

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. 9

OMAHA, NEBRASKA, JUNE 1, 1941

PUBLISHED MONTHLY

THEY'RE OFF AT AK-SAR-BEN!

WOW Listeners In Best Radio Section

Radio listeners in the middle west, particularly those within 200 miles of Omaha, probably enjoy better radio reception than listeners anywhere in the world.

This is the conclusion of WOW's chief engineer, William J. Kotera, at the completion of an elaborate field intensity survey. The survey was made to determine, scientifically, how well WOW's signal is heard in all directions up to 300 miles away from the WOW transmitter.

Probably thousands of WOW listeners have seen the WOW engineering unit conducting this survey, which started last February.

"The survey proves, scientifically, that WOW's signal strength is exactly what it should be," Kotera said. "It proves that WOW's programs can be heard in the areas which the Federal Communications Commission has designated that WOW should serve. It proves that WOW's transmitter is extremely efficient. It proves that radio listeners enjoy fine radio reception—probably the finest reception of any group of listeners in any similar area anywhere else."

Kotera said that the loess soil of the WOW area (richest in the world) and atmospheric conditions are responsible for this excellent quality reception.

In order to make this check on WOW's signal strength, Kotera traveled more than 5,000 miles in an automobile, carrying expensive and elaborate checking equipment.

Starting in Omaha, Kotera traveled 300 miles straight north, 300 miles northeast, east, southeast, south, southwest, west and northwest. Every 10 miles the signal strength of WOW was measured and recorded. Maps and charts are now being prepared, to give a graphic picture of WOW's signal strength at every point within the territory. These will be available to advertisers or agencies within a month.

Proves Old Test

The survey confirmed conclusively WOW's primary area claims based on a similar survey taken in 1933. It proved that many folks who live more than 300 miles away from Omaha can hear WOW.

Chief Engineer, Kotera said that WOW's wavelength, 590 kilocycles, makes it possible for WOW to be heard with greater quality than the signals of many stations which have higher wavelengths and much greater power.

Wiseman, DeMoss

Return From Trade Trip

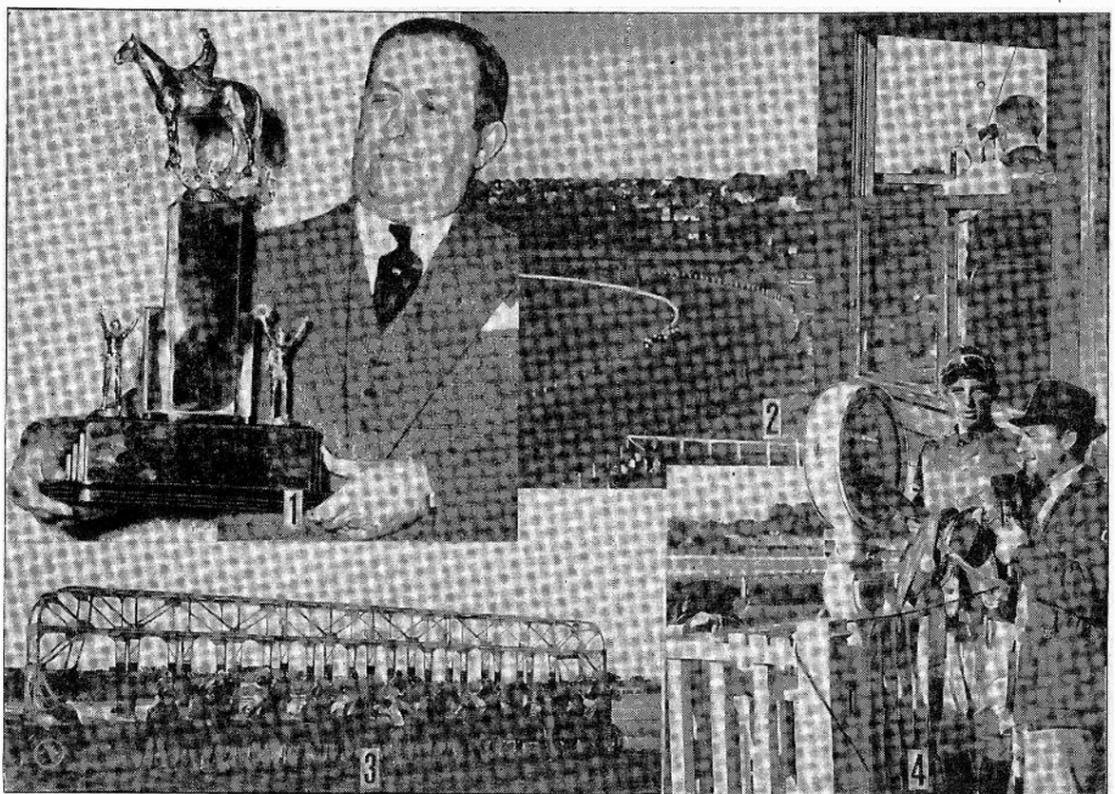
Lyle DeMoss, Production Manager, and Bill Wiseman, Publicity Manager, returned to WOW May 26 after a week's participation in the 41st annual Good Will Tour of the Omaha Chamber of Commerce. DeMoss represented Paxton & Gallagher's Butter-Nut Coffee and Wiseman wrote daily reports on the trip for the Omaha National Bank.

Marvin Wright of the Ebener WOW Studio Orchestra was official accompanist and an entertainer on the trip.

LUX TO WOW?

Trade papers report the Lux Radio Theater will switch to the NBC Red network and WOW next fall.

HERE'S A HOT RACE TIP...TUNE TO WOW!



(1) Charlie Schmidbauer, General Manager of the Omaha Falstaff plant, with the trophy that will be awarded this year's champion jockey at Ak-Sar-Ben. (2) A scene at the Ak-Sar-Ben track, showing Foster on top of the grandstand, calling the race far below. (3) The Bahr automatic starting gate, from which every race is started at the Ak-Sar-Ben track. (4) John Gillin, Jr., of WOW, interviewing a jockey who is weighing in after a race.

Falstaff to Air Feature Race on WOW

They're off again at Ak-Sar-Ben! More than 800 race horses are participating in the nation's only horse race meeting of its kind—only operated for civic purposes.

As usual, WOW will broadcast direct from the track, this time under the Falstaff colors. At the opening day of the spring race meet General Manager Charles Schmidbauer and Sales Manager Pete Mitchell were present in the Falstaff-WOW box.

This year a race broadcast will be heard daily at 4:45 p. m., except Sundays and Mondays. WOW's sports editor, Tom Dailey, and Harvey Foster, one of the official judges for Ak-Sar-Ben, and John Gillin, Jr., WOW's General Manager, will be at the microphone.

Trophy Award

The WOW broadcasts will come from various points of vantage. The actual running of the races will be "called" by Foster at the judges' stand. Descriptions of the color will come from the WOW-Falstaff Box "J." Other pickups will be made from the roof of the grandstand and from the area in front of the judges' stand.

Falstaff has arranged to present a huge gold trophy to the winning jockey in this year's meeting. Each day the standings of the various jockeys will be posted immediately beneath Box "J."

In addition to the broadcast from the track each day, Foster and Dailey will broadcast a resume of each day's races and present interesting personalities at the track, including jockeys and officials, at varied evening times.

Tavern Tieups

Foster's evening broadcasts are scheduled for Tuesdays and Saturdays at 9:45 p. m. Dailey's regular quarter-hour sports period at 10:15 p. m. will also include race information, as will the five-minute Falstaff sports period on WOW, Mondays through Saturdays, at 5:40 p. m.

Special tieups have been made with taverns which feature Falstaff beer.

The sponsorship of the races by Falstaff this spring is especially appropriate because it ties in with Falstaff's "thoroughbred yeast" theme. Recently Falstaff insured its yeast culture for a million dollars. This culture has been the property of Falstaff for several generations, and is responsible for the particularly fine flavor of Falstaff beer.

ASCAP Loses in Highest Court in Land

The highest court in the land—the United States Supreme Court, on May 26 delivered what may be a staggering blow to the American Society of Composers and Publishers and its price-fixing activities in Nebraska.

The Supreme Court upheld a law passed by the Nebraska legislature in 1937, prohibiting certain activities by ASCAP. While the law upheld applies at this time only to Nebraska and Florida, it is expected that state legislatures in other states will follow suit.

SOMETHING NEW

Virginia Payne of the "Ma Perkins" cast has organized "brunch" sessions on the beach. Her friends assemble on the shores of Lake Michigan in the morning for swimming and a combination breakfast-luncheon. Then they all saunter to the studios for their work.

LAST MINUTE NEWS FLASHES!

Foster May's Chevrolet "Man on the Street" will be broadcast from Lake Andes, S. D., on June 13, in connection with the annual Fish Day celebration there. H. B. Olson is President of the Lake Andes Commercial Club and is in charge of arrangements.

—wow—

The Procter & Gamble "Against the Storm" program is offering a pair of silk hose for an Ivory Flakes box top and 50 cents. For details of other Procter & Gamble programs on WOW, see pages 4 and 5.

—wow—

Trade papers report that the popular program called "What's My Name?" will substitute for Chase & Sanborn's Edgar Bergen, starting June 27.

—wow—

The Fibber McGee Johnson Wax show, heard on WOW, Tuesdays at 7:30 p. m., took first place in the Crossley poll as of May 15. The poll gave Fibber a 2.4 per cent lead over Jack Benny.

—wow—

WOW's sports editor, Tom Dailey, spoke before the Nebraska Better Fishing Association at Lincoln on May 22. He promised to support, on his sportscasts, any move to create better fishing in Nebraska.

—wow—

The Jerry Colonna's have named their adopted 6-month-old baby Robert, in honor of Bob Hope.

There's plenty of proof that listeners like the "Whodunnit" serials in the daytime as well as the evening. Especially popular is the new General Mills "Mystery Man" serial, heard Mondays through Fridays at 4:30 p. m. on WOW.

Beginning June 1, this program will tell about a new product—Betty Crocker Vegetable Noodle Soup (dehydrated) ingredients.

—wow—

Bristol-Myers, for Sal Hepatica and Ipana, has officially renewed the Eddie Cantor "Time to Smile" series for another year, effective in the fall. The program will be off the air for the summer.

—wow—

As this News Tower went to press, Aunt Sally Dee expected to raise \$300 at a variety show benefit affair at the Central Club for her Sunshine Chain. Funds were to be used to hospitalize Mae Crable of Burr Oak, Kans., who has been a cripple for 16 years.

—wow—

It happened in the air-conditioned Hotel Fontenelle ballroom. The Abraham Lincoln high school a cappella choir was rehearsing for a WOW broadcast. Somehow Miss Dorothy Wassum couldn't get the choir exactly on pitch. Finally she tuned the voices to the hum in the air-conditioned unit. It worked like a charm. The concert (and a fine one) went ahead on schedule, in perfect pitch!

Procter & Gamble has renewed for an additional 52 weeks the Ralph Edwards quiz series, "Truth or Consequences," effective July 5. The program will also continue to make personal appearances around the country.

—wow—

Kay Kyser has announced that his Lucky Strike "Kollege of Musical Knowledge" will be aired until September 1 from west coast cities.

—wow—

Lyle DeMoss, WOW's Production Manager, has accepted an invitation to appear before 1,000 women at the annual convention of the Nebraska Council of Home Demonstration Clubs in Hastings the middle of June.

—wow—

The "Musical Meditations" feature, sponsored by Omar, Inc., and featuring Gene Baker, singer and philosopher, will be continued through mid-August. It is heard on WOW at 9:45 a. m., Sundays.

—wow—

The early morning song and comedy program, sponsored by Gold Medal Capsules, and featuring Lyle DeMoss and Eddie Butler, will continue for another year on WOW. It is heard at 6:45 a. m., Tuesdays, Thursdays and Saturdays.

—wow—

John Scott Trotter, "Kraft Music Hall" maestro, has moved into a new home right next door to Bing Crosby in the San Fernando Valley.

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 6/41, which means June, 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!

"THE WORLD NEEDS BROTHERHOOD"

Bradshaw Speaks at Six W. O. W Sessions

President De Emmett Bradshaw of the Woodmen of the World believes that "The cry of brotherhood was never stronger than at the present moment." Mr. Bradshaw made this assertion in a series of six addresses at head camp (state conventions) meetings of the Woodmen of the World the last few weeks.

Mr. Bradshaw predicted that soldiers now in the field of battle would gladly trade their arms for a brotherly handclasp from their opponents.

The need for self-preservation will not permit this nation to sit idly by in the face of "gangster nations geared for murder," he said.

"We must stand up and take our part and share our responsibility in the great world of our citizenship. We praise the embattled ranks of those who will not be terrified into submission."

Mr. Bradshaw's message was delivered before head camp meetings in Mississippi, Louisiana, Texas, Arkansas, North and South Carolina.

In his address before these conventions, he said that the Woodmen of the World's financial condition was in excellent shape.

"The portfolio of investments by the Society is unexcelled by any life insurance organization anywhere," he said. "... We have more admitted assets on hand per dollar of liability than any other institution in the United States actively engaged in granting life insurance."

The biennial session of the governing body of the Woodmen of the World Life Insurance Society will convene in San Francisco, Monday, June 30.

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

June brings not only the "good old summer time," but a new crop of graduates and brides. "Congratulations" will be the word heard everywhere in June. From our grade schools, high schools, colleges and universities will come the products of our American system of free education. To some of the graduates it will mean the completion of another stage in their preparations for a life's work, and to others it will be the time to find their place in a work-a-day world. Graduates of this year face responsibilities as well as opportunities that never confronted any generation in our history. It requires not only preparation to do a job, but to live heroically and courageously in a world where every fundamental of democracy is being tested.



Rev. R. R. Brown

Every graduate should remember, whether he means to go on to higher formal education or enter into a particular place of service, that graduation doesn't mean the end of studying or learning. After all, the only things that we really learn are those that we put to the test in actual experience. Every student should remember that he cannot stick his diploma into a problem and expect it to be solved. We should also learn early to recognize that no one owes us anything but an opportunity to serve and pay our debt to society.

Comic Strip Folks to Sub For Benny

"Reg'lar Fellers," a radio adaptation of Gene Byrnes' famous newspaper comic strip, has been selected to replace radio's top star, Jack Benny, on WOW and the NBC Red network for the summer. The half-hour comedy dramas will take over Sunday, June 8, and be heard weekly thereafter at 5 p. m. Benny and his regular cast will return to the spot in the fall under terms of a new contract.

All of the famous juvenile characters who have delighted newspaper readers for 20 years will come to life in the new microphone series. These will include Jimmie Dugan, Aggie Riley, Pudd'nhead, Pinhead and Bump Hudson, Jimmie's dog. They will be heard in the same adventures of kid life as in their comic strip. On hand also will be the neighborhood butcher, the cop, the baker, Mom and occasional neighbors.

Byrnes originated the famous saying "It's a great life if you don't weaken."

Irene Rich Reverts to Gingham Days

Irene Rich, NBC star of the Welch's Sunday night series (9:30 on WOW), "Dear John," is back in gingham again. Miss Rich, when she was a teen age movie star, was known as the girl in gingham and was recognized as a good leading farmer's daughter on the screen.

She will appear in gingham again in the new movie, in which she plays the role of a mother of three irresponsible sons.

"AUCTION QUIZ"

A new and different type of program, called "Auction Quiz," will start on WOW, June 20, and will be heard every Friday night thereafter at 8:30. It will be transcribed from the NBC Blue network. Prizes ranging from \$5 to \$100 in cash will be given on each program, and both listeners and the studio audience will share in awards.

AIDS SCOUTS



Bess Johnson, star of Palmolive's "Story of Bess Johnson." Every day she gives details of the Palmolive Girl Scout "Win a Fortune" contest on her program.

Contest Entrants Aid Girl Scouts

Girl Scouts throughout the WOW territory are busily engaged in securing entries for Palmolive Soap's \$27,500 "Win a Fortune" slogan contest. The contest started May 19 and continues through June 27.

Palmolive will pay 2 cents for each entry in the contest secured by Girl Scouts; 1 cent will go to national Girl Scouts organization and 1 cent to the local troop, providing the troop's number is included on the entry blank.

In addition, prizes aggregating \$6,000 will be paid to Girl Scout troops and councils.

WOW listeners who plan to enter the "Win a Fortune" contest should be certain that their entry blank contains the troop number of the Girl Scout organization in their locality.

Entry blanks may be procured from any grocery or drug store. The contest consists of 30 separate daily contests, and is conducted in connection with the "Story of Bess Johnson" serial heard Mondays through Fridays on WOW at 8 a. m.

Real Clubhouses "Junior I. Q." Prizes

Once again, Mars, Inc., Chicago, makers of Forever Yours, Milky Way, Snickers, The Mars Bar and the Three Musketeers, take the lead in providing top radio entertainment in the new "Dr. I. Q. Junior Show."

It made its coast to coast bow on Sunday, May 11, from 4:30 to 5 p. m., Omaha time, over WOW and 27 other stations of the NBC Red network.

"Dr. I. Q. Junior" is a show with a tremendous juvenile appeal. Questions asked by the "doctor" caused Young America to put on their thinking caps.

Prizes . . . and what youngster isn't interested in getting them . . . are many! Cash awards, bicycles and the amazing offer of 10 grand prizes, consisting of 10 specially equipped clubhouses! This caused quite a stir among groups like the Boy Scouts, Hi-Y's, Camp Fire Girls, 4-H Clubs, Girl Scouts, the C. Y. O., the Y. M. C. A. and all the rest.

Rules are simple. Any boys' or girls' organization may collectively send in wrappers from Forever Yours Candy Bars to win a big clubhouse. The contest closes July 23. The 10 organizations who have submitted the most wrappers by that time will each receive one of the 10 clubhouses. The makers of Forever Yours will build these 14 by 18 feet buildings on any land owned or available for use by the boys' and girls' groups winning.

In addition, each week special cash bonus checks will be given to individuals who submit the most wrappers for that particular week. Boys and girls may win one of the 50 streamlined bicycles as well, offered by Mars, Inc.

\$1,000 PER WEEK

One thousand dollars per week in cash prizes will be offered in an easy-to-enter contest conducted by the sponsors of the "Lincoln Highway" program, heard Saturday mornings at 9 o'clock over station WOW. Details of the contest, in which there will be 23 different awards, including a \$500 top prize, are being given on "Lincoln Highway" every Saturday morning until further notice.

C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK! MAY I COME IN?

Last month I decided to use my column for a chat with my shut-in children, as few of them are up in time for the present hour of my radio call at 6:15 in the morning.



Aunt Sally

Many of the members wrote, saying they felt as if I had written to them personally, and so this month I again take my pen in hand for a letter to . . .

My Dear Children: I have enjoyed hearing from you and am glad of this opportunity of keeping in touch with you. I want to assure you that I read your letters and am much interested in all that concerns you. I like to have you tell me how you are, what you are doing and what new friends you have made.

I believe some of the early members of the Chain in the old days when I had time to write letters to them, feel that I have lost interest in their case because they rarely hear from me, but that is not true for a minute.

The Chain has grown and its activity has increased. More interest, more listeners, more workers and, incidentally, more work.

My mail is heavy and I never do get caught up with the letters which require a reply. With all the duties attached to controlling the Sunshine Chain, there is no time for personal letters. My friends have given me up as hopeless long ago.

I know you will be very happy to know that by the time this letter reaches you, Judy Simpson will, no doubt, be out of the hospital. She has been in there since last August, but Judy feels it was all worth while, for it won't be many weeks until she will be walking again. After 10 years in a wheel chair, that will be something to accomplish.

Mae Crable of Burr Oak, Kans., is the next member of our Chain to make an attempt to walk. Mae will enter the hospital shortly to begin her long battle. Mae is a grand little person, and we know she has the same pluck that Joy Brown and Judy Simpson had, and that she will win out in the end. It will be a happy day for all of us when our third girl gets up on her feet to walk the rest of her life.

In case some of you did not get the notice in the last issue of the News Tower, I want to remind you that you may now secure lists of names of Chain members around your own age. You may write to them and become better acquainted. You are enjoying letters from our listeners, but you should know your own brothers and sisters.

Next month I will tell you all about the May Festival, but now I must say 'bye for now!

YOUR AUNT SALLY.

Folgers Observes "Ranchers' Month," Collects Cattle Brands

You have heard of people collecting various items as a hobby, but the Folger Coffee Company seems to be one of the first to invade the field of hobbies, so far as business firms are concerned.

Folger began its growth over 90 years ago on the Pacific Coast, and gradually extended through the far western states to the Mississippi River and past. The coffee company's history is paralleled to a marked

out of the 10,000 brands, but these four do have a colorful history.

The "Ten in Texas" (1) probably has one of the most colorful histories of any brand. The Farwell Brothers from Chicago formed the Capitol Syndicate when they agreed to build the Texas state capitol at Austin for \$3,000,000. In return, they took as payment 3,000,000 acres of land in 10 different counties in the Texas Panhandle. Hence, the "Ten in Texas" origin. It still is being used in that section of the Lone Star state.

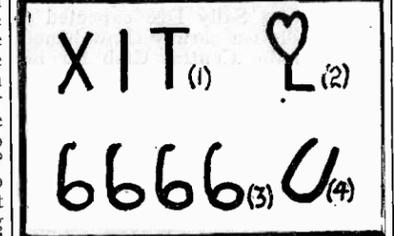
The "Heart L" (2) is from Swan Valley, Idaho, and dates back to 1868, before Idaho was a state. This brand has been in the Miller family for over three generations.

The most unusual and appropriate brand is the "Four Sixes" (3), which belonged to Burk Burnett, an early Texas pioneer. According to legend, Mr. Burnett was adept at the early American game of "bluff," which later became popular as "poker." Dame Fortune smiled on Mr. Burnett and gave him the start of his ranch holdings with a winning hand of all the sixes in the deck. Hence, the "Four Sixes."

The "Muleshoe" (4) was owned by Mr. George Shoup, first governor of the state of Idaho. He was also an Indian fighter and early rancher in that section.

Some ranchers used their brands to sign checks and other legal papers. Others were known only by their brand names rather than their given Christian names.

Anyone who has a brand to add to the Folger collection is invited to do so.



Folger Brands

degree by the growth of cattle brands. As a result, Folger has been making a collection of drawings of ranch brands and their histories. At present, the collection includes over 10,000 brands, representing every western state east of the Rockies.

To show its appreciation of ranchers' enthusiastic response to the Folger invitation to add brands to the collection, the Folger Coffee Company is celebrating an unofficial "Ranchers' Month," which has been publicized to a certain degree over its radio program, "Judy and Jane," heard on WOW at 10:30 a. m., Mondays through Fridays.

The cut above shows only four

WOW

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

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

Subscription price is 50 cents per year.

Bill Wiseman, editor.

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

FARM AND CITY FOLKS' TASTES ALIKE

Didja Know? . . . By BILL WISEMAN

UNCLE SAM SHOWS THE WAY!

It's hard for a radio man not to talk shop, because every radio man lives and dreams his job 24 hours a day. This is especially true of those of us who have had long-time previous newspaper experience.



Bill Wiseman

Uncle Sam has started 5,000 radio spot announcements on all radio stations to sell \$3,000,000,000 worth of defense bonds to the general public.

In paragraph 5 of the same story is a line that newspaper and magazine advertising campaigns are "also" in the making.

The bonds range in price from 10 cents (for stamps) to \$10,000 each, even as cigarettes and automobiles vary in price.

They are being sold to ALL THE PEOPLE—the lowest-paid workman to the multi-millionaire.

Radio was selected BY UNCLE SAM to CARRY THE MAIN SELLING LOAD in what will be the greatest mass selling effort ever attempted!

Isn't this pretty good evidence that radio will sell anything from peanuts to pianos?

—wow—

G'BYE NOW

There are many, many ways to say good-bye.

How do you say adieu? In the movies they linger on a kiss; When you're married it's easily dismissed.

On the campus they've a different little twist, But this is how I like to say good-night:

Chorus—

G'Bye Now, G'Bye Now; I thought the party was divine.

I spent the evening forgetting the time,

I can't deny, but now G'Bye.

G'Bye Now, G'Bye Now; the trip by taxi wasn't far.

We'd linger longer if we had a car. No use to cry, and now G'Bye.

There's one advantage to our leaving—

It brings about a special kiss. I hope that this will be eternally

A momentary parting just a second, then we're starting.

So G'Bye Now, G'Bye Now.

It's just a moment we're apart;

To make certain, I'll leave you my heart.

But for now, G'Bye Now.

("G'Bye Now" is published and copyrighted by Broadcast Music, Inc., 1941. Lyrics are reprinted here by special permission of BMI.)

—wow—

TWO BUCKS WELL SPENT . . .

Last week Yours Truly spent two bucks (that's \$2) for radio entertainment. We came closer to getting our money's worth than any two bucks we've spent in many a day. We called in a professional radio service man and had him give our favorite set the once over. He dusted out the machinery, put in a new tube, reconnected a couple of wires and tightened a few screws and bolts here and there.

We're just passing on this tip. While you're doing the spring house cleaning, call an expert radio service man and have him check over your set. Your cash outlay will be returned 10-fold in better radio entertainment.

—wow—

DEANNA'S WEDDING CAKE!

Ray Olson, the WOW announcer, and Mrs. Olson, enjoyed a piece of Deanna Durbin's wedding cake right here in Omaha. It was sent to Ray by his brother, Cliff, who plays in the Garwood Van Orchestra, which supplied music for the film star's wedding reception.

WOW GRABS LAURELS AT NAB MEETING

Radio WOW walked off with two high honors at the recent national convention of the National Association of Broadcasters in St. Louis, Mo.

John Gillin, Jr., General Manager of WOW, who is one of the 10 directors of NAB, was named to the all-important Executive Committee. This establishes Gillin as one of the most important men in the industry—the group that sets policies and makes momentous decisions.

Secondly, the WOW News Tower Magazine, edited by Bill Wiseman, was adjudged the best radio publication of its type in the nation. A gold plaque, donated by St. Louis University, was presented to William Ruess,



Personnel Director of WOW. In addition to Gillin and Ruess, Howard O. Peterson, WOW's Local Sales and Research Manager, was in charge of the promotion exhibit at the convention.

The award to the News Tower was determined by a committee of key figures in the radio industry, namely: Jack W. Laemmar, Lord & Thomas, Chicago; Carlos Franco, Young & Rubicam, New York; Bernard J. Prockter, Biow Company, New York; Tom Lynch, William Esty & Co., New York; Oscar Zahner Ruthrauff & Ryan, St. Louis, and Charles Gardner, Gardner Advertising Agency, St. Louis.

The plaque now hangs in WOW's studios.

Hick Stuff Out, New Survey Proves

Rural listeners and city folks have the same radio program tastes.

This is proven by a special report of the Cooperative Analysis of Broadcasting after a study of listening habits of 75,000 persons in 375 rural communities and 22,000 metropolitan centers. Details of the report are made public in the May 7 issue of "Variety."

"Variety type programs as a whole have first place in both areas," the Variety reports. "Drama is second choice in the cities and third choice in the country (here audience participation holds the No. 2 spot), but otherwise the preferences are fairly parallel. The CAB report lists the 20 highest rating evening-daytime programs. In these ratings it is significant that:

Fourteen of the highest rated evening programs in rural areas are heard on WOW.

Thirteen of the highest rated metropolitan area programs are heard on WOW.

Nineteen of the highest rated daytime programs are heard on WOW.

Thirteen of the highest rated metropolitan area daytime programs are heard on WOW.

(The CAB study was conducted late in February and early in March. Since then there have been several program changes from one network to another.)

The CAB study also revealed that rural folks listen to the radio more than city folks in the daytime and that city folks listen more than rural folks at night.

The five highest rated evening programs among rural listeners carried by WOW are:

"The Aldrich Family," "Jack Benny," "Chase & Sanborn," "Fibber McGee and Molly" and "Truth or Consequences."

The five highest rated evening programs among city listeners carried by WOW are "Jack Benny," "Chase & Sanborn," "The Aldrich Family," "Fibber McGee and Molly" and "Bob Hope."

The five highest rated daytime programs among rural listeners are "Ma Perkins," "Pepper Young's Family," "Stella Dallas," "Guiding Light" and "Vic and Sade."

The five highest rated daytime programs among city listeners are "Ma Perkins," "Life Can Be Beautiful," "Woman in White," "Mary Marlin" and "Pepper Young's Family."

It is interesting to note that the basic conclusion of this nation-wide survey—that city and farm folks like the same kind of programs—was revealed two years ago by WOW in a survey taken in Nebraska and Iowa. This survey, published in a brochure called "Farmers Aren't Hicks," proved identical listening tastes for urban and rural listeners.

SAMMIE...A GIRL

One reason for the great popularity of the new Swans Down serial, "Home of the Brave," heard on WOW at 3 p. m., Mondays through Fridays, is the character Sammie Hill. Sammie Hill was so named because her father was bitterly disappointed because she was born a girl. Sammie won the leading role in competition in which more than 150 actresses auditioned.

ASK FREE TIME

Radio educational leaders expressed increasing concern over a request by federal agencies for free time on the air, at the 12th Institute for Education by Radio at Ohio State University, Columbus. Harry Burke, WOW's Program Manager, who attended the meeting, reported that more than 400 federal agencies have been listed as seeking cooperation from radio stations.

Bill Wiseman Takes Over New Duties

Bill Wiseman, News Tower editor and Publicity Manager, has been named Promotion and Publicity Manager of WOW, effective June 1. Promotion duties have heretofore been done by Howard O. Peterson, who is named, under the new setup, to Local Sales and Sales Research Manager.

Wiseman came to WOW about four years ago from The Omaha Bee-News, where he was Promotion Manager. Peterson has been at WOW for nearly six years. He was formerly advertising manager for the Omaha Sears & Roebuck store.

A rigid diet schedule has given Maestro Bob Crosby a sylph-like figure.

SOLD THE STUFF

Barbara Terrell owes her leading role in "As the Twig Is Bent," heard on WOW at 11 a. m., Mondays through Fridays, for Grape-nuts, to her adeptness at commercial announcements.

For three whole years, despite her Broadway background, Barbara played only dramatized commercials on Fred Allen, Phil Baker, Kate Smith, Manhattan at Midnight, Aldrich Family, Ellery Queen, We, the People, and many other air shows with never a dramatic job in the lot.

15TH CONTRACT

Joan Blaine, star of General Mills' "Valiant Lady," heard on WOW at 4:15 p. m., Mondays through Fridays, will start her 15th consecutive contract with the same sponsor on June 2.

NEWS AND RADIO FOLKS ARE GUESTS AT GMC PARTY



Newspaper and radio men fraternized at the annual General Motors Club Press party recently. Guest speakers were Larry Pomeroy, assistant G-M public relations manager, and Kenneth Youel, G-M public relations department, New York City.

In this photo, left to right, are: T. W. Ingoldsby, United Press; Kenneth Youel; Gene Staley, Chevrolet zone manager; John Gillin, Jr., of WOW; Ben Sylvester, World-Herald city editor, and Ralph Mears, also of the World-Herald.

P. & G. STARS NOW ON WOW



One of the first in the spring style parade to appear in one of those straw off-the-face hats was charming Gertrude Warner, who plays an important role in "Against the Storm," heard Mondays through Fridays at 1 p. m. on WOW.

Johnnie With the Light Brown Hair

And so you thought "Jeanie With the Light Brown Hair" had run its gamut as a song? Well, Ralph Edwards provided a new twist to the tune on a recent "Truth or Consequences" program. As a consequence payoff, a gal had to sing it, changing the lyrics to "Johnnie With the Light Brown Hair." Hilarity was provided when one gal put a mop for a wig on a bald-headed man in the audience and made love to him, patting his hair (the mop) and singing the tune.

Cafe French Lesson Costly, But Okay

Earl George (Judge Hartley in "Ma Perkins"), admits sheepishly that being a stickler for accuracy cost him a tidy sum when he first began acting. He was to audition for the role of a Frenchman, so he brushed up on his accent by dining in a swank restaurant. It cost him \$10 to discover his accent was okay.

KEN IS CARPENTER

Ken Griffin, star of the "Road of Life" spends his spare time tracking down fine tools, which he not only collects, but puts to such good use he has made practically all his own furniture.

"MA PERKINS" STAR IS A CACTIOPHILE!

By George Livingstone

Grow a little cactus garden in your house. It will please some of your friends and amaze the rest, according to lovely little Virginia Payne of radio, whose voice you've undoubtedly heard and liked on the air. She's topnotch star of Oxydol's "Ma Perkins."

Virginia's a cactiophile.

That's what she laughingly calls herself when you ask her about this hobby of cactus-collecting that is taking up most of a living room, half of a bedroom and a kitchen in the star's home. Cactusitis, she says, is a disease. Once it fastens itself on you, you're never cured.

Today Virginia has a miniature cacti garden of 250 plants. Long ago the garden overflowed four window boxes and the original flower pot, and portions of it now take up most of the kitchen of her five-room apartment, a large part of the living room and the bedroom as



Virginia Payne . . . a cactiophile!

well. But a beginner need not start so elaborately.

Indeed, all anyone requires is an old window box and a few specimens of some pincushion cactus, jumping cactus and rattails.

Here are just a few hints from Virginia Payne to help you: (1) Never use old soil. (2) Break up some pottery in the soil to furnish adequate drainage and air. (3) Don't water too often, and (4) even cactus like shade when the sun's hot.

Well, good luck, beginner! And in closing may I only repeat Virginia Payne's parting words to me when our little visit about Virginia's strange hobby ended at the door: "Good luck with the new little cactus garden you're getting over at your house."

She smiled. Now, I wonder how she knew?

Oxydol's "Ma Perkins" is heard on WOW at 1:15 p. m., Mondays through Fridays.



Rita Ascot is both a fine dramatic actress and a living testimonial to the merit of Camay as a complexion aid. You hear her in a supporting role in "Guiding Light," on WOW, Mondays through Fridays, at 1:30 p. m.

Parental Ban Fails to Deter a Career

When Ruth Bailey was a grammar school youngster, her dancing class presented a program, with Ruth very much in the foreground as the featured danseuse. The little ballerina liked the applause so much she went back and did the dance all over again without benefit of music and before anyone could stop her. Ruth's fond papa immediately stopped the dancing lessons . . . he was afraid she'd grow up to be an actress. Today, Ruth is better known to radio audiences as Rose Kransky of "The Guiding Light."

Daughter and New Job on Same Day

Windfall of the week went to Glenn Webster, erstwhile "Vic and Sade" engineer, who got a bundle from heaven and a better job both on the same day. The bundle, a new daughter born to Mrs. Webster, weighed in at eight pounds and seven ounces, in Swedish Covenant Hospital at Chicago. The job carries the title of Control Relief Supervisor, and moves Webster from his studio engineering activities into the main control room at NBC Chicago studios.

'DR. I. Q.' IN DETROIT

The "Dr. I. Q." program, heard on WOW at 7 p. m. each Monday, will originate in the Fox Theater, Detroit, starting June 2, and running for six weeks.

"Uncle Fletcher"



This is Sade's "Uncle Fletcher," whom listeners know so well in the "Vic and Sade" sketches. His real name is Clarence Hartzell.

P. & G. SHOWS ON WOW

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- (Mondays through Fridays)
- 8:45—"Road of Life" (Oxydol).
- 9:00—"Mary Marlin" (Ivory).
- 9:15—"Pepper Young's Family" (P. & G. Naptha).
- 9:30—"Lone Journey" (Dreft).
- 10:15—"Life Can Be Beautiful" (Ivory).

AFTERNOONS

- (Mondays through Fridays)
- 1:00—"Against the Storm" (Ivory).
- 1:15—"Ma Perkins" (Oxydol).
- 1:30—"Guiding Light" (Camay).
- 1:45—"Vic and Sade" (Crisco).

SATURDAY NIGHT ONLY

- 9:00—"Truth or Consequences" (Ivory).
- 9:30—"Knickerbocker Playhouse" (Drene).

The "Hole" Truth Comes to Light

Somebody has been getting the dirt on Fort Pearson, "The Guiding Light" announcer. The side yard at his new farm home has been pocked several times lately with large holes that definitely weren't excavated by any woodchuck. Associates suspect there may be some connection between Pearson's holes and the fact that Bob Brown, fellow announcer, has used about a hundred bushels of earth building a roof garden at his apartment home on Chicago's North Side.

AUTHOR TOO



Meet Miss Jane Rodgers of Mexico, Mo., a sister of Ginger Rodgers (now Rogers), the film star. She's a stage and night-club personality, but that isn't all. She's the author and producer of those very clever one-minute "musical comedy" spots you hear on WOW advertising Schulze Butter-Nut bread! Clever, eh?

"CONSEQUENCES" CREW



An action shot of the "Truth or Consequences" program. Ralph Edwards is standing at the extreme right; Bill Meeder at the organ; Melvin Allen, announcer, next to him. Edwards' show made its first public appearance last October at the Omaha Food Show.

"Other Woman" Director Offers a Lesson in Correct Speech

By MILTON A. RIECK

The tongue is the chief organ of speech. It is composed of numerous muscles, each of which must be properly controlled in correct production of speech.

Enunciation is practically impossible without the manipulation of the tongue. To demonstrate this fact, hold the tongue flat in the mouth and try to speak; that is, speak without any activity in the muscles of the tongue. For instance, without moving the tongue, try to say the following sentence: "As light as the tips of the drops of the rain."

Much thought and attention have been given to breathing, voice placing, etc., in speech formation and in the correction of speech defects, but the chief actor, the tongue, has been neglected. Thirteen of the 21 consonants in the English language; namely, c, d, g, j, k, l, n, q, r, s, t, x, z, are made with the assistance of the tongue, while the vowels of the language are regulated by the various positions assumed by that organ. We can, therefore, readily

understand that the training of the tongue is fundamental to the production of correct speech.

To a great extent the finish and beauty of speech, as well as distinct articulation and clear enunciation, are dependent upon the strength and flexibility necessary in the difficult and delicate feat of speaking, must be gained by systematic training.

A set of exercises for the development and control of the muscles of the tongue is here given:

(Sense the tip of the tongue as if you had a thread or a feather at the end of it.)

- La, la, li, lo.
- Ta, ta, ti, to.
- Na, na, ni, no.
- Da, da, di, do.

Practical Applications

Repeat the following aloud and then whisper same:

"Twinkle homeward through the twilight."

"Over the steel-tipped bordered lines."

"As light as the tips of the drops of the rain."

P. & G. STARS NOW ON WOW

MURIEL WAS BORN IN THE SHOW BUSINESS



"First Lady" (or at least one of them) of radio dramatics is lovely Betty Lou Gerson, star of "The Story of Mary Marlin." The summer schedule finds "Marlin" on WOW at 9 a. m., Mondays through Fridays.

Bad Break Was a Good Break For Joan

It was a dance recital, when she was very young, that nearly cured Joan Winters of the theater and kept her from being Sylvia Bertram of the "Road of Life," as she is today. Joan was doing a cymbal dance, which turned out to be decidedly ill-fated. First, the orchestra was two bars behind her steps; then, one of the cymbals broke loose and flew into the orchestra. The windup came when Joan's shoulder strap broke loose and they had to ring down the curtain.

FIRST IS WORST

Fran Carlon, the Zizi Zambrini of "Ma Perkins," says the worst broadcast in the world, as far as she is concerned, is the first one. Fran, with plenty of stage and movie experience behind her, admits she was never so scared in her life as the first time she stepped up in front of a microphone.

Corny Peebles is a newcomer to the "Road of Life" in the role of "Butch McEwan Brent."

CANINE FAN



Bum, petite Jean Sothern's pet airdale, is a daytime serial fan. He always listens to her in "Pepper Young's Family," in which she plays "Edie Gray." You hear this one at 9:15 a. m., Mondays through Fridays, on WOW.



Muriel Brenner . . . born to the 'biz.'

"I was one of those children who gave a 'reading' at the drop of a hat," Muriel Brenner says mournfully, "but I've reformed."

She was also a prize-winning baby, and admits, reluctantly, that she still has the medal they pinned on her.

Muriel was practically tagged for show business when she arrived, inasmuch as she was born in an amusement park, or at least on grounds belonging to the concession. The family was spending the summer near Sand Springs, Okla., when Muriel was born, July 20, 1916.

As for education, her family saw to it that Muriel attended Ward Belmont, Sweet Briar, the University of Oklahoma, University of California and the Pasadena School of the Theater. She earned B. A. and M. A. degrees. Muriel always managed to be in some kind of play or speaking contest.

An MGM scout discovered her in 1937, when she

was appearing at the Pasadena Community Playhouse, and the young actress was placed in their starlet school. An illness sent her back home to Tulsa, Okla., and she was shortly appearing on the radio there. A few months later she married a Chicagoan and moved to the Windy City with her husband.

She's been in Chicago radio ever since, except at Christmas, 1939, when she flew to California for a holiday and was asked to audition for the mother role in the Disney picture, "Bambi." They kept her out there for the picture. Back in Chicago since, Muriel is currently featured as Helen Gowan Stephenson in the "Road of Life."

Heard on WOW, Mondays through Fridays, at 8:45 a. m., via the NBC Red network.

Muriel is 5 feet 5 inches tall, weighs 120 pounds, has red hair.



The vivacious "Chichi Conrad" in "Life Can Be Beautiful" is portrayed by Alice Reinhart. This program returned to WOW two weeks ago and is heard at 10:15 a. m., Mondays through Fridays, for Ivory soap and flakes.

She Does a Broadcast On Just One Foot

When it comes to broadcasting under difficulties, Gail Henshaw, heard as Joan Peyton in the "Road of Life" and as Laura Martin in "The Guiding Light," claims her worst broadcast overtops 'em all. Gail caught her heel in a green tulle evening gown two seconds before she went on the air. She had to go through a 15-minute show precariously balanced on one foot. Try it sometime, she says.

LIVES HIS ROLE

Philip Dakin, talented young NBC actor, plays the role of Ellis Smith, young painter in "The Guiding Light." Off stage, Dakin is an equally talented young painter—water colors his specialty.

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Steno to Star



Stenography was too uneventful for Betty Caine. She deserted a business career for radio dramatics. Among her present roles is that of "Liela Matthews" in "Lone Journey."

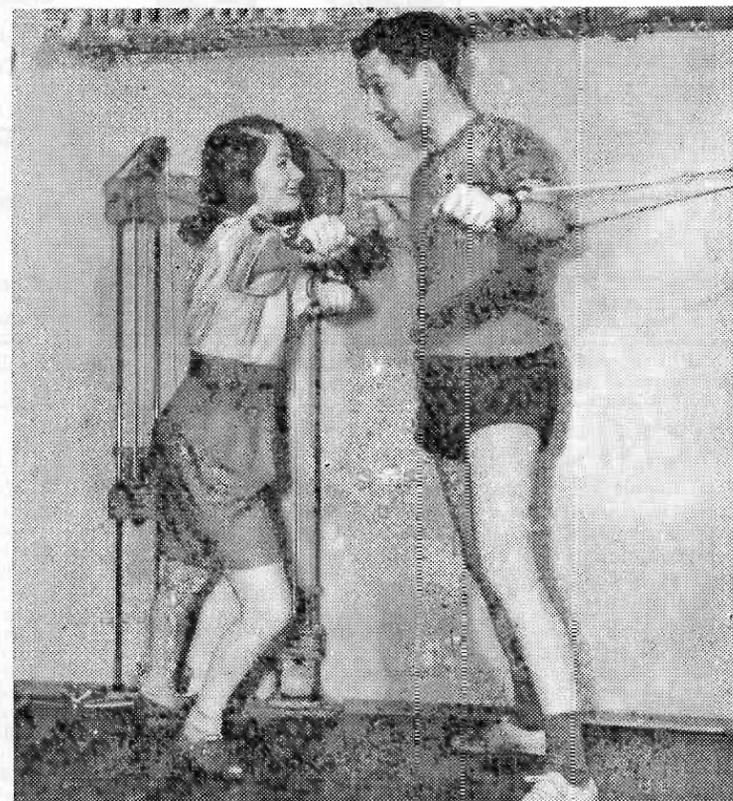
TOURS IN STOCK

You can have rhubarb and lemon juice or sulphur and molasses. For a tonic, Lesley Woods recommends a good dose of stock as a cure for spring fever. The blonde and dynamic young actress, who is frequently heard in Knickerbocker Playhouse, and has the part of Carol Evans in "Road of Life"—instead of a May Day basket—is presenting herself with a ticket to New York. From there she'll set out on tour for the summer with a stock company.

URNS FARMER

Dora Johnson, radio daughter of "Ma Perkins," is planning to transplant her new husband to the Johnson family farm home near Kenosha for summer weekends this year.

THEY KEEP FIT FOR DRAMAS



Lesley Woods and Henry Hunter, stars of Knickerbocker Playhouse, take a gym workout together after rehearsal. You hear Knickerbocker Playhouse dramas on WOW at 9:30 p. m., Saturdays, for Drene.

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.
 - 3:00 P. M.—Highlights of the Week's News—NBC..... 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.
 - 10:00 P. M.—News Tower..... Daily except Sun.
 - 10:30 P. M.—News Tower..... Sun.

RIGHT AT HOME

Petite Virginia Erwin, member of Music Maids, who sing on the "Kraft Music Hall" program, is right at home on Bing's program. Ginny is a lover of horses, being the owner of two mares, and although she hasn't entered either of her mounts at Santa Anita, she has challenged Crosby to a race down the bridle path anytime, anywhere.

? 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. "6/41" means June, 1941. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

UNITED PRESS WAR NEWS MAP



Will the Axis invade the British Isle next? If they do, this map will help you follow the course of action as you hear reports over WOW's newscasts.

Note the table showing flying distances. Watch for another new war map next month. Be sure to keep this map near your loudspeaker. (Reprinted by special permission of the United Press)

PICNIC TIME IS HERE AGAIN...EXPERT EXPLAINS FANCY PICNIC DISHES!

It's picnic season once more. If you're not in the mood for a picnic, it's certain that someone in your family is, and before many more days you'll find yourself preparing foods to take out on a picnic.

There is one type of picnic in which the food is taken out in its raw state and cooked on a stove in the park or on an especially-constructed fireplace out in the open. Steaks, hamburgers, hot dogs, chops or any quick-cooking meat is ideal for this type of dinner. It has the advantage of serving hot food to the family, especially if father has made up his mind that he doesn't like cold meals after a hard day's work.

Still another type is for the family that possesses modern, well-insulated equipment in which the food may be cooked at home and transported to the wide open spaces and served piping hot many hours after it was cooked. What a real convenience! Cookers, roasters, casseroles and thermos jugs are needed for this kind of a picnic dinner. Imagine a dinner of hot fried chicken, steamed potatoes, steamed asparagus and perhaps a date pudding, all being cooked at the same time with the same heat. It may be fully prepared at home, cooked at a low temperature, and when done, simply disconnected from the cord and carried out to the park. Such a meal requires practically no work

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

or effort for serving. No extra utensils need to be dragged about. Just a plate, cup, silverware and paper napkins, and the food is ready to be eaten. The coffee, too, may be cooked and poured into one of those lovely thermos jugs. They're large enough to accommodate a large party, and are even equipped with a handy faucet, so that no coffee need be spilled in serving.

Right here are presented several suggestions for the hot dish which may be prepared at home and carried out.

The first recipe for a casserole

dinner is a fine complete meal and will eliminate carrying a lot of dishes.

CASSEROLE OF HAM WITH NOODLES AND MUSHROOMS

Two cups cooked ham, diced.
Two cups cooked noodles.
One-half cup mushrooms.
Two cups medium white sauce.
One teaspoon minced pimiento.
One-half cup buttered bread or cracker crumbs.

Arrange alternate layers of noodles, mushrooms and ham in a well-buttered casserole dish. Pour over them the white sauce which has been seasoned with pimiento, and if desired, a little grated cheese. Top with buttered bread or cracker crumbs and bake in a moderate oven, 350 degrees, for 30 minutes.

SPANISH VEAL

One and one-fourth pounds ground veal.
Two tablespoons melted butter.
One-half cup bread crumbs.
One teaspoon chopped parsley.
One teaspoon salt.
One egg.
Two tablespoons flour.
Two tablespoons fat.
Six small potatoes, peeled.
Six small onions, sliced.
One green pepper, chopped.
One-fourth teaspoon pepper.
One teaspoon sugar.

Mix together the veal, butter, bread crumbs, chopped parsley, salt and well-beaten egg. Form into balls, roll in flour and brown in fat. Put remaining ingredients in a casserole or cooker, placing the meat balls on top. Add one-fourth cup of water and cook until the vegetables are tender. Serves six.

DEALERS HOST FOR "STREET" SHOW

Crowds Gather at Noonday Sessions

Scores of Chevrolet dealers throughout the middle west are holding "open house" every noon so that busy folks can drop in and listen to the 12:30 news and the Chevrolet "Man on the Street" via WOW.



Foster May

Some dealers' show rooms two or three hundred people gather every noon, according to reports reaching the Radio Committee of the Chevrolet Zone Dealers Association.

During the past month the "Man on the Street" has brought many interesting broadcasts to these groups and to the radio audience in general.

Included was a special event from the celebration at Russell, Kans., on the 70th anniversary of this community; a radio description of the new National Youth Administration workshop at 30th and Burt Streets; a special broadcast incident to the launching of the defense stamps and bonds by the federal government, and an interview with Brigadier General Frederick E. Uhl, new commanding general of the Seventh Corps Area in Omaha.

The month of May found Foster May very busy making commencement addresses and personal appearances in many cities and towns. Among them St. Edward, Blue Hill, Davenport, Camden and Blair.

Foster also spoke on Journalism Day at the University of Nebraska.

Many unusual special events are planned for June and during the early summer, including an appearance at Grand Island on July 4.

AGRARIANS

Listeners to the Procter & Gamble laugh serial, "Vic and Sade," may expect to find "Vic and Sade" milking cows, in their sketch, any day now. They have purchased a 140-acre farm at Sycamore, Ind.

a special leased wire by WOW, with Harry Burke, WOW's Program Manager, at the microphone.

Two weeks later, an Omaha boy, Louis Channing Ball, son of Mr. and Mrs. Julian Ball of Omaha, won the Piper Cub award at Bauxite, Ark.

A DREAM COMES TRUE...JIM GETS "WINGS"



James C. Kilmer, Winnebago, Neb., oil man, and wife in their brand-new Piper Cub airplane, awarded at Sioux City, April 20, for submitting a winning entry in the "Wings of Destiny" program. Harry Burke holding WOW microphone.



The Kilmer family photographed in their home as they appeared when notified by WOW that Mr. Kilmer had won in the Wings contest. With Mr. and Mrs. Kilmer is their son, Kenneth, 11. Mr. Kilmer wants flying as an avocation.

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Dear Dad:

Every time spring and summer roll around I find myself thinking of those days back home—and what a swell time you and I used to have in the sports world.



Tom Dailey

And here in June of 1941, let me again thank you for those pleasant days, and also tell you that I'm planning to let all fathers know how much they meant to me. Yep, dad; this is the time of year for fathers to remember to "take the boy along"—just as you did.

One of the biggest thrills each spring was the fishing trip to Cahaba River, in deep-south Alabama. Gosh! I'll never forget the time you wakened me at 2 o'clock in the morning and said: "Time to run the line, son. Let's go!" And the fish we got off that line each time! And how those frogs used to scare me when they'd start leaping into the water! Then, next morning, bright and early, you'd kindle the fire and fix our breakfasts. Kinda makes me hungry, dad, when I think of that bucket of coffee, the hunks of bread mother packed for us, and the way you could cake those fish in mud and bake them. Actually, the toughest thing about the fishing trips was having to leave the river bank.

And say, dad, this 31-year-old "kid" is thinking right now of a particular baseball game we attended, between Hill Creek and West Blocton. I don't remember who won, but I do remember when you stopped at the hardware store on the way home that evening. You said you had to buy some nails and a square. You did . . . but when you came to the car you pitched a brand-new ball and glove into my lap. Golly, dad! That ball was sure a lot better than the one I had made from twine mother and I had saved, and with the glove we could put a lot of steam on that out-curve you taught us how to pitch.

And those foot races you used to fix for us! "All right, boys!" you'd say. "This time it's up the main road to the top of the hill, touch the Methodist Church steps, on to the water tank, circle it, and back the south path to me. First one back gets this shiny buffalo nickel. Now, then, ready? Go!" One time you offered a new dime . . . and for that one I put on my shoes. That was a bitter mistake, dad, for I lost—came in a bad third behind Fred and George.

Yes, I remember springs and summers back home. We had fun in sports—baseball games, boxing matches, wrestling, fishing, running, horseback riding, etc.

As it will to any youngster, it has meant a lot to me, and I tell you again how swell it was of you to "be a boy with me" then. I wish every dad would remember spring and summer as the time to get the boys together and have fun in sports—now, more than ever.

In those days a World War was raging. And in 1941, U. S. dads can do a whole lot toward building a firm, sharp, skillful mind (and one of peace) into the boys.

Although you're not here to go fishing, play ball or give us buffalo nickels, I just wanted to tell everyone what a real pal you were to your boy. That's why I have written this letter.

With love,
TOM, JR.

HOWDY SOVEREIGN

Charlie Egelston has returned to the cast of Oxydol's "Ma Perkins" after a two-week vacation—his first in seven years. Egelston, who is an active member of the Woodmen of the World Life Insurance Society, plays the role of Shuffle Shober.

16,000 Persons Turn Out at Sioux City to See Winnebago Oil Man Receive Piper Cub Prize

As a young farm boy, Jimmy Kilmer used to lie on the platform atop his father's windmill and dream of the day when he would own and operate his own airplane.

That dream came true recently when James C. Kilmer, now a substantial Winnebago, Neb., oil man, was awarded a brand-new Piper Cub airplane for submitting a winning entry in the "Wings of Destiny" program contest.

Mr. Kilmer owes his good fortune partly to the fact that he had an attack of "flu." While convalescing, he composed 10 entries in the Wings contest—the first entries he had ever submitted in any radio contest. A week later, while tuned to WOW on Friday night at 8 o'clock, he heard his name announced as the Wings winner.

No contest winner ever wanted his prize more earnestly, nor did

B. & W. SCHEDULE NOW ON WOW

The new lineup of Brown & Williamson programs on WOW, which are produced by the Russel M. Seeds Advertising Agency, Chicago, is as follows:

- Tuesday, 8:30 P. M.—"College Humor"—Raleigh Cigarettes.
- Tuesday, 8:55 P. M.—"Private Linn Borden"—Raleigh Tobacco.
- Wednesday, 6:30 P. M.—"Plantation Party"—Bugler Tobacco.
- Friday, 7:30 P. M.—"Uncle Walter's Doghouse"—Raleigh Pipe Tobacco.
- Friday, 8 P. M.—"Wings of Destiny"—Wings Cigarettes.

any ever more fully appreciate his prize than Mr. Kilmer.

"I wouldn't trade it for \$100,000," he said at the presentation ceremonies at the Sioux City Municipal Airport the following Sunday. Mrs. Kilmer and their son, Kenneth, 11, were equally happy.

Kilmer is an aviation enthusiast and had learned to fly with a friend some time ago. In the spring of 1940 he had saved enough money to buy his own Piper Cub, when the northeast Nebraska flood wiped out his business, his home and his savings.

Between 16,000 and 18,000 persons were present at the Sioux City airport when Mr. Kilmer was presented with his plane. The presentation was supervised by Monte Randall of the Russell M. Seeds Advertising Agency, representing the Brown & Williamson Tobacco Corporation. It was broadcast over

WOMEN RAIL EXECS HERE » « SKELLY LEADERS IN OMAHA



This group of leading American railroad women visited WOW recently. Left to right are: Miss Velma McPeck, in charge of women's work, under Vice President E. Flynn, Chicago; Miss Emma Bock, Burlington Tours Agent, Chicago; Miss Ilda May Hayes, Burlington Travel Consultant, Omaha; Mrs. Edith Jarvis Alden, Secretary of the Burlington Railroad, Chicago; Miss Mary Roche, Burlington City Passenger Agent, Kansas City, and Mrs. Elsie Hogsett, special travel representative for Texas, Fort Worth. Seated at the end of the table is Lyle DeMoss of WOW, who interviewed these six ladies, and standing is James Sharp, General Passenger Agent in Omaha.



Several hundred midwestern Skelly service men, each of whom is a co-sponsor of the "Captain Herne" broadcasts" on WOW at 7:30 a. m., Mondays through Fridays, attended a sales meeting in Omaha, where this picture was snapped. This is the speakers' table, including left to right: John Gillin, Jr., General Manager of WOW; Judith Allen, Art Taylor of Kansas City, Skelly Advertising Manager, and Gere Ann Royce. Misses Royce and Allen took part in a sales drama and assisted with the evening entertainment.

WOW's Studio Orchestra, directed by Freddie Ebener, played dinner music.

RETURN POSTAGE GUARANTEED

To: Radio Station WOW
Omaha, Neb.

Page Eight

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12-41

RADIO NEWS TOWER

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WOW'S JUNE NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "6/41" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:15	World News Alka-Seltzer	5 P. M.—Defense for America	5 P. M.—Regular Fellers—Jell-O				
5:30	4-Bell News—Sports Burlington Falstaff Yucatan Gum National Biscuit	4-Bell News—Sports Burlington Falstaff Yucatan Gum National Biscuit	4-Bell News—Sports Burlington Falstaff Yucatan Gum National Biscuit	4-Bell News—Sports Burlington Falstaff Yucatan Gum National Biscuit	4-Bell News—Sports Burlington Falstaff Yucatan Gum National Biscuit	4-Bell News—Sports Burlington Falstaff Yucatan Gum National Biscuit	Fitch Bandwagon
6:00	Telephone Hour Bell Telephone System	Johnny Presents Philip Morris	Tony Martin How Did You Meet? Woodbury Products	Maxwell House Coffee Time	Cities Service Concert Gas and Oils	WOW Orchestra	Charlie McCarthy Chase & Sanborn
6:30	Voice of Firestone Concert	Horace Heidt Tums Treasure Chest	Plantation Party Bugler Tobacco	Aldrich Family Jell-O	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	Eddie Cantor 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	NBC	Fibber McGee and Molly 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	Bob Hope Pepsodent	Kay Kyser College of Musical Knowledge	Rudy Vallee Sealtest	Wings of Destiny King-Size Wings	Uncle Ezra Camel Cigarettes	Hour of Charm General Electric
8:30	Du Pont Cavalcade of America	College Humor Raleigh Tobacco and Cigarettes	Lucky Strike	Barrel of Fun Falstaff	Auction Quiz (Begins June 20)	Knickerbocker Playhouse P. & G. Drene	Deadline Dramas
9:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	WOW Orchestra	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	Ak-Sar-Ben Race Resume	Falstaff Party Norman Ross		9:05—McAlpin Hotel Orchestra
9:30	Hotel Lincoln Orchestra—NBC	Studebaker Champions (June 13 last)	Pleasure Time Fred Waring Chesterfields	Xavier Cugat	Studebaker Champions (June 13 last)	WOW Orchestra	Dear John Welch Grape Juice
9:45	Stanley Davies Golf	Ak-Sar-Ben Race Resume	WOW Orchestra	Camels	Chez Patee Orchestra NBC	Ak-Sar-Ben Race Resume	Walter Winchell Jergens Lotion
10:00	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.	Paul Laval and Orchestra—NBC Sat.
6:15 A. M.—Aunt Sally Mon., Wed., Fri.	Local Musical Program Sun.
Time and Tunes Tue., Thu., Sat.	12:15 P. M.—Markets Mon., Tue., Wed., Thu., Fri.
6:30 A. M.—Markets (Remote) Daily except Sun.	WOW News Tower—Rock Island Sun.
6:45 A. M.—Lyle and Eddie—Nutrena Mon., Wed., Fri.	12:30 P. M.—WOW News Tower—Peter Paul Mounds, Haskins Soap Co. Daily except Sun.
Lyle and Eddie—Block Drug Tue., Thu., Sat.	University of Chicago Roundtable—NBC Sun.
7:00 A. M.—WOW News Tower—Roberts, Peter Paul, Mid-Continent Daily except Sun.	12:41 P. M.—Transcriptions Daily except Sun.
European Situation Sun.	12:45 P. M.—Man on the Street—Chevrolet Dealers Daily except Sun.
7:11 A. M.—Transcriptions Daily except Sun.	1:00 P. M.—Against the Storm—P. & G. Ivory Mon., Tue., Wed., Thu., Fri.
7:15 A. M.—Ideal Melodies—Ideal Dog Food Mon., Wed., Fri.	Farm Facts and Fun Sat.
Musical Clock Tues., Thu., Sat.	Lavender and New Lace—NBC Sun.
Deep River Boys—NBC Sun.	1:15 P. M.—Ma Perkins—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.
7:30 A. M.—Captain Herne—Skelly Mon., Tue., Wed., Thu., Fri.	H. V. Kaltenborn—NBC Sun.
Local Transcribed Music Sat.	1:30 P. M.—Guiding Light—P. & G. Camay Mon., Tue., Wed., Thu., Fri.
Words and Music—NBC Sun.	Gay Hedlund Players—NBC Sat.
7:45 A. M.—Your Musical Laundry Man—Kimball Mon., Tue., Wed., Thu., Fri.	Lee Gordon and His Gordonaires—NBC Sun.
Musical Program—NBC Sat.	1:45 P. M.—Vic and Sade—P. & G. Crisco Mon., Tue., Wed., Thu., Fri.
8:00 A. M.—Bess Johnson—Colgate Palmolive Soap Mon., Tue., Wed., Thu., Fri.	2:00 P. M.—Backstage Wife—Watkins Products Mon., Tue., Wed., Thu., Fri.
Bright Idea Club Sat.	Associated Press News—NBC Sat.
Highlights of the Bible—NBC Sun.	2:02 P. M.—Campus Capers—NBC Sat.
8:15 A. M.—Ellen Randolph—Colgate Supersuds Mon., Tue., Wed., Thu., Fri.	2:15 P. M.—Stella Dallas—Phillips Milk of Magnesia Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Bachelors Children—Old Dutch Cleanser Mon., Tue., Wed., Thu., Fri.	Upton Close, Commentator—NBC Sun.
String Serenade Sat.	2:30 P. M.—Lorenzo Jones—Phillips Chemical Mon., Tue., Wed., Thu., Fri.
Chapel Service, Rev. R. R. Brown Sun.	A Boy, A Girl, A Band—NBC Sat.
8:45 A. M.—Road of Life—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.	Charles Dant and His Orchestra—NBC Sun.
Little Doghouse Sat.	2:45 P. M.—Young Widder Brown—Bayer Aspirin Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Mary Marlin—P. & G. Ivory Mon., Tue., Wed., Thu., Fri.	3:00 P. M.—Home of the Brave—Gen. Foods, Swans Down Mon., Tue., Wed., Thu., Fri.
Lincoln Highway—Hecker Products Sat.	World Is Yours—NBC Sat.
9:15 A. M.—Pepper Young—P. & G. Naptha Mon., Tue., Wed., Thu., Fri.	Highlights of the Week's News—Local Musical Program Sun.
9:30 A. M.—Lone Journey—P. & G. Dreft Mon., Tue., Wed., Thu., Fri.	3:15 P. M.—Portia Faces Life—Gen. Foods, 40 Per Cent Bran Flakes Mon., Tue., Wed., Thu., Fri.
Police Bulletins Sat.	3:20 P. M.—Local Musical Program Sun.
Musical Program Sun.	3:30 P. M.—WOW Orchestra Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—David Harum—B. T. Babbitt, Bab-O Mon., Tue., Wed., Thu., Fri.	Curtis Institute of Music (June 14 last)—NBC Sat.
Markets Sat.	Piano Recital (Begins June 21)—NBC Sat.
Musical Meditations—Omar Wonder Flour Sun.	Roy Shields Orchestra—NBC Sun.
9:50 A. M.—U. S. Government Reports Sat.	3:45 P. M.—Light of the World—Gen. Mills, Gold Medal Flour Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—The Other Woman—Butter-Nut Coffee Mon., Tue., Wed., Thu., Fri.	Sweet Music (Begins June 21)—NBC Sat.
WOW News Tower Sun.	4:00 P. M.—The Mystery Man—General Mills Wheaties Mon., Tue., Wed., Thu., Fri.
10:15 A. M.—Life Can Be Beautiful—P. & G. Ivory Mon., Tue., Wed., Thu., Fri.	Headlines Ahead Sat.
From New England to You—NBC Sat.	Catholic Hour—NBC Sun.
Emma Otera, Soprano—NBC Sun.	4:15 P. M.—Valiant Lady—General Mills, Bisquick Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Judy and Jane—Folger Coffee Mon., Tue., Wed., Thu., Fri.	Piccadilly Hotel Orchestra—NBC Sat.
Homemakers of the Air—Nebraska Power Co. Sat.	4:25 P. M.—Associated Press News—NBC Sat.
10:45 A. M.—WOW Orchestra Mon., Tue., Wed., Thu., Fri.	4:30 P. M.—Arnold Grimm's Daughter—Gen. Mills, Kix Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—As the Twig Is Bent—Gen. Foods, Grapenuts Mon., Tue., Wed., Thu., Fri.	Religion in the News—NBC—Art of Living (Begins June 7) Sat.
Swing and Sway with Sammy Kaye Sun.	Dr. I. Q., Jr.—Mars, Inc., Forever Yours Sun.
11:15 A. M.—WOW Orchestra Mon., Tue., Wed., Thu., Fri.	4:45 P. M.—Ak-Sar-Ben Races (Falstaff) Tue., Wed., Thu., Fri., Sat.
Matinee in Rhythm—NBC Sat.	5:00 P. M.—Defense for America—NBC Sat.
11:30 A. M.—Mrs. Guy Purdy—Orchard & Wilhelm Co. Mon., Thu., Fri.	
Call to Youth Sat.	
On Your Job—NBC Sun.	
11:45 A. M.—Musical Program Daily except Sun.	
Junior Roundtable Sat.	