

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

Complete Radio Program News From Radio Station **WOW**

VOL. III—No. 11

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PUBLISHED MONTHLY

WOW OKAYS NEW RADIO CODE

Fall Radio Shows Forecast Good Listening

Midsummer brings the first big news of what your radio entertainment will be like a half year hence when the winds howl, the snows drift and you sit at ease in your favorite chair next to your loud-speaker.

At least a half a dozen sparkling new programs have already been announced for WOW for fall and winter, and the trade press is jammed with rumors about big national shows that are in the making.

Three big new shows are already announced, although details have yet to be worked out.

New Variety Shows

Maxwell House Coffee will resume September 7 with a full-hour variety show under its own guidance and sans a movie tie-up.

The General Electric Co. has announced that the "Hour of Charm" will be all dressed up in new clothes and will be resumed September 17. Its nucleus will be Phil Spitalny and his popular all-girl orchestra.

Miles Laboratories, makers of Alka-Seltzer, will start a new show, featuring Alec Templeton, with a grand chorus and guest artists on September 25.

Tommy Riggs and "Betty Lou" will return to WOW September 4 with a gala Monday night variety show for Quaker Oats. The same sponsor will switch its Dick Tracy program to 8:30 p. m. to 9 p. m., September 2 to 23, and after that this feature will be heard Saturdays, 5 to 5:30 p. m.

Football Specials

The Pacific Coast Borax Co. has announced its "Death Valley Days" program will switch to 7:30 p. m., Saturdays, starting September 30.

Charles Denby and La Fendrich Cigars have bought time for a new Sunday afternoon show on NBC.

As detailed elsewhere in this edition, the Chevrolet dealers of the Omaha zone will bring an interesting series of new and different football broadcasts this year, and, as usual, the Harding Scoreboard will be resumed weekly.

An effort will be made to give a complete list of the new fall-winter programs, with times, talent and other details in the September issue of the News Tower. Watch for it!

WOW Holds P. & G. Winner's Party



Clever and lucky are these Procter & Gamble major prize winners, snapped in WOW's studios. Mrs. Barnard (holding Electrolux door) won \$500. Mrs. Bristow (second from left) won \$100. Each of the others won a Serval Electrolux as shown.

Others, left to right, are: Mrs. F. E. Hunter, 3709

North 22nd; George Tremholm, P. & G. sales supervisor; Mrs. E. S. Heath, 5555 Mayberry; Mrs. L. Shurter, 2866 Redick avenue; Mrs. R. E. Hackley, Council Bluffs; R. W. Mayer, P. & G. salesman; Mrs. E. V. Neary, 6029 Pinkney, and Mrs. George Reeves, 2922 North 26th.

Survey Proves Radio Best, Ratio 6 to 1

Nation-wide comment resulted from an advertising "results survey" recently conducted in five representative Kansas towns, according to an article in the July 5 issue of Radio Daily.

The trade paper reported the survey showed an "overwhelming superiority of radio over other advertising media."

Radio Daily reported in part: "Based on consumer recall ability, the survey showed that the advertiser is getting roughly twice the return per dollar spent in magazines that he receives per dollar spent in newspapers and nearly six times the return per dollar spent for radio advertising that he receives per dollar spent in newspapers."

The survey was conducted by Elton C. Pieplow, a student in radio survey work at the Kansas State college, Manhattan.



R. W. Mayer, Procter & Gamble salesman, presented a \$500 check to Mrs. Howard Barnard of Ralston, who said she would "change it all into nickels right away."

Hubby Wins As Betty Receives Roses

Betty Lou Gerson, star of "Arnold Grimm's Daughter," 3:45 p. m., Mondays through Fridays, is wondering. For the last two weeks Betty Lou has been the recipient of a dozen sweetheart roses every day. There is never a card enclosed and the delivery boy claims to know nothing about the sender. Roses are very lovely, but Hubby Joe Ainley is beginning to look a little grim.

ANOTHER YEAR

"Woman in White," popular dramatic serial which was introduced to the radio audience a year and a half ago, will be heard for another year over WOW and the NBC Red network under the sponsorship of the Pillsbury Flour Mills Co. Announcement has just been made that a new 52-week contract has been signed. The program is heard Mondays through Fridays at 8:45 a. m. on WOW.

Proof That It Pays to Try WOW Contests

Tangible proof that real WOW listeners DO win major prizes in contests and special offers was supplied recently when eight women attended a "winners party" in WOW's studios. All lived in or near Omaha and all were winners in recent Procter & Gamble contests. Three other local women winners were unable to attend the affair.

The P. & G. winners were assembled in WOW's luxurious audition room and each told her story of success informally to Lyle De Moss, WOW's production manager. A transcription of the stories was made and later broadcast on the air.

Six of the women present were winners of Serval Electrolux refrigerators, worth \$285 each. Mrs. Howard Barnard of Ralston won \$500 in cash. These women won in the "Guiding Light" contest for completing (in 25 words) the sentence, "I use P. & G. soap because..."

Also present was Mrs. George P. Bristow, who won \$100 in an Ivory Flakes contest in connection with "The Story of Mary Marlin."

Mrs. Barnard told WOW listeners she intended to "change my \$500 into nickels first," and Mrs. Bristow said her first purchase was to be "\$5 worth of Ivory Flakes." The program was unrehearsed.

George A. Trenholm and R. W. Mayer represented Procter & Gamble at the party, and Joe E. Walsh of the Metropolitan Utilities District sent up a Serval Electrolux to show winners who had not yet received theirs.

SALUTE KOWH

Twenty WOW artists joined with President De E. Bradshaw of the Woodmen of the World in a half-hour "Salute" program to radio station KOWH, July 23. Occasion was the grand opening of KOWH's new studios.

Gillin Says NAB Setup a Boon to Listeners

Radio station WOW "subscribes 100 per cent" to the new radio programming policies as set forth in the new code of the National Association of Broadcasters.

Thus asserted John J. Gillin, Jr., WOW's general manager, on his return from the annual NAB convention in Atlantic City, N. J.

"If every radio station will live up to the principles of good radio, as set forth in the new NAB code, listeners will get more enjoyment and better service from their radios," Gillin said.

"WOW enjoys an enviable reputation for having the courage to operate on a high ethical plane. We shall continue to uphold that reputation so that the 'interest, convenience and necessity' of the public may best be served."

The new NAB code is the radio industry's attempt to establish "self-regulation," and to stave off censorship and program regulation by governmental agencies.

Herewith is the exact language, as reported by Advertising Age:

CHILDREN'S PROGRAMS

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches, and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to overstimulate the child listeners, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and im-

(Continued on page 7)

"Dancers' Answers" is Horace Heidt Title

Under the snappy title, "Answers from Dancers," Horace Heidt and his "Musical Nights" began a new series for Tums on WOW, July 17. Hear it weekly, 7:30 to 8, Monday nights.

Soloists and small units are featured throughout the Heidt program. The orchestra now has three girl violinists. The featured members of the organization include the Three Queens and a Jack, vocal quartet; Larry Cotton, tenor; Henry Russell, baritone with Mystic Music, a little band within the larger band; Lysbeth Hughes, contralto, and Fred Lowery, blind whistler.

HOPE RESCUED

Bob Hope almost drowned in Hollywood recently when someone put a four-foot water snake in his swimming pool. Bob stepped on the snake, slipped and cracked his head against the handrail. The blow stunned him and he went to the bottom. A friend dived for him and administered first aid treatment. Comedian is up and around now with a "mad on" at water snakes!

Omar Survey Pays Station WOW a Very Striking Compliment

The WOW staff was agreeably surprised last week when Omar Incorporated, bakers and millers, announced it had been secretly checking up on WOW.

The "checkup" was made, without WOW's knowledge, to help Omar select a station for its program, "Blue Ribbon Melodies," for the next year and to determine the best time of day to put that popular feature on the air.

Omar had its house-to-house salesmen make 16,623 personal calls on housewives and ask these questions: "Is your radio turned on?"

"If so, to what station?"

The calls were made over a five-day period and were spread out from 7 a. m. to 6 p. m. during the days. All calls were made in Omaha, Lincoln and Council Bluffs.

Omar discovered in the survey that WOW has three to four times more listeners than KFAB and KOIL combined at any hour of the day, 7 a. m. to 6 p. m. (No calls were made after 6 p. m.)

IS THIS YOUR LAST ISSUE OF THE WOW NEWS TOWER? Don't let your subscription expire! A letter to WOW or a phone call to Webster 3400 will give you your expiration date—posthaste! Remember, it's only 50 cents a year.

NOTABLES ATTEND W. O. W. SESSION



Some of the nation's "first citizens" attended the recent convention of the Woodmen of the World Life Insurance Society in New York City. The photographer snapped this group, which included two state governors, a United States senator and a former state governor, along with President Bradshaw and other high officials of the society and of the country.

The group above includes (left to right) Col. T. E. Patterson, W. O. W. vice president; C. A. Hines, Greensboro, N. C., a director; Governor E. D. Rivers of Georgia, United States Senator Morris Sheppard of Texas; Governor Clyde H. Hoey of North Carolina, Frank F. Merriam, former governor of California; De Emmett Bradshaw, president, and Farrar Newberry, national secretary.

Rev. R. R. Brown's Chat

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

"IN THE GOOD OLD SUMMER TIME" . . .

I remember when this became the hit song of the day. We used to play it in the hometown band. Vacationing hadn't become so widespread nor such a habit then as it is today. Relief from the strain of the workaday problems and a change of environment is beneficial to every one. A few years ago we felt rather isolated when we went on vacations, but radio has changed this entirely. With a portable set in the remotest part of our country we are able to keep in touch with the latest events and daily happenings at home and abroad.



Rev. Brown

It is well to remember that the best things of life are not seasonal. Everyone should keep up a program of mental culture and physical development. The late Dan Crawford, the great missionary, said: "My vocation never takes a vacation." Too frequently folks treat their religion at vacation time like the little boy who was packing his suitcase preparatory to leaving for his vacation, and didn't put in his toothbrush. His mother reminded him that he had overlooked it, and he said: "But, mother, I'm going on a vacation." When religion is Christ indwelling your heart, you never leave Him behind. He is not a "joy-

killer." The safest and surest place always is in the will of God.

Two Unique Broadcasts

The chapel service of the World Radio congregation on Sunday mornings, August 13 and 20, will be broadcast by remote control from the large tabernacle-tent on the conference grounds at Arnolds Park, Iowa, on the shores of Lake Okoboji. For the past three years these broadcasts have created unusual interest and brought the privileges of the conference to thousands of aged and shut-ins who are not able to attend in person. The dates of the conference are August 11 to 20. Radio Reunion day will be observed on Saturday, August 19. Friends of WOW are invited to attend.

Remember, you are welcome to come to the chapel of the World Radio congregation in the Tabernacle building, 2006 Douglas street, to see and hear the service each Sunday morning, 8:30 to 9:30 o'clock.

WALTZ IS BORN

A Waltz which drew considerable favorable comment on Abe Lyman's Friday evening "Waltz Time" program recently was the tune, "My Old New Hampshire Home." "It was written," he reports, "by the light of a street lamp in 14th street. The authors were Andrew Sterling and Harry Von Tilzer. Both were in arrears with their rent and dared not turn on the light in their rooms. So Sterling placed a sheet of paper against the window, and by the dim light filtering through he wrote the lyrics of a tremendous hit."

Radio Celebrities Aid W. O. W. Confab

Walter Cassel, the Omaha baritone, who stepped to national fame via WOW, and Niles Trammell, executive vice president of the National Broadcasting company, New York City, were highlighted as entertainer and speaker at the recent convention of the Woodmen of the World Life Insurance Society, parent company of station WOW.

The five-day session in the Pennsylvania hotel in New York City was attended by some of the nation's outstanding civic and political leaders, and by 150 delegates and representatives of the 8,000 camps located in 44 states of the union.

Women Speak

In addition to Mr. Cassel and Mr. Trammell, three Omaha women were guest speakers—Mrs. Dora Alexander Talley, president of the Woodmen Circle; Mrs. Mamie E. Long, national secretary of the Woodmen Circle, and Mrs. Jeanie Willard, national vice president and editor of the Circle's magazine.

The Omaha headquarters delegation at the convention, headed by President Bradshaw, included Col. T. E. Patterson, vice president; Farrar Newberry, secretary; William Ruess, chairman of auditors and personnel director of station WOW; R. E. Miller, auditor and promotion director; W. C. Braden, auditor; Rainey T. Wells, general attorney; Dr. Herbert B. Kennedy, medical director; Dr. A. D. Cloyd, medical director; Dan Macken, actuary; C. L. Burmester, Dr. J. E. Simpson and Horace Rosenblum, editor of the Woodmen of the World Magazine.

Still Strongest

The most important business of the session was the annual report of President Bradshaw, which showed that the Woodmen of the World Society is still the largest and strongest fraternal life insurance organization in the world.

At the close of the convention the delegates and their families attended Woodmen of the World day at the New York World's fair.



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

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

Subscription price is 50 cents per year.

Bill Wiseman, editor.

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

I. Q. Grows



"Dr. I. Q."

"Dr. I. Q.," the sensational question and answer program which has been creating such a furor among quiz devotees, has added 20 new stations to its network.

"Dr. I. Q." pops the questions from the stage of the Chicago theater, and his assistants, scattered throughout the theater audience with portable microphones, simply hand a microphone to the members of the audience who summon them. The audience remains seated while answering the questions and receiving the cash awards, the awards for correct answer varying from \$3 to \$25. If the contestant fails to answer, he or she receives a box of 24 Mars "Milky Way" candy bars and two tickets to the theater's coming attraction.

Those in the radio audience have the opportunity to win prizes ranging from \$50 to \$150 each week by sending in sets of four statements each to "Dr. I. Q." to be used in the Right and Wrong portion of the program.

"Dr. I. Q." is heard over station WOW every Monday at 7 p. m.

Odds 'n' Ends

Jack Lescoulie, the "Grouch Club's" maestro of mutterings, was nursing a real grouch recently. While Jack was calling upon a girl living in the hills near Hollywood, sneak thieves removed all four tires from his new sedan.

When Angeline Orr's telephone rings these days, she's never certain whether it's from Hollywood, New York or just a local Chicago call. Both films and the Broadway stage are interested in the Folger star.

Despite his size, Johnny the Call Boy of the "Johnny Presents" show, will match his hunting ability with the best. He is not only a crack shot with his specially made double-barreled shotgun, but is also an expert on hunting dogs.

In between his many radio rehearsals and broadcasts, Peter Van Steeden can be found unobtrusively reveling in familiar sights and sounds at the Netherlands exhibit at the World's fair. Peter was born in Amsterdam, coming to this country at an early age.

C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

HAPPY DAY OUT THERE! MAY I COME IN?

Ho, "hum" and a bottle of ink; swim for shore or you're bound to sink. What to do? What to do? I am asking you. Here am I after a goodly amount of experience in this business of living in the great theater of life, playing many parts, jumping into a new role most any time, fitting myself to the character, never losing my courage, self-assurance, never going haywire. But alas, alack-a-day, I am called upon to assume a new role; step into a character the world coins jokes about, points an accusing finger at, and, my dear News Tower readers, I've got the jitters and goose pimples. What shall I do? I ask you.



Aunt Sally

In reviewing the years gone by, the parts I've taken before the curtain, I say to myself, says I: "You haven't done so badly, old pal. Forgotten a few lines, missed a few cues, some plays have failed and gone on the shelf, but you've tried again, and you thought you would go on trying always, but what are you going to do now? What are you going to do now?"

Yes, friends, I have been given a difficult assignment . . . I've been cast in the role of MOTHER-IN-LAW!

Yes, that's it—mother-in-law! Months ago the children came to me and said: "Mommie, we are going to get married." Just like that. For four years this boy and girl had been each other's shadow. It was a real case of boy meets girl and girl meets boy. For four years they never saw anyone else and the world contained but two people—Jack and Teddy.

In a situation like that, when you hear the words, "Mommie, we are going to get married," you just don't have a thing to say but "All right." You may wonder how they are going to do it, but you keep very still, like unto a mouse, and say nothing.

And so they were married and kept it secret for a long time, perhaps because they were a bit frightened at the role they had chosen, but by and by we decided to make one roof do for two families. (You will agree I am a courageous soul.) When he had moved into the little cottage I suddenly realized, for the first time, that I was a mother-in-law. It hadn't occurred to me till we actually went to housekeeping.

Here we are, each assigned a new part in a brand new play, on a new stage, the three of us, until there are four of us or five of us or six of us, and then . . . oh, well, by that time the mother-in-law will have a cot out in the garage.

YOUR AUNT SALLY.

The Expert Who Taught U. S. to Cook Now on Station WOW

More than 12,500,000 cook books written by Ida Bailey Allen have been sold and are now in use by homemakers of America!

This "woman who taught America to cook," has developed a tremendous audience among WOW listeners for her new Saturday morning program for the Metropolitan Utilities District. The program goes on the air at 9:30 a. m., Saturdays.

The program is called "Ida Bailey Allen Presents." It follows closely the general idea of similar features she has presented from coast to coast on all networks.

This year alone women will buy 2,000,000 more Ida Bailey Allen cook books. She has conducted cooking schools in almost every large city in America.

—wow—

Killed in the first sponsored episode of Pepsodent's "Mr. District Attorney," Arlene Frances, peppery brunette radio actress, will be resurrected as another character in the third and fourth episodes of the show.



Ida Bailey Allen, famed home economist, whose new series of programs for the Metropolitan Utilities District are heard Saturdays at 9:30 a. m. on WOW.

Didja Know? . . .

By BILL WISEMAN

WORDS AND MUSIC . . .

This month's piece is going to be werra, werra educational-like.

School's out, you know, and all the students have neglected their larnin'—except several million of you who listen to all the quiz shows.

Besides, it don't hurt nobody to git a little education—now and then.

Besides, this is summer time—the time when everybody ought to laugh. Gags herein are plenty cold, laugh, dern ye, and keep cool!

—wow—

DEFINITIONS YOU'LL NEVER NEED . . .

Gnash—Hash made out of Gnu meat.

Dogmatic—New kind of feeding dish for a dog. Has an automatic cover.

Catafalque—Hybrid cross between a cat and a falcon.

Elevate—Stop sign for elephants.

Carmine—Detroit.

Chicory—A hatchery for chickens.

Halter—Stop your daughter from eloping.

Parsimonious—Illness contracted from eating parsimmons.

Partition—A part in a head of henna hair.

Margin—I want another drink.

Foible—A fairy story.

(By Bruce [Professor Kaltmeyer] Kamman.)

—wow—

RADIO'S OWN LANGUAGE . . .

(This is really inside stuff.)

Woof—A breathy singer.

Weaver—A restless performer who continually changes his distance from the microphone.

Clinkers or Cinders—Noises heard on long distance transmission lines.

Drooling—Padding a program with talk in order to fill the time allotted for the broadcast.

86—No good.

Going Up the Golden Stairs—Auditioning for a prospective sponsor.

Carbon Cats or Snitchers—Musicians who purloin musical ideas.

Whacky Willies—Youngsters who applaud by whistling and stomping.

Dead Head—An unresponsive studio auditor.

Shaking the Script—Ridding scripts of grammatical errors.

—wow—

MIKEMEN, PLEASE NOTE . . .

Wilfred Funk, the lexicographer, says it should be this way:

Fascist—Fash-ist, the Italian way fas-ist is also correct.

Fuehrer—Fe-rer, with a subduing of the e sound in the first syllable by bringing the lips together.

Goering—Gu-ring (the u sounds as u in urn or demur).

Putsch—Pooch, as sounded in foot.

—wow—

FOR YOUR SCRAPBOOK . . .

In a heart once so dark and so lonely,

I had lost every hope of the dawn,

Then the voice of the radio called me

And showed me a way to go on.

In a heart once so dark and so lonely,

A new ray of hope now beams;

With the friends my radio brought me,

I've rebuilt my cabin of dreams.

(Taken from a prize-winning poem submitted in a national contest by Mrs. Maude Ranger of Laurel, Tex.)

—wow—

RIPPLING RHYTHM BY CROSBY . . .

Quite by accident recently, Bing Crosby treated his "Kraft Music Hall" listeners to a touch of rippling rhythm during one of John Scott Trotter's orchestra numbers.

Crosby walked to the back of the stage and poured a glass of water close to a microphone he thought was closed.

But the "mike" was open to catch special effects in the orchestra. And out over the air went the sound of gurgling water . . . a very smooth rippling rhythm.

Chevrolet Plans 1939 Football Programs

Chevrolet dealers of the Omaha zone will sponsor a series of University of Nebraska football broadcasts beginning late in September and continuing throughout the season. Watch for details in next month's News Tower magazine.

Goodman Swing Music Insured for \$10,000

Recently a concert crowd became so enthusiastic about the swing music of Benny Goodman that it stampeded the band and nearly destroyed bits of the famous Goodman swing library. The music for the new Camel Caravan (WOW, at 8 o'clock Saturday nights) consists of about 300 special arrangements and is insured for \$10,000.

INCREASE SERVICE

Radio service of the Standard Oil company of Nebraska has been enlarged to include part sponsorship of the noon news on WOW. The new contract calls for part sponsorship of news at 12:30 p. m., weekdays, in addition to the 5:45 spot.

FIVE TIMES A WEEK

Richard Himber, "Studebaker Champions" leader of "rhythmic pyramid" fame, has joined the ranks of bands heard five times a week on NBC. Himber's engagement at the Paradise, famed New York niter, is the latest in a series of appearances that have featured his name via NBC for the past six years.

DISLIKES GREEN

The Irish like green. The Irish are also contrary—which latter fact may account for the further fact that Mercedes McCambridge, who is as Irish as they come, sees red every time she meets a lad wearing a green necktie. "Mercy," who has just been cast for the lead role in NBC's new "Midstream" script, doesn't know how to account for it, but green neckties make her mad clear through.

LOST A MILLION

Joe Emerson was cornered the other day by a former acquaintance who was sour on the world because he had lost \$5,000 in a real estate promotion. The "Hymns of All Churches" soloist listened patiently, then slipped him a bill. "Don't let it get you down," he admonished as he walked away. "I lost a million in the Florida boom and I'm still happy." The moaner didn't recover for days!

LUCKY EZRA

Ezra Stone, star of "The Aldrich Family," always carries his pay envelope for luck.

STAR OF NEW SERIAL

No stranger to WOW folks is Barbara Lee, who plays "Evelyn" in "The Man I Married." Hear it Mondays through Fridays, 8 a. m., on WOW. She used to have a role in "Valiant Lady."

Don Becker and Carl Bixby, both veterans, are authors of the new serial.



'The Man I Married' is Story of City Pair in Small Country Town

Adam and Eve in metropolitan dress—driven from their 1939 paradise that is New York City—is the theme of "The Man I Married," a fast-moving new dramatic serial now heard over WOW via the NBC Red network, Mondays through Fridays, from 8 to 8:15 a. m. The new program replaced the dramatic serial, "Central City," and is under the sponsorship of the Procter & Gamble company.

The serial dramatizes the story of Adam Waring, son of a multimillionaire, but left with no inheritance when his father dies, and Evelyn, who loves him and marries him. Evelyn gets a job in the small town of Caperneum, about 500 miles west of New York, through Phineas Grant, an old friend of her father's. Over his protest, she persuades Adam to surrender his circle of fun-loving friends and accompany her to the little town far away. Their experiences in Caperneum are filled with human interest.

Well-known radio players make up the cast. Barbara Lee is heard as Evelyn, Van Heflin as Adam Waring, Betty Worth as Florence Weston and Santos Ortega as

Phineas Grant. The authors of the new serial are the seasoned Don Becker and Carl Bixby.

Can't Get Her Own Telephone Number

You may or may not know that WOW's Aunt Sally has a silent number at home. That is, a telephone number which is not given out by the telephone company.

Recently Aunt Sally moved to another house. Telephone men put in a new telephone and told her the new number. She had nothing to write it down on and didn't pay much attention.

Later in the day she decided to call home from the office, so she asked information for Sally Dee's telephone number. "Sorry," the girl said. "We can't give it out."

Finally, a supervisor agreed to call Aunt Sally's daughter at home and ask the daughter to call Aunt Sally at the station. "But," he said in parting, "I'm very sorry we can't give you your number. Those are the rules."

All young radio actors might take heart at the career of Karl Swenson, now being heard in the title role on the NBC series, "Lorenzo Jones." Swenson auditioned for the air in 1929. He got his first radio job five years later—in 1934!

LAUNCHES QUIPS

Red Skelton, comedy star of "Avalon Time," admits he's no beauty, but, claims Red, "At least I've got the face that launched a thousand quips."

Clinton Swings Sensation Feature

Described by Variety as "one of the finest packages of modern dance idiom on the air," the new program, "Sensation and Swing," featuring Larry Clinton and his orchestra, is now a regular Monday night (8:30) headliner on WOW.

The program is sponsored by P. Lorillard's "Sensation" Cigarettes.

In addition to the dance music and hot arrangements by the Clinton group, the program offers a special feature called "The News Sensation of the Week," a dramatized five minutes, which is both interesting and enlightening.

Within the same half hour is the vocal team of Mary Dugan and Ford Leary, and Alan Kent, as soloist, with Richard Brooks as a commentator-announcer.

Second Dance Show

"Sensation and Swing" marks P. Lorillard's second fine dance program on the air—both on WOW. On Tuesday nights the "Artie Shaw Presents" feature is offered for Old Golds. Shaw, this month, was placed in full charge of this feature.

The new program also includes a guest attraction each week. Recently "The Frazee Sisters" trio was featured.

Both Clinton and Shaw are front-rank "swing musicians" of the nation. Clinton is especially noted for his hot arrangements and his composition. He wrote "The Dipsy Doodle" and rode to fame on this one tune. Since then he has written more than 10 hit tunes—many of which he features on his regular programs.

Clinton writes all the arrangements for his band, a task which most bands divide among several arrangers. Clinton, in addition, plays his trombone.

Inspiration's Easy, But—

As far as writing such songs as "Abba Dabba," "Dipsy Doodle" and "Midnight in a Madhouse" are concerned, Larry says the inspiration for the music comes quickly and jotting the notes down is simple—BUT—to think of an appropriate title—"that takes months."

When Larry formed his band, he made it understand that his music would be played for the enjoyment of dancers and listeners. His men seldom play loud solos, because he believes sandblasting and jam music have been overdone.

The orchestra has already appeared in several musical films and is scheduled for a full-length picture when it can work its dates so that it can stay on the west coast long enough.

KEEP ON LEARNING

"Never stop learning," is Angeline Orr's advice. The Jane of "Judy and Jane" attends movies constantly, not for pleasure, but to watch the stars' technique and adapt a trick for radio.

ASK 'EM... THEY'LL ARRANGE IT FOR YOU!



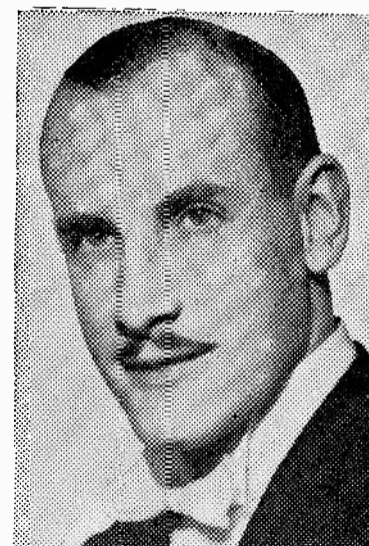
Than which there is no better! It's John Scott Trotter, who arranges and conducts for the "Kraft Music Hall" on Thursday nights. He's just beginning his third year at dear old KMH.



Just send your thanks to Pepsodent for re-signing Skinnay Ennis for another year. He'll be musical boss again when Bob Hope returns to the air after a London vacation.



The mild-mannered blind genius of the piano, Alec Templeton, is doing so well on the Johnson's Wax summer show that he's been signed for his own new show this fall.



"Dipsy Doodle" Clinton—they call him. Yep! Larry and his band are doing a great job with their new commercial for Sensation Cigarettes. Hear this new one at 8:30 p. m., Mondays, on WOW.

"PERSONAL ITEMS" ABOUT FOLKS YOU



She's a Friday star on Thursday! It's Pat Friday, Bing Crosby's new discovery, a 17-year-old college girl—and, believe it or not, college comes first!

Starlet Insists School Be First

A new star, discovered by Bing Crosby, the genial host of the "Kraft Music Hall," is riding on NBC's Hollywood horizon.

The future star, according to Crosby, is Pat Friday, pretty 17-year-old chemistry student at the University of California at Los Angeles, who made her debut recently on the Crosby broadcast, heard on Thursdays over WOW at 8 p. m.

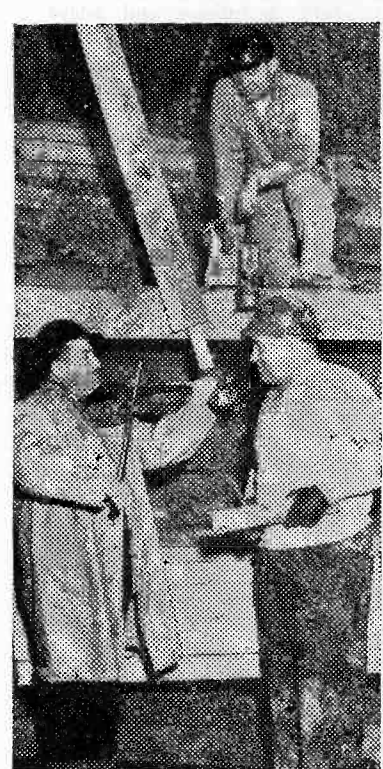
Bing found Pat singing during a guest night at the Victor Hugo. A few moments later he was trying to talk her into going into a career. To his surprise, she said no. She wanted to finish college first.

Two days later Bing managed to sell Pat on the idea of making an appearance on the "Kraft Music Hall," but only after he assured her she could have both—a career and a college diploma.

—wow—

For "Mercy's" sake! Mercedes McCambridge, cast as Midge in the new Teel serial, "Midstream," is being driven out of house and home. The McC. family, pere, mere and deux fils, is setting out, via the trailer route, for a year on the highways and byways. "Mercy," left a poor, forlorn gal in the city, has taken temporary shelter with friends.

Marek Weber Goes Underground to Get 'Music' for Subway Suite



To get authentic atmosphere for his new composition, "Subway Suite," Marek Weber, conductor of the Carnation "Contented Hour," visited Chicago's new subway.

JESSEL---SON OF OLD NEW YORK

★ ★ ★

George Jessel wishes he might have lived in the flowery and sentimental days of Old New York. Why? Well, he loves the era and believes he could have functioned so much better.

At any rate that was the admission that the witty NBC emcee made to Nellie Revell, a fellow NBC artist, during the course of an interview recently about the new Bristol-Myers "Celebrity Night" show.

Miss Revell brought out a lot of interesting things about Mr. Jessel that we never knew before. She revealed, for example, that the late O. O. McIntyre once wrote in his column that Jessel was the only toastmaster who could compare with the great Chauncey Depew and Joseph Choate.

The interview between Miss Revell and Jessel follows in part:

Nellie: You were born and educated in Harlem?

Jessel: Well, I was born there.

Nellie: You went to public school there?

George: Yes; I went to number 184 for about eight months.

Nellie: Where did you go the rest of the time?

George: I didn't go the rest of the time.

Nellie: Do you mean to tell me you never went to school—but for the eight months?

George: Exactly. I went into the show business when I was 9.

Nellie: You were with Gus Edwards?

George: Oh, this is long before I went with Gus Edwards. I was singing illustrated songs. Walter Winchell and I together. And Eddie Cantor was on the bill with us doing imitations.

Nellie: Winchell, Cantor and Jessel.

George: I often wonder what happened to Winchell and Cantor.

Nellie: Then you all went with Gus Edwards, is that it?

George: I was with Gus Edwards from 1910 to 1914. Then I joined another fellow and went to England, where we did a vaudeville act. I returned to America in 1917.

Nellie: What musical shows have you written and appeared in?

George: I wrote George Jessel's "Troubles of 1922" and played in it. I wrote most of the scenes for the Winter Garden shows that year.

Nellie: "What was your first dramatic appearance?"

George: "The Jazz Singer." Then



George Jessel, New York's No. 1 toastmaster, went to school only eight months! Hear his new "Celebrity Night" show—7:30 p. m., Wednesdays, on WOW!

I wrote a play with the Spewacks of "Boy Meets Girl" fame. It was called "War Song."

Nellie: You wrote some songs, too, didn't you?

George: I wrote several songs during the World war. One was "Oo La La Oui Oui," a marching song.

Nellie: Have you written anything recently?

George: Last year I wrote one called "Roses in December." And I've just written a new song with Benny Davis, called "In That Good Old American Way."

Nellie: Were your parents professional?

CRY BABY



Working up a cry.



After the bawl is over.

It's 16-year-old Janice Gilbert, gentle readers, one of radio's most famous crybabies. You've probably heard her bawl in "The O'Neills," the Procter & Gamble show, Mondays through Fridays, 10:15 a. m., on WOW.

George: My father was a playwright.

Nellie: Have you any brothers or sisters?

George: No. I'm an only child.

Nellie: What are your diversions?

George: I like to read good books and play the races.

Nellie: Do you ever win?

George: Well, I always win—at reading.

Nellie: What do you like best to read—besides a racing form?

George: Oh, George Moore, Stefan Zweig and Fred Allen.

Nellie: I understand you have a concession at the World's fair?

George: Yes. It is called George Jessel's Old New York.

Nellie: Well, how come a man of your age is going to do Old New York? What do you know about Old New York?

George: I've always loved it, and I've made quite a study of it. I loved the customs and I wish I were living in that era instead of this one. I could have functioned so much better. The Old New York was such a flowery and sentimental age. I know and love every street in it.

Nellie: How many pictures have you made?

George: About eight.

Nellie: How many banquets have you toastmastered?

George: Three hundred.

Nellie: How many benefits have you worked?

George: Played is the word, Nellie. Played. Well, according to Who's Who, 50 a year for 20 years.

Nellie: One thousand free performances?

George: I never played a benefit I begrudged.

RENEWS SHOWS

The five daytime General Mills programs—"Arnold Grimm's Daughter," "Betty and Bob," "Valiant Lady," "Betty Crocker" and "Hymns of All Churches"—have recently been renewed on NBC and WOW for another 52 weeks.

General Mills also sponsors "The Grouch Club," on WOW Sunday afternoons, and recently concluded sponsorship of the Ak-Sar-Ben races. Blackert-Sanple-Hummert and Knox Reeves are the agencies.

Leon Leonardi, writing a song "fitting" the personality of a movie star and playing the number for the star's approval.



The thoroughly charming and talented Gale Page, well-known radio actress and singer, who is co-starring with Jim Ameche in the summer series of the "Woodbury Playhouse," Sundays, 10 p. m., on WOW.

J. Ameche Also Playhouse Star

Jim Ameche, younger of the famed acting brothers, and Gale Page, talented radio and screen actress, will star through the summer programs of the "Woodbury Hollywood Playhouse," as Charles Boyer, the program's regular leading man, takes a 13-week vacation. The pattern of the program, that of a different play each week, will remain unchanged. Ameche and Miss Page are heard over WOW, Sundays, from 10 p. m. to 10:30 p. m.

This will be Ameche's second successive summer as star of the Woodbury summer program, the program last summer being "Win Your Lady," a dramatic serial, in which he played opposite Betty Lou Gerson.

Jim Ameche, a native of Kenosha, Wis., is only 24. He showed an aptitude for acting as early as his high school days.

Before she began to play leading roles in the movies, Miss Page had been heard in singing and dramatic roles on various NBC programs that included "Your Hollywood Parade," "Today's Children," the "Roy Shield Revue" and "Fibber McGee and Molly."

Children Are Easier to Mold Into Radio Stars---Dave Elman

After two years of coaching more than 500 men, women and children for their guest appearances on NBC's "Hobby Lobby" program, Dave Elman is convinced that the inexperienced child is easiest to handle.

"Children never try to be actors," the dean of hobbyists explains. "Consequently, these youngsters are altogether natural in front of the microphone.

"Where it's possible, we get along without scripts. In fact, in many cases that's just what we must do, and the results are perfectly grand."

If there is one important thing that Elman has discovered in his experience with these youngsters, it is this: They can give adults lessons in how to behave before a microphone.

"Hobby Lobby" is broadcast on Wednesdays at 9:30 p. m., over WOW, under the sponsorship of Fels Naptha Soap Chips.

Born in Park River, N. D., 38 years ago, Elman's hobby from early youth was the study of unusual hobbies. His profession was that of an entertainer in vaudeville, stock companies, chautauquas, show boats and repertory shows—as a comedian and straight man. He entered radio as a network continuity writer in 1928, but it wasn't until the spring of 1937, after he had been an advertising agency radio director, that he got the idea of how to combine his business and hobby. The result was "Hobby Lobby," his radio program devoted to unusual hobbies.



Dave Elman, conductor of the "Hobby Lobby" show on WOW, Wednesdays at 9:30 p. m., who would much prefer to work with children in shaping radio shows. He's pictured here with a 3-year-old whose hobby is collecting fossils.

HEAR ON RADIO STATION WOW



In the third cycle of stardom is Red Skelton, happy-go-lucky comic of Brown & Williamson's "Avalon Time" (Saturdays, on WOW, 6:30 p. m.). His first success was in vaudeville and musical comedy, then in the movies, and now he's coming right up with the "tops" laugh-provokers on the air!

Mitchell is Back in "Voice of the Farm"

One of radio's most popular commentators, Everett Mitchell, former conductor of the "National Farm and Home Hour," will again be heard on WOW regularly when the Firestone Tire & Rubber Co. resumes its "Voice of the Farm" programs. The new series starts August 4, and will be heard weekly on Fridays from 12 noon to 12:15 p. m.

In this series Mitchell personally interviews farmers who have become champions in some division of agriculture. Mitchell is well known to thousands in the middle west. He assisted last year when NBC covered the national cornhusking championship at Sioux Falls, S. D.

Ipana's "Merry Maes" have received a huge silver trophy from the National Swing club, awarded them as "the outstanding vocal swing group of 1939."

GIVE THIS OMAHA GIRL A HAND

Donna Dae, 17-year-old contralto featured with Fred Waring and his Pennsylvanians on Chesterfield's "Pleasure Time" on WOW, is exactly five feet two (with her shoes on) and has the eyes of blue which ideally accompany those measurements in a certain popular song. She weighs a hundred pounds to the ounce. The fact that she is pleasantly petite is probably one reason why Waring chose her to fill the spot left vacant by the Lane sisters, for the maestro himself is no Eiffel tower, and since the Pennsylvanians combine radio with stage work, he likes a definite contrast in height between him and his soloists. Another fact in Donna's favor is that she hails from Nebraska. Waring has had a lot of luck with talent from the middle west, as witness Babs Ryan from Kansas and the Lanes from Iowa.



Donna Dae, better known in Omaha and Lincoln as Donna Rae Cooper, a home-town gal who made good.

High there. She got to sing with every visiting band. At this time Slat's Randall's orchestra came to Capitol Beach and Donna guest-starred with him. He asked her to continue on tour with the band. Ted Cooper became Randall's manager and the three Coopers took to the road. From the Jefferson hotel in St. Louis Donna appeared on coast-to-coast broadcasts with the orchestra, singing the Blues.

Frankie Masters tuned in on her from San Francisco, where his band was playing an engagement, and decided she was just what he needed for a soloist. The upshot was that Ted Cooper became Masters' manager and Donna joined the maestro in New Orleans in February, 1936, where she was a sensation. She

bobbed her hair, and sang and danced in a diminutive tuxedo with long black silk hose and a rakish top hat. She toured with Masters and wound up in Chicago on a 26-week commercial.

It was in Chicago that Donna met Waring. The Pennsylvanians were there on a personal appearance date following the filming of their picture, "Varsity Show," and he dropped in the College inn one night where Donna was singing and dancing with the Masters outfit. He offered her a job with the Pennsylvanians.

Donna joined the gang during their prolonged engagement at the Paramount theater, New York, in December, 1937. She accompanied the band on a tour of key cities in the south and west for several months before the Pennsylvanians began their radio series.



Dwight Weist, who plays the title role in Pepsodent's summer show, "Mr. District Attorney" (8 p. m., Tuesdays, on WOW), practices impersonations behind self-made masks.

Dwight Weist, who plays the title role in "Mr. District Attorney," has been in radio for eight years.

One of the roles he has played frequently has been that of racket-busting Thomas E. Dewey, New York district attorney, whom he has often witnessed in action. Weist is married and lives in New York City with his wife and 1-year-old daughter.

Something of an artist as well as an actor, Weist has made masks of many prominent persons and likes to don the mask and then do his impersonations for friends. His best masks are of President Roosevelt, General Hugh Johnson, Mayor La Guardia and Herbert Hoover.

Nights when it's too hot to move, let the world come to you through radio. But don't endure fuzzy reception! Hear radio at its best through a modern receiver this summer.

bring out the flavor of the apples, especially if they seem a little flat, add a few drops of lemon juice over the apples. Be sure to seal the crust well around the edge, so that the juice will not cook out of the pie. Moistening the edge of the lower crust with water before placing the top crust on it, will give you a much better seal. Bring the bottom crust over the top and press the two firmly together with the finger tips. Bake the pie at a constant temperature of 400 degrees, and allow about one hour.

Martha Says, It's Apple Pie Time

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

Summer months hold an unending interest in new foods. Before we have a chance to tire of one seasonal food, there is another one just making its appearance on the market.

Right now we are enjoying those delicious green apple pies. Green apples, tart and firm as they are, are just right for the pie, and I think you should treat your family with this favorite dessert.

To make a green apple pie, fill a pastry-lined pan with thinly sliced apples. Fill it generously, so that you will have a nice full pie after it is baked. Sprinkle the apples with sugar. You will need about one cup of sugar for a pie. This amount may be varied, however, according to your own taste for sweetness or according to the tartness of the apples. With every cup of sugar combine one and one-half tablespoons of flour. Blend these two together and sprinkle over the apples. Then add a little nutmeg and cinnamon. Dot over the top with butter and then cover with top crust. Cut a few short gashes into the top crust to permit the steam to escape. To



Martha Bohlsen

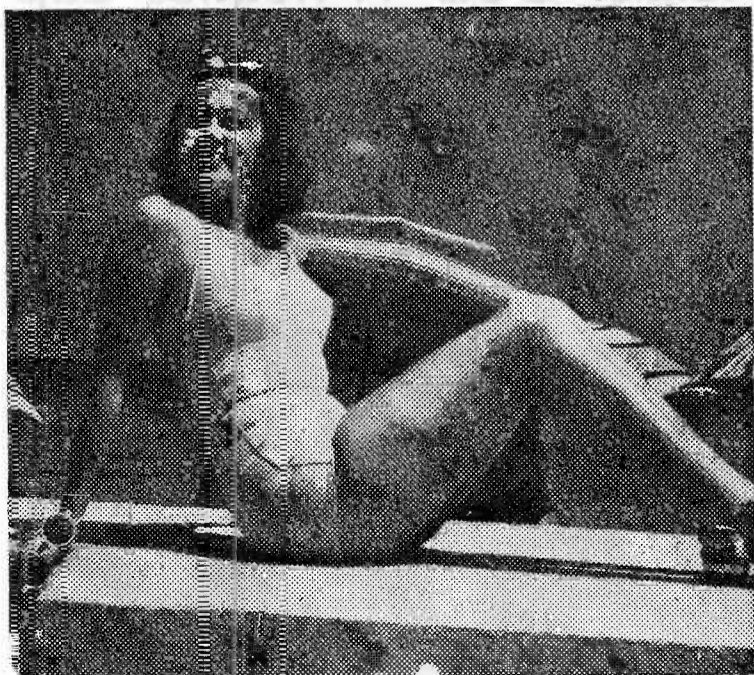


Just as charming and lovely as she sounds is "Sweet Adeline," whose voice you hear on "Uncle Walter's Dog House," the Brown & Williamson Co. show, sponsored by Sir Walter Raleigh Smoking Tobacco, at 8:30 Tuesday nights.

In theatrical days gone by, when scores of musical shows would tour the country, pit musicians would leave informative notes for each other in dressing rooms of towns played. Thus, the instrumentalists playing for "The Merry Widow" would arrive in an Ohio town and discover, via the dressing room wall, which was the town's best hotel, restaurant, barber shop, etc. The memo might have been left by the departing "Student Prince" troupe. That custom is again in vogue in radio. The cast of such shows as "David Harum," "Lorenzo Jones" and "Young Widder Brown" sometimes use the NBC studio. It is nothing unusual for performers on each program to find notes left by friends of the serial just before or to leave lunch date memos for the friends on the succeeding serial.

Red Skelton, the star comedian of "Avalon Time," and his stooge secretary, Edna Stillwell, hid themselves to New York after a Saturday night broadcast emanating in Chicago. Red and Edna have been making personal appearances and pinch hitting recently for Dinty Doyle, who has been on a vacation.

Hostess Gets Marlin Role



A nice tan, a white swim suit—a swell contrast. The girl is Delores Gillin, popular NBC actress, who applied for a job as an NBC hostess and now has a fine role in "The Story of Mary Marlin" (1 p. m., Mondays through Fridays, on WOW).

Swinger and Singer



Benny Goodman, celebrated clarinetist and swing maestro, who conducts the new "Camel Caravan" on Saturdays at 8 p. m. on WOW. He's shown serenading his new vocalist, 20-year-old Louise Tobin of Dallas, Tex.

Bayer Star



The lovely Jean Dickenson, soprano star of Bayer's "The American Album of Familiar Music," 7:30 p. m., Sundays, on WOW.

You may be interested to know that tune-up time for an important musical air program begins almost 15 minutes earlier than usual during the summer. And there is a reason, explained by Gustave Haenschen, director of the listenable "American Album of Familiar Music."

"In hot weather the metal of the instruments often expands, affecting the pitch and tune. An instrumentalist, therefore, on very sticky and muggy days, must adjust his properties some time before the actual broadcast, to bring them back to normal working order. Early arrivals at a broadcast are, therefore, surprised to hear the boys tuning up almost an hour before the 'on the air' signal."

—wow—

If Gordon Vandover, Harry of the "Plantation Party" trio; Tom, Dick and Harry, wants a new set of screens for his bedroom windows or new wallpaper in the breakfast room, he can get them without a boost in his rent. Seems Gordon and his landlord, a man of 65, went fishing at a nearby lake. A half mile from shore a big wave swamped the boat. They found themselves in the water, with the landlord unable to swim. "Hang onto the boat!" Gordon shouted. The landlord did until the boat started to sink. Then Gordon had to hoist him to the surface and turn over the boat with one motion. He wound up by pushing the landlord, plus the boat, to shore.

—wow—

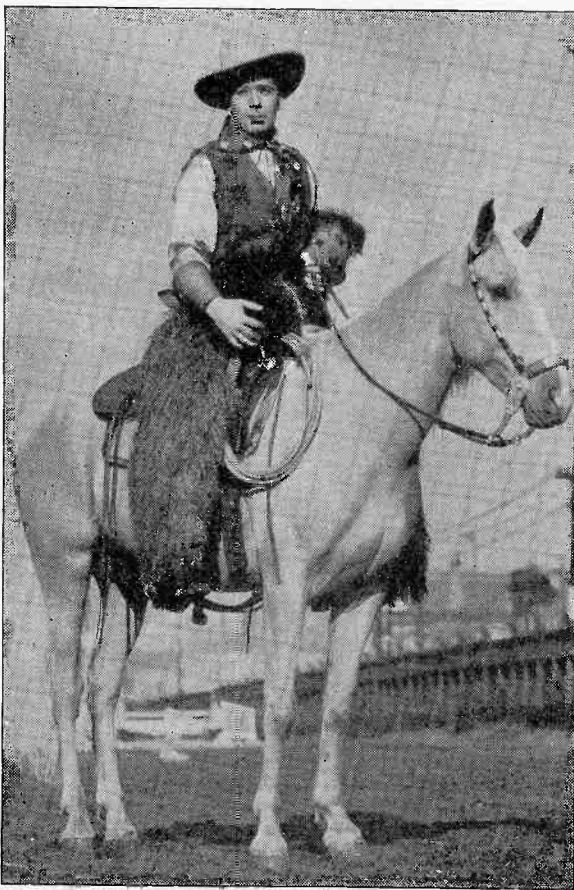
Allan Grant, composer and pianist, who tunelessly introduces the "Story of Mary Marlin" programs, has in work 18 new suites based on legends and historical episodes for use in choral and orchestral work in American schools. These will be added to the nine already published and currently in use throughout the country.

Whitey Larsen Would "Tickle a Wildcat", Just to Give Meadow Gold Listeners a Good Laugh!

Whitey Larsen, faithful field deputy of Lightnin' Jim Whipple in the Meadow Gold series, is a comical, cock-sure, daring sort of person—a rogue on the side of justice. Naturally exuberant and good-natured, he rarely misses a chance to joke, even in the most tense and dangerous circumstances. As a captured rustler remarked about him, "That Swede'd tickle a wild cat for a laugh."

Whitey likes his work because he likes action—and plenty of it. No assignment is too strenuous, no gun play is too exciting for Whitey. Lightnin' Jim himself admits that Whitey would poke a stick in a hornet's nest just to see things stirring.

Besides his irresistible good humor and desire for action, Whitey has another side to his personality—his one serious streak, in fact—a great loyalty to Lightnin' Jim Whipple. Whitey



Whitey Larsen, pal deputy of Lightnin' Jim Whipple

not only serves him faithfully, but is willing to take long chances, risking his life many times for him during their adventures together.

The Meadow Gold "Roundup" series dramas are heard on WOW every Sunday afternoon, beginning at 1 o'clock. They are on WHO, Des Moines, concurrently.

Each one is a thriller. Here are the titles of these stories in advance:

"The Silver Bullet."

"Lightnin' Jim Meets Little Bear."

"The Wrong Man."

"The Pedlar and the Bandits."

"A Marshal Quits the Service."

As most listeners know, the role of Lightnin' Jim Whipple is played by the famous star of the silver sheet, Francis X. Bushman.

Thanks, Bing



Abe Lyman, the famed "Waltz Time" (7 p. m., Fridays, on WOW) maestro, is grateful to Kraft's Bing Crosby for the revival of "I Cried For You."

Sixteen years ago Abe Lyman, the "Waltz Time" conductor, wrote a little tune called "I Cried For You." It was a hit during 1923 and 1924.

Not long ago Bing Crosby sang Lyman's old tune and immediately sales began to soar again. In the past month it has been one of the most popular tunes on the air.

Said Lyman: "Thanks, Bing!" Almost every week on his Friday night show Lyman revives some old tune—and features a new one. That's why this program is one of the most popular on the air. It's sponsored by Phillips Milk of Magnessia.

Ever since the World war, when Arthur Kohl, NBC actor, served 13 months in France with the 106th Engineers, he's been trying to throw on some unsuspecting person the venom usually associated with an army sergeant and his regard for his underlings. However, the closest Kohl has come to it is the current episode of the "Story of Mary Marlin," in which Kohl is portraying Sergeant McKenna and having a great time blustering and roaring in the approved army sergeant fashion.

Le Valentine, radio's "Doctor I. Q.," is convinced Chicago is the mecca of the nation after a recent broadcast at the Chicago theater. He reports prize winners from 10 different states on that "Mars" show.

Top honors in a recent "wishing conversation" were conceded to Ruth Bailey, "Rose Kransky" of the "Guiding Light." When she retires she wants a villa on the Riviera, an apartment in New York, a home in Palm Beach, a cottage at Carmel-by-the-Sea and a yacht to commute between the lot.

Whenever you hear a baby's voice in some radio dramatic serial, it's almost always Madeline Pierce. Miss Pierce portrays children on the "Young Widder Brown" daily NBC series.

—wow—

Peter Van Steeden, Ipana maestro, stuffed his ears with cotton to prove the scientific fact that musical rhythm could be picked up by deaf people through vibrations. Fred Allen, who wandered into rehearsal just then, wanted to know if the music was that bad.

—wow—

Frances Adair, one of the Philip Morris "Swing Fourteen" on the "Johnny Presents" program, says she had a terrific scare at the World's fair recently. She lost her mother in the crowd and didn't find her until three hours later, sitting calmly on a bench, eating an ice cream cone.

—wow—

One of Jim Farley's best customers—that's what they're calling Finney Briggs, the Sahki in Oxydol's "Own Ma Perkins," because of the myriad scattered correspondents with whom he's in contact. There's the blind man, who at 65 years is learning to type; a faculty member of Columbia university, a girl millworker in South Carolina, a school boy in Pennsylvania, a rancher's wife in Montana, a postman in Washington and a butcher in Nebraska.

OO-LALA



Rachel Carley, lovely French star of "Manhattan Merry-Go-Round," says a good tune is never dead. Hear this Doctor Lyons feature 7 to 7:30, Sunday evenings.

The air is flooded these evenings with tunes written some years ago and snatched from dusty archives to race to impressive popularity. "You've Got Me Crying Again," dashed off in 1923, is one. "Hold Tight," first composed in 1932, is another. Which inspires Rachel Carley, lovely songbird of the Sunday "Manhattan Merry-Go-Round" series, to elaborate on the subject. She says:

"A good tune is never really dead. Consider 'Just a Memory,' for instance, the song lay on a publisher's shelf for eight years, gathering dust. One day Frank Black happened in, noticed it, took it down, and was responsible for a republishing. It has since sold over a million copies.

"The song 'Little Sir Echo' was written several years ago and sung almost exclusively by the Scouts as an organization theme. Popular lyrics were added and it became a best seller. The famous 'Star Dust' was first written as a hot number. It didn't take very well. So, some six years after its creation, lyrics were added and the song was played in the slow and sweet style. It is now a jazz classic.

The secluded hills behind Jack Benny's Coldwater canyon home are literally striped with trails laid by the comedian during his morning walk. An inveterate hiker, Jack never likes to travel the same path twice.

—wow—

Lenore Kingston, the sweet-voiced "Jenny" of "Midstream," once did her rehearsing on the beach at Laguna, Calif. Seems she heard about the success one Greek orator had hundreds of years ago in developing his voice by shouting above the beat of the waves.

—wow—

John J. Anthony is an expert on matrimony because his "Good Will Hour" library includes 4,500 books on marital problems.

—wow—

Bob Young, "Good News of 1939" m. c., has awarded the palm for favorite sound effects to a recent recording made by NBC sound men—the squeaking of bats in a case. Bob has become so fascinated with sound effects that he browbeats the sound men into going through their newest "sound platters" each Thursday.

—wow—

Jimmy Fidler will take his first vacation in three years when he is off the air two or three weeks during the month of August.

Variety Award on Network



NBC listeners from coast to coast heard Omaha's own Father Flanagan of Boys Town receive the Variety club's first annual "Humanitarian Award." Photo shows Chief Barker John Harris presenting the silver plaque at \$5 a plate Hotel Fontenelle banquet.

Keiper Gets Wheaties Cup



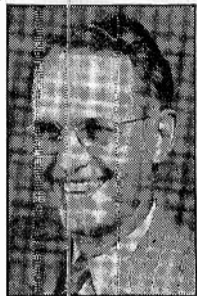
Jockey Paul Keiper will never forget the last day of the Ak-Sar-Ben races when he was awarded the Wheaties trophy for championship riding. Photo shows Judge Ben Holmes (right) and Judge H. Foster at presentation as John Gillin, Jr., describes it.

WOW SPECIAL EVENTS ACTIVITIES

Foster May's Column

By FOSTER MAY
WOW News Editor

When this comes to print, I will have just returned (I hope) from a two-week trip into the North Woods, Canada. At the time I wrote it, July 14, I was just preparing to leave on that trip, and still thinking about the pleasant times enjoyed on the last trip I made—the trip back to Waukegan, Ill., as Jack Benny's guest to attend the world premiere of his picture, "Man About Town." It isn't necessary to tell you that I enjoyed the trip tremendously, because you Jack Benny fans know that the opportunity of spending a week-end in proximity to the screwball and delightful character, Benny, would be a real event.



Foster May

Welcome Surprise
The invitation to attend came as a surprise from Mr. Mendenhall of Paramount Pictures here in Omaha. He called up one day and said: "Would you like to go down to Waukegan as our guest to attend the Jack Benny premiere?" "Would I!!! I would... and did."

We arrived in Waukegan on Saturday morning, June 24, just as the big Welcome Home parade was breaking up. A scene very similar to that around the Fontenelle hotel during the premiere of "Union Pacific" greeted my eyes as I drove up to Waukegan hotel. Thousands of autograph seekers and radio fans were jammed around the entrance-way, hoping to get a glimpse of their favorite star. Inside the hotel was a bedlam of confusion and turmoil.

Behind the Guns

Moving around efficiently in the midst of it all was that boy behind the scenes, who stage-managed the Omaha affair, Cliff Lewis, publicity and advertising director for Paramount Pictures. And what a job he had. Surrounded by news-hungry reporters, mike-conscious radio men, temperamental stars and clamoring would-be ticket holders, he went serenely on his way, making everybody happy. It was worth the trip just to see those boys work under such conditions. The entire hotel was taken over by the party. There were luncheons, banquets, cocktail parties—every known form of amusement was under way. Beneath it all, tension in connection with the forthcoming premiere and broadcast—Benny sitting around the press room, unable to stay on one chair more than two minutes—Lamour, her gorgeous face masked behind an almost unbelievable tan, chewing occasionally at her fingernails—Andy Devine and Rochester appeared to be the only ones who were not worried. Andy's voice could be heard squeaking over the entire noise level of the hotel.

Crash Stage Door

Then, that evening at 6 o'clock, the broadcast and premiere started. Compared to our Omaha plan, it was just a rehearsal, so far as the crowd and atmosphere went. Mrs. May and I were out eating spaghetti and in some way we got so tied up we were late by about two minutes. "Sorry, but you can't get in after 6 o'clock," said the blank-faced doorman. I tried to explain that I was a newsman, especially invited, but it was no go. "You can't get in after 6 o'clock," he said. So we went back to the stage-door entrance, passed ourselves off as a couple of stage hands, and got in, where we watched Mr. Benny's antics from the wings.

But, as I said at the beginning, that is all old stuff, and by the time you read this I will be back again (I hope) from the North Woods.

I will tell you all about the big fish next month.

UP Set to Give WOW Fast War News

With major nations of the world engaged in feverish defense preparations, and an outbreak on any one of a dozen fronts possible at any moment, the United Press, backbone of WOW's world news sources, is busily engaged preparing for any eventuality.

For at least six months, WOW has learned, the United Press has been quietly building up its "news fences" at points where trouble is most expected. United Press maintains American-trained news staffs in every capital city of Europe. In addition there are hundreds of special correspondents in "hot spots" who flash news at a moment's notice to main UP bureaus.

Most of the UP plans for extra coverage, in the event of war, are not spoken of above a whisper, for there are tricks in all trades, and it is UP's intention to "scoop" every other service on important news beats, as is its custom.

WOW purchases the full, main trunk wires of the United Press, plus regional and state services, and a special "radio wire."

United Press has long enjoyed the reputation of being the best and largest world news service in the field, and whether the news breaks in the Orient, in Siberia, South America or in Europe, WOW listeners may be certain they will hear of it accurately—and first!

WOW OKAYS NEW NAB RADIO CODE

(Continued from page 1)

proving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

CONTROVERSIAL ISSUES

As part of their public service, networks and stations shall provide time for the presentation of public questions, including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly-balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than

WHAT, NO SARONG



Here's an interesting "off the record" photo of Chase & Sanborn's "Dotty" Lamour, songstress de luxe, being interviewed by WOW's news editor, Foster May. It was taken in a backstage dressing room at Waukegan, Ill., when both attended the world premiere of Jack Benny's movie.

broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

EDUCATIONAL BROADCASTING

While all radio programs possess some educational values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will

continue to use their time and facilities to that end, and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

NEWS

News shall be presented with fairness and accuracy, and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue, nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events, so that they may form their own conclusions, and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

RELIGIOUS BROADCASTS

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather, it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

COMMERCIAL PROGRAMS AND LENGTH OF COMMERCIAL COPY

Acceptance of programs and announcements shall be limited to products and services offered by in-

Special Offers On WOW Programs

1. \$10 DUNHILL PIPE AND a pound of Sir Walter Raleigh smoking tobacco. Listen to Uncle Walter's "Dog House" at 8:30 p. m. on Tuesdays.
2. "THE SPIRIT OF NEW York," a booklet containing five water color pictures of historic New York scenes. To obtain your copy, listen to the "Cities Service Concert" at 6 p. m. on Fridays.
3. A COOK BOOK WRITTEN and edited by Lucy C. Harte, with 29 classifications. For details listen to the "Musical Clock" at 7:15 each morning, except Sunday, or write WOW direct.
4. TO SECURE YOUR COPY of the song, "Woman in White," listen to the story, "Woman in White," at 8:45 a. m., Monday through Fridays, for the details.
5. TUMS OFFERS \$5 FOR each original riddle used on the "Quick-silver" program, which you may hear Tuesdays at 5:15 over radio station WOW.
6. WIN A 1939 CHEVROLET by completing the statement, "Man to man, smoke Roi Tan because . . ." in 25 words or less. For further details listen to the announcement at 10 p. m. on Wednesdays and Saturdays.
7. WIN A FREE TRIP TO the New York World's fair. See your Tintex dealer for details.
8. A BLUSH-ROSE MAKE-UP kit is offered on the "Woodbury Hollywood Playhouse." Send 10 cents in coin, together with name and address to Woodbury, Box 71, Cincinnati, Ohio.
9. A FREE CATALOGUE OF premiums for Raleigh, Kool and Viceroy coupons. Listen to Tommy Dorsey's program at 6:30 p. m. on Wednesdays for details.
10. ROBERTS DAIRY "JINGLE Contest" offers three trips to either World's fair or equivalent in cash, and other cash prizes. Ask your grocer or Roberts route salesman for an entry blank.
11. TO OBTAIN A FIVE-PIECE Cannon luncheon set, send 50 cents in coin and one Crisco label or wrapper (any size), together with name and address, to Crisco, Cincinnati, Ohio.
12. A CIGARETTE CASE IS being offered to any listener who sends in one wrapper from either size Bugler tobacco package, plus 25 cents in coin, to Bugler, Louisville, Kentucky.
13. U. S. MARSHAL BADGE and "Lightnin' Jim Whipple" club membership card. Listen at 1 p. m., Sundays, for details.
14. \$10 FOR EACH SET OF "What's My Name?" questions used on the program. For details listen to "What's My Name?" Wednesdays at 7 over station WOW.

dividuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements comply with pertinent legal requirements, fair-trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

Day Time

- Fifteen-minute programs..... 3:15
- Thirty-minute programs..... 4:30
- Sixty-minute programs..... 6:00

Night Time

- Fifteen-minute programs..... 2:30
- Thirty-minute programs..... 3:00
- Sixty-minute programs..... 6:00

Exceptions: The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

FOR WINCHELL



Edwin C. Hill, one of America's greatest radio commentators, who has taken over the Walter Winchell-Jergens Lotion program (9 p. m., Sundays) on WOW and NBC.

WOW SUMMERTIME NIGHT SCHEDULE

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:45	Standard Oil WOW News Walnettos	Standard Oil WOW News Charcoal Gum	Standard Oil WOW News Walnettos	Standard Oil WOW News Charcoal Gum	Standard Oil WOW News Walnettos	Standard Oil WOW News Charcoal Gum	5:00—Jello Family 5:30—Fitch Band Wagon
6:00	Dick Tracy Quaker Oats (Begins Aug. 7)	Johnny Presents Philip Morris	One Man's Family Tenderleaf Tea	Rudy Vallee Royal Desserts	Cities Service Concert Gas, Oils	NBC	Charlie McCarthy Show Chase & Sanborn Coffee
6:30	Voice of Firestone Concert	NBC	Tommy Dorsey Raleighs, Kools			Avalon Time Brown-Williamson Avalon Cigarettes	
7:00	Dr. I. Q. Milky Way Candy	Battle of Sexes Molle	What's My Name? Ipana Sal Hepatica	Lost Plays NBC	Waltz Time Phillips' Milk of Magnesia	Vox Pop Kentucky Club Pipe Tobacco	Manhattan Merry-Go-Round Dr. Lyons
7:30	Horace Heidt Tums	Alec Templeton Johnson's Wax	Celebrity Night Vitalis		Death Valley Days Pacific Coast Borax Co.	Arch Obolers Plays	American Album of Familiar Music Bayer Aspirin
8:00	Contented Hour Carnation Milk	Mr. District Attorney Pepsodent	Kay Kyser College of Musical Knowledge Lucky Strikes	Kraft Music Hall Kraft	Guy Lombardo Lady Esther	Benny Goodman Camel Caravan	National Symphony Concert
8:30	Sensation and Swing Sensation Cigarettes	Uncle Walter's Dog House Raleigh Tobacco			NBC Orchestra	NBC Orchestra	
9:00	Pleasure Time Chesterfields	Pleasure Time Chesterfields	Fred Waring	Pleasure Time Chesterfields	Pleasure Time Chesterfields		Walter Winchell Jergens Lotion
9:15	WOW News Roi Tan	WOW News	WOW News Roi Tan	WOW News Roi Tan	WOW News	National Barn Dance Alka-Seltzer	Irene Rich Welch's Grape Juice
9:30	WOW Summer Theater	Inside Story Ralston-Purina	Hobby Lobby Fels Naptha	Orchestra—NBC	Plantation Party Brown-Williamson Bugler Cigarette Tobacco		NBC
10:00	Stanley Davies	Melody and Madness P. Lorillard Old Golds	NBC Dance Orchestra	NBC Dance Orchestra		Ten Crown WOW News Tower Ford	Hollywood Playhouse Woodbury Soap
10:15	Orchestra—NBC		Sports		Orchestra	NBC Orchestra	
10:25							
10:30	Ralph Wagner, Sports	Ralph Wagner, Sports		Ralph Wagner, Sports	Ralph Wagner, Sports	Ralph Wagner, Sports	WOW News
10:45	NBC Orchestra	NBC Orchestra	Lights Out Drama NBC	NBC Orchestra	Sally Dee	NBC Orchestra	Ralph Wagner, Sports

MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Organ Melodies.....	Daily except Sun.	11:45 A. M.—Words and Music.....	Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—WOW News Tower.....	Daily except Sun.	12:00 Noon—Markets.....	Mon., Tue., Wed., Thu., Fri.
6:15 A. M.—Time and Tunes.....	Daily except Sun.	NBC—Hotel Lexington Orchestra.....	Sat.
6:30 A. M.—Markets.....	Daily except Sun.	12:15 P. M.—Midday Melodies—Quaker Petroleum.....	Daily except Sun.
6:45 A. M.—WOW News Tower (Roberts Dairy).....	Daily except Sun.	WOW News Tower—Quaker Petroleum.....	Sun.
7:00 A. M.—Turn Back the Clock.....	Sun.	12:30 P. M.—WOW News Tower—Manchester—Standard Oil.....	Daily except Sun.
Omar—Blue Ribbon Melodies.....	Daily except Sun.	Chicago Roundtable.....	Sun.
7:15 A. M.—Musical Clock—Paxton & Gallagher—Foods.....	Daily except Sun.	12:45 P. M.—Man on the Street—Iten-Barmettler Co.....	Daily except Sun.
Vagabond Adventures.....	Sun.	1:00 P. M.—Mary Marlin—Procter & Gamble—Ivory Flakes.....	Mon., Tue., Wed., Thu., Fri.
7:30 A. M.—Sunday Drivers.....	Sun.	NBC.....	Sat.
7:45 A. M.—Coffee Pot Inn—Butter-Nut Coffee.....	Daily except Sun.	Meadow Gold Round-up—Beatrice Creamery.....	Sun.
8:00 A. M.—The Man I Married—P. & G.—Oxydol.....	Mon., Tue., Wed., Thu., Fri.	1:15 P. M.—Ma Perkins—Procter & Gamble—Oxydol.....	Mon., Tue., Wed., Thu., Fri.
The Wise Man.....	Sat.	1:30 P. M.—Pepper Young—Procter & Gamble—Camay.....	Mon., Tue., Wed., Thu., Fri.
Highlights of the Bible.....	Sun.	Arcadia Ballroom Orchestra.....	Sat.
8:15 A. M.—John's Other Wife—Old English Wax—Bi-so-Dol.....	Mon., Tue., Wed., Thu., Fri.	Chautauqua Concert.....	Sun.
No School Today.....	Sat.	1:45 P. M.—Guiding Light—P. & G.—Naptha Soap.....	Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Just Plain Bill—Kolyinos—Anacin.....	Mon., Tue., Wed., Thu., Fri.	2:00 P. M.—Backstage Wife—Dr. Lyons' Toothpowder.....	Mon., Tue., Wed., Thu., Fri.
U. S. Government Reports.....	Sat.	Immigrants All, Americans All.....	Sat.
Rev. Brown—Chapel Service.....	Sun.	Rangers Serenade.....	Sun.
8:45 A. M.—Woman in White—Pillsbury Flour.....	Mon., Tue., Wed., Thu., Fri.	2:15 P. M.—Stella Dallas—Milk of Mag. Face Cream.....	Mon., Tue., Wed., Thu., Fri.
Little Dog House.....	Sat.	2:30 P. M.—Vic and Sade—Procter & Gamble—Crisco.....	Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—David Harum—B. T. Babbitt—Bab-O.....	Mon., Tue., Wed., Thu., Fri.	Paul Lavals Orchestra.....	Sat.
Police Bulletins.....	Sat.	World Is Yours.....	Sun.
9:15 A. M.—Lorenzo Jones—Phillips' Milk of Magnesia.....	Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Midstream—Procter & Gamble—Teel.....	Mon., Tue., Wed., Thu., Fri.
Chautauqua Concert.....	Sat.	3:00 P. M.—Kitty Keene—Procter & Gamble—Dreft.....	Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Young Widder Brown—Cal-Aspirin.....	Mon., Tue., Wed., Thu., Fri.	National High School Band.....	Sat.
Ida Bailey Allen—Metropolitan Utilities.....	Sat.	Hall of Fun.....	Sun.
NBC.....	Sun.	3:15 P. M.—Meet Miss Julia—Stanco—Nujol.....	Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Houseboat Hannah—P. & G.—Lava Soap.....	Mon., Tue., Wed., Thu., Fri.	3:30 P. M.—Betty and Bob—General Mills—Bisquick.....	Mon., Tue., Wed., Thu., Fri.
Markets.....	Sat.	Spelling Bee—Energine.....	Sun.
10:00 A. M.—Judy and Jane—Folger's Coffee.....	Mon., Tue., Wed., Thu., Fri.	Summer Time Swing.....	Sat.
Homemakers' Club.....	Sat.	3:45 P. M.—Arnold Grimm's Daughter—General Mills—Soft-as-Silk Cake Flour.....	Mon., Tue., Wed., Thu., Fri.
Walter Logan Musicale.....	Sun.	4:00 P. M.—Valiant Lady—General Mills—Wheaties.....	Mon., Tue., Wed., Thu., Fri.
10:15 A. M.—O'Neills—Procter & Gamble—Ivory Soap.....	Mon., Tue., Wed., Thu., Fri.	Kaltenmeyer's Kindergarten.....	Sat.
10:30 A. M.—Life of Mary Sothorn—Ipana.....	Mon., Tue., Wed., Thu., Fri.	Catholic Hour.....	Sun.
Call to Youth.....	Sat.	4:15 P. M.—Hymns of All Churches—General Mills—Gold Medal Flour.....	Mon., Tue., Thu., Fri.
On Your Job.....	Sun.	Betty Crocker—General Mills—Soft-as-Silk Cake Flour.....	Wed., Fri.
10:45 A. M.—Young Dr. Malone—General Foods—"Huskies".....	Mon., Tue., Wed., Thu., Fri.	4:30 P. M.—NBC.....	Daily except Sun.
Charioteers.....	Sat.	Grouch Club—General Mills—Korn Kix.....	Sun.
11:00 A. M.—Rangers.....	Mon., Tue., Wed., Thu., Fri.	5:00 P. M.—Pleasure Time—Chesterfields.....	Wed.
NBC—Jean Ellington.....	Sat.	Aldrich Family—Jello.....	Sun.
Norman Cloutier Orchestra.....	Sun.	5:45 P. M.—Salon Silhouettes.....	Mon., Tue., Wed., Thu., Fri.
11:15 A. M.—Adopted Daughter, Jennie—J. C. Penney Co.....	Mon., Tue., Wed., Thu., Fri.	Aunt Sally.....	Tue., Fri.
11:30 A. M.—People in the News.....	Daily except Sun.	5:15 P. M.—Aunt Sally.....	Mon., Wed., Thu.
		Quick-silver—Tums.....	Tue.
		Junior Roundtable—Uncle Sam's Cereal.....	Fri.
		Headlines Ahead.....	Sat.
		5:30 P. M.—Ralph Wagner, Sports.....	Daily except Sun.
		Fitch Band Wagon—Fitch Shampoo.....	Sun.