



WOW NEWS TOWER

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



ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. VIII—No. 11

OMAHA, NEBRASKA, AUGUST 1, 1944

PUBLISHED MONTHLY

Noon Half-Hour News Really Rings Bell!

WOW to Publish Radio's War Record

Soon after mid-August WOW will issue a beautiful 40-page, four-color book, entitled "Radio Station WOW at War." The original printing will number about 25,000 copies.

"Radio WOW at War" will contain several hundred photographs, showing the role WOW and NBC have played in World War II. It will show radio activities at the battle fronts and on the home front.

The souvenir book will be a war memento of lasting interest for every WOW-land home, school and library.

"Radio WOW at War" will be distributed as a gift to new and renewal subscribers to the News Tower. Sale price will be 50 cents per copy.

Included in the book will be 20 pages of photos of WOW personalities, the WOW staff, and WOW-land war-activity photos snapped in scores of mid-west cities and towns.

Titles of a few of the pages are "War Communications by Radio," "Radio in the Air," "Radio Instruction," "The Walkie-Talkie," "American Women in Uniform" and "Radio Stars in the Service."

Five full pages in beautiful colors will show insignia, rank and service emblems of all branches of the armed services. Another page will show service ribbons in colors, and still another decorations and awards.

The book will be of special interest to every family which has one of its members in the service. One page includes an "Honor Roll," where a record of names of family members or friends may be written in.

WOW expects to receive the first copies of the book late in August. First copies will be given with WOW's compliments to new subscribers or to those who renew subscriptions to the WOW News Tower magazine (50 cents a year).

V...—

Morgan Assigned To His Own Show

Frank Morgan has lied himself right into radio stardom. Which, when you pause to consider the kind of character he portrays on the air, is certainly no lesson with a moral for parents to use on children.

What's more, the Morgan of the murky memory when it comes to finding facts to verify his fantastic fables, will be scoring his third successive right to stardom. First it was the stage, then it was the films, now it is radio.

On Thursday, August 31, NBC listeners will hear Frank Morgan at 7 p. m. (WOW) in an entirely new show built by the makers of Maxwell House Coffee on the flexible foundation of Frank's fabrications. In every sense of the word Morgan will be the star.

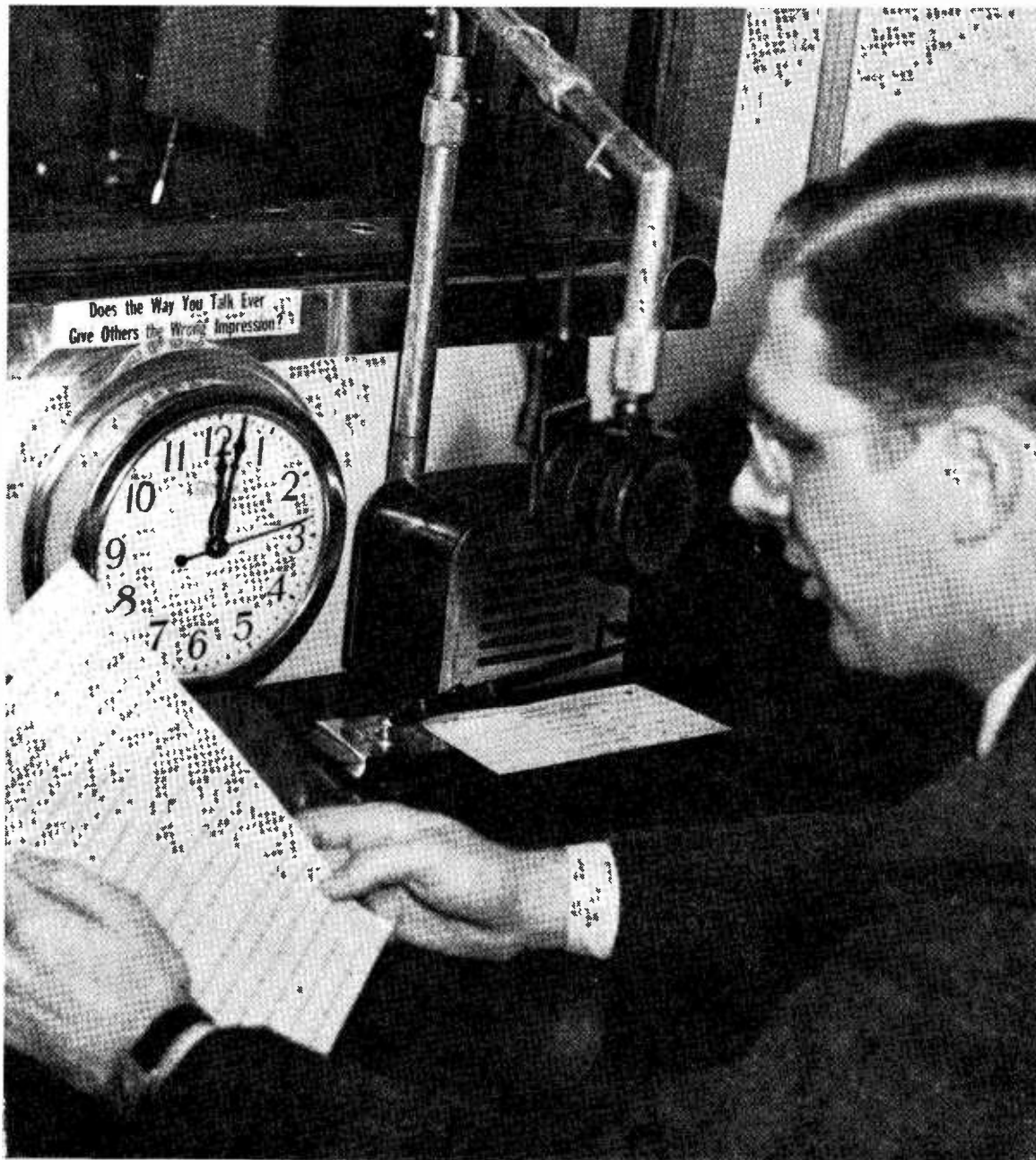
Members of his supporting cast in the new series will be announced later.

V...—

ON FOREIGN NETS

Two foreign networks, the British Broadcasting Corporation and the Canadian Broadcasting Corporation, used NBC facilities to broadcast commentaries on the national Democratic convention to their respective listeners, it was revealed by William Ray, manager of the NBC Central Division news and Special Events Department. The same networks also were represented at the Republican national convention.

CLARK STARTS NEW MIDDAY 4-BELL ROUNDUP



Chief Newscaster Ray Clark broadcasting WOW's new "Midday Four-Bell News Roundup." Note words over announcers' eye-level clock: "Does the Way You Talk Ever Give Others the Wrong Impression?"

Listeners Laud New Midday Lineup

Literally, thousands of WOW listeners have greeted with approval WOW's new "Midday Four-Bell News Roundup."

The new half-hour "departmentalized" newscast, patterned after the 5:30 "Four-Bell Roundup," is on the air from 12 noon to 12:30 p. m., Mondays through Fridays. It supersedes the 12:30 p. m. newscast and makes possible a delightful quarter-hour noon-time musical feature, "The Supreme Serenade," from 12:30 to 12:45 p. m., just preceding the "Noonday Forum."

Purpose of the new program arrangement is to enable midwest listeners to have a complete roundup of all news of all types at lunch time.

The "Midday Four-Bell News Roundup" reverses the 5:30 roundup format by giving listeners the hot-off-the-wires war news first. After the war news comes the national news, then the long-established and all-important report on markets direct from South Omaha, and lastly the local and regional news.

In order that many folks who come home from offices or fields a little after 12 won't miss the war news, a brief summary of the highlights is repeated just before 12:30 p. m. each day.

The change in noontime programming makes the "Omaha's Front Page" feature (formerly heard at 11:45) a part of the "Midday Roundup."

This change made possible the scheduling of the popular "Life Can Be Beautiful" at 11:45 (instead of 12 noon). "Aunt Jenny's Real Life Stories" will be heard at 11:30 a. m.

Radio WOW caused comment throughout the United States among broadcasters when it established the full half hour of departmentalized news at 5:30 p. m. more than two years ago. Since that time many stations have copied the format, or some variation of it.

"Omaha's Front Page," prepared by Tom Ingoldshy, will continue to be heard at 11:45 a. m., Saturdays, and a quarter-hour newscast will be heard at 12:30 p. m., following Foster May on Saturdays.

V...—

LAST MINUTE NEWS

Jack Benny has arrived in the New Guinea area to begin his tour of camps there.

V...—

Globe-trotting Bob Hope is off for a secret destination on another military entertainment mission. He plans to return to Hollywood in time to resume his irium series on NBC September 12.

V...—

Latest summer listening audience ratings place "Mr. District Attorney" at the head of the list of half-hour dramatic shows on the networks.

V...—

A new addition to the cast of NBC's "A Woman of America" is the well-known radio actor, Karl Swenson.

Fay Smith, St. Edward, is the latest Nebraska farmer to be awarded the W. G. Skelly Award for Superior Achievement in Agriculture. The award was presented on the Skelly newscast on WOW, July 22.

V...—

Despite the use of poison gas and robot bombs, Germany will collapse before late fall. That is the prediction of Alex Dreier, NBC commentator (five-a-week, 7 a. m., WOW, and Saturdays, 11:15 a. m., WOW).

V...—

When Joan Davis returns to the air in September, it will probably be as a glamour gal rather than in the character of the female who's eternally chasing the boys.

NEW CHORUS

The Fitch Choristers, a seven-voice group under the direction of Jerry Sears, recently climbed aboard the "Fitch Bandwagon" (NBC, Sundays, 6:30 p. m., WOW) as regular members of the musical cart's summer series.

V...—

SHORE SIGNED

Dinah Shore will present an entirely new program format when her Thursday night broadcast switches to NBC in October. Dinah will not only sing and emcee the show, but will also be cast in a continuing acting role.

V...—

NEW IN CAST

Recent additions to the cast of NBC's "Lora Lawton" are William Hare as Lieut. (jg) Angus MacDonald and Chet Stratton as Rex Lawton, Lora's brother-in-law.

NBC Eases Ban On Political Tune

The NBC ban on the popular song, "Don't Change Horses in the Middle of the Stream," for the period of the political campaign was partially lifted at the request of the Democratic National Committee. At the request of the committee, NBC permitted the song to be broadcast from the convention. Use of the song will be permitted on all programs sponsored by the Democratic National Committee during the campaign. The ban remains in effect for other broadcasts.

V...—

BOMBS WON'T HELP

Nazi rocket bombs now pouring onto the coast of England will have no appreciable effect on the military outcome of the European war, but will undoubtedly insure more severe peace terms for Germany, believes Clifton Utley, news analyst heard on "Voice of the Dairy Farmer" (NBC, Sundays, 12:45 p. m., WOW).

V...—

FIRST NOVEL

Aleen Leslie, scribe of NBC's "Date With Judy" air show, is hard at work putting the final touches to her first novel.

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 8/44, which means August, 1944.

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

THE WOW NEWS TOWER

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

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BILL WISEMAN, EDITOR SOREN MUNKHOF, ASSISTANT

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NUISANCE? YES . . . BUT . . .

"Were you listening to your radio just now?" . . . "To what program were you listening, please?" . . . "Over what station is that program coming?"

Nuisance, isn't it, when someone calls you on the telephone and asks these questions? Yes, it is. But such telephone surveys are necessary, and they are made FOR YOUR BENEFIT.



Bill Wiseman

When you answer the questions promptly, completely and accurately, you are helping to improve radio's service to you and to remedy its faults.

These telephone "coincidentals," taken simultaneously in every city of importance in America, enables broadcasters to know exactly what you like and what you don't like. Through these surveys programs are "rated." When a program rating goes up, it is conclusive proof that listeners like that feature.

If a program rating goes down, it proves the program is slipping. So, if you want good programs kept on the air and bad ones removed, answer the questions quickly and accurately.

That minute or so on the phone is a small price for you to pay for what your radio gives you, isn't it?

V...—

PLEASE . . . PLEASE . . . PLEASE . . .

This year, more than in any previous summer, it is important that listeners consider the other fellow . . . by keeping the volume turned down.

Tens of thousands of folks are working nights in war plants and sleeping days, or vice versa. They need their sleep just as you need yours.

Further, the quality you get from your receiver will be its very best if you keep it at a fairly low level.

In these hot days everybody keeps the windows open. One loud radio in a block may keep 20 persons from getting their rest.

Be a good sport. Keep your volume turned down. And if there's someone in your block who won't play ball on this matter, clip this item and send it to him.

V...—

A GIFT FOR YOU . . .

WOW has purchased a limited quantity of Service Record Books and is offering them free with a new or renewal subscription to the News Tower.

These books make it possible for the service man to have a permanent record of his military service. Every mother or sweetheart of a service man should keep one. The books are attractive and will be of great value years hence.

V...—

THE RUMOR FRONT . . .

Bing Crosby (following his terrific success in "Going My Way") may do a few all-dramatic serious shows on the nets this fall and winter . . . You may expect Thomas E. Dewey's voice now and then on big-audience NBC shows . . . Look for "Words at War" to continue through the fall-winter season . . . Also "Arthur Hopkins Presents" . . . Also "Finders Keepers" . . . Don't be surprised if a stench goes up (and maybe a Congressional investigation will be started) because GI's are said to be getting only one side in the forthcoming Presidential campaign . . . Also a similar odor may arise due to pinko leanings of certain network (but not NBC, thank goodness!) commentators . . . In England they're predicting that the British system will be dumped and the American (commercial) system adopted in 1946, when BBC's charter expires . . . The George S. May Co., Chicago industrial engineers, is said to have laid \$14,000 "on the line" for an exclusive NBC series on the Tam-O-Shanter golf matches on August last . . . Coast politicians are using one-minute musical commercials (oh, me!) . . . The Blue gave George Hicks \$1,000 bonus for those on-the-spot D-Day epics (which you heard via WOW) . . . Variety readers could get the impression that the Fifth War Loan Drive was put on exclusively by the movies . . . Many stations may adopt a policy of selling time only for use by the candidates themselves.

Pledge Free Radio

FOLLOWING is the full text of the plank on "Free Press and Radio" adopted by the Republican and Democratic National Conventions:

REPUBLICAN

"Free Press and Radio—In times like these, when whole people have found themselves shackled by governments which denied the truth, or, worse, dealt in half truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.

"We insistently condemn any tendency to reward the press or radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. We need a new radio law, which will define in clear and unmistakable language the role of the FCC.

"All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace.

"Vital facts must not be withheld.

"We want no more Pearl Harbor reports."

DEMOCRATIC

The Democratic National Convention platform pledges the party's support of The Atlantic Charter and its Four Freedoms (one of which is Freedom of Speech).

Further the party's platform said:

"It (permanent peace) will come . . . with the freer flow of ideas (among the people of the world)."

And,

"We believe in the world right of all men to write, send and publish news at uniform communication rates and without interference by Government or private monopoly, and that right should be protected by treaty."

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

When the late Dan Crawford, the great missionary to Africa, was asked why he didn't take more rest on board ship, he replied: "My vocation never takes a vacation." There is a difference between a job and a vocation. A job of work may be done and the workmen move on to another, but a vocation is a life responsibility. This is vacation time, and millions will try to get some relief from the pressure of work caused by war conditions. Others will seek to hide away from the feverish worry of these uncertain times. It is necessary to make a break in the routine of life and find relief in another form of recreation. Rest comes from change, not always from inactivity.



Rev. R. R. Brown

But every American must realize that our vocation, which is a personal responsibility, for the preservation of our freedom must not be neglected. It will be unfortunate in this crisis here if too many of our citizens take the attitude, "What's the use, the politicians will have their way anyhow." It is because of such vacationers that politicians ride into public office and political stooges become entrenched in places of responsibility. After the harm has been done, these vacationers return to take up the job of howling, while their own passive attitude contributed to the conditions that prevail. This situation applies not only to state and local governments, but also to institutions of

public interest, such as industry and education.

The men in the armed forces are doing a job, but war is not their vocation. While they do a big job for all of us, let us not fail to have our house in order for their return.

The field of religion has its vacations also. Too many think of it as a Sunday morning task rather than life calling. It is regrettable to think of many officers and active leaders in the church who look upon their work as a job to be done rather than a vocation. We even have clergy who regard their ministry as a profession rather than a calling. There never was an hour when the church should be alert and carry the sense of responsibility for the spiritual life of men than today. Just the other day a letter came to me from a man in the Armed Forces who said that many Christian boys in the service were concerned about the unspiritual state of their parents. He asked us to pray for his father that he might become a Christian. It will be lamentable to have boys, who found faith in a fox hole, return to a home void of spiritual reality. What Dan Crawford was thinking about was the souls of men. We should again ask ourselves the question, "What doth it profit a man if he gain the whole world and lose his own soul?" There is no higher calling than to be concerned about the spiritual life and testimony of a human soul. "There is more joy in heaven over one sinner that repenteth than over 99 just persons." It is the heart of America that must be reached. Let us remember that our vocation should never take a vacation. We should be on the alert for God and the souls of men. No greater preparation can be made for

NEWS TOWER LETTERS

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

THOUGHTFUL

Sioux City, Iowa—Again WOW is to be congratulated for doing the thoughtful thing—calling on long distance the mother whose son was to talk on the radio from a fighting front so that she could hear the voice she had not heard since 1942. It is this sort of thing which gives your organization that sympathetic human quality. I enjoy WOW in the same way I do a greatly admired friend.

(Signed) MRS. FRED HADLEY.

V...—

Blencoe, Iowa—Please find 50 cents enclosed for one-year subscription to News Tower Magazine. WOW has "THE" programs, so why be a "dial twister"? Your station is tops at our house.

Sincerely,

(Signed) MRS. ED WILLIAMS.

V...—

Weeping Water, Neb.—Enclosed find \$1, for which please send me a renewal of the News Tower for another two years. We have lots to read, but it seems the News Tower is a "must." Thank you.

(Signed)

MRS. ALVIN C. GROESSER.

C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK! MAY I COME IN?

Dear Folks: Here you are, reading the news from Radioland, and how do you like our pictures? I know some of us look much better behind the "mike" than in front of the camera, but we're really nice when you know us and we are one big happy family.



Aunt Sally

And another thing: We belong to you. We are your personal friends,

and invade your home and your heart at all hours of the day and night. Our purpose is to please, to entertain you, inform you and give you something happy to think about. Think of us all on WOW as your very close friends, always.

Well, now let's talk about the "goings on" 'round the little brown desk in the corner for July.

As most of you know, July is rather a personal month with me, as it was that month I first started to broadcast and tell the world what I wanted, and I've been at it ever since, but sometimes the world doesn't pay much attention to me.

A goodly slice of the United States pays quite some attention to me now on July 22, and for the last five years my humble birthday has really amounted to something.

Many listeners were kind enough to send lovely cards in greeting when my birthday rolled around, and I appreciated those cards a lot, for they represented friendship and esteem, but one day I was counting the cards and I thought how much

(Continued on page 7)

peace than to have men at peace with God and his fellows.

Lakes Meetings

Don't forget the great Summer Bible and Missionary Conference of the Christian and Missionary Alliance and the World Radio Congregation, August 4 to 13, at Arnolds Park, Iowa, on the beautiful shores of Lake Okoboji. The chapel service will be broadcast directly from the Tabernacle Tent on Sundays, August 6 and 13. Many interesting personalities will appear on the program.

AG EDITORS HONOR "FARM FACTS"

Award It First Of Farm Shows

"Farm Facts and Fun," the WOW "wireless network" feature approaching the close of its sixth year of service to midwest agriculture, has been signally honored by the American Association of Agricultural College Editors.



George Round

The AAACE awarded the program first place in its annual competition in which many midwestern farm programs were considered at its recent Manhattan, Kan., conference.

Established in December, 1938, "Farm Facts and Fun" has come to be a sort of a weekly educational clinic and a "must" for thousands of farm listeners. No other program on the air has brought so many farm experts to the microphone, each with a message of importance and value to progressive tillers of the soil.

The program is conducted by George Round, Extension Editor of the University of Nebraska's School of Agriculture, who, through the years, has been largely responsible for its great popularity.

Round is assisted on the program by John Leslie of the WOW staff and a group of WOW musicians and entertainers.

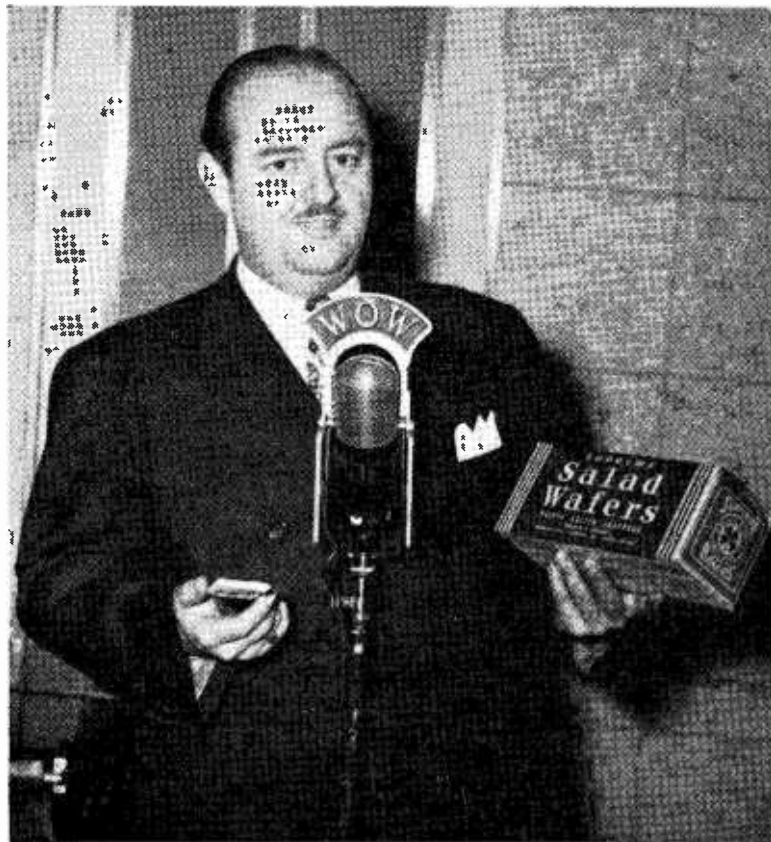
For many years Lyle DeMoss, WOW's Program Manager, was master of ceremonies for the show. He turned the job over to Leslie when his own time was taken up by production duties in connection with the NBC "Your America" show.

In addition to the university, other agencies which aid in presenting "Farm Facts" are the Pasture - Forage - Livestock (PFL) Commission, the 4-H Clubs of Nebraska and the Nebraska Association of County Farm Agents.

"Farm Facts and Fun," while originating in WOW's studios, is also broadcast each week (1 p. m.) by KORN, Fremont; WJAG, Norfolk; KGFV, Kearney; KODY, North Platte, and KHAS, Hastings.

The official notification of the award came in a letter to John J. (Continued on page 7)

THAT SUPREME SERENADER



Returning regularly (Mondays through Fridays at 12:30 p. m.) to his singing sessions on the air, Lyle DeMoss is starred in the new "Supreme Serenade," "a perfectly delightful" new lunch-time feature.

Lunch-Time Musical Feature Makes a Hit With Listeners

WOW's new lunch-time musical program, "The Supreme Serenade," has struck a responsive chord with thousands of midwest listeners. It is aired Mondays through Fridays at 12:30 p. m. as a service of the Merchants Biscuit Co.

"It's perfectly delightful," wrote Mrs. Ardith Anderson from Manhattan Beach, Lake Okoboji. "It's already a fixed habit with our family to hear the news at 12 o'clock and then eat lunch on the porch of our cottage as we listen to the Serenaders."

The new feature was started after WOW adopted its new Midday Four-Bell News Roundup (12 noon to 12:30 p. m.). Star of the "Supreme Serenade" is Lyle DeMoss, WOW's Program Manager. He is assisted by Stan Rucker, violinist (photo, page 6); Lyle Odden at the organ and Mose O'Brien, guitarist.

The music selected is light and whistleable, and includes both vocals by DeMoss and instrumental novelties. From time to time new talent will be offered. Often a poem, a bit of philosophy or a good gag is used.

Listeners are especially appreciative of DeMoss' solos. Due to the press of his many other activities, including the production of the network "Your America" show, the DeMoss' singing choirs on the air have been somewhat neglected in recent months.

Omaha Actress In Love and Learn Lead

Louise Fitch, pretty and popular radio actress, who made her debut in Chicago in 1936, has replaced Joan Banks in the leading role of "We Love and Learn" (NBC, five-a-week, 4:15 p. m., WOW).

Born in Omaha, Neb., with her high school years spent in Council Bluffs, Iowa, Louise has already made a mark in radio. In Chicago, she was heard in "Ma Perkins," "The Guiding Light," "Road of Life" and many other serials, and since moving to New York she has been featured in numerous network shows, including "Mr. District Attorney."

As Andrea Reynolds, leading character in "We Love and Learn," Louise plays a girl who has left a small American town for New York to make her fortune, a girl who also meets her future husband in the metropolis. Frank Lovejoy, as Bill Peters, plays opposite Louise Fitch. Other principal characters in the daytime drama include Mitzi Gould as Andrea's friend, "Taffy" Grahame; Bill Podmore as Harrington, the butler; Grace Keddy as Mrs. Van Cleve and Juan Hernandez as Mr. Bones.

V...-

Studebaker Renews Four-Bell News Spot

Studebaker's co-sponsorship of the 5:30 p. m. Four-Bell News Roundup on WOW has been renewed for the balance of the year, according to word received from N. J. Cavanaugh, Radio Director of Roches, William & Cunningham, Inc., Studebaker's advertising agency.

A "regular" WOW advertiser for many years, Studebaker used WOW this year without a summer hiatus. One reason for the "no-summer vacation" policy was the lifting of military censorship, which permitted Studebaker to tell the world about its newest "Champion," the M-29 cargo carrier, known as the "Studebaker Weasel," and now widely used in the United Nations' drive in Normandy.

V...-

STARK TO MARINES

Dwight Weist is the new announcer on "Abie's Irish Rose," replacing Dick Stark, who is being commissioned into the Marines.

AMERICA'S HOME FRONT SECRET WEAPON Is Our National Sense of Humor

Blessings that accompany clearing your conscience were outlined by Harry Hershfield on "Can You Top This?" in this story:

A fellow told his friend his conscience bothered him from having kissed other women.

"Darling," he said he told his wife, "I've kissed other women and I'll feel better if you forgive me."

"Kissing other women, eh?" she retorted. "Was it Miss Gordon?"

He said: "I won't tell."

"Well," she went on, "was it Miss Morrison?"

Again he said: "I won't tell."

So she asked: "Was it Miss Homer?"

He reiterated that he wouldn't confess.

"Well," she said, "if you won't tell, I won't forgive you."

Next day he met his friend, who asked him if his wife had forgiven him.

"No," he said, "but she gave me three swell leads."

V...-

Divots from par-busters Announcer Kleve Kirby and Baritone Curt Massey on NBC's "Reveille Roundup:

Kirby: "How's your golf game coming, Curt?"
Curt: "Oh, fine, Kleve. You know golfing is pie for me."
Kirby: "Yes, I notice you get plenty of slices."



Camel's comedy "find," Harry Savoy, who visited Omaha recently and wowed 'em at an Ak-Sar-Ben "Smiles for Soldiers" affair.

STAFF STUFF

By SOREN MUNKHOF

One of the oldest members of the WOW staff is Tom Chase. In all the years Tom has been here he has kept one of his accomplishments buried. It was only recently we discovered that Tom used to be a prizefighter.



Soren Munkhof

In fact, many years ago he fought Morrie Schlaifer, who at that time was well known in the fisticuff world from coast to coast. Tom admits that he never beat Schlaifer. He says that hitting Morrie was just like hitting a side of beef. You just couldn't hurt him. Tom admits, however, that he was one of those bread-and-butter fighters. In fact, Tom says he was fighting for "peanuts." Tom's father was once a well-known boxer himself.

We switch from sports to a social note. WOW's Lucille Lynam, who has become well-known across country as Penny Lee, returned to Omaha, where she was married July 6. The groom was Lieut. Charles Howard Warren of the United States Navy. Lucille now lives at Alameda, Calif.

Ex-Staffers Visit

Some other WOW visitors were Bobbie Randall, formerly of the Program Department, who has for some time been Mrs. John Bass. Bobbie has been living on the west coast.

Another one was Marian Stitt, who worked in the Program Department at the same time Bobbie did. She is now Mrs. Jim Ham and has been living in Kansas City.

Still another ex-Program Department girl to visit us was Bonnie Amgwert, who has been living in



WOW Newsman Jimmy Baugh is proud as a peacock of his new colt, a "genuine palaminto."

Canada with her RCAF husband, Jim Conacher, the hockey player.

And, yet another visitor was Bertha Prasse. Bertha is Secretary to Carlton Smith, NBC presidential announcer. Smith is also General Manager of NBC's Washington station. Bertha took her vacation between the Republican and Democratic conventions, since she was working the conventions at Chicago with her boss.

Vacations Call

On vacation during the month was Chief Newscaster Ray Clark, who spent his two weeks at home with his books. Barbara Lambertson of the Program Department also vacationed and went to Estes. Barbara Bates, from the Continuity Department, and her husband vacationed in South Dakota and Kansas City. Vi Kuehl of the Bookkeeping Department also vacationed during that time, but did not let us know where.

(Continued on page 7)

Wedding Bells



Laying aside a brilliant radio and singing career, Miss Lucille Lynam (Penny Lee), formerly of the WOW staff, became the bride of Lieut. Charles Warren, USN, recently at St. Patrick's Church in Omaha.

WOW'S STAFF IN THE SERVICE



Front Row, Left to Right:

- | | | |
|--|--|---|
| <ol style="list-style-type: none"> 1. Jackie Lee, Vocalist. 2. Mary Claire Dickerson, Stenographer. 3. Soren Munkhof, News Manager. 4. Dorothy Balle, Receptionist. 5. BILL KOTERA, Chief Engineer. 6. Betty Jane Carney, Traffic. 7. Bill Wiseman, Promotion Manager. 8. HARRY BURKE, Assistant General Manager and Sales Manager. 9. JOHN J. GILLIN, JR., President and General Manager. 10. Lyle DeMoss, Program Manager. 11. Barbara Lamberton, Traffic. 12. Al Larson, Office Manager. 13. Margaret George, Receptionist. 14. Tom Dailey, Sports Editor. | <ol style="list-style-type: none"> 15. Mildred Flynn, Traffic. 16. Bob Rudd, Transmitter Engineer. 17. Sybil Mills, Stenographer. 18. LESTER PALMER, Announcer. <p style="text-align: center;">Second Row, Left to Right:</p> <ol style="list-style-type: none"> 19. Ray Olson, Production Manager. 20. Mark L. McGowan, Transmitter Engineer. 21. Louise Seidl, Harpist. 22. Loretta Dundis, Traffic. 23. Richard Cole, Advertising Agent. 24. James E. Van Liew, Continuity Writer. 25. Geraldine Hetmanek, Secretary to Lyle DeMoss. 26. Catherine O'Connor, Secretary. 27. Cy Hagrman, Control Engineer. 28. Gene Edwards, Announcer. 29. Elinor Dillman, Bookkeeper. | <ol style="list-style-type: none"> 30. Lela Alexander, Bookkeeper. 31. Jeanne Lund, News Staff. 32. John Leslie, Announcer. 33. Ray Clark, Chief News Events. 34. Herbert Lee, Assistant. 35. Louis DeBoer, Control. <p style="text-align: center;">Third Row, Left to Right:</p> <ol style="list-style-type: none"> 36. Al Maller, Control Engineer. 37. O. J. Eastlund, Market. 38. Ruth Herchenroeder, Staff. 39. Helen Whitney, Music. 40. Cele Broderick, Secretary. 41. Violet Kuehl, Bookkeeper. 42. HELEN LEWIS, Traffic. 43. Pat O'Hara, Bookkeeper. |
|--|--|---|

KING OF SWAT

Following a three-week warm-up period on a sustaining basis, commencing July 8, Babe Ruth again will be sponsored by A. G. Spalding & Bros., Inc., in a 13-week session of baseball bees for youth, broadcast over the full NBC network (Saturdays, 9:30 a. m., WOW), beginning July 29. Ferry-Hanly Co., Inc., placed the account.

The 1944 version of the sports sessions will be titled "Here's Babe Ruth," but the format will not differ materially from that of last year when each boardcast featured a question-and-answer period.

V...—

PRIZE WINNER

Carl Van Doren, narrator for "Words at War" (replacement for "Fibber McGee and Molly"), won the Pulitzer Prize for biography in 1938 for his "Benjamin Franklin."

"The Right to Happiness" Offers War Bonds For War Babies

The radio program, "The Right to Happiness," is conducting a national contest to encourage the buying of War Bonds for babies. While the contest will distribute 500 awards of \$50 War Bonds, the program sponsors will concurrently promote the importance of buying bonds for all American babies to help win the war and to promote security for the future.

The contest is open to all residents of the United States and Hawaii except employees of the sponsoring company, its advertising agencies and members of their families. Winners of bonds must accept them in the name of some child born after December 7, 1941. A gift certificate made out to the baby

selected by the winning contestants will accompany the bond.

In keeping with wartime needs, the Bonds for Babies Campaign, will not require the usual contest product wrappers. Contestants are required to complete the sentence, "I think every wartime baby should own war bonds because....." This sentence should be completed in 25 words or less. The contest closes September 9, and all entries must be postmarked before midnight on that date. Sole basis for judging entries will be sincerity and interest of contestant's reason for buying bonds. All entries must be made on official entry blanks, and these may be obtained from Ivory Soap dealers.

RENEWAL

"The Voice of the Dairy Farmer," sponsored by the American Dairy Association, has been renewed on NBC for 13 weeks, effective July 30, it was announced recently by Paul McCluer, sales manager for the NBC Central Division.

Originating in Chicago, on Sunday at 12:45 p. m. on WOW, the program features Clifton Utley, well-known midwest news commentator, and Everett Mitchell, agricultural director for the NBC Central Division, in a weekly roundup of war and farm news. Agency is Campbell-Mithun, Inc.

V...—

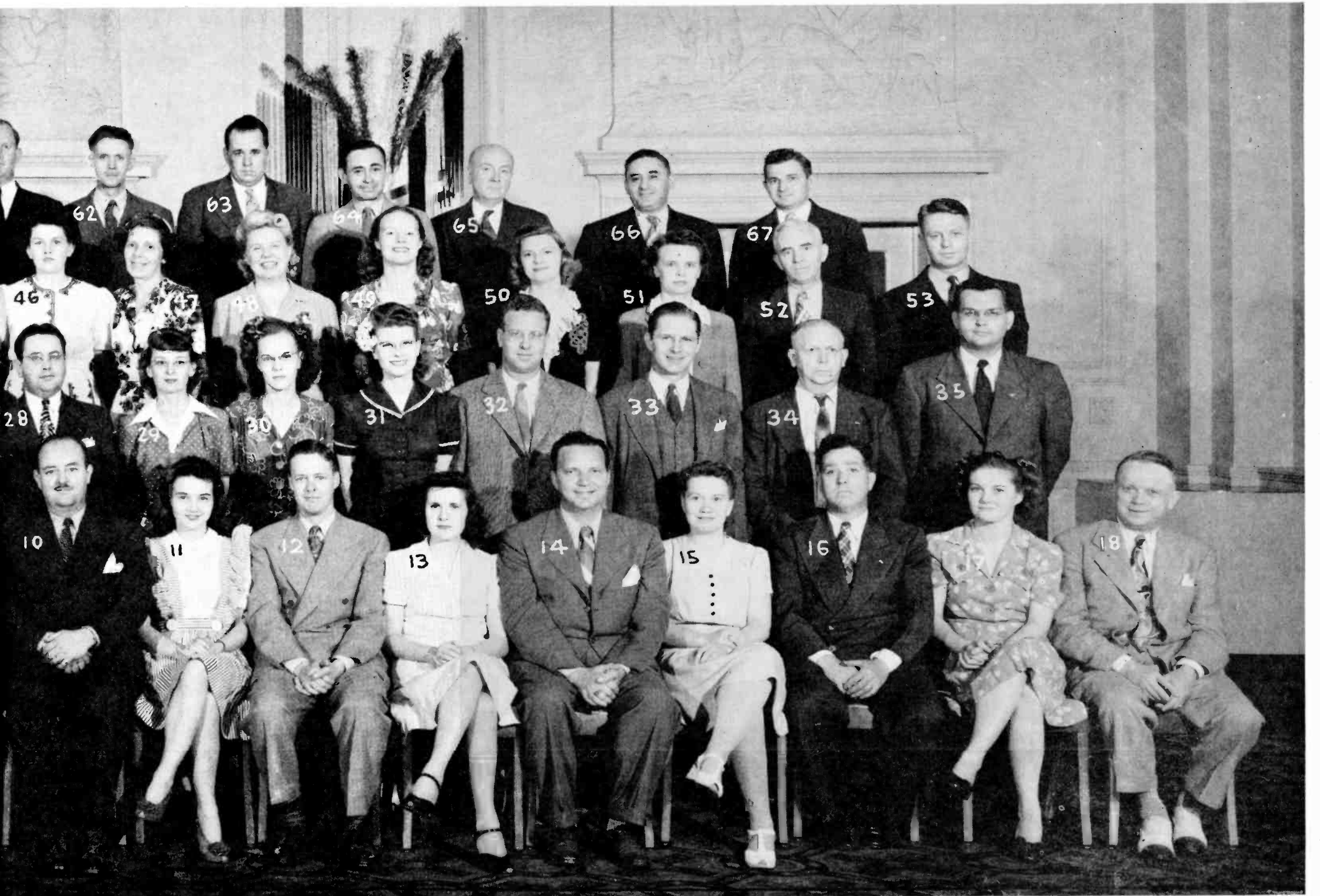
GETS NIGHT SPOT

Joan Blaine, highest-paid soap opera star in the business, will burst into nighttime radio the first of September, thereby fulfilling a long-time ambition to graduate to big-time radio operations.

SERVING IN THE

- Edward A. Hatch, U. S. Army.
- Horace M. Hamacher, U. S. Coast Guard.
- H. W. Baker, U. S. Navy.
- Henry F. Bristowe, U. S. Army Air Forces.
- William J. Monaghan, U. S. Army.
- James M. McGaffin, Jr., U. S. Army.
- James Farlee, U. S. Army.
- Miss Ardice M. Fowler, U. S. Marine Corps.
- Howard O. Peterson, U. S. Army.

OF THE HOME AND NATION



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News Manager.
Engineer.
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News Staff.
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Librarian.
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- 44. Phyllis Murphy, Mail Clerk.
 - 45. **ROY GLANTON**, Chief Transmitter Engineer.
 - 46. Nancy Cline, Secretary to Soren Munkhof.
 - 47. Sally Dee, Sunshine Club.
 - 48. **LUELLA CANNAM**, Sales Staff.
 - 49. Barbara Bates, Manager Women's Activities.
 - 50. Jean Pray, Secretary to Bill Wiseman.
 - 51. Martha Bohlsen, Homemakers' Club.
 - 52. James Robinson, Property Supervisor.
 - 53. George Round, Farm Commentator.
- Fourth Row, Left to Right:**
- 54. Lyle Olden, Organist.
 - 55. Stan Rucker, Violinist.
 - 56. Bob Bauer, Pianist.
 - 57. Milton Lindelof, Market News Staff.
 - 58. Don Retynski, Market News Staff.

- 59. Clair Wolfe, Sales Staff.
- 60. **TOM CHASE**, Manager Transcription Department.
- 61. Thomson Holtz, Announcer.
- 62. Harold Griffin, Control Engineer.
- 63. Glenn Flynn, Control Engineer.
- 64. Jimmy Baugh, News Staff.
- 65. Tom Ingoldsby, City News Editor.
- 66. George Bernstein, Sports Reporter.
- 67. Carl Uhlarik, News Staff.

Bold-face names indicate staff members with more than 10 years' service.

Members of the staff not in the photo are **BETTY BAUER**, Secretary to Harry Burke; **JOE HEROLD**, Assistant Chief Engineer; **REV. R. R. BROWN**, Radio Minister for WOW; Nancy Cicuilla, Receptionist; Betty Ann Storm, Traffic, and Fred W. Fry, Transmitter Engineer.

ARMED FORCES

B. L. Dunbar, U. S. Navy.
Fred Ebener, U. S. Army.
William Edward Butler, U. S. Navy.
William G. Loose, U. S. Army Air Forces.
James F. Clark, U. S. Army Air Forces.
Frank R. Baker, U. S. Army Air Forces.
Donald E. Larson, U. S. Army Air Forces.
Richard E. Peck, U. S. Army.
Morton F. Wells, U. S. Navy.

HARVEST AIDES

A harvest brigade, America's most recent thrilling saga of the farm-lands, was described by Lloyd Burlingham, agricultural expert, on a recent NBC Skelly News program. An outgrowth of the current shortage of farm help, the brigade is comprised of 500 huge self-propelled grain combines, which started operating in Texas last April and won't complete the season until reaching Canada in the fall. Each machine can harvest about 50 acres a day, and the brigade will cover a million acres this year.

V...—

HOT BASSOON

Herman Yorks of Woodbury's "The Chamber Music Society of Lower Basin Street's" weebegone woodwinds, heard Sundays at 10:30 p. m., over WOW, is the only man in America who plays a hot bassoon.

Dewey Radio Voice is First to Offer F. D. R. Competition

Governor Thomas E. Dewey of New York, the Republican candidate for President, will give President Roosevelt his first real competition in radio appeal during the 1944 political campaign. That is the consensus of NBC commentators and WOW newsmen who covered the GOP meeting in Chicago.

Both Tom Ingoldsby, WOW political expert, and M. M. Meyers, WOW, Inc., director, who covered the GOP meet, said they believe Dewey's voice and "mike personality" are the equal of Roosevelt's.

H. V. Kaltenborn, veteran NBC analyst, expressed the thought that ideas will take precedence over voices in this year of emergency. "Radio voices are less important in a time of crisis than in a time of

peace," he declared, "and both Roosevelt and Dewey have radio voices to translate ideas."

Morgan Beatty, also a Washington observer for NBC, agreed that the American public will be more interested in the political messages of the two candidates. He added that voters have little desire for the "old-fashioned rip-roaring appeal" in wartime. "Mr. Roosevelt's voice has never used an exciting approach," he explained, "so I think it's even Stephen on radio appeal of these voices."

V...—

Ann Thomas, the raspy-voiced "Casey" on "Abie's Irish Rose," is Camp Meade's favorite actress.

SIGN MASSEY

The Schutter Candy Company, through Schwimmer and Scott Agency, has renewed the "Starring Curt Massey" program on the full NBC network and WOW for 52 weeks, effective July 22.

The program, which advertises Old Nick and Bit-O-Honey Candy, is broadcast Saturdays at 6 p. m. on WOW. Curt Massey, baritone star, is supported by Lynn Chalmers, feminine vocalist; the Vagabonds, novelty quartet; Jim Blade and his music, and Bill Anson, mc.

V...—

MOVE OVER BOB

Quizmaster Eddie Mayehoff of NBC's "Beat the Band" plays a couple of instruments of his own invention. The burpiolet is "a flugelhorn (cq) that hasn't learned to say 'excuse me,'" and the smackio-phone, "a fugitive from the scrap metal drive."

SATURDAY A. M. IS GOOD LISTENIN'

Many New Shows Pep Up the Morning

Thousands of WOW listeners have found new interest in listening after "discovering" Saturday morning programs. The period from the crack o' dawn, with its stirring band music (5:30 call) until after lunch, is rapidly becoming one of the most listening hours of WOW's entire schedule.

The new interest in Saturday mornings on WOW is largely due to greatly improved programming, including the addition of several new network and local feature shows.

Three new Saturday morning specials include Foster May's Robinson Seed Company "News, Views and Interviews" at 12 noon, "Here's Babe Ruth" at 9:30 a. m. for Spalding sporting goods and a new Alex Dreier newscast (11:15 a. m.) for John Morrell & Co.

Soon to add increased entertainment value to Saturday mornings will be two more big network variety shows, the KC (baking powder) "Jamboree" (10 a. m., beginning August 5) and Smilin' Ed McConnell for Buster Brown shoes, which goes into the 9 a. m. spot, starting September 2.

Another comparatively new show is the Andy Devine "Melody Roundup" (10:30 a. m.), which also features the Sons of Pioneers, the Song Spinners and many others.

Curley Bradley, the famed cowboy singer, will headline the KC "Jamboree" cast, which will also include Elmira Roessler, comedienne; the Prairie Ramblers and other musical specialists.

Another important change in the Saturday morning schedule will take place soon. The "Homemakers' Club of the Air" will switch to 8:30 a. m. about September 1.

The second Saturday morning feature, "Omaha's Front Page," a local and regional newscast, written and edited by Tom Ingoldsby, will continue at 11:45 a. m.

Farmer listeners will especially enjoy two early Saturday morning shows, the weekly "Skelly Farm Award" program, on the network and WOW at 7 a. m., and Nutrena's "Lyle, Stan and Lyle," which is heard Tuesdays and Thursdays at 7:45 a. m.

Two other particularly interesting programs for homemakers are General Mills' "Betty Crocker" at 11 a. m. and "What's What Today" by Barbara Bates, heard each Saturday at 8 a. m. for the Metropolitan Utilities District.

"Aunt Jenny" Stories to Return to WOW

"Aunt Jenny's Real Life Stories," one of the "top 15" of all daytime radio programs, returns to WOW's schedule for Lever Bros.' Spry on Mondays through Fridays at 11:30 a. m. on WOW.

The feature has been on the air for seven years. The program has a particularly strong appeal to housewives. In addition to the interesting human interest stories, "Aunt Jenny" gives many new and useful recipes and household hints.

JOAN GETS A MAN

There's a chance that when Comedienne Joan Davis returns to the air in the fall, she'll have a man! Yes, reliable rumor has it that "no-boy-friend-big-nose-angle" is to die, although the death may take a little time. But it's likely that soon Joanie's male guests will give with the "Hi, Good Looking!" act instead of running for their hats.

Members of Phil Spitalny's "Hour of Charm" all-girl orchestra are subject to fines of \$1 each when they are late to rehearsal.

BE SURE TO HEAR THESE SATURDAY STARS



1. Alex Dreier, who presents Morrell's new newscast at 11:15 a. m., Saturdays, on WOW.
2. Charming Barbara Bates, WOW's Women's Activities Manager, heard Saturdays on "What's What," 8 a. m.
3. Curley Bradley, sweet-singing baritone star on the new "KC Jamboree, 10 a. m., Saturdays, on WOW.
4. Margaret Johnson, vocalist on the new Andy Devine "Melody Roundup," Saturdays, 10:30 a. m., on WOW.
5. Stan Rucker, violinist on Nutrena's "Lyle, Stan and Lyle," heard Saturdays (and Tuesdays and Thursdays) at 7:45 a. m.
6. Foster May, whose "News, Views and Interviews" for Robinson Seed Company comes at 12 noon every Saturday on WOW.

HONORS BERGEN

In recognition for outstanding work in furthering American-Scandinavian relations, NBC's Edgar Bergen recently received from the king of Sweden the decoration of the Royal Vasa Order.

V...—

HANDY MAN

Walter Kinsella, who plays Gus on NBC's "Stella Dallas," is an actor who really works with his hands. They are used as models by artists and sculptors.

Omaha Mother Hears Hero Son Tell of Battle on Saipan

Mrs. Adeline Brown, 1704 South 18th Street, Omaha, received one of the biggest thrills of her life on July 11 when she heard the voice of her war-hero son on WOW speaking on an NBC network program from Hawaii. The son, Pfc. Jack Brown, a former South High student, was invalidated back to Hawaii after he had been wounded on the third day in the Marine's historic and bloody

battle for Saipan. Pfc. Brown spoke on the Dick Haymes-Judy Garland show, "Everything for the Boys." The sponsor, The Electric Auto-Lite Company, notified WOW in advance, and through the cooperation of WOW was able to supply Mrs. Brown with a recording of the program as a memento of her son's war record.

V...—

THREE RADIO STARS IN THE AUGUST NEWS



AUNT JENNY . . . one of radio's most beloved story-tellers, returns to WOW with her "Real Life Stories" August 3. You'll hear this Spry feature at 11:30 a. m., Mondays through Fridays.

LEO KOPP . . . popular young maestro, is now the conductor and musical director of Union Pacific's "Your America (4 p. m., Saturdays, on WOW and on 45 coast-to-coast NBC stations).

MARILYN MAXWELL . . . is the charming new Bing Crosby vocalist who hails from Clarinda, Iowa. Marilyn got her start in radio in Omaha and is fast becoming a real star in her own right.

Bohlson Gives a One-Egg Cake Recipe

By MARTHA BOHLSEN
Director Homemakers' Club of the Air (Nebraska Power), 9:30 A. M., Saturdays, on WOW

As a special treat for your family for the month of August, I would like to offer a very simple and quickly-made one-egg cake. It makes a small cake, which is ideal for warm weather, and the cake is light, which makes it especially appealing for warm weather. The nice thing about this cake is its many possibilities for variations. You can make more than a half dozen different cakes just from this one foundation. The cake is quickly and easily mixed, even your little teen-age daughter will enjoy trying her hand at it, and will be proud of her results. Here is the recipe and a few suggested variations:



Martha Bohlson

ONE-EGG CAKE

- Two-thirds cup sugar.
- One-fourth cup shortening.
- One-fourth teaspoon salt.
- One teaspoon vanilla.
- One egg.
- One and one-half cups flour.
- One-half cup milk.
- Two teaspoons baking powder.

Cream shortening and sugar; add unbeaten egg, flavoring, and beat thoroughly. Sift flour, measure, and sift with salt and baking powder. Add alternately with milk to creamed shortening and sugar. Pour into well-oiled loaf pan. Bake in a moderate oven, 375 degrees, for 35 minutes. Use pan 8x8x2 inches.

VARIATIONS

- Tea Cakes: Bake cake in muffin tins and frost with butter icing.
- Shortcake: Bake in shallow pan, cut in rounds, split to make two layers and fill centers with sweetened fresh fruit.
- Chocolate Cake: Melt one square of unsweetened chocolate over hot water, and add to creamed shortening and sugar and egg.
- Spice Cake: Add one teaspoon cinnamon, one-half teaspoon nutmeg, one-fourth teaspoon cloves, and one-half cup raisins, dredged in two tablespoons of flour.
- Upside-Down Cake: Cover bottom of 8x8-inch pan with two tablespoons of melted butter, and one-half cup of brown sugar, and a layer of pineapple, or other cooked fruit. Pour cake batter over the top and bake in 375-degree oven for 30 minutes.
- Quick Coffee Cake: Add one tablespoon of grated lemon rind to the batter, pour into pan and sprinkle the top generously with sugar and cinnamon.
- Washington Pie: Pour batter in two well-oiled eight-inch cake pans. Bake at 375 degrees for 20 minutes. Put layers together with cream filling and sprinkle top with powdered sugar.

V...—

Haymes No Writer But Songs Do Click

"Your songs don't jell, but I'll buy your voice," Harry James told him. So, although song-peddling in New York failed for Dick Haymes, the start which the band leader gave him four years ago proved auspicious. He was a hit, and today is vocal-starred in "Everything for the Boys" (NBC, Tuesdays, 10:30 p. m., WOW).

Born in Buenos Aires, Argentina (he slices cake on September 13), the son of a rancher and a musical comedy star (Marguerite Wilson), Dick went to school in Switzerland, Paris and Montreal. After singing with James, Haymes worked for Benny Goodman and Tommy Dorsey, accompanying the latter to Hollywood for "DuBarry Was a Lady." He was hardly a sensation and decided to try selling songs again.

V...—

GALS BUY BONDS

Phil Spitalny and his "Hour of Charm" girls, heard on WOW Sunday nights, have purchased more than \$35,000 in War Bonds during the Fifth War Loan Drive, just completed. The girls made it tough on the maestro when he agreed to buy dollar for dollar with them. Each girl bought no less than \$200 in bonds and some went as high as \$1,000.

WAR STORIES HIGHLIGHT FORUM

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Hi'ya, Good Americans!

During my lifetime I've been exposed to the measles, yellow fever, chiggers, chicken pox and the mumps. And, finally, the July issue of the News Tower exposed me to the sports world when Editor Bill Wiseman moved into this hallowed space and recounted some of my past—as regards sports. And so this month I decided to put on something loose, let my hair fall down around my neck and set forth another event which has befallen me in the course of a somewhat questionable sports life. Then next year when I return from my vacation I won't be confronted with members of the staff, who gather and, as a body, lift their collective noses, look at me and say: "Hm-mm-mm." (But Editor Wiseman's expose of me as a boxer drew many comments. Good pinching, Bill!)



Tom Dailey

I Tell All

I must tell you of the time I played in a golf tournament at Norfolk, Neb. In the foursome was big Jim Gardner, who let me play with them because I had some new golf balls. Jim toured the first nine in two under par as a gallery of some 40 people looked on. I was getting some lucky shots and went to the 10th tee only 11 over par. Since that was the best nine holes I had ever played, I thought the extra people who joined the gallery at that point were coming along to watch me play, but it was Jim they really wanted to watch. The first two fellows hit their drives, both screamers right down the middle, and with each smack the gallery burst into applause. Gardner then teed up his ball, took that big swing of his and hit one a country mile, which brought forth the applause again.

Dailey Drives

Then it was my turn. The gallery came closer to the tee as I teed up my ball. Noticing I had a driver in my hands, I turned to the caddy and whispered: "Gimme the brassie, son. I wanna be sure and get this one up in the air." Being a good kid, he just grinned and handed me the brassie. I strode to the ball, took a look down the fairway and then took my stance, ready to drive. The whole countryside was hushed as I gripped the club handle and peered down at the ball. And it was then that I noticed that the ball had swiveled up to about the size of a moth ball. "Get hold on yourself," I says to myself, "and swing with all your might." I could already hear the big burst of applause which would follow my drive.

A little girl sneezed. An old man coughed. And I swung. The club head had gone too far below the ball and had shaved a piece of turf about 10 inches long from the grass. This piece of turf, naturally, went up into the air. I looked for the ball. It had trickled off the front of the tee and was resting in a bush not eight feet away. I waited for the applause. The countryside was still hushed, except for the singing of the birds. Then down on the top of my head came the piece of turf, which had been cut into a perfect toupee. It plopped there and stayed, as I stood holding my golf club.

Jim Gardner saved the day for me as he announced to the amazed members of the gallery: "You have just seen a phenomena in golf. That has never happened before and will never happen again. Let's give Dailey a big hand for his exhibition shot."

As the gallery broke the hush of the countryside with their applause, I doffed my toupee.

First Feminine Commentator On WOW Is May Mahoney

The amazing story of how history is repeating itself in the world news of the day is the basis of an interesting new series of radio programs being presented on WOW by May Lenore Mahoney, WOW's first feminine news commentator. The series, called "In the Light of History," is broadcast by WOW at 9:45 a. m., Sundays.

Thousands of listeners find Miss Mahoney's comments a delightful refresher course on the great moments of history, and an invaluable aid in interpreting current war and political news situations.

Miss Mahoney is eminently qualified for her job. She has traveled throughout the world. She is a linguist, lecturer, historian and an educator. She comes from a "newspaper family," which may account for her "reportorial instinct" and her inherent ability to observe and analyze. She is a thinker, with an uncanny knack of stating her thoughts clearly and interestingly. She knows how to use humor and human interest in her story-telling.

During the past year Miss Mahoney's articles have been published by "Town and Country," "Liberty," "The Nation," "Coronet" and "This Week." They have covered a variety of subjects ranging from "Hara-Kira in Japan" to "The Pretender to the Throne in Spain." Her "This Week" magazine series was titled "Say It in American," and it interpreted such global words as "Comintern," "Ogpu" and "Crepe Suzette."

Miss Mahoney's education included boarding schools in France and Belgium while she was a child. She holds Arts and Masters degrees from the University of Paris and

American universities, and a "certificado" from the University of



May Lenore Mahoney

Madrid. She has conducted research studies in the national libraries of Paris, Madrid, Rome and Mexico City.

After World War I she was an observer at the League of Nations. The king of Belgium honored her with La Medaille de la Reine Elizabeth.

Miss Mahoney has been active in Omaha educational affairs. She was the organizer of the Omaha branches of the Alliance Francaise and the Pan-American Alliance. Her lecture course on "The International Vocabulary" was given at the Municipal University of Omaha.

BENNY-HOPE MEET

Two of radio's top-rank comedians, NBC's Bob Hope and Jack Benny, were in Honolulu for the opening of a series of shows (July 17) that each will give for service men, not only in Hawaii, but most other forward areas in the Southwest Pacific.

Hope, who told all about his trip last summer in his recent book, "I Never Left Home," is accompanied by Frances Langford and Jerry Colonna, stars of his NBC programs, and by Patti Thomas, Tony Romano and Barney Dean.

Benny spent his vacation from radio last summer entertaining fight-

ing men in the Mediterranean theater of war.

V...—

BONDS TO CHURCH

Here's a little act of kindness that almost escaped notice.

While in Omaha, Jimmy McClain (Mars' "Dr. I. Q.") attended services regularly at the St. Andrews Episcopal Church. Before leaving town he made a substantial contribution in War Bonds to the church's building fund.

The good doctor is now spending his spare time in an Episcopalian seminary in Evanston, with a view to becoming a minister three years hence.

WOW NEWS SCHEDULE

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

The regularly scheduled newscasts on WOW are as follows:

- 6:00 A. M.—News Tower..... Daily except Sun.
- 7:00 A. M.—Alex Dreier—Skelly Oil..... Daily except Sun.
- News Summary, NBC..... Sun.
- 7:30 A. M.—News Tower..... Daily except Sun.
- 8:00 A. M.—NBC World News—Holland Furnace..... Sun.
- World News Review—National Biscuit.....
- Mon., Tue., Wed., Thu., Fri.
- 8:15 A. M.—WOW News Tower—Roberts..... Sun.
- 9:15 A. M.—Robert St. John—News..... Mon. Thru Fri.
- 9:30 A. M.—Omaha's Front Page—Nebraska Power..... Sun.
- 10:00 A. M.—News Tower..... Sun.
- 11:00 A. M.—World Front—Bunte Candy..... Sun.
- 11:15 A. M.—Alex Dreier—Morrell, NBC..... Sat.
- 11:45 A. M.—Local News—Nebraska Power..... Sat.
- 12:00 Noon—Four-Bell News Roundup.....
- Mon., Tue., Wed., Thu., Fri.
- Foster May—Robinson Seed..... Sat.
- News Tower..... Sun.
- 12:30 P. M.—News Tower..... Sat.
- 2:00 P. M.—Upton Close—Sheaffer Pen, NBC..... Sun.
- 3:00 P. M.—Rupert Hughes, NBC..... Sat.
- 5:30 P. M.—Four-Bell News and Sports.... Daily except Sun.
- 6:15 P. M.—News of the World, NBC—Alka-Seltzer.....
- Mon., Tue., Wed., Thu., Fri.
- 6:45 P. M.—Highlights of News—Groves Cold Tablets....
- Mon., Wed., Sat.
- 6:55 P. M.—Tom Reddy—Fitch Shampoo..... Sun.
- 10:00 P. M.—News Tower..... Daily
- 11:00 P. M.—News Reports, NBC..... Sun.
- 11:15 P. M.—News, NBC..... Tue., Thu., Sat.
- 11:55 P. M.—News Reports, NBC..... Daily
- 12:55 A. M.—News..... Daily

RENEWALS

Procter & Gamble Co. has renewed seven of its sponsored NBC and WOW programs, four of them on the full network, effective July 3, for 52 weeks.

"Road of Life" (Monday through Friday, 10-10:15 a. m.) was renewed by Compton Advertising for Duz, using the full network. "Vic and Sade" (Monday through Friday, 10:15-10:30 a. m.) was renewed by Compton for Ivory Flakes, by Benton and Bowles for White Laundry Soap, and by Pedlar, Ryan & Lusk for Dash. Collectively, the program will be heard on 84 NBC outlets.

"Star Playhouse" (Monday through Friday, 10:30-10:45 a. m.) was renewed by Compton for Crisco and by Dancer-Fitzgerald-Sample for Dref, on a total of 76 stations.

Pedlar, Ryan & Lusk, Inc., handled the renewal of "Pepper Young's Family" (79 stations, Monday through Friday, 2:30-2:45 p. m.) for Camay.

Benton & Bowles acted as agency for a "A Woman of America" (full network, Monday through Friday, 2-2:15 p. m.) for Ivory Snow.

Dancer-Fitzgerald-Sample renewed "Ma Perkins" (Monday through Friday, 2:15-2:30 p. m.) on the full network for Oxydol.

Compton renewed "Right to Happiness" (Monday through Friday, 2:45-3 p. m.) on the full network for Ivory.

TWO MORE...

Program renewals announced by the National Broadcasting Company include the Old Gold Variety Show (Sunday, 9:30-10 p. m., WOW), sponsored by P. Lorillard Co., and the Stradivari Orchestra (Sunday, 11:30-12 a. m., WOW), sponsored by Prince Matchabelli, Inc., both effective July 16.

The Lorillard contract was placed by J. Walter Thompson Co., and calls for the use of the full NBC network for 52 weeks.

Prince Matchabelli, Inc., is handled by Morse International, and under terms of the renewal the client's musical program will continue to be heard on 43 stations for 13 weeks.

V...—

STAFF STUFF

(Continued from page 3)

John Leslie, WOW announcer and Falstaff "Entrepreneur" (it's in Webster's Unabridged dictionary, page 885) took his vacation up in northern Minnesota. John took several days off to play in a golf tournament up there, but we have not yet heard how he came out.

Announcer Thomson Holtz spent his vacation in Kansas visiting his folks. Dorothy Balle, Chief Hostess, also took a vacation and failed to let us know where. Engineer Al Maller spent his vacation fishing out around Columbus, Neb. And, Engineer Mark McGowan is another of the vacationers who failed to notify your correspondent of where he spent it. Also a Minnesota vacationer was Helen Whitney, Music Librarian.

V...—

FARM AWARD

(Continued from page 3)

Gillin, Jr., President and General Manager of WOW, from Charles A. Bond, Field Supervisor, Radio Service, United States Department of Agriculture, Washington, D. C.

Mr. Bond wrote in part: "It was my pleasure to judge the exhibits at the recent conference of the association in Manhattan, Kans. I want to congratulate you on the excellence of the program. You may be sure the competition was keen."

"One thing that made your program stand out to me was the fine job of production. It was extremely well put together and I enjoyed the informal way in which the musical portion was handled as well as the educational material and the way in which that information was presented.

"Farm Facts and Fun" is a splendid example of cooperation between commercial radio and an educational institution, in working out a genuinely interesting and instructive public service program. I'm sure the farm people of Nebraska

Democrats Have Their Say-So at Confab

Exclusive reports by interesting men and women recently returned from the war theaters continued to highlight the McKesson & Robbins "Noonday Forum" program (12:45 p. m., Mondays through Saturdays) on WOW.



Ray Clark

By remote control from Fremont, Clark presented Mr. and Mrs. Ted Woods, missionaries, recently returned from India. The Woods talked about Gandhi, the British-Indian problem and their own plans to return to their work after the war.

In another interesting dual interview, Clark drew out the amazing stories of Harry Holstrom and Bob Stephenson, who survived the sinking of their ship, the U. S. cruiser Helena.

Although listeners were unaware for the most part, Clark managed to get in a two-weeks' vacation during July. His programs during the period were transcribed in advance.

Several of the "Noonday Forum" programs in late July gave the Democrats their inning in the national political race, just as similar time devoted in June to the Republicans when they met in national convention.

Another interesting broadcast on the "Forum" was an interview with William Parkinson, War Manpower Commission Director. He explained the "priority referral" plan under which male workers of military age are required to go through the United States Employment Services setup when attempting to change jobs.

V...—

AUNT SALLY

(Continued from page 2)

they would amount to in dollars and cents. I thought of all I could buy with that money that the shut-ins would enjoy, so it was then I got the idea that if these friends thought enough of me to send a card, why couldn't they express their affection for me with a dime and those dimes would buy radios? Well, I talked it over with all the good neighbors out there and they liked the idea. That year I purchased several nice radios with the birthday greeting money.

Since that time I have repeated the "stunt" each year and applied the money to our hospital fund.

The letters started to come in early in the month. Heard from many old friends who have moved out of the WOW territory or moved out of my present hour of broadcast. But do you know those people out there in Radioland just couldn't "behave at all" about those pretty cards. In spite of all I said they sent the pretty cards anyway, and to square themselves they would tuck in a dollar bill, bless their hearts!

And what do you 'spose? The amount of birthday card money, as we go to press, is \$506.

This money will be applied to the hospital fund and used for our present charge, Grace Jackson, Missouri Hospital, St. Joseph, Mo., who is under treatment there.

"Thank you" means a lot, as it comes from my heart to all you good friends who have made my birthday amount to so much.

Well, 'bye for now!

YOUR AUNT SALLY.

V...—

Arthur Reilly, domestic news expert on Bunte's "World Front," proudly announced recently that his son has joined the navy. The latter was a fingerprint expert for the FBI before he signed up.

appreciate the service rendered by your station and the others that are associated in the program together with the University of Nebraska."

WOW'S AUGUST NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "8/44" Means This Is Your Last Issue!

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | |
|-------|---|---|---|---|---|---|---|-------------------|
| 5:30 | 4-Bell News—Sports Phillips "66" Penn Tobacco Paxton & Gallagher Studebaker Dentyne Gum—Falstaff Overland Greyhound | 4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound | 4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Dentyne Gum—Falstaff Overland Greyhound | 4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound | 4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Dentyne Gum—Falstaff Overland Greyhound | 4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound | 4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound | Men at Sea NBC |
| 6:00 | Chesterfield Music Shop | Chesterfield Music Shop | Chesterfield Music Shop | Chesterfield Music Shop | Chesterfield Music Shop | Starring Curt Massey Schutter Candy Co. | Tom Dorsey All-Time Hit Parade | |
| 6:15 | News of the World Alka-Seltzer | News of the World Alka-Seltzer | News of the World Alka-Seltzer | News of the World Alka-Seltzer | News of the World Alka-Seltzer | Nebraska Power | Lucky Strike | |
| 6:30 | Pfd. Melodies—Hamm | Skippy Hollywood Theater—Skippy Peanut Butter | Jimmie Fidler—Arrid | Charlie Chan Lifebuoy | Prof. Melodies—Hamm | Eye-Witness, Hamm | Fitch Bandwagon Tom Reddy, News | |
| 6:45 | News, Groves | | News, Groves | | Down the Fairways | News, Groves | Chase & Sanborn Hour | |
| 7:00 | Cavalcade of America Du Pont | Johnny Presents Ginny Simms Philip Morris | Mr. and Mrs. North Woodbury Products | Those We Love Grape-Nuts | Cities Service Concert Oil Marketing Companies | Abie's Irish Rose P. & G. Drene, Ivory | One Man's Family Standard Brands Fleischmann Yeast | |
| 7:30 | Voice of Firestone Concert | A Date With Judy Turns | Beat the Band Raleighs | Music of the Evening NBC | The Thin Man General Foods Post Toasties | Authors Playhouse NBC | Manhattan Merry-Go-Round Dr. Lyons | |
| 8:00 | Telephone Hour Bell Telephone | Mystery Theater Molle Shaving Cream | Time to Smile Ipana—Sal Hepatica | Kraft Music Hall Bing Crosby | Waltz Time Phillips Milk of Magnesia | National Barn Dance Alka-Seltzer | American Album of Familiar Music Bayer Aspirin | |
| 8:30 | Information Please H. J. Heinz Summer Show | Words at War Johnson Wax | Mr. District Attorney Vitalis | Village Store Sealtest | People Are Funny Wings Cigarettes | Can You Top This? Colgate Dental Cream Supersuds | Hour of Charm General Electric | |
| 9:00 | Contented Hour Carnation Milk | Miss Charlotte Pepsodent | Phil Harris Lucky Strike | Comic H. Savoy Camels | Boston Blackie Lever Rinso | Palmolive Party | Bob Crosby Old Gold | |
| 9:30 | Dr. I. Q. Mars, Inc. | Hildegard Raleighs | | March of Time Magazine | Bill Stern—Colgate | Grand Ole Opry Prince Albert | WOW News Tower Kilpatrick's Uncle Sam's | |
| 9:45 | | | | | Talks | | Walter Winchell Jergens Lotion | |
| 10:00 | C., B. & Q. WOW News Tower Paxton & Gallagher Lever Lifebuoy | C., B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power | C., B. & Q. WOW News Tower Paxton & Gallagher Lever Lifebuoy | C., B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power | C., B. & Q. WOW News Tower Paxton & Gallagher Lever Lifebuoy | C., B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power | Basin Street Fun Woodbury | |
| 10:15 | Sports Nebraska Clothing | Sports Nebraska Clothing | Sports Nebraska Clothing | Sports Nebraska Clothing | Sports Nebraska Clothing | Sports | News Reports, NBC | |
| 10:30 | Stories of Escape NBC | For the Boys Auto-Lite | Concert Hour NBC | Music NBC | Authors Playhouse NBC | I Sustain the Wings NBC | | |
| 11:00 | Midnight Revue Falstaff Beer | The Little Show Heilman | Midnight Revue Falstaff Beer | The Little Show Heilman | Midnight Revue Falstaff Beer | The Little Show Heilman | | |

YOU'LL ENJOY WOW'S MUSICAL AND COMEDY PROGRAMS—MIDNIGHT to 1:30 A. M.

MORNING AND AFTERNOON SCHEDULE

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| 5:30 A. M.—Five-thirty Call..... Daily except Sun. | 11:30 A. M.—Aunt Jenny—Lever Bros. Spry..... Mon., Tue., Wed., Thu., Fri. Sat. |
| 6:00 A. M.—Early Morning News Tower—Allcock..... Daily except Sun. | Markets..... Sun. |
| 6:15 A. M.—Aunt Sally..... Mon., Tue., Wed., Thu., Fri. Sat. | Stradavari Orchestra—Prince Matchabelli Cosmetics..... Sun. |
| 6:30 A. M.—Markets (Remote)..... Mon., Tue., Wed., Thu., Fri. Sat. | 11:45 A. M.—Life Can Be Beautiful—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri. Sat. |
| 6:35 A. M.—Time and Tunes..... Mon., Tue., Wed., Thu., Fri. Sat. | Omaha's Front Page..... Sun. |
| 6:55 A. M.—Reveille—Fair Store..... Daily except Sun. | 12:00 Noon—Four-Bell News, Markets..... Mon., Tue., Wed., Thu., Fri. Sat. |
| 7:00 A. M.—Alex Dreier—Skelly News..... Daily except Sun. | Foster May—Robinson Seed..... Sun. |
| 7:05 A. M.—George Crooks, Organ, NBC..... Sun. | WOW News Tower—Kilpatrick's, Uncle Sam's Breakfast Food..... Sun. |
| 7:15 A. M.—Do You Remember..... Mon., Tue., Wed., Thu., Fri. Sat. | 12:15 P. M.—Farm Magazine of the Air—Yager Seed Company..... Sun. |
| 7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul Boone County Neighbors, NBC..... Daily except Sun. Sun. | 12:30 P. M.—Supreme Serenade—Merchants Biscuit..... Mon., Tue., Wed., Thu., Fri. Sat. |
| 7:45 A. M.—Reveille Roundup—Groves Cold Tablets..... Mon., Wed., Fri. Tue., Thu., Sat. | WOW News Tower—Peter Paul, Paxton & Gallagher..... Sun. |
| 8:00 A. M.—World News Review—National Biscuit..... Mon., Tue., Wed., Thu., Fri. Sat. | Defense Program..... Sun. |
| 8:15 A. M.—A to Z in Novelty..... Mon., Tue., Wed., Thu., Fri. Sat. | 12:45 P. M.—Noonday Forum—Bexel Vitamins, Calox Tooth Powder. Daily except Sun. Voice of American Dairy—American Dairy Association..... Sun. |
| 8:30 A. M.—Morning Musical..... Mon., Tue., Wed., Thu., Fri. Sat. | 1:00 P. M.—Guiding Light—Betty Crocker Soup..... Mon., Tue., Wed., Thu., Fri. Sat. |
| 9:00 A. M.—Lora Lawton—Babo and Aunt Polly's Soup Mix..... Mon., Tue., Wed., Thu., Fri. Sat. | Farm Facts and Fun..... Sun. |
| 9:15 A. M.—Robert St. John, News—Miles Lab.—NBC..... Mon., Tue., Wed., Thu., Fri. Sat. | The Church in Action, NBC..... Sun. |
| 9:30 A. M.—Finders Keepers, NBC..... Mon., Tue., Wed., Thu., Fri. Sat. | 1:15 P. M.—Today's Children—General Mills..... Mon., Tue., Wed., Thu., Fri. Sat. |
| 9:45 A. M.—May Mahoney..... Sun. Sat. | 1:30 P. M.—Woman in White—General Mills..... Mon., Tue., Wed., Thu., Fri. Sat. |
| 10:00 A. M.—Road of Life—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri. Sat. | Here's to Youth, NBC..... Sun. |
| 10:15 A. M.—WOW News Tower—Kilpatrick's Uncle Sam Breakfast Food..... Sun. | Westinghouse Concert..... Sun. |
| 10:30 A. M.—Star Playhouse—P. & G. Dreft, Crisco..... Mon., Tue., Wed., Thu., Fri. Sat. | 1:45 P. M.—Judy and Jane—Folger Coffee..... Mon., Tue., Wed., Thu., Fri. Sat. |
| 10:45 A. M.—David Harum—Aunt Polly's Soup Mix, Babo..... Mon., Tue., Wed., Thu., Fri. Sat. | 2:00 P. M.—Woman of America—P. & G. Ivory Snow..... Mon., Tue., Wed., Thu., Fri. Sat. |
| 11:00 A. M.—Strictly Instrumental..... Mon. Sat. | Upton Close—Sheaffer Pen..... Sun. |
| Hymns of All Churches—Gen. Mills, Softasilk..... Tue., Wed., Thu., Fri. Sat. | 2:15 P. M.—Ma Perkins—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri. Sat. |
| Betty Crocker—Gen. Mills, Softasilk..... Sun. | 2:30 P. M.—Pepper Young—P. & G. Camay..... Mon., Tue., Wed., Thu., Fri. Sat. |
| World Front—Bunte Bros., Candy..... Sun. | The Army Hour, NBC..... Sun. |
| 11:15 A. M.—Mid-Morning Melodies..... Mon., Tue., Wed., Thu., Fri. Sat. | 2:45 P. M.—Right to Happiness—P. & G. Ivory Bar..... Mon., Tue., Wed., Thu., Fri. Sat. |
| Listen to Liebert..... Fri. Sat. | 3:00 P. M.—Backstage Wife—Sterling Products..... Mon., Tue., Wed., Thu., Fri. Sat. |
| Alex Dreier—John Morrell & Co..... Sat. | Rupert Hughes, NBC..... Sun. |
| | 3:15 P. M.—Stella Dallas—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri. Sat. |
| | Blues in the Afternoon..... Sun. |
| | 3:30 P. M.—Lorenzo Jones—Sterling Products..... Mon., Tue., Wed., Thu., Fri. Sat. |
| | Horse Races, NBC..... Sun. |
| | Nebraska-Iowa Quiz—Listerine Tooth Paste..... Sun. |
| | 3:45 P. M.—Young Widder Brown—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri. Sat. |
| | 4:00 P. M.—When a Girl Marries—General Foods..... Mon., Tue., Wed., Thu., Fri. Sat. |
| | Your America, NBC—Union Pacific..... Sun. |
| | General Motors Symphony of the Air..... Sun. |
| | 4:15 P. M.—We Love and Learn—General Foods Bran Flakes..... Mon., Tue., Wed., Thu., Fri. Sat. |
| | 4:30 P. M.—Just Plain Bill—Anacin and Benefax..... Mon., Tue., Wed., Thu., Fri. Sat. |
| | 4:45 P. M.—Front Page Farrell—Hills Cold Tablets and Bisodol..... Mon., Tue., Wed., Thu., Fri. Sat. |
| | 5:00 P. M.—The Goldbergs—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri. Sat. |
| | Catholic Hour, NBC..... Sun. |
| | 5:15 P. M.—Serenade to America, NBC..... Mon., Tue., Wed., Thu., Fri. Sat. |

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