

Radio  
Station  
WOW

# RADIO NEWS TOWER

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

5000  
Watts  
590 Kc.

Complete Radio Program News From Radio Station WOW

VOL. V—No. 10

OMAHA, NEBRASKA, JULY 1, 1941

PUBLISHED MONTHLY

## COMEDY & SWING PEP UP JULY SHOWS

### WOW Enlarges Executive Offices

WOW's executive offices (which six years ago equalled the size of six or eight telephone booths) are again being greatly expanded.

William Ruess, WOW Personnel Director and Chairman of the Board of Auditors of the Woodmen of the World Life Insurance Society, has approved the following changes in the radio quarters:

**Red Room:** To be redecorated and to become the private office of Harry Burke, WOW Program Manager.

**Gray Room:** To become private office of Howard O. Peterson, Local Sales and Research Manager.

**Green Room:** To become private office of Bill Wiseman, Promotion and Publicity Manager.

**Balcony:** East side to be evacuated by Woodmen Society workers and given over entirely to WOW to make more room for secretaries, program, mail, News Tower and bookkeeping departments.

**Artists' Lounge:** To be moved into new quarters on east side of building, in part of quarters formerly occupied by a finance company.

**Transcription Room:** To be installed in present Artists' Lounge. This will be equipped with latest scientific equipment for recording, transcription testing, etc., much of which will be removed from central control room.

**Workshop:** Present transcription library and testing room and engineers' workshop will be made into completely modern workshop.

In addition to these changes, several rooms in the Woodmen archives in the basement will be changed around to improve working efficiency of radio station affairs.

The changes impending are the first since WOW moved into its beautiful studios in 1935 from the old top-floor space in the building at 14th and Farnam Streets.

Retention of all of the beauty in design, decoration and furniture in WOW's executive offices has been the keynote of all the changes ordered.

The expansion program is in keeping with the constant growth of WOW. Whereas, less than two decades ago WOW operated with a personnel of six persons, it now has a full-time complement of more than 72, with as many as 100 others working part time during special occasions.

### CROSBY'S CUT

Bing Crosby's royalties from one of his most popular songs, "Adeste Fideles," were taken for a ride recently.

Reluctant to profit from the sacred song, Bing put the royalties into a ritzy automobile and gave the car to his North Hollywood parish, St. Charles, to raffle off at a bazaar.

### O'NEILL NEXT

The Dupont Company, sponsors of "Cavalcade of America," heard on WOW at 8:30 Monday nights, is considering serialization of Eugene O'Neill's "Ah, Wilderness." It is reported that Lionel Barrymore, Walter Huston, Raymond Massey and Frederic March are being considered for the leading role.

### HANDSOME TENOR

Coeds at the University of Oklahoma have voted Larry Cotton the title, "Nation's Handsomest Tenor." Larry, who vocalizes with Horace Heidt's orchestra on the "Tums' Treasure Chest" programs, was a U. of O. student before joining Heidt's crew.

### THANK YOU, RADIO\*

LET'S KEEP  
IT FREE!

When the wars and wicked days of this epoch are noted down for the unbelieving eyes of those who will follow, pray that the recorder will temper the dark pages with some mention of that which shines bright and clear.

Let him say a word concerning radio.

Let him tell of the genius of a generation which brought forth a miracle of goodness.

Let him not pass by the names of Conrad, Marconi, de Forest, Armstrong. And let him remember the later men, who—

thinking always of the people—

took the infant miracle and gave its benefits to the million—

masses who inhabit the far-flung reaches of the earth—the

people in every

class—the populations in all climates.

Thank you, Radio . . . Thank you for the change, the challenge, the cherished freedom which you help us to preserve.

Thank you for your voices of inspiration . . . invoking invocations, benedictions . . . and hallowed miracles . . .

Revealing God's own World in Man's own words.

Thank you for your voices of Democracy . . . Pegging history to its milestones . . . Ripping passages from their contexts . . . Sounding off with foolishness or fury . . . Or sagacity or sayings.

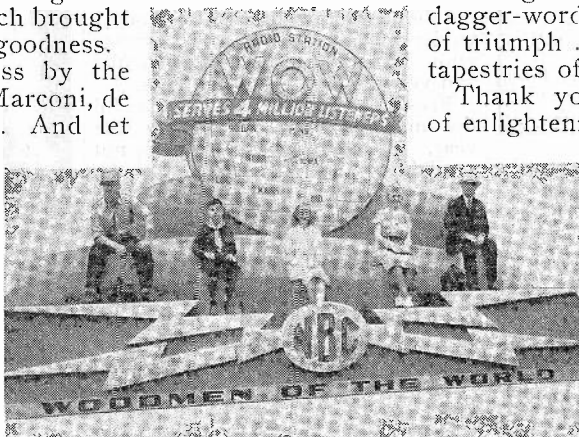
Thank you for the voices of your actors . . . Breaking sentences in half . . . Stabbing hearts with jagged dagger-words . . . Telling tales of triumph . . . Weaving tragic tapestries of drama.

Thank you for your voices of enlightenment . . . Smashing walls of steeped-up ignorance . . . Documenting eager minds with symbols of the truth . . . Concocting progress with ideas.

Thank you for your voices of merriment . . . In gladsome gales of

laughter . . . To lighten up a darkened world . . . With jokes and jollity . . . And what they call frivolity.

Yes, thank you for your voices . . . and your music . . . and your sweet-mingled sounds of life as we love it . . . and believe in it . . . and want it for ourselves and for our kin and kind. Thank you, Radio . . . Thank you!



### LATE NEWS FLASHES!

Variety Magazine lists 29 employees of the British Broadcasting Company, headquarters in London, as having been killed in air raids.

—wow—

The Procter & Gamble Company has decided to resume "Knickerbocker Playhouse," for Drene, in the fall.

—wow—

Mignon Schreiber, Mrs. Kransky in the "Guiding Light," says her reducing diet is bringing results. She has already shed 16 pounds.

—wow—

Bill Thompson, dialect comedian of the "Fibber McGee and Molly" show, will join his mother, father and brother in a vacation jaunt through Canada this summer.

—wow—

Meredith Willson reported at studios in Hollywood recently on an assignment to compose, score and conduct the music for the film "The Little Foxes," starring Bette Davis.

—wow—

The "Carnation Contented" chorus will be without Director-Basso Reinhold Schmidt for a few weeks beginning July 8. Reinie, at long last, has decided to part with his tonsils and take a vacation.

—wow—

Newest tune hitting the kilocycles is "Daddy," which, according to advance report, is due to be a hit. "Daddy," written by a U. of Pennsylvania undergrad and "discovered" and introduced by Sammy Kaye's swing and swayers, has been recorded by six top bands and two vocal groups.

\*"Thank you, Radio" is a tribute which was delivered to radio recently on a Westinghouse program, saluting new Radio Station WBAL at Baltimore. WOW is indebted to WBAL and Broadcasting Magazine for publication of this unusual feature.—The Editor.

"Battle of the Sexes," a copyright radio feature (Molle), is making its formula available for the boys in army camps, to be used in recreation period entertainments.

—wow—

The Fred Waring Chesterfield program will give two full weeks of five broadcasts weekly to request numbers from the army and navy during "Navy Week" (begins July 7) and "Army Week" (July 21).

—wow—

It's Dr. John Kieran now, since Clarkson College of Technology, Potsdam, N. Y., recognized the genius of the encyclopedic veteran of the Lucky Strike "Information Please" (Fridays, 6:30 p. m. on WOW). Clarkson conferred upon him the Honorary Degree of Doctor of Science.

—wow—

Radio stations throughout the nation paid tribute recently to Billy Mills, conductor of the "Fibber McGee and Molly" orchestra, who, on June 17, participated in his 10,000th radio broadcast. Mills started in 1921; has worked on 29 separate commercial programs and 27 sustaining features.

### Big Omaha Industry Filmed, Broadcast

WOW broadcast Omaha industrial history in the making recently when it covered, via Foster May with his mike, the filming of the Bird's-Eye Frozen Foods plant at the Jerpe Commission Co. This, and other Omaha plants, turn out 14,000,000 pounds annually of frozen poultry.

Participating in WOW's broadcast of the movie-making were: Donald Barr, New York City, Manager marketing for General Foods' Frosted Food Sales, Inc.; Gilbert Swanson, Vice President, and W. Clark Swanson, Secretary-Treasurer of the Jerpe Company; James Constable, Director for Wilding Picture-Productions, Inc., and John J. Gillin, Jr., General Manager of WOW.

### Harris Here With Eyes Only For Alice

Arrival of Phil Harris, General Foods' Jell-O star and No. 1 stooge for Jack Benny, in Omaha for an Orpheum Theater engagement (June 27 to July 3), was broadcast by WOW, direct from Union Station, with Foster May narrating. A bevy of Omaha girls were on hand. Harris, recently wed to Movie Star Alice Fay, was polite, but obviously interested only impersonally.

—wow—

Rumor says you'll be hearing Benny Goodman's orchestra with Songstress Mildred Bailey in a fall "ciggie" series (Old Gold). Goodman has been testing locally in New York, but will go NBC Red network in the new setup.

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

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

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 7/41, which means July, 1941.

If your WOW News Tower subscription expires soon, wrap 50 cents in a piece of paper, with your name and address. Your renewal will start when your present subscription expires. CHECK NOW!

### Sherman, Hulick Lead Laugh Parade

By BILL WISEMAN

WOW's "straw hat" radio fare sparkles with fine comedy, drama, new quiz shows and music, both swing and classical.

The "straw hat circuit" of the air-planes, betwixt now and harvest time, will offer many big names and an equally impressive crop of unknowns who will be reaching through microphones this summer for radio stardom.

Summertime, when many radio favorites are awarded a much-needed vacation, is "testing time" on the air. It's the period when opportunity knocks for radio hopefuls.

Pages 4 and 5 of this News Tower (and throughout the issue, in fact) include stories, pictures and information about new summer shows on WOW.

Grouped by types, WOW's summer lineup includes:

**Comedy:** Ranson Sherman, as an inn keeper somewhat like the erst-while famous "Lightnin' Bill Jones"; Budd Hulick, the ex-Stoopnagle and Budd partner, as "pitcher" in a comic baseball quiz show; Nick Charles and his wife, Nora, in a comic dramatic series based on the movie, "The Thin Man"; "Reg'lar Fellers," comic radio adaptation of a famous comic strip, and more.

**Quiz Shows:** Arlene Francis returns with "What's My Name" as a summer substitute for the Bergen-McCarthy duo; "Auction Quiz," featuring Bob Brown, is a new Friday-nighter soon to be sponsored by Standard Oil of Nebraska; "Quizzer Baseball," substitute for Eddie Cantor.

**Music:** Benny Goodman, with a hot swing show for Holland Furnaces, subs for the Maxwell House folks, who will return in September; Xavier Cugat switches format and adds new singers on his Camel show; Anacin presents Vic Arden's orchestra in a new Saturday morning feature; Cities Service has added a delightful 14-voice choir to its Friday night show.

**Drama:** "Helen's Home" is the title of a new "folksy" serial for Rinso, to be heard at 11:45 a. m., Mondays through Fridays; Movie Starlet Anne Gillis is featured in "A Date with Judy," as a substitute for Pepsodent's Bob Hope. There is also the new "Thin Man" series, mentioned above, on Wednesday nights for Woodbury. Dupont's Cavalcade of America is considering serialization of Eugene O'Neill's "Ah, Wilderness."

**Variety:** Don Ameche, Connie Boswell and a new comic will hold up the "Kraft Music Hall" while Bing Crosby and Bob Burns vacation. Falstaff's "Barrel of Fun" has added a new singer and another comic or two. The Benny Goodman show, mentioned above, will include Don McNeill and film star celebs.

Concurrently scores of favorite WOW programs have been renewed on WOW for long periods, effective this month. Included is the General Mills "Gold Medal Hour," Chesterfield's Fred Waring, Bristol Myers' "Mr. District Attorney," General Foods' "Aldrich Family," Lucky Strike's Kay Kyser and almost all of the Procter & Gamble shows. (See page 5)

Lever Bros. is reported to be readying a new show for summer, but details are unknown at this writing.

WOW listeners who will benefit from this especially fine summer schedule should remember that many summer artists are on trial. If you like them, let them know about it.

# NEWBERRY IS C. OF C. TREASURER

## Woodmen Exec Honored at Meeting

Farrar Newberry, Secretary of the Woodmen of the World Life Insurance Society, parent company of Radio Station WOW, was named Treasurer of the Omaha Chamber of Commerce at the annual meeting of its Board of Directors, June 11. Mr. Newberry has been extremely active in civic affairs in Omaha.

A. H. Clarke, General Manager of the Bemis Bag Company, was named President, and Sam W. Reynolds, Reynolds-Updike Coal Co., was named Vice President and Chairman of the Executive Committee.

New directors elected for three-year terms included J. D. Alexander, Vice President-Manager, Wm. Volker & Co.; Thomas W. Bockes, General Solicitor, U. P. R. R. Co.; Frank J. Daugherty, Vice President, Gate City Iron Works; Leo T. Murphy, Manager, Allied Mills, Inc.; Samuel W. Reynolds, Vice President and General Manager, Reynolds-Updike Coal Co.; William A. Sawtell, President, Stock Yards National Bank, and Robert H. Storz, Vice President, Storz Brewing Co.

## TREASURER



Farrar Newberry, Secretary of the Woodmen of the World Life Insurance Society, who was named Treasurer of the Omaha Chamber of Commerce recently.

## Vic and Sade in 10th Radio Year

Art Van Harvey and Bernardine Flynn, who have been playing the title roles in "Vic and Sade" since that show went on the air in 1932, started their 10th year together with the "Vic and Sade" broadcast on Monday, June 30, at 1:45 p. m., over WOW and the NBC Red network. In that time they have appeared together before an NBC microphone more than 2,000 times.

## JOINS DUNKERS

Rudy Vallee and John Barrymore have been made honorary members of the National Dunking Association following a recent Sealtest show, in which they featured the gentle art of dunking.

## Bergen Feted by His Alma Mater

"Charlie McCarthy" remained at home in a trunk recently while his "parent" was presented with an honorary Master of Arts degree by his alma mater, Northwestern University, Chicago.

The citation accompanying Bergen's degree hailed him as a "former student . . . who has given to many millions of moments of forgetfulness of pain and trouble, fresh laughter and hours of delight, and who has, despite his fame, remained a humble man, grateful for his success."

## HAY FEVER

Betty Lou Gerson, Mary Marlin of radio, is having another round with the hay fever bugs.

## 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

I am writing this message on Flag Day, and am also reminded that this message will come in the July issue of the News Tower, which brings us Fourth of July, or Independence Day. In my mind I have been singing, "Oh, say, can you see, by the dawn's early light," etc. Will the gathering darkness black out our emblem of freedom and symbol of independence? God grant that we shall be spared the terrors of war and enslavement to foreign powers or the dread of losing all the cherished heritage purchased for us. We must set our house in order so that we may not sacrifice to indifference, laziness and lust the things that cost sweat and blood. This is not the time for mere flag-waving and patriotic sentimentality. We have work to do. We must build our defenses both personal and national, physical and spiritual.



Rev. R. R. Brown

We must build a defense against fear. To do this we must remove its causes. Fear comes from ignorance and suspicion. Do we lack confidence in the worth-whileness of our economic and political system? Propagandists are daily attempting to dispossess us of our security. Our first defense against the spirit of fear is faith—faith in God, faith in our form of government and in the righteousness of our attitude toward other nations and the present conflict. We must also have adequate physical defense

so that we are prepared to protect and preserve our present order. Furthermore, we must deal courageously with subversive elements within our own borders, which have only selfish motives and revolutionary dispositions. Government and business can effectively combat these conditions by an intelligent awareness of inevitable changes now in progress, which must and can be made without losing our freedom. God save us from blind leaders of the blind! We must also be saved from those who feel that now is the time to get all they can, whether it means the disruption of the normal procedure in business, government and society.

Discipline, which may mean sacrifice, is inescapable. This is not necessarily heroic, because there is so much of luxury that we could surrender that the average person would not be seriously affected by it. The most important factor, however, is our spiritual life. Like Lincoln, we should not only think of being on God's side, but be sure that God is on our side. America must not forget God. It might be timely to quote here the words of the Bible: "Righteousness exalteth a nation and sin is a reproach to any people." Finally, the solemn warning: "The nations that forget God shall be turned into hell."

May we remind our radio friends of the radio reunion at our annual summer Bible and missionary conference to be held at Arnolds Park, Iowa, on Lake Okoboji, August 9 and 10. The conference dates, August 1 to 10. Remember, each Sunday morning at 8:30, the chapel service.

## Canning Season Hints For July

By MARTHA BOHLSEN  
Director Homemakers' Club of the Air—Saturdays, 10:30 A. M.

The canning season for 1941 is under way. There's something about home canned foods that wins the heart of the entire family. The average homemaker instinctively enjoys preparing foods for the coming winter, taking great pride in a well-filled fruit cabinet. Modern methods make canning much simpler for the housewife of today. In days gone by, transportation facilities were slow and incompetent to handle perishable fruits and vegetables, therefore it was necessary to can only the home-grown products. Today, modern transportation and refrigeration methods bring unusual fruits and vegetables to local markets.

Fresh fruits and vegetables fill the markets every month in the year, yet some varieties are not available, and when they are the price may be prohibitive. Therefore, it is necessary for the average family to do some canning, and especially so when very different products are desired, such as the recipes given today will produce. Women of today are generous with their recipes, making quite a game of "trading" ideas for all types of food preparation. Grandmother sometimes guarded her methods of preparation quite jealously, taking pride in serving a very special jam or jelly, or possibly a very good pickle, when company came, but not being very willing to part with the secret recipe.

The Creme de Menthe pears described below will add much to a party menu and may be used in many different ways.

### Creme de Menthe Pears

Twelve large pears.  
Two cups water.  
Green coloring.  
One and one-half cups sugar.  
One and one-half cups light corn syrup.  
Creme de Menthe flavoring.

Make a syrup of the sugar, syrup and water. Add green coloring and flavor. Drop either whole or halved fruit into this syrup. Cook until tender and transparent (do not overcook). Pack fruit in hot sterilized jars and fill to overflowing with boiling syrup. Seal.

Another delicious fruit recipe is the following for peaches in raspberry syrup, and when the temperature registers zero and summer seems far away, the housewife who has a few jars of such fruit as this will convince her entire family that she is the best cook in the world.

### Peaches in Raspberry Syrup

Two quarts raspberries.  
Four cups peaches.  
Seven pounds sugar.

Crush berries, add one-half pint water and cook quickly until very soft. Strain through a jelly bag, add a cup of water and half the sugar. Stir until sugar is dissolved, then bring to the boiling point. Skim and boil rapidly to the thin-syrup stage, adding a few crushed peach stones for flavor. Next add the balance of the sugar and the peaches, pared and halved. Cook quickly until tender, but unbroken. Fill hot sterilized jars and seal.

## SALLY DEE



An interesting snapshot of WOW's Aunt Sally Dee. She's shown at her recent benefit party for May Crable. At the moment she had just made a plea for applause for many volunteers who assisted in putting on the party.

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

KNOCK . . . KNOCK!  
MAY I COME IN?

After the winter weather we had in June, it's nice to have a touch of summer, and here it is time to wish you Merry Firecrackers already.

Perhaps some of the News Tower readers aren't up in time for my break-fast-time chat, so didn't hear about the big show.

On May 28 we had what was called Aunt Sally's May Festival, and it really was a big show. In fact, some people said it was the biggest 30 cents worth of anything they ever had.

I wish that I might give each and every person on the bill the amount of credit that I feel they are entitled to for a mighty fine performance, but that would take more space than I am allotted, so I will have to be satisfied to say that they were all just grand and that the show proved that Omaha has some splendid talent available.

Another fine thing about the big show was that all of those talented and clever people contributed their services to the Sunshine Chain's seasonal party, which proves also that there are many people in our city who have the cooperative spirit and good will when help is needed.

I am very grateful for all the help I received with the festival. It is one thing to work, and something else to work when friends and boosters work right along with you. It makes a warm feeling around the heart to have people in sympathy with your efforts and proving it by giving their constant support.

I appreciated so much the way some people went about selling tickets and others who rounded up door prizes. The prizes were lovely, especially the lamp. That was a beauty, and there was a nice little radio, too. I was grateful to the homemakers who baked so many delicious cakes, which went as door prizes.

Lyle DeMoss was our right-hand man, and everyone was delighted

## Tom Coleman Jr. With Blair Firm

Thomas B. Coleman, Jr., of Omaha, has joined the sales staff of John Blair & Company in New York.

The Blair Company is WOW's national advertising representative. Coleman is the son of a well-known Omaha business and civic leader.

Tom, Jr., went with the Blair Company after serving as an account executive with the Biow Company, one of the country's largest advertising agencies.

## Schlaifer Trys a "Lights Up" Stunt

Charlie Schlaifer, former Omaha theater man, now in San Francisco, has been appointed west coast publicity director for the United Service organizations. First Schlaifer stunt will be "Lights Up" week, wherein everyone will be urged to turn on lights on one specific night, as San Francisco's deft to world blackouts. Schlaifer will attempt to have every light in San Francisco as bright as possible.

## SUNDAY CONCERTS

WOW will carry a series of six concerts from Chautauqua, N. Y., on Sunday afternoons, starting July 20. Concerts will feature a large symphonic orchestra and outstanding soloists.

**WOW**

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

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Bill Wiseman, editor.

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

YOUR AUNT SALLY.



# AFTER EMERGENCY, THEN WHAT?

## Didja Know? ...

By BILL WISEMAN

### WHAT CHANCE RADIO GLORY?

Is there a young Bing Crosby in WOW's territory? Or a Margaret Speaks? Or a Bob Hope? Could be!



Bill Wiseman  
1,258 applicants during the past 56 weeks.

Of these 1,258 granted auditions, 700 (or 56 per cent) were recommended to program directors for use on the agency's programs, and 129 were actually used on the air.

It would seem, then, that more than half of those who tried out were found to have sufficient talent to be given a real trial on a real program.

The "catch" to this amazingly high percentage is this: Nearly all who applied for auditions were probably locally famous before they went to New York. Probably all were "professionals."

WOW's production manager, Lyle DeMoss, who auditions many young folks here at WOW, estimates that about 1 in 50 has good prospects for radio work.

### THE HUT-SUT SONG

In a town in Sweden,  
By a stream so clear and cool,  
A boy would sit and fish and dream  
When he should have been in school,  
Now he couldn't read or write a word,  
But happiness he found  
In a little song he heard,  
And here's how it would sound:

—wow—  
Hut-Sut Rawlson on the rillerah  
and a brawla, brawla soo-it,  
Hut-Sut Rawlson on the rillerah  
and a brawla soo-it;  
Hut-Sut Rawlson on the rillerah  
and a brawla, brawla soo-it,  
Hut-Sut Rawlson on the rillerah  
and a brawla soo-it.

Now the Rawlson is a Swedish town,  
the rillerah is a stream;  
The brawla is the boy and girl,  
the Hut-Sut is their dream.

Hut-Sut Rawlson on the rillerah  
and a brawla, brawla soo-it,  
Hut-Sut Rawlson on the rillerah  
and a brawla soo-it.

(Lyrics and music for "The Hut-Sut Song" were copyrighted in 1941 by Broadcast Music, Inc. Reprinted here by special permission.)

### THE RED ROOM IS NO MORE ...

WOW's historic and beautiful Red Room (the place where thousands of visitors have registered) is no more. Under an expansion program it becomes the office of Harry Burke, Program Manager. Howard Peterson, Local Sales and Research Manager, now occupies the Gray Room, and Bill Wiseman, recently appointed Promotion Manager, is in the Green Room. (See story elsewhere for other changes.)

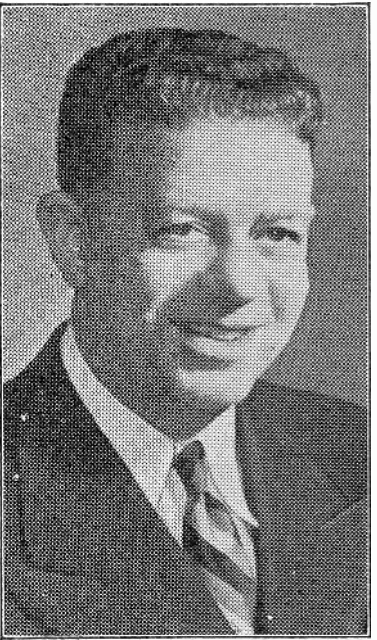
### BEST GAGS OF THE MONTH ...

It's a great life if your don'ts weaken!—Walter Winchell.  
Father's Day special: The kin you love to touch!—Ilka Chase.

### PICTURESQUE SPEECH ...

Nice ways columnists have describing voices: Dinah Shore (of Eddie Cantor's show), "wisteria voiced"; Bess Johnson (star of the "Story of Bess Johnson"), "pussy-willow voiced"; Virginia Verrill (song star of "College Humor"), "velvet voiced."

## Merry Maestro



Victor Arden, popular NBC maestro, who directs new "America the Free" program (for Anacin), heard on WOW, Saturdays at 11:30 a. m.

## "Folksy" Show to Start July 7th

A human, "folksy," dramatic story, entitled "Helen's Home," and sponsored by Lever Bros. for Rinso, will be heard on WOW at 11:45 a. m., Mondays through Fridays, beginning July 7.

"Helen's Home" is the story of a woman of 40, mother of four children, who suddenly finds it necessary to start supporting her family. Her children are "Barbara," 20, who gives up a college career to help; Reginald, a fine, upstanding son of 18; the twins, Roddy and Ruthie, 7 years old.

Other characters include "Cathy Lawrence," Helen's young married sister, and her husband, "Gilbert," a college professor; "Hannah," a faithful old colored servant; "George Latimer," a faithful old family friend, whose wife is a hopeless mental case; "Johnny Clark," Barbara's sweetheart; "Gene Emerson," Reggie's best friend, and "Jessica Wade," to whom Professor Lawrence is romantically attracted.

The locale of the story is Helen's home on the campus of Crawford College in a typical midwestern town.

Characters who will play the various roles will be announced later.

## NAMED FOR SONG

Eileen McClain, 2-year-old daughter of Jimmy McClain (Mars' "Dr. I. Q."), was named for the title song in Victor Herbert's operetta, "Eileen." Riding home from the hospital after her birth, Jimmy turned on the car radio and the first tune he heard was "Eileen." His newly-born daughter had a name right then and there.

## OPEN VALLEE CAFE

NBC Hollywood stars turned out by the baker's dozen to help Rudy Vallee celebrate the first anniversary of the "Pirate's Den," the night club he operates with Bing Crosby, Bob Hope, Donald Dickson, Robert Armbruster, Susan Miller, Billy Gilbert, Lurene Tuttle, Tony Martin and other Hollywood celebrities.

Word has been received that Menens Talcum will sponsor a half hour on the Red network and WOW starting in October.

## ? Your Last Copy ?

Yes, sir! Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "7/41" means July, 1941. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

## American Airs For Anacin Feature

"America the Free," new weekly program of songs and music of the country you love, sponsored by American Home Products, Inc., in the interests of Anacin, made its debut over WOW via the NBC Red network, June 21, at 11:30 a. m. The new Saturday half-hour program features Victor Arden's orchestra, soloists and a mixed chorus. It originates in New York and is produced by Frank Hummert.

Arden, one of the east's most popular orchestra leaders, has appeared in a number of successful Broadway productions, supplying music for such hits as "Lady, Be Good," "Funny Face" and "Spring Is Here."

## Mortie Wells Joins WOW Orchestra

Morton (Mortie) Wells, star trumpet player with Orrin Tucker's band for eight years and singer and arranger, is the newest addition to WOW's Studio Orchestra, directed by Freddy Ebener.

He is the son of Mr. and Mrs. H. J. Wells of Omaha.

## WANTED: A WORD

Wanted: A new word to take the place of the term "announcer." Richard Stark, who does the speaking on the General Electric "Hour of Charm," believes the word "announcer" is outmoded. He invites listeners to send suggested substitutes to him, in care of the "Hour of Charm," NBC, New York.

## SUDDEN DEATH!

John-Brown, known to NBC listeners as Jim Barker in "Lorenzo Jones," was killed 10 minutes after the opening curtain in his first dramatic attempt. And although he has never died in succeeding years as an actor, Brown says quite a few of his plays have.

## GRATEFUL KAY

With the announcement "that college boys and girls of America have been very good to me," Kay Kyser recently established two scholarships at the University of North Carolina, his alma mater. One will permit some eligible boy or girl to study dramatics; the other music.

## THE WINNER



Emory Boren, a Lincoln, Neb., truck driver, who won \$500 in the Colgate-Palmolive-Peet "Win a Fortune" contest—details of which he heard about on WOW.

## Judy's Pal



Lovely Mercedes McCambridge, the NBC dramatic star, plays Judy's girl friend in "A Date with Judy," the summer replacement show Tuesday nights for Pepsodent's Bob Hope.

## It Really Pays to 'Uglyfy' a Pretty Face

Girls who grumble about the high cost of cosmetics should take heart from the case of Leora Thatcher, who, for the past five years, has spent \$129.45 annually to "uglyfy" herself for the role of Ada Lester in "Tobacco Road." For her role in Supersuds' Ellen Randolph, NBC Red network serial (five a week, 8:15 a. m., on WOW), she gives thanks that she only has to make up her voice.

Miss Thatcher, young and pretty in real life, is famed for characterizations of care-worn, middle-aged women, with marvelous makeups that have won high praise from experts.

"The art of making up as Ada isn't so difficult," Leora explained, "but the overhead is terrific, to say nothing of the time consumed. Here's a list of a year's cosmetic needs:

- Foundation cream (24 jars) .. \$24.00
- Brown shadow (26 tins) .. 6.25
- Powders (20 half-pound cans) 10.00
- Eye-brow pencils (4) .. 2.40
- Albolene (26 pound tins) .. 26.00
- Liquid foundation (26 bottles) 15.60
- Astringent (12 pint bottles) .. 3.00
- Kleenex (75 boxes) .. 20.00
- Energine for cleaning wig (12 quart cans) .. 12.00
- Camel's hair brushes (6) .. 2.40
- Cotton (26 rolls) .. 2.60

"But that only adds up to \$124.25," she was reminded.

"Oh, I forgot!" she laughed. "Add soap at \$5.20. That's to wash the war paint off."

## OFFERS MUTES

Benny Goodman, leading band maestro, recently placed before the government a new aluminum conservation plan which may eventually change the sound of the music heard throughout the nation. Goodman suggested that all musicians give their mutes, trumpet derbies, etc., made of aluminum, to the government and use a substitute metal.

## WINS DEGREE

If there's a new pride in the voice of Michael Kent, the young newspaper reporter character in "Bachelor's Children," there's a reason. Michael is played by Charles Flynn and Charlie is the proud possessor of a brand-new sheepskin, bearing an A.B. degree and presented him by Loyola University, June 11.

## NEW RECORDS

Research Labs report the perfection of a new recording blank for use in radio studios as a substitute for the aluminum discs which were formerly employed. The new blank has a fire-resistant paper core.

## Experts Discuss Defense Aid Policies

(Editor's Note.—We are indebted to Frank E. Pellegrin, former Omaha, Director of the NAB Bureau of Radio Advertising, for this summary of arguments, which he reports were culled from various sources, to refute the claim that during the period of capacity production arising out of the defense program it is desirable to curtail or eliminate advertising expense.—B. W.)

1. The advertiser must maintain his market, his established routes of distribution through jobbers and dealers, consumer acceptance of his product and consumer consciousness of his brand name, so that when the crisis is over and the impetus of national defense is taken away, he can continue operating on a normal pre-crisis basis. Otherwise all these factors in successful selling may be lost to more aggressive competitors who seize upon this opportunity to establish their competitive brands.

2. During periods of national emergency we must have the highest efficiency possible in manufacturing and distribution. It is admitted that advertising contributes much to this efficiency, and therefore is of extreme importance to the economic welfare of a nation during an emergency period.

3. The nation's economic and social life must be maintained as nearly normal as possible, because normalcy in a democracy is a contributing factor to success. Advertising helps make normalcy possible in a social economy that has been so dependent upon advertising.

4. Civilian morale in a democracy requires that we maintain a standard of living unknown under dictatorships. Advertising contributes greatly to our higher standard of living, and thus to the maintenance of civilian morale.

5. We must strive for a reasonable price stability. Advertising and a free competitive system aid greatly in stabilizing prices. As an example, consider P. & G. Ivory soap, a common household item: In the past 60 years the price of raw materials for this product has doubled, wages have increased tenfold and taxes have been increased enormously. At the same time, research and constant improvements in manufacture and distribution have given the consumer a much better product—without a penny of increase in the price. Without advertising this would have been impossible.

6. During this period it is necessary to eliminate unemployment insofar as possible, so that all those not engaged in national defense can earn salaries to help pay the costs of defense, rather than be an added burden upon government or public charity. Advertising contributes directly to greater employment in private industry.

7. Civilian morale likewise depends greatly upon a firm belief in the democratic system, and in its features of free enterprise and competition. Advertising is of extreme importance in their maintenance.

8. In a democracy, to build civilian morale, it is important that we continue our media of entertainment and enlightenment—the press, the magazines and the radio. Advertising supports all of these and makes them possible.

9. During times of national emergency it is important that consumers be given adequate market information—where to buy what they need, when to buy and how to buy, in order that they may get the most out of the products and services they purchase. It is also important to regulate supply and demand, and to diversify as much as possible the spending of consumers, so that all business may prosper. Advertising is of the utmost importance in all these efforts.

10. Finally, advertising is vital, inherent and an integral part of our national economy. To stifle or curtail it would be to upset the economic balance; to foster and maintain it would be to preserve that balance, so essential to efficiency and national well-being.

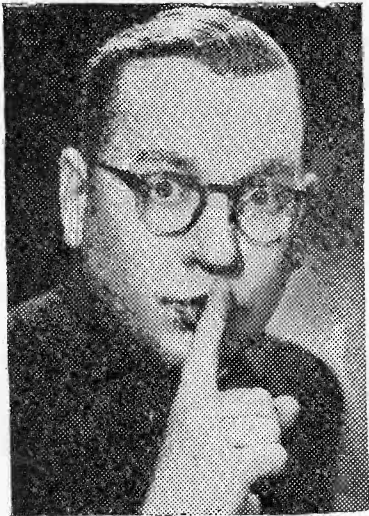


# NEW STARS ON SUMMER SHOWS

## Comic Sherman to Sub For McGees

Ransom Sherman, fast-moving conductor of "Club Matinee" and other popular NBC-Chicago programs, will become a brand-new radio personality under the name of "Hap Hazard" when he takes over the "Fibber McGee and Molly" spot for the summer with the NBC Red network broadcast of Tuesday, July 1, at 7:30 p. m., on WOW.

It was after Jim and Marian Jordan changed their names to Fibber and Molly McGee that they began their ascent to stardom of the first magnitude, and now Ransom is stepping into big-time network broadcasting in a night coast-to-coast spot.



Ransom Sherman

Hap Hazard will be heard in the new show as manager of "Crestfallen Manor," a quite mythical hotel, wherein he will have full rein for the foolishness that has built up his reputation.

Surrounding the mad manager will be a versatile crew of stooges and music-makers. Billy Mills' orchestra, long identified with the Fibber McGee show, will continue with the summer replacement, featuring Edna Odell, Hoozier songbird, who was soloist of the Fibber 1939 summer replacement. Durward Kirby, announcer, who has been doubling as Ransom Sherman's stooge for a long time, will go over to the new show in similar roles. Cecil Underwood, director of the Fibber McGee and Molly program, will come to Chicago to direct the Hap Hazard program.

The careers of Fibber McGee and Hap Hazard have had much in common. Both began in radio in Chicago, on daytime programs, and under other names. They are about the same age. Hap was born in Appleton, Wis., on October 15, 1898. Both men married childhood sweethearts. The McGees started out as singers, Hap as Nanki Poo in "The Mikado."

## Radio Edition of "The Thin Man"

Nick Charles, along with his glamorous wife, Nora, and their astute but circumspect wire-haired terrier, Asta, will step to the microphone for the very first time over WOW and the NBC Red network on Wednesday, July 2, at 6 p. m., in the first of a new and original series of half-hour mystery-and-comedy dramas, "Adventures of the Thin Man."

Written as usual by Dashiell Hammett, the scripts are to be supervised by William N. Robson, well-known radio writer-director, and will be directed by Himan Brown.

The first story in this smart, sophisticated and otherwise delightful series will be set in New York and will deal with the strange disappearance of Judge Carver.

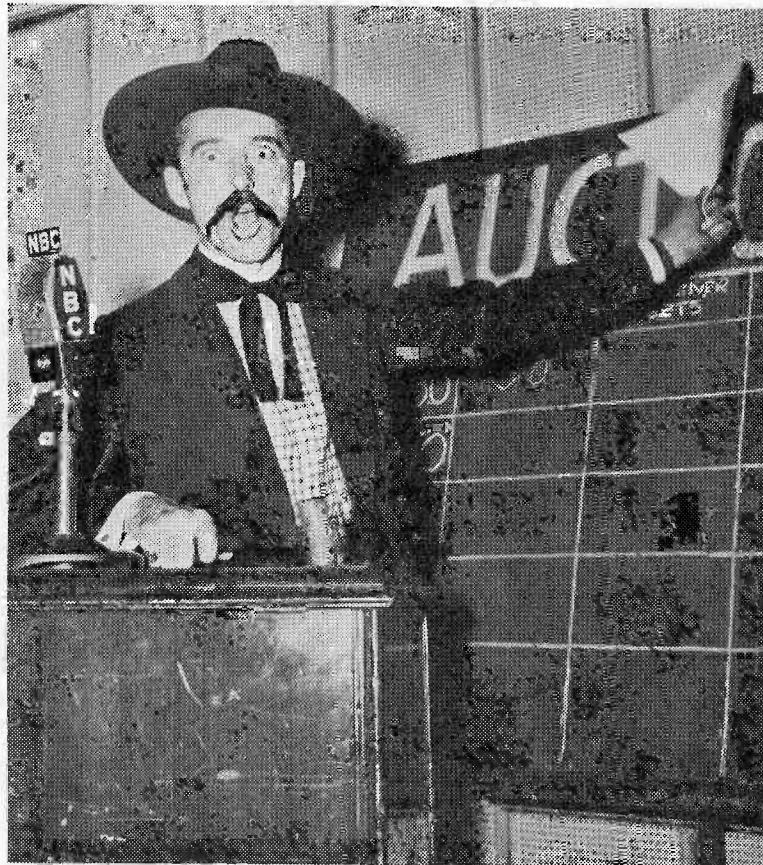
The series replaces the "Tony Martin" and "How Did You Meet?" programs. It will be sponsored by Woodbury Face Cream and Face Powder.

## CASH APLENTY IN AUCTION QUIZ

"What am I bid for this handsome practically new question?" "Going, going, and sold to the lady in the pink hat for \$60!" Public auction of questions that everybody should know (but do they?) are held on "Auction Quiz" each Friday at 8:30 p. m. on WOW.

The program will be sponsored by Standard Oil of Nebraska, beginning Friday, July 18. Colonel Robert Brown, prominent auctioneer, who serves as radio announcer in his spare time, officiates at each event, assisted by Major Chuck Acree as master of ceremonies and Major Dan Donaldson as announcer.

Colonel Brown offers something entirely new in the line of entertainment—a pro-



Auctioneer Bob Brown in Action

gram which he describes as "50 per cent quiz and 50 per cent auction."

Contestants on the program bid for the questions they want to answer—using a stake furnished them by the proprietors of the show. If they win, that is, answer correctly the question they "buy," they collect whatever they bid; if they lose, they're no poorer by cash and are certainly richer by experience.

Listening auction fans not only profit from the entertainment standpoint, they have a good chance to build up the family exchequer by submitting questions for use during the broadcasts. They collect what the contestant bid, if the question is missed.

## B. Hulick Tosses New Ipana Quiz

Radio's newest question-and-answer game, "Quizzer Baseball," will present Budd Hulick, famous comedian and master of ceremonies, as regular "pitcher" for the home team when this novel series bows in over WOW and the NBC Red network, Wednesday, July 2, at 7 p. m., as summer replacement for Eddie Cantor's "Time to Smile."

Hulick is familiar to listeners not only for many appearances as master of ceremonies on coast-to-coast broadcasts, but particularly so for his reputation as one-half of the daffy team of Stoopnagle and Budd.



Budd Hulick

On the "Quizzer Baseball" broadcasts, Hulick will toss questions at the contestants, with correct answers winning base hits and incorrect replies drawing an automatic "out." Two teams will participate in each broadcast and guest stars will be enlisted each week to serve in the pitcher's box for the "visiting team." Although "Quizzer Baseball" will be conducted in a baseball atmosphere, questions for the contestants will cover all types of subjects and will not be limited to diamond topics.

Hulick was born in Asbury Park, N. J., and first entered radio as an announcer in Buffalo, N. Y. He attended Georgetown University and then worked his way to Europe and back before deciding on radio as a career, a decision which led to the formation of Stoopnagle and Budd and his subsequent success before the microphone.

## HAS OWN GROUP

Stan Rucker, former WOW violinist, now has a four-piece orchestra in the Hotel Henry's Silver Grill at Pittsburgh, Pa.

## 14-Year-Old Girl Subs For Bob Hope

Anne Gillis, 14-year-old screen actress, plays the lead in "A Date with Judy," a drama series which took the air Tuesday, June 24, at 8 p. m., on WOW and the NBC Red network, when Bob Hope left on vacation. Paul McGrath, who played opposite Gertrude Lawrence in "Susan and God," is Judy's father and Margaret Brayton portrays her mother.

Anne currently is being seen in the movie, "Nice Girl," starring Deanna Durbin. McGrath also has a featured role in a new film. The drama is written by Jerry Schwartz and Aileen Leslie. The series, sponsored by Pepsodent, is aired from the NBC Hollywood studios.

## HASKINS RENEWS

Haskins Brothers & Company, makers of "Spark," Granulated Soap and Blue Barrel Soap, has renewed part sponsorship of the noon news (12:40 spot) on WOW.

## FEMCEE



They call her a "femcee" because she's a mistress of ceremonies! Yes, sir. It's lovely Arlene Francis, who returns to the air soon with "What's My Name?" as a summer replacement show for the Bergen-McCarthy Sunday night feature.

## McNEILL, TOO!



Another of radio's most famous personalities, Don McNeill of "Breakfast Club" fame, will be featured with the Benny Goodman Band and guests artists on WOW for seven weeks starting July 17 for Holland Furnaces. This program will give the Maxwell House program folks a brief vacation.

## What's My Name? For Standard Brands

One of radio's first and most interesting quiz shows, "What's My Name?" will be heard on WOW Sunday evenings this summer in place of the Chase & Sanborn hour.

The first of the new series will be heard July 6 at 6 p. m., under sponsorship of Standard Brands' Royal Desserts.

With the return of "What's My Name?" listeners will again hear the charming voice-personality of Arlene Francis, one of Broadway's cleverest actresses and a radio star in her own right. She will be supported by John Reed King.

## Welch Ginger Ale Via Irene Rich

Summer time brings the introduction of many new products by WOW sponsors. Among the latest is a new ginger ale, offered by the Welch Grape Juice Company, and now available through grocery and drug stores throughout the WOW territory.

Details and information about this new product are available on the program called "Dear John," which is heard on WOW on Sundays at 9:30 p. m.

## "Reg'lar Fellers" On Air For Jello

All "Reg'lar Fellers," despite their restricted stage backgrounds, Dickie Van Patten, Ray Ives, Jr., Orville Phillips and Richard "Dickie" Monahan, are doing the leading roles in the radio adaptation of Gene Byrnes' comic strip, "Reg'lar Fellers," which replaced Jack Benny over WOW and the NBC Red network, Sundays at 5 p. m.

The youngsters, when corralled for pictures, were much more concerned over whether marbles should be termed "mibs" or "miggles" than with the fact that they were to pinch hit for the illustrious Benny.

Young Van Patten, 12, worked in "On Borrowed Time" and in "The American Way," to mention just two. He takes the role of Jimmie Dugan. Ray Ives, 12, really looks the part of Puddin' Head Duffy, Cartoonist Byrnes' slightly overstuffed young rapsallion. Ray is a radio veteran, currently heard in "As the Twig Is Bent," and has much juvenile repertoire experience behind him.

## THOSE "REG'LAR FELLERS"



This is the gang that keeps the WOW and NBC Red network audience laughing during that 5 p. m. Sunday period while the Jack Benny crew vacations. Left to right: Raymond Ives, Jr., as Puddin' Head Duffy; Dickie Van Patten as Jimmie Dugan, Eddie Phillips as Wash Jones, Dickie Monahan as Dinky.

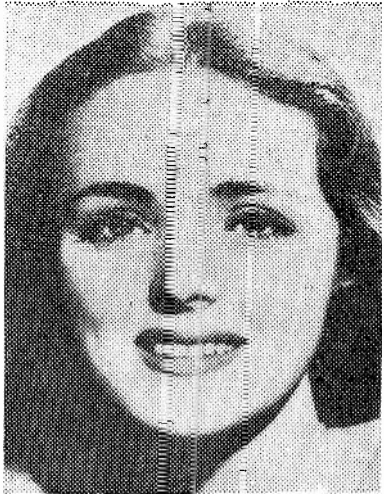


# TOP SHOWS RENEW ON WOW

## Cugat's Camels Show Adds Singers

Carmen Castillo, who in private life is Mrs. Xavier Cugat, and Lina Romay, spicily little singing seniorita, are the featured singing stars with Miguelito Valdes and Xavier Cugat's orchestra on the Cugat Rhumba Revue, over WOW and the NBC Red network, Thursdays, at 9:30 p. m.

Carmen Castillo hails from Mexico, and is one of a family of 32 brothers and sisters. Her family background is colorful, her ances-



Lina Romay, pictured here, is the new feminine song stylist of "Cugat Rumba Revue," heard each Thursday evening on the NBC Red network for Camels.

tors having come to Mexico with the Conquistadores.

In Hollywood in 1930, on a moving picture engagement, she met and married Xavier Cugat. Since that time she has been performing regularly with Cugat's orchestra in theater, night club, radio and recording sessions!

Miss Romay, born in New York, is of Mexican-Irish-Norwegian extraction, and is the daughter of a member of the Mexican diplomatic corps.

Singing at a party in Detroit a little over two years ago, she was spotted by an official of Station WWJ, who started her on a professional career with a daily 15-minute program.

In addition to the three vocalists and Xavier Cugat's orchestra, Ken Christy's Camel chorus and Master of Ceremonies Bert Parks will continue to be featured.

The R. J. Reynolds Co., makers of Camels, has renewed the Cugat program on WOW for another 52 weeks, effective July 10.

Mr. and Mrs. Jim Breyley (she's Virginia Verrill) are reported shopping for a baby carriage.

## GOLD MEDAL HOUR RENEWS

Behind the scenes in radio they call mystery thrillers by the euphonious name of "Whodunnits."

Such a production, on WOW daily, is the General Mills "Mystery Man" series, now publicizing the new Betty Crocker Vegetable Noodle Soup Ingredients (six big servings for a dime!).

"Mystery Man" is one of four General Mills programs just renewed on WOW, via NBC, for 52 more weeks.

The other G-M shows in the "Gold Medal hour" include "Light of the World," "Valiant Lady" and "Arnold Grimm's Daughter." The "Gold Medal hour" is heard on



Charming Charita Bauer, heard on "Mystery Man" series.

WOW from 3:45 p. m. to 4:45 p. m., Mondays through Fridays.

The "Mystery Man" series offers the world's best "Whodunnits." Mary Roberts Rinehart is the author of "The Bannister Case," which was recently concluded and which featured among others the lovely Charita Bauer, 19-year-old dramatic star.

Mary Roberts Rinehart's career is almost as fascinating as some of the mysteries she writes. She started as a nurse, married a surgeon and is the mother of three children.

At one time she found her family \$12,000 in debt. So she whipped out 45 short stories in one year... collected \$50,000 for them!

## "Mr. D. A." Signs With WOW For a Year

Bristol-Myers, Inc., have renewed their program, "Mr. District Attorney," heard over WOW and 67 stations of the Red network of the National Broadcasting Company on Wednesday evenings from 7:30 to 8 o'clock, for another year, commencing July 2, 1941, at the expiration of their present contract.

The program is in the interest of Vitalis. DeVere Engelbach of the



Vicki Vola, pictured here, is the girl who was recently selected as having the "Most Musical Scream in Radio." As secretary to the fighting "Mr. District Attorney," on NBC, Vicki's scriptural life is endangered practically every week by handgrenades, and loud screaming is in order.

NBC production staff is the producer of the show. Pedlar & Ryan, Inc., 250 Park Avenue, New York, is the agency.

## 'ALDRICH' SIGNS

General Foods Corporation has renewed "The Aldrich Family," heard over WOW, Thursdays at 6:30 p. m., for another year, starting at the expiration of the present contract on Thursday, July 3, 1941.

The program is in behalf of Postum and is heard over 84 stations of the Red network and in Canada. Young & Rubicam, 285 Madison Avenue, New York, is the agency.

## AUDITION 250

One of radio's finest vocal organizations is fast gaining national fame on the Cities Service concert, heard on WOW at 7 o'clock, Friday nights. It is the 14-voice mixed chorus, which has no name nor title, but which Dr. Frank Black describes as one of the finest singing units he has ever heard. More than 250 professional singers tried out in auditions conducted over a three-month period.

## FATHER'S DAY

DeWitt McBride, who plays the role of Mark Matthews in "Ma Perkins," became a father of a six-and-one-half-pound daughter, born to Mrs. McBride on Father's Day.

## P. & G. Renews Many Favorites

Mary Marren, who has made a name for herself as a radio dramatic star, has been given the leading role in "Lone Journey," heard on WOW, Mondays through Fridays, at 9:30 a. m.

Opposite her in the production is Henry Hunter, one of the top male stars in radio dramatics. "Lone Journey" is one of nine Procter & Gamble shows which have recently been renewed for one year.

The others, and the times you hear them on WOW, are as follows: "Guiding Light," Mondays through Fridays, 1:30 p. m. "Road of Life," Mondays through Fridays, 8:45 a. m. "Vic and Sade," Mondays through Fridays, 1:45 p. m. "Against the Storm," Mondays through Fridays, 1 p. m. "Pepper Young's Family," Mondays through Fridays, 9:15 a. m. "Mary Marlin," Mondays through Fridays, 9 a. m. "Ma Perkins," Mondays through Fridays, 1:15 p. m. "Truth or Consequences," Saturdays, 9 p. m.

## ASCAP Through, Lawyers Assert!

The recent ruling by the United States Supreme Court marks the end of ASCAP, according to Walter R. Johnson, Nebraska Attorney General. The highest court in the land sustained validity of the Nebraska and Florida laws curbing ASCAP activities.

Johnson said: "This ruling, in my judgment, is the end of ASCAP not only in Nebraska and Florida, but nationally. The decision definitely establishes that a copyright holder has no more right to violate state laws than any citizen. It is difficult to see how far-reaching this ruling can be."

Johnson's opinions are concurred in by Attorney William J. Hotz of Omaha, who carried the case to the high court.

## HOLMES TO WOW

According to the trade press, Groves Bromo Quinine will set "Sherlock Holmes" on the NBC Red network, including WOW, next fall.

## WILCOX IN MOVIES

Harlow Wilcox, Omahan and "Fibber and Molly" announcer, has drawn a feature spot in the movie, "Look Who's Laughing."

## KYSER RENEWS

The American Tobacco Company has renewed for another 13 weeks Kay Kyser's "College of Musical Knowledge," heard over 115 stations of the NBC Red network on Wednesday nights from 8 to 9 o'clock on WOW, as of July 2, when the present contract expires.

The Kyser program is broadcast in behalf of Lucky Strike Cigarettes. Lord & Thomas, 247 Park Avenue, New York, is the agency.

## OFF TO ARMY

Dick Widmark, regular on Swans Down's "Home of the Brave," answered reveille the other day and left for California, to be inducted into Uncle Sam's army as a private. Vincent Donehue, Broadway actor, takes over for Dick on that western serial heard week days at 3 p. m. over WOW and the NBC Red network.

## WRITES HITS

Ronnie Kemper, featured vocalist on the "Treasure Chest" programs, has been busy song-writing in his spare time. Three of his latest are "Let's Take the Long Way Home," "Clever Little Stranger—Love" and "Am I Man or Mouse?"

## Comedienne 'Bubbles' Kelly Succumbs

Variety Magazine reports the death on June 7 of Mary "Bubbles" Kelly, top-notch radio and vaudeville comedienne for many years. Bubbles Kelly was credited with starting Gracie Allen on her professional career. She appeared also on the Jack Benny show, with Blanche Stewart as one of the Chicken sisters. More recently she was with Al Pearce.

## YUCATAN SIGNS

The American Chicla Company, makers of Yucatan Gum, has renewed its part sponsorship of WOW's Four-Bell News Roundup (5:45 p. m.) through September 27.

## FRED WARING DOING HIS BIT



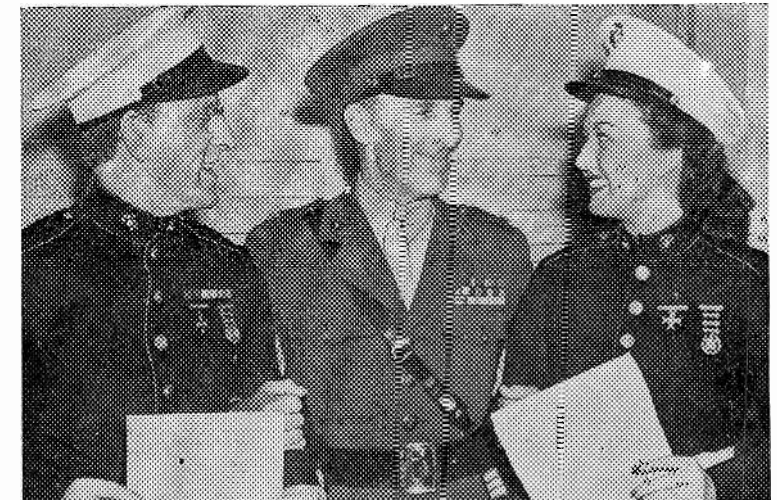
Introduced and Featured by FRED WARING and his PENNSYLVANIANS DOLLARS FOR DEFENSE (OFFICIAL U. S. TREASURY DEFENSE BOND SONG)

Musical score for "Dollars for Defense" with lyrics: "Dollars For De-fense for Un-cle Sam... in these times in-vest your dol-lars and your dimes A-mer-i-cans must be free... ever we may roam Let's keep A-mer-i-ca Our Home Sweet Home..."

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Chesterfield's Fred Waring is doing his bit to aid in sale of Defense Bonds. He introduced and featured the ditty above, which you have heard many times on WOW. It'll be great news to you, incidentally, that the Waring "Pleasure Time" show has just been renewed on WOW for another full year.

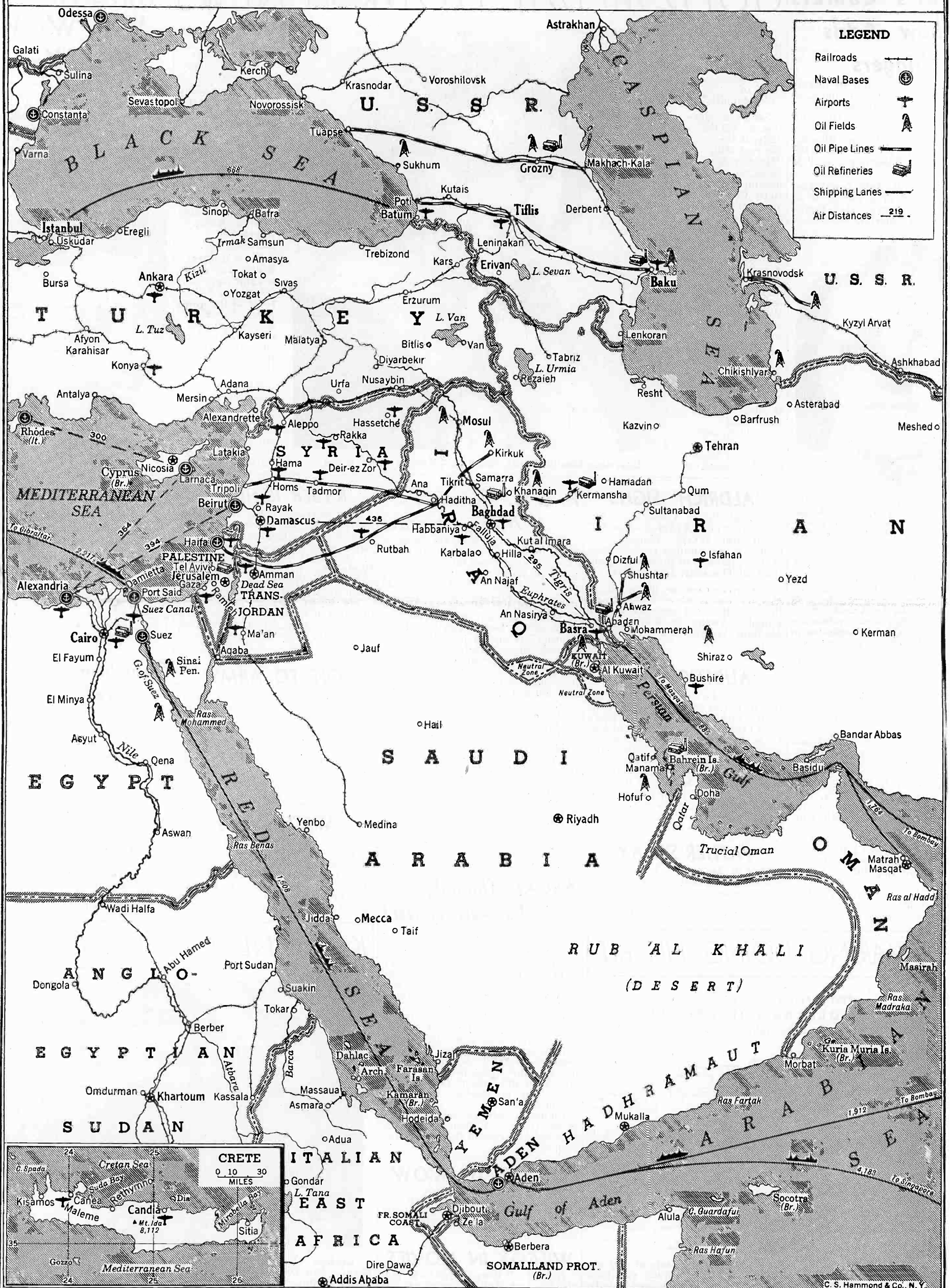
## KAY AND GINNY JOIN UP



Luckies' "College of Musical Knowledge" visit to the U. S. Marine Base at San Diego, Calif., recently brought "stripes" to Kay Kyser and Ginny Simms. The pair were made honorary sergeants. Here the pair are being congratulated by Lieutenant Colonel John Groff, Recruit Depot Commander. This feature has just been renewed on WOW.



# UNITED PRESS WAR NEWS MAP



WOW presents another United Press war map—this time the middle-east theater of the present action. Keep this near your radio as you listen to war news over WOW. (Reprinted by special permission of the United Press)



# FOSTER MAY TO TAKE MIKE TOURING

## Move "Street" Casts With Trailer

Listeners to the Chevrolet "Man on the Street" (apparently that includes about everybody) may expect an unusual series of broadcasts in mid-July by Foster May.



Foster May

Foster will combine business with pleasure while he vacations in the wilds of northern Idaho and Montana. He will make the trip in his own house-trailer, which he has told about many times on the air. In the trailer will be elaborate transcribing equipment, which will enable him to make programs as he travels. These will be rushed to WOW by air express.

Listeners will remember Foster's interesting programs from such distant points as Florida and California. A real treat may be expected from his series of vacation broadcasts.

### Personal Appearances

Prior to and following his vacation, Foster will make many personal appearances in the WOW territory, nearly all under sponsorship of Chevrolet dealers.

His tentative itinerary will take him to Grand Island, Neb., for a Fourth of July celebration, including his regular "Man on the Street" and afternoon ceremonies; on July 12 he will be in Arapahoe, Neb., July 31, Hebron, Neb., August 7, Tekamah, and on August 13, Onawa, Iowa.

Since the last issue of the News Tower, Foster has made many personal appearances, and conducted many interesting and unusual interviews and special events. On May 27 he interviewed United States Senator Hugh Butler in the WOW studios; on June 6 he spoke from Tecumseh on the Rural Electrification Administration program there.

### To Lake Andes

Foster took his traveling microphone, trailer and all, to Lake Andes, S. D., for that city's famous annual Fish Day on June 13. On June 20 he appeared before a Farmers' Union picnic at St. Lawrence, S. D.

More recently, June 11, Foster conducted an extremely interesting interview with Edward T. Flynn, Chairman of the Democratic National Committee, who visited in Omaha "to find out why Nebraska was one of the nine states outside the Roosevelt column in the last election." Genial Mr. Flynn expressed pleasure and gratification at WOW's hospitality, and warmly applauded Mr. May for an interesting interview.

With public interest in the war and the national emergency at a high peak, the Chevrolet "Man on the Street" program has introduced an unusual new feature. From time to time Foster May calls in executives in the WOW News Department and they conduct a roundtable discussion on some current question.

Usually participating in these sessions are: News Manager Soren Munkhof, Morning News Editor Horace Hamacher, Assistant Newscaster Ray Clark and Rewriter Herb Lee.

Many letters received from Chevrolet dealers recently indicate that great crowds of WOW listeners are hearing the "Man on the Street" programs during their noon hours in dealers' show rooms. Many dealers have equipped their show rooms with loudspeakers, according to Oscar Bonham, Executive Secretary of the Chevrolet Zone Dealers' Association.

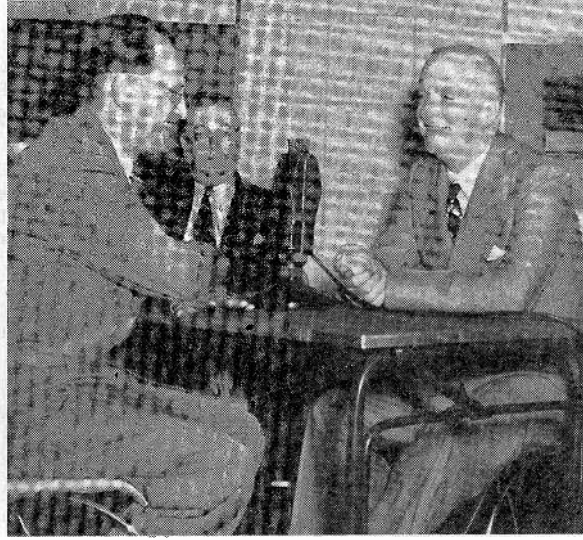
### NICE GOING, BOB

Bob Trendler, orchestra leader on several Brown & Williamson network shows, has been appointed musical director of WGN, Chicago. He replaces Harold Stokes, former Omahan.

## AK QUEEN AT MIKE « » 'BIG ED' VISITS WOW



Her Majesty, Queen Gwen, in Box "J" at Ak-Sar-Ben races, when she recently broadcast a commercial announcement for Falstaff beer. Miss Sachs thought it was great fun.



Foster May, left, interviewing Edward T. Flynn, Chairman of the Democratic National Committee, in the WOW studios. Mr. Flynn came to Omaha to find out why Nebraska voted for Willkie.

## THE SPORTS EYE

By TOM DAILEY  
WOW Sports Editor

Hello, Good Sports!

Here's what happens to a Sports Announcer's mind when this mind is hit by a July heatstroke:

The big National Amateur Championship Golf Tournament will be played at Omaha Field Club next month. Wonder



Tom Dailey

if Johnny Goodman will do all right on his home course, where he knows every blade of grass by a nickname, has counted every grain of sand in the traps and has set the course record with a 65! . . . Craig Wood won the National Open Tournament at Fort Worth, and they gave him a check for \$1,000. He gave his caddy, who didn't always have carfare home, \$200. Said Mr. Wood's caddy: "Oh, boy! Call me a cab!" . . . While toying with a desk souvenir (Chicago Cubs autographed baseball), wonder if our original picks will hold good for the World's Series this fall! New York Yankees and Cincinnati Reds, St. Louis Cards and Cleveland Indians offered as mid-season substitutes, please . . . Famous last words after the winning horses have been posted: "And I wuz gonna bet on that horse—had a hunch" . . . No. 1 on our Faithful Fan Parade: The lady who collected \$1,200.60 for daily double ticket, rushed to bank in a cab, deposited money and rushed back to Ak-Sar-Ben track in time to bet third race . . . Biff Jones, Nebraska grid mentor, is a big man—and strong. We don't advise you to sneak up behind him and yell "1941 Minnesota Gophers" . . . Sports Eye football prediction: Nebraska will meet Texas University in Cotton Bowl, 1942 . . . To Ord, Neb., readers: Got any more gazelle runners like Allan Zikmund out that way? . . . Things we're "agin": Abuse to caddies—Louis' fight of the month campaign—hockey teams traveling too far in buses—No. 8 post in skeet shooting . . . Names added to our "Nice Guy" list: Gregg Rice, Notre Dame cinder expert—Al Blozis, Georgetown catapult—Harold Hunt, Nebraska cloud-vaulter . . . Note to the United States Golf Association: The National Open Tournament is held too early each year! May and June are the busiest times of the year for pros, and hundreds of them can't get away at that time . . . P. S. to USGA: Why not have Open Tournaments in each of the 48 states, then have a gigantic tournament to decide the winner from this group of champs? . . . Eighteen-hole score of Jug McSpadden, Brackenridge Park Golf Links, San Antonio, Tex., February 8, 1939: 3-2-4-3-4-3-3-3-4 (29), 3-4-3-3-4-4-3-3-3 (30). Total, 59! Sounds like the Sports Eyeliner's score of last Sunday—on the first nine. After the round, McSpadden went to the practice tee and worked too hours on his game! . . . If all golfers in the world were made into one big golfer, all the two-irons made into one big two-iron, all golf balls made into one big golf ball—and the big golfer hit the big golf ball with the big two-iron, the ball landing in a lake, wouldn't it make a big splash? . . . With that, the heatstroke is becoming acute.

It isn't that you won or lost, but how you played the game.

### NO DOGHOUSE?

Tom Wallace, Uncle Walter of "Doghouse" fame, has developed a quaint habit that does nothing to soothe the pre-marital jitters of friends who are about to take the plunge and become Benedicts. Tom solemnly presents each one with a handsome dog collar, with the grim assurance that it will come in handy.

## Queen Gwen Asks Folks to "Make Mine Falstaff"

The reigning queen of Ak-Sar-Ben is the bluest of the bluebloods. A social function graced by her presence is the hoitiest of the hoity-toit. Her Majesty for 1941 is Gwendolyn Sachs, daughter of Dr. Adolph Sachs, renowned medico. The reigning king of Ak-Sar-Ben is W. M. ("Big Bill") Jeffers, President of the mighty Union Pacific Railroad.

Recently Queen Gwen shattered precedent by going commercial on the radio—and for a beer account at that.

The first lady of the mythical realm of Quivera—aye, the Seven Cities of Cibola—dropped in at WOW's box, where Sportscaster

Tom Dailey was broadcasting the Ak-Sar-Ben races for Falstaff beer. It was just a social call. The queen was interested in radio.

"Some day I would like to see if I could be a good announcer," quoth Queen Gwen.

"You are elected," replied Humble Subject Dailey. "Read this piece of commercial copy."

The queen studied the commercial for a moment and Tom handed her the microphone. Without batting an eye, Gwen told all about Falstaff's million-dollar thoroughbred yeast, and urged all her loyal subjects throughout the middle west to "Make mine Falstaff."

## McGibeny Takes Over For Herne

Donald McGibeny, Chicago newspaper reporter-correspondent, has been assigned to the post vacated recently by the untimely death of Captain E. D. C. Herne. He is heard on WOW at 7:30 a. m., Mondays through Fridays, on Skelly Oil's NBC newscasts.

Captain Herne, who was a visitor in Omaha last December and who achieved national fame as a news commentator, died suddenly June 11 after a series of operations and a brief illness.

McGibeny takes over with a background which qualifies him as a worthy successor to Captain Herne.

For many years McGibeny has been a journalist, war correspondent and reporter on leading Chicago newspapers and for major press associations.

## ADD TO STAFF

NBC has announced the addition of at least seven well-known American newspaper men to its staff of foreign correspondents, many of whom will be heard on Alka-Seltzer's "News of the World" program, heard on WOW at 5:15 p. m., Mondays through Fridays.

Included is the recent addition of Melville Jacoby to the NBC reportorial staff in Chungking, China. At the same time Morton Rittler has been named NBC correspondent in Buenos Aires. NBC has systematically enlarged its field news staff ever since the World War No. 2 began.

## UNIQUE OFFER

With the approach of the corn-on-the-cob season, many WOW listeners are participating in an unusual premium offer by Folger's Coffee, sponsors of "Judy and Jane," on WOW, at 10:30 a. m., Mondays through Fridays. For a dime and a Folger Coffee metal strip, any listener may receive two pairs of handsome corn-on-the-cob holders, guaranteed to keep the butter from getting on fingers!

## Secret Net Gives Emergency Information

Radio Station WOW was one of 225 stations given confidential defense information recently over a private network.

Army and navy officials spoke on a half-hour message, which was addressed to radio news editors, station managers, publicity and promotion men. The information given was designed to assist stations in setting policies governing news and special events, with reference to the national emergency in all its phases.

It was the first time in history that a complete radio network was set up to permit the government to speak confidentially to American broadcasters. The idea was suggested, and the program was arranged, by Abe Schechter, NBC special events director.

## NEWSMAN WEDS

Wedding bells competed with teletype bells on June 30 for one member of the WOW news department.

Reporter Jay Breen took on another city editor in ceremonies in Omaha. The bride—and newest member of the WOW news family-in-law—is Ruth Kunuth, a registered nurse at St. Joseph's Hospital here in Omaha.

The newlyweds are taking only a couple of days off at this time—and then it's back to work.

## MORNING STARS

"Morning Stars" is the title of an interesting new WOW program, sponsored by Wimsett System Company, and heard on Tuesdays, Thursdays and Saturdays at 7:15 a. m.

The narrator on the program is Ray Olson, who has long been a favorite WOW master of ceremonies.

The program features a different artist or musical group every other day. Arrangements for "Morning Stars" to be on WOW were made by Bozell & Jacobs, Inc.

## WOW NEWS SCHEDULE

The regularly scheduled newscasts on WOW are as follows:

- 6:00 A. M.—Farm News . . . . . Daily except Sun.
- 7:00 A. M.—News Tower . . . . . Daily except Sun.
- 10:00 A. M.—News Tower . . . . . Sun.
- 12:15 P. M.—News Tower . . . . . Sun.
- 12:30 P. M.—News Tower . . . . . Daily except Sun.
- 12:45 P. M.—Man on the Street (Semi-News Feature) . . . . . Daily except Sun.
- 1:15 P. M.—H. V. Kaltenborn . . . . . Sun.
- 2:15 P. M.—Upton Close . . . . . Sun.
- 3:00 P. M.—Highlights of the Week's News . . . . . Sun.
- 4:20 P. M.—Associated Press News—NBC . . . . . Sun.
- 5:15 P. M.—News of the World—NBC—Alka-Seltzer . . . . . Mon., Tue., Wed., Thu., Fri.
- 5:30 P. M.—Four-Bell News and Sports . . . . . Daily except Sun.
- 6:25 P. M.—Weekend Business Review . . . . . Sat.
- 9:00 P. M.—Associated Press News . . . . . Sun.
- 10:00 P. M.—News Tower . . . . . Daily

RETURN POSTAGE GUARANTEED

To: Radio Station WOW  
Omaha, Neb.

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12-41

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RADIO NEWS TOWER

# WOW'S JULY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "7/41" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:15	World News Alka-Seltzer	World News Alka-Seltzer	World News Alka-Seltzer	World News Alka-Seltzer	World News Alka-Seltzer	5 P. M.—Defense for America (Begins July 11)	5 P. M.—Reg'lar Fellers—Jell-O
5:30	4-Bell News—Sports Burlington Falstaff Yucatan Gum	4-Bell News—Sports Burlington Falstaff Yucatan Gum	4-Bell News—Sports Burlington Falstaff Yucatan Gum	4-Bell News—Sports Burlington Falstaff Yucatan Gum	4-Bell News—Sports Burlington Falstaff Yucatan Gum	4-Bell News—Sports Burlington Falstaff Yucatan Gum	Fitch Bandwagon
6:00	Telephone Hour Bell Telephone System	Johnny Presents Philip Morris	Adventures of the Thin Man Woodbury Products	Maxwell House Coffee Time (July 10 last) Benny Goodman (7/17)	Cities Service Concert Gas and Oils	Latitude Zero NBC	What's My Name? Royal Desserts
6:30	Voice of Firestone Concert	Horace Heidt Tums Treasure Chest	Plantation Party Bugler Tobacco	Aldrich Family Postum	Information Please Luckies	6:30—Business Review 6:35—Palladium Orch.—NBC	One Man's Family Tenderleaf Tea
7:00	Dr. I. Q. Mars Candy Bars	Battle of Sexes Molle	Quizzer Baseball Sal Hepatica and Ipana	Kraft Music Hall	Waltz Time Phillips Milk of Magnesia	National Barn Dance Miles Laboratories Alka-Seltzer	Manhattan Merry-Go-Round Dr. Lyons
7:30	That Strange Mr. Pertwee (July 21 last)	Hap Hazard Johnson Wax	Mr. District Attorney Vitalis		Uncle Walter's Doghouse Raleigh Pipe Tobacco		American Album of Familiar Music Bayer Aspirin
8:00	Contented Hour Carnation Milk	A Date with Judy Pepsodent	Kay Kyser College of Musical Knowledge Lucky Strike	Rudy Vallee Sealtest	Wings of Destiny King-Size Wings	NBC	Hour of Charm General Electric
8:30	Du Pont Cavalcade of America	College Humor Raleigh Tobacco and Cigarettes	WOW Orchestra	Barrel of Fun Falstaff	Auction Quiz Standard Oil (Begins July 18)	NBC	Deadline Dramas NBC
9:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Falstaff Party Norman Ross	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Truth or Consequences P. & G. Ivory	9 to 9:05—Associated Press News—NBC
9:15	WOW Orchestra	Falstaff Party Norman Ross	Falstaff Party Norman Ross	Musical Program	Falstaff Party Norman Ross		9:05—McAlpin Hotel Orchestra
9:30	Hotel Lincoln Orchestra—NBC	WOW Orchestra	Pleasure Time Fred Waring Chesterfields	Cugat-Rhumba Review Camels	Chef Paree Orchestra NBC	Hotel McAlpin NBC	Dear John Welch Grape Juice
9:45	Stanley Davies Golf	WOW Orchestra	Chez Paree Orchestra NBC		C. B. & Q. WOW News		C. B. & Q. WOW News
10:00	C. B. & Q. WOW News	C. B. & Q. WOW News	C. B. & Q. WOW News	C. B. & Q. WOW News	C. B. & Q. WOW News	C. B. & Q. WOW News	WOW News Tower Union Pacific
10:15	Sports	Sports	Sports	Sports	Sports	Sports	Musical Program
10:30	Edgewater Beach Orchestra—NBC	Edgewater Beach Hotel Orch.—NBC	Edgewater Beach Hotel Orch.—NBC	Palladium Orchestra NBC	Palladium Orchestra NBC	Edgewater Beach Orchestra—NBC	Palladium Orchestra NBC

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

## MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies	Daily except Sun.	12:00 Noon—Aunt Jenny—Lever Bros., Spry	Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—Early Morning News Tower	Daily except Sun.	Gordon Jenkins Orchestra	Sat.
6:15 A. M.—Aunt Sally	Mon., Wed., Fri.	Local Musical Program	Sun.
6:30 A. M.—Markets (Remote)	Tue., Thu., Sat.	12:15 P. M.—Markets	Mon., Tue., Wed., Thu., Fri.
Lyle and Eddie—Nutrena	Daily except Sun.	WOW News Tower—Rock Island	Sun.
6:45 A. M.—Lyle and Eddie—Block Drug	Mon., Wed., Fri.	12:30 P. M.—WOW News Tower—Peter Paul Walnettos, Haskins Soap Co.	Daily except Sun.
7:00 A. M.—WOW News Tower—Roberts, Peter Paul, Mid-Continent	Tue., Thu., Sat.	University of Chicago Roundtable—NBC	Sun.
News from Here and Abroad—NBC	Sun.	12:41 P. M.—Transcriptions	Daily except Sun.
7:11 A. M.—Transcriptions	Daily except Sun.	12:45 P. M.—Man on the Street—Chevrolet Dealers	Daily except Sun.
7:15 A. M.—Ideal Melodies—Ideal Dog Food (July 11 last)	Mon., Wed., Fri.	1:00 P. M.—Against the Storm—P. & G. Ivory	Mon., Tue., Wed., Thu., Fri.
Morning Stars—Wimsett	Tue., Thu., Sat.	Farm Facts and Fun	Sat.
7:30 A. M.—Donald McGibeny—Skelly	Mon., Tue., Wed., Thu., Fri.	Lavender and New Lace—NBC	Sun.
Local Transcribed Music	Sat.	1:15 P. M.—Ma Perkins—P. & G. Oxydol	Mon., Tue., Wed., Thu., Fri.
Words and Music—NBC	Sun.	H. V. Kaltenborn—NBC	Sun.
7:45 A. M.—Your Musical Laundry Man—Kimball	Mon., Tue., Wed., Thu., Fri.	1:30 P. M.—Guiding Light—P. & G. Camay	Mon., Tue., Wed., Thu., Fri.
From New England to You—NBC	Sat.	Guy Hedlund Players—NBC	Sat.
8:00 A. M.—Bess Johnson—Colgate "Klek"	Mon., Tue., Wed., Thu., Fri.	Sammy Kaye's Sunday Serenade	Sun.
Let's Swing—NBC	Sat.	1:45 P. M.—Vic and Sade—P. & G. Crisco	Mon., Tue., Wed., Thu., Fri.
Highlights of the Bible—NBC	Sun.	2:00 P. M.—Backstage Wife—Watkins Products	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—Ellen Randolph—Colgate Supersuds	Mon., Tue., Wed., Thu., Fri.	Associated Press News—NBC	Sat.
8:30 A. M.—Bachelors Children—Old Dutch Cleanser	Mon., Tue., Wed., Thu., Fri.	Joan Benoit—Chautauqua Symphony (Begins July 20)	Sun.
Chapel Service, Rev. R. R. Brown	Sun.	2:02 P. M.—Listen to Lytell—NBC	Sat.
8:45 A. M.—Road of Life—P. & G. Oxydol	Mon., Tue., Wed., Thu., Fri.	2:15 P. M.—Stella Dallas—Phillips Milk of Magnesia	Mon., Tue., Wed., Thu., Fri.
Little Doghouse	Sat.	Upton Close, Commentator—NBC	Sun.
9:00 A. M.—Mary Marlin—P. & G. Ivory	Mon., Tue., Wed., Thu., Fri.	2:30 P. M.—Lorenzo Jones—Phillips Chemical	Mon., Tue., Wed., Thu., Fri.
Lincoln Highway—Hecker Products	Sat.	A Boy, A Girl, A Band—NBC	Sat.
9:15 A. M.—Pepper Young—P. & G. Camay	Mon., Tue., Wed., Thu., Fri.	Charles Dant and His Orchestra—NBC	Sun.
9:30 A. M.—Lone Journey—P. & G. Dreff	Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Young Widder Brown—Bayer Aspirin	Mon., Tue., Wed., Thu., Fri.
Police Bulletins	Sat.	3:00 P. M.—Home of the Brave—Gen. Foods, Swans Down	Mon., Tue., Wed., Thu., Fri.
Gordonaires—NBC	Sun.	World Is Yours—NBC	Sat.
9:45 A. M.—David Harum—B. T. Babbitt, Bab-O	Mon., Tue., Wed., Thu., Fri.	Highlights of the Week's News	Sun.
Markets	Sat.	3:15 P. M.—Portia Faces Life—Gen. Foods, 40 Per Cent Bran Flakes	Mon., Tue., Wed., Thu., Fri.
Musical Meditations—Omar Wonder Flour	Sun.	3:20 P. M.—Local Musical Program	Sun.
9:50 A. M.—U. S. Government Reports	Sat.	3:30 P. M.—WOW Orchestra	Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—The Other Woman—Butter-Nut Coffee	Mon., Tue., Wed., Thu., Fri.	NBC Recital Period	Sat.
10:15 A. M.—Life Can Be Beautiful—P. & G. Ivory	Mon., Tue., Wed., Thu., Fri.	Roy Shields Orchestra—NBC	Sun.
Bonnie Stuart—NBC	Sat.	3:45 P. M.—Light of the World—Gen. Mills, Gold Medal Flour	Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Emma Otera, Soprano—NBC	Sun.	Vagabonds Quartet—NBC	Sat.
Judy and Jane—Folger Coffee	Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—The Mystery Man—General Mills Betty Crocker Vegetable Noodle Soup	Mon., Tue., Wed., Thu., Fri.
Homemakers of the Air—Nebraska Power Co.	Sat.	Headlines Ahead	Sun.
Down South—NBC	Sun.	Catholic Hour—NBC	Sat.
10:45 A. M.—WOW Orchestra	Mon., Tue., Wed., Thu., Fri.	4:15 P. M.—Valiant Lady—General Mills, Bisquick	Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—As the Twig Is Bent—Gen. Foods, Grapenuts	Mon., Tue., Wed., Thu., Fri.	Piccadilly Hotel Orchestra—NBC	Sat.
Call to Youth—NBC	Sat.	4:25 P. M.—Associated Press News—NBC	Sun.
Silver Strings—NBC	Sun.	4:30 P. M.—Arnold Grimm's Daughter—Gen. Mills, Kix	Mon., Tue., Wed., Thu., Fri.
11:15 A. M.—WOW Orchestra	Mon., Tue., Wed., Thu., Fri.	Art of Living—NBC	Sat.
Billy Grant—NBC	Sat.	Dr. I. Q., Jr.—Mars, Inc., Forever Yours	Sun.
11:30 A. M.—Mrs. Guy Purdy—Orchard & Wilhelm Co. (July 4 last)	Mon., Wed., Fri.	4:45 P. M.—Ak-Sar-Ben Races (Falstaff) (July 4 last)	Tue., Wed., Thu., Fri., Sat.
America the Free—Anacin	Sat.	5:00 P. M.—Defense for America—NBC (Begins July 11)	Sat.
On Your Job—NBC	Sun.		
11:45 A. M.—Helen's Home—Lever Bros. Rinso	Mon., Tue., Wed., Thu., Fri.		