (S)  
 12:45-Foster May, Man on the Street. (C)  
 1:00-Mary Marlin. N (C)  
 1:15-Ma Perkins. N (C)  
 1:30-Pepper Young. N (C)  
 1:45-Guiding Light. N (C)  
 2:00-Backstage Wife. N (C)  
 2:15-Stella Dallas. N (C)  
 2:30-Hughesreel. N (C)  
 2:45-Girl Alone. N (S)  
 3:00-Top Hatters. N (S)  
 3:15-Markets. (S)  
 3:25-Records. (S)  
 3:30-Your Family and Mine. N (C)  
 3:45-WOW News Tower. (C)  
 4:00-Records. (S)  
 4:15-Dan Harding's Wife. ET (C)  
 4:30-Daily Sports Column. N (C)  
 4:45-Rhythmairs. N (S)  
 5:00-Don Winslow of the U. S. Navy. N (C)  
 5:15-Jangles. (S)  
 5:30-NBC. (S)  
 5:45-WOW News Tower. (C)  
 6:00-Cities Service Concert. N (C)  
 7:00-Waltz Time. N (C)  
 7:30-Death Valley Days. N (C)  
 8:00-First-Nighter. N (C)  
 8:30-Hollywood Gossip. N (C)  
 8:45-Thesaurus. ET (S)  
 8:55-Ironized Yeast. ET (C)  
 9:00-Amos and Andy. N (C)  
 9:15-NBC. (S)  
 9:30-WOW News Tower. (C)  
 9:45-NBC. (S)  
 10:00-Wig Waggin' with Wagner. (C)

8:15-Hymns of All Churches. ET (C)  
 8:30-Ruby Salt. (S)  
 8:45-Woman in White. N (C)  
 9:00-David Harum. N (C)  
 9:15-Lorenzo Jones. N (C)  
 9:30-Homemakers Club. (C)  
 9:45-Kitty Keene. N (C)  
 10:00-Betty and Bob. ET (C)  
 10:15-The O'Neills. N (C)  
 10:30-Pretty Kitty Kelly. ET (C)  
 10:45-Judy and Jane. ET (



# Death Valley Days Dramas Now Friday Night Feature on WOW

The lowest point in the United States, Death Valley, California, which is 276 feet below sea level, provides the background, strangely enough, for one of the high points of radio dramatic broadcasting.

"Death Valley Days," heard over NBC networks for more than seven and a half years, came to WOW as a fine new Friday night feature recently. It dramatizes true stories of Death Valley and its people. The valley was named by the '49ers in grim memory of the suffering they endured there while on their way to the California gold fields.

Most of the little group of actors who took part in the first performance of the program have remained integral parts of the broadcast, only one major change in cast having been made during the time it has been on the air. That was when Tim Frawley, who had made the part of the "Old Ranger" a beloved radio figure, died, and Harry Humphreys was selected to fill his place.

### The Cast

The actors on the program almost form a stock company, they appear so often. Among them are Jack MacBryde, Milton Herman, Edwin Witney, Frank Butler, Paul Nugent, James Van Dyk, Geoffrey Bryant, Jean King and Irene Hubbard. Even though unannounced as playing a particular role, many of the actors receive criticism, praise and suggestions from radio fans.

The producers of "Death Valley Days," the makers of 20-Mule Team Borax, think they have made a significant contribution to radio drama. The early programs presented a singing cowboy, John White, but in recent years he disappeared in favor of music specially written or devised for the needs of the script. All kinds of musical units, soloists, quartets, brass bands and organs, have appeared when the drama required them.

George Hicks, veteran NBC announcer, was just breaking into radio when he started with the program. He announces it each Friday from 7:30 p. m. to 8 p. m., Omaha time, on WOW.

# Horace Heidt Brigadiers to be on WOW



Welcome! It's Horace Heidt, famed maestro of the Brigadiers, who will present his orchestra over WOW, Sundays, 8 to 8:30 p. m., Omaha time, starting July 17, for the Stewart-Warner Alemito Co.

Fred Ibbett's attention first turned to radio in 1916—experimenting with crystal sets during the World war.

# Three New Stars 'Attorney at Law' With Betty Winkler Takes Fibber's Time



Jean King, who does some important emoting on NBC's "Death Valley Days" program, started out to be a famous singer instead of an actress. If you're not already a "Death Valley Days" fan, tune in to this dramatic feature next Friday at 7:30 p. m. on WOW.



Henry Hunter, screen and radio actor, will be starred in "Attorney-at-Law," a new weekly serial which will replace "Fibber McGee and Molly" for the summer, beginning Tuesday, July 5, at 7:30 p. m., over WOW via the NBC Red network. Betty Winkler, NBC's "Girl Alone," will play the leading feminine role.

Here is something to add zest to your summer radio listening.

A brand new series of thrilling adventure stories from the pen of one of radio's greatest writers.

Starred will be Henry Hunter, Universal Pictures favorite, supported by Betty Winkler, long one of radio's most popular young actresses.

The sparkling series, "Attorney-at-Law," will replace Fibber McGee for nine weeks, 7:30 to 8 p. m., Omaha time, over WOW and NBC Red network, beginning Tuesday, July 5, when the great McGee and company go off the air for a well-earned vacation.

# Cupid Makes 4 Direct Hits on Staff Members

L'I Dan Cupid can chalk up four direct hits among WOW staff members—three during June, month of weddings, and one a bit earlier.

Most recent wedding was that of Miss Mildred Nelson of the WOW program department to Glenn Flynn, WOW technical engineer, solemnized June 25.

On June 18, Miss Pauline Tully of the WOW clerical staff became the bride of Joseph McDonald of Omaha.

Just prior to that date, Ray Olson, the announcer, returned from his annual vacation with Miss Ruth Ringquist as his bride. The wedding took place at Yankton, S. D.

On May 2, Miss Rose Cepuran, WOW hostess, was married to Anthony Nittler of Omaha.

The four weddings caused a great flurry of excitement around the studios, and there were scores of showers, breakfasts and other "do-in's" for the newlyweds.

# STUDIES IN BATH . . .

Peggy Fuller of the Procter & Gamble "Guiding Light" program has taken a tip from bathroom baritones. The NBC actress admits that she often studies her script while in the bath tub. She says the resonant quality of the room helps her judge the effectiveness of her characterization.

# HOMEMAKING WITH MARTHA

By MARTHA BOHLSEN  
Homemakers' Club of the Air

Every woman who has the job of feeding a family and keeping the table interesting is interested in collecting ideas for new dishes. Right now, especially, since the warm weather has definitely taken the edge off of those healthy appetites we had a short time ago, we find our spirits somewhat lagging when we approach the table.



Martha Bohlsen

Salads with chilled combinations of food, crisp, sparkling with freshness, create the atmosphere for any table. Because of this delightful contribution to the appearance as well as the flavors added to your menu, I know that you must be interested to add to your collection some new suggestions for salads.

Here are two excellent salad recipes that you might like to try as main course salads for a luncheon:

### Crab Salad in Tomato Ring

- 2 tablespoons gelatin
- 3 tablespoons cold water
- 3 cups cooked tomatoes or canned tomatoes
- 2 teaspoons scraped onion
- 3/4 teaspoon salt
- 1 tablespoon sugar
- 2 teaspoons Worcestershire sauce
- 2 1/2 cups crab meat, flaked
- 1 cup mayonnaise
- 1 teaspoon salt
- 1 1/4 cups celery, cut finely
- 2 tablespoons lemon juice

Soak the gelatin in cold water. Cook tomatoes and seasonings for 10 minutes and strain off the liquid. Dissolve gelatin in hot liquid. Pour into ring mold. Chill until firm. Toss the remaining ingredients together lightly. When jelly is firm unmold on crisp lettuce. Pile fish mixture in center and serve with additional mayonnaise. Serves eight.

### Ashville Salad

- 1 cup canned tomato soup
- 3 packages cream cheese
- 2 tablespoons gelatin
- 1/2 cup cold water
- 1 cup mayonnaise
- 1/2 cup chopped celery
- 1/2 cup chopped green pepper
- 1/2 cup chopped green olives
- 1/4 cup chopped pecans
- 1/4 cup minced onion

Bring soup to the boiling point and add cheese. Stir until smooth, then add the gelatin, which has been softened in cold water. When mixture is partly cold, add the mayonnaise and chopped vegetables. Chill in one large mold or individual molds. Makes about eight medium-sized molds.

# 'Betty and Bob' Seek Bigger Radio Scripts Train Wreck Report Provides Real Drama

Spencer Bentley, Bob of General Mills' "Betty and Bob," is attempting to organize a new campaign—for larger type on scripts. The popular NBC actor insists that the small type used in radio scripts is hard on the eyes and tiring to the actor. He cites a few specially-prepared scripts where the type is so large the printed matter runs but 15 to 17 lines to the page. The standard script runs 25 to 30 lines to the page. His campaign is gaining interest.

In order to give the cast a vacation, the "Good News of 1938" program will be off the air for eight weeks, from July 7 to August 25.

When it comes to drama in the news, radio station WOW's listeners really get it. The latest instance occurred on Sunday, June 19, right after the wreck of the Olympian at Custer creek, Montana.

Several Omaha persons were aboard, so Foster May, WOW news editor, long-distanced the nearest town and after much effort got Mrs. Florence Post on the line. Mrs. Post had been injured and her son, Dixon, killed, and even then rescue crews were looking for his body.

Mr. May then was able to give a dramatic, stirring, closeup story of the wreck and its survivors to WOW listeners.

The Sunday night news is sponsored at 9 p. m. by the Kimball Laundry and Zoric Dry Cleaners.

# Farm Champions on Firestone Programs



Among the champion farmers of America who are being featured on Firestone's series of WOW "Voice of the Farm" programs, is this representative group of leading crop growers and stock raisers. Each program presents a farm champion in an interview with Everett Mitchell, popular farm commentator, recently of the National Farm and Home Hour. Each tells the story of his climb to fame.

Top, from left: Albert Schroeder, pioneer user of

rubber tractor tires; Sarah-Ann and John Tolan, champion Aberdeen-Angus breeders; Darwin Neal, champion poultry raiser; Paul Fisher, champion hog producer. Lower row: L. E. Mathers, champion Shorthorn breeder; Harry L. Chadwick, potato champion; Adolph Pirani, champion cotton grower; Ralph L. Heilman, champion corn grower; Paul Stiefboldt, plowing champion.



# 'Big Game Hunt' and 'For Men Only', Two Half-hours of Smiles

(See photo, page 8)

Fred Allen bid adieu temporarily to the NBC microphones for his annual summer vacation following the "Town Hall Tonight" program on June 29. His sponsors, the Bristol-Myers Company, will place two half-hour programs in the comedian's full-hour spot beginning the following week, Wednesday, July 6.

As already announced, the "Town Hall Big Game Hunt," with Norman Frescott as master of ceremonies, will make its bow over WOW on July 6, from 7 to 7:30 p. m., Omaha time, in the interests of Ipana toothpaste and Sal Hepatica.

"For Men Only," the Vitalis program, featuring interesting interviews with well-known people and music by Peter Van Steeden's orchestra, will change from its present time, effective July 6, on WOW, from 7:30 to 8 p. m., Omaha time.

### Returns in Fall

The summer schedule will continue until October 5, when Allen, refreshed and chock full of new jokes, will return to the air.

The "Town Hall Big Game Hunt," a riot of fun and quick thinking, is an audience participation program designed to bring the parlor into the broadcasting studio and to turn the old Town Hall topsyturvey. The games to be played will run a gamut from tongue twisters to "ghost," stopping just short of "postoffice." The new program will also feature a top-notch orchestra, a mistress of ceremonies as well as a master of ceremonies, and nationally popular guest stars.

## GAMESTER



Norman Frescott . . . replaces Fred Allen for the summer with old-fashioned parlor games. (Music by Peter Van Steeden)

## THE LINEUP OF 'P. & G.' SHOWS

Recently the Procter & Gamble programs on NBC were rescheduled to give the company a solid hour of continuous entertainment on WOW and the NBC Red network five afternoons a week. In addition there are now two 15-minute morning periods on WOW and the NBC Red network and Jimmie Fidler's Hollywood Gossip broadcasts from 8:30 to 8:45 p. m. on Tuesday and Friday nights.

The Procter & Gamble WOW lineup is as follows, Mondays through Fridays:

9:45 to 10 a. m., "Kitty Keene," for Dreft.

10:15 to 10:30 a. m., "The O'Neills," for Ivory Soap.

1 to 1:15 p. m., "Story of Mary Marlin," for Ivory Flakes.

1:15 to 1:30 p. m., "Oxydol's Own Ma Perkins," for Oxydol.

1:30 to 1:45 p. m., "Pepper Young's Family," for Camay.

1:45 to 2 p. m., "The Guiding Light," for White Naptha.

Tuesday and Friday nights, 8:30 to 8:45 p. m., Jimmy Fidler, for Drene.

## She's Mother on Your Family Show



Meet radio's newest "mother" role star, Lucille Wall.

She is heard in "Your Family and Mine," broadcast Mondays through Fridays over the NBC Red network at 3:30 p. m. on WOW. Miss Wall plays Winifred Wilbur, the mother. Miss Joan Tompkins plays Judy, her daughter.

Clarence Muse's garden is the envy of many of Hollywood's horticulturists.

# 'Hobby Lobby' 1937 Prize Winner To Be Aired For 'Six Flavors'

## HOBBY-IST



Dave Elman . . . replaces Jack Benny for the summer with Hobby Lobby. (Music by Harry Salter)

"Hobby Lobby," voted by the nation's radio editors to be "the outstanding idea show of 1937," will return to the air to take Jack Benny's Sunday spot for the summer, beginning July 3, at 9:30 p. m., over WOW and the NBC Red network. It will be sponsored by General Foods in the interests of Jell-O.

The program will feature Dave Elman, originator and conductor of "Hobby Lobby," as master of ceremonies, and the six to ten hobbyists from all over the world whom he will introduce each week at the microphone and interview regarding their hobbies. A nationally-known orchestra also will be heard on the program, and, according to present plans, a soloist, with both yet to be selected.

The formation of the program will be somewhat changed, and there will be several other new features. However, the basic idea will be substantially the same—a presentation of people who have found relaxation and sometimes profit in extraordinary hobbies, such as making mosaics with butterfly wings, collecting cigar store Indians and doing sculpture work in burnt toast.

Elman, an avid student of hobbies, often referred to as "the man of 100,000 hobbies," is a former actor from the legitimate stage.

Few Rainger and Robin tunes fail to hit the "big 10" list.

Kay Kyzer's first amateur appearance was as endman in a minstrel show.

# C-H-A-T-S

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

HAPPY DAY OUT THERE!

Time marches on and here we are again. June, the month of roses and romance, slips away to carry into the mists of memory pictures which time cannot fade of bridal veils, soft music of wedding bells and wedding marches, bits of cake frosted with dreams and hopes, and July bursts upon the scene.



Aunt Sally

July bursts in with a biff and a bang to tell you there's a hot time in the old world for the next three months. July speaks of vacation time and tells you of cool mountains and streams rippling down, streams where you may drag a line and bring forth a sparkling speckled trout. Lakes wherein you may wade and dip in bathing togs or sail a boat in the moonlight.

What I meant to talk about was work . . . My work, because so many people are amazed that I am in the studios all day. They think I toss my hat in the corner, jabber in the microphone for 15 minutes and then off to the races or the picture show. I wonder if there is such a job anywhere? Wouldn't that be something?

I arrive at the studio at 8 a. m., get the desk open and the old typewriter out, look over the script and I find the hands of the clock tell me it is time to take the air. At 8:45 I return from my long journey from over the hills and far away to my little brown desk.

The telephone rings and then things start to happen. Those calls mean a number of things . . . thanks, requests for poems, offers to help in the work, flowers to give—and I start making notes. All notes are put down in different books, and this putting down takes quite some time.

From those telephone calls may spring several hours work. At 9 o'clock I set me forth for coffee, taking with me a bunch of mail to read as I sip and munch.

From these letters may spring many, many things to do . . . most of them require a reply of some kind, for my mail is business mail as well as "fan." That doesn't tell

much, so I'll give a line or two of details concerning the mail.

One letter is from a mother whose child is to be in the hospital here for two weeks, and "Oh, Aunt Sally, can't you find me some work for my room and board so I can remain here with her?" After a few calls I locate the place and reply to the letter, telling the mother of arrangements made.

Calls must be made for investigation for new members on the Chain, and for all requests, and visits are made to the local shut-ins whenever possible. Every day there is some shopping to do, for my family numbers 100, and all their birthdays are remembered and cards are sent at holiday time and now and then for cheer.

Letters ask for yarn for old ladies and for quilt pieces. Cases come in daily needing glasses and wheel chairs. We secure everything possible to bring comfort and happiness to the members of the Sunshine Chain. It seems . . . no matter what happens . . . someone says, "Tell Aunt Sally" . . . and I love every minute of it, only I wish I had one more head and a few more arms and legs.

Goodness me! . . . It's 5 o'clock . . . I'm going home. Happy day! AUNT SALLY.

# How to Play Golf By WOW Expert

By STANLEY DAVIES

Omaha Field Club Professional

Theory in golf is one thing and application is another. It's the continuous drilling of the body, hands and arms which gives one the feel of a successful golf swing.

It is my purpose in this article to set down a system which will aid the golfer to put into practice the suggestions that have appeared in the past three articles.

Take the body action first. The correct body action controls the body balance and is essential to good golf. Here is an exercise that can be used to help your golf game as well as keep your back so straight.

Stand with your feet about 18 inches apart. Turn to the right, permitting the left heel to turn. Keep turning until the small of the back rebels. This body action is most essential in the back swing of golf.



Stanley Davies

It gives continuity to the swing. Next turn to the right, then to the left, and so on. This gives you the correct action that the body should take in a golf swing and provides the perfect axis.

Now we come to the hands. I am a firm believer that no golfer should be allowed to play golf until he can swing the club entirely with the left hand, keeping the left arm straight. Practice this until your left arm can take no more, then continue to practice every day and it will give you the proper idea of the swing. If this exercise is too severe to start with, and it will be, place the right hand over the left wrist to steady it, and practice that way. You see, it is necessary in good golf for the left arm to control the swing at all times.

Another fine way of training is to take the club in the left hand, place the open palm of the right hand against the grip of the club, then swing. The feeling will be that the left hand is swinging the club and the palm of the right hand is passing the club head forward so that the club head catches up with the hands at impact.

Continue this action and it will give you a splendid feel of the swing as it should be.

For the development of the left hand, get a spring with handles and exercise the left hand. The spring should not be too stiff, but one that gives fairly easy. Any good sporting goods store sells them.

Golf requires exercise and more of it—first for the body then for the hands and arms. However, these exercises will pay dividends.

What does it matter if you spend a whole season on the practice field and do not play a single round? You will have received the relaxation, the development of your game and healthy exercise in the fresh air and sunshine.

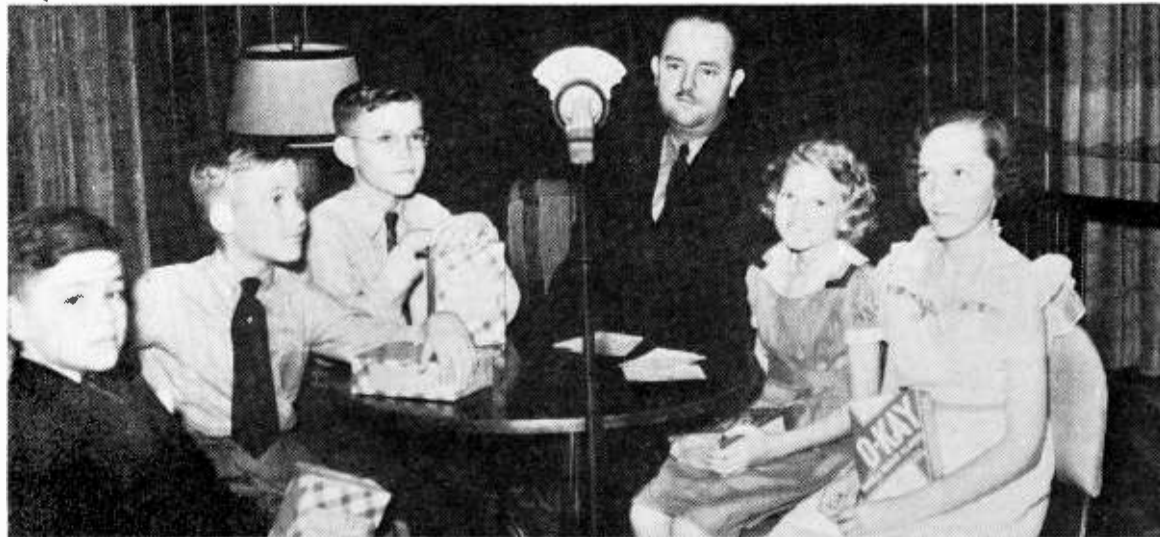
For golf is a game which you can combine health and pleasure at the same time.

## GOLFDOM LIKES IT . . .

"Golfdom," the business journal of golf, widely read by professional golfers all over the country, pays a striking tribute to Stanley Davies, Omaha Field club "pro," for his series of WOW radio broadcasts.

A recent issue says: "Davies puts drama into his broadcasts instead of just making them plain talkies."

# Uncle Lyle's Round Table Show is OKAY!



"Uncle Lyle" De Moss, shown conducting the WOW "Junior Roundtable," which is sponsored by the Uncle Sam Breakfast Food Co.

Hear this feature at 5:30 each Friday afternoon. It may be boys and girls from your neighborhood discussing their problems.



# NETWORK STARS YOU HEAR ON WOW



COMING SOON—Beauteous Margaret Shanna, the NBC actress, is a star of the General Mills show, "Arnold Grimm's Daughter." This fall you'll hear this lovely star on WOW, on the General Mills Hour, 1 p. m. to 2 p. m., Mondays through Fridays, starting in September.



FARMER FRED—Fred Allen and Portland Hoffa are vacationing at their truck garden farm in Minnesota. Here's Farmer Fred costumed for the role!



MORE OF THE SAME—Backstage Wife, the NBC serial which boasts more beauties to the square inch than the card index in a Hollywood casting bureau, has just added another stunner—Patricia Dunlap, above. She takes the role of Betty Burns.

THEY  
LAUGH!  
AS THEY  
LABOR!



It takes hours of serious preparation for Fanny Brice to prepare her "Baby Snooks" pieces that make you laugh on the Good News broadcasts.



Don Ameche, Edgar Bergen and Dorothy Lamour work like 60 for the Chase and Sanborn program.



Yet they enjoy their work—just as you do, as these candid photos indicate.



City Service's Lucille Manners, hard-working soprano, always enjoys a good joke and a hearty laugh. As this photo indicates, she's a jolly good fellow.



CLEVER CLEM—The whole world heard Clem McCarthy broadcast the Schmelling-Louis fight the other night, sponsored by Buick. Swell job, eh?



CROSBY AND BURNS CHIME IN—In recognition of his virtuosity as a chime ringer, Ken Carpenter (right), announcer of NBC's Kraft Music Hall program, was presented a set of chimes by Don Gilman (second from left), NBC Western division vice president. Bing Crosby and Bob Burns, who also got sets for being runners up, join in with a So, Mi, Do.



SOOTHIES—These charming gals are Marjorie, Ruth and Billie de Vore, who sing so beautifully for Tums Vocal Varieties at 9:15 p. m., Tuesdays and Thursdays.