

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. 12

OMAHA, NEBRASKA, SEPTEMBER 1, 1941

PUBLISHED MONTHLY

TWELVE NBC STARS FOR FOOD SHOW

Many Specials on WOW From State Fair

WOW folks have been burning the midnight oil, preparing for an elaborate series of broadcasts from the Nebraska State Fair, August 31 to September 6.

Standard Oil Company of Nebraska, the Chevrolet Zone Dealers' Association and State-Federal Agricultural authorities will cooperate.

Every day, at 12:15 noon, Monday through Friday, Lyle DeMoss will present "The Standard Oil Reporter" from some interesting spot on the grounds. His broadcasts will originate in the back seat of one of Bert Murphy's Chryslers. Fair visitors will be able to identify the radio car by the words, "The Standard Oil Reporter," painted on its sides.

Each evening Lyle will present a performance of "Facts and Foolishness" on the stage, in front of the grandstand. Prizes will be awarded in connection with this comedy-quiz feature.

On Sunday, August 31, at 2 p. m., WOW will carry a broadcast from the 4-H Club Building by the Nebraska Farm Women's Chorus.

Each week day at the fair, Monday through Friday, at 4:45 p. m., WOW will carry a 4-H Club program direct from the 4-H Club Building. These programs, which will call attention to the work and achievements of 4-H Club boys and girls, will be under the direction of George Round, editor of the Extension Service of the University of Nebraska, School of Agriculture, assisted by Harry Burke, WOW Program Manager.

Plans are under way for Foster May to conduct one or two of his Chevrolet "Man on the Street" programs at the fair.

UTLEY AND MAY

Foster May, WOW's News Editor, has been invited to participate in an NBC network newscast with Clifton M. Utley. Under the plan, Foster would journey to Chicago and appear on Utley's regular Skelly newscast, which is heard on WOW at 7:30 a. m., Mondays through Fridays. Listen for an announcement on the air for further details.

VINSONS BUSY

More fame for Mr. and Mrs. Max Vinsonhaler (formerly "Tony and Babe" in Omaha). Mrs. Vinsonhaler, who writes under the name of Pauline Hopkins, is the author of the new Quaker Oats serial, "That Brewster Boy." Max, known now as Owen Vinson, will produce the forthcoming series of "Knickerbocker Playhouse" dramas.

IN NEW ROLE

Newest addition to the cast of "Ellen Randolph," heard daily on the NBC Red network, is Raymond Edward Johnson in the role of "George Randolph." A native of Kenosha, Wis., home town of Don Ameche and Orson Welles.

"WAKER-UPPER"

A brand-new "waker-upper" program of popular western tunes will be inaugurated as a thrice weekly feature beginning Monday, October 6, at 8:45 a. m., over WOW and the NBC Red network, starring Louise Massey and the Westerners. The 15-minute broadcast, to be titled "The Westerners," will be heard Mondays, Wednesdays and Fridays, sponsored by Grove Laboratories, Inc., of St. Louis, makers of Bromo Quinine.

WOW SIGNS NBC STARS FOR FOOD SHOW



Here are most of the stars tentatively engaged for the Omaha Food Show, to be held at the City Auditorium, September 22 to 27, inclusive:

1. Mary Ann Mercer, "College Humor's" newest singing star.
2. Don McNeill, famous NBC master of ceremonies.
3. Nancy Martin, blues singer of "Breakfast Club" and "Club Matinee" fame.
4. Tom Wallace of "Uncle Walter's Doghouse."
5. Evelyn Lynne, singing comedienne, "Breakfast Club" and "Club Matinee."
6. Whitey Ford, "Plantation Party's" Duke of Paducah.
7. Curley Bradley, romantic singer, formerly with the Ranch Boys.
8. "Tom, Dick and Harry," "Plantation Party's" comedy singing trio.
9. Garry Moore, NBC singer and master of ceremonies.

Greatest Array Ever Omaha Bound

An even dozen of NBC's brightest network stars will be headliners at the Omaha Food Show, Omaha City Auditorium, September 22 to 27, inclusive.

The star-studded cast of this year's Food Show Revue will include:

Tom Wallace, who is "Uncle Walter" of "Uncle Walter's Doghouse."

Mary Ann Mercer, new singing star of Raleigh's "College Humor."

Whitey Ford, the famous "Duke of Paducah" of Bugler Smoking Tobacco's "Plantation Party," accompanied by the Melody Rangers.

"Tom, Dick and Harry," most famous comic singing trio in radio, including Marlin Hurt, and Bud and Gordon Vandover, accompanied by Lou Trender.

Don McNeill, famous radio master of ceremonies, and Evelyn Lynne, beauteous torch singer.

Eddie Peabody of Alka-Seltzer's "Barn Dance," stringed instrument expert and comedian.

Garry Moore, Nancy Martin and Curley Bradley, stars of "Club Matinee."

Tentative arrangements for all these stars to appear on different nights were completed in Chicago recently by John Gillin, Jr., General Manager of WOW.

Never in the history of Omaha expositions has so famous a line-up of great stars appeared under one roof during one single week in Omaha.

Further details as to Food Show talent will be announced on the air from time to time.

The afternoon feature of the Food Show will be a series of cooking school classes on the theme, "Cooking for Health," sponsored by the Nebraska Power Company and Omaha electrical dealers. These classes will be conducted from the stage of the auditorium, beginning at 2 p. m., Tuesday through Friday.

Miss Martha Bohlsen, who conducts the "Homemakers' Club of the Air," 10:30 a. m., Saturdays; Miss Alice Ward, and a staff of assistants from the Nebraska Power Company Home Economics Department, will be in full charge. On Saturday, September 27, another thrilling cake-baking contest, with various prizes, will be conducted (for full details of the cooking school see page 3).

Fourth Year

This is the fourth successive year in which WOW has accepted the task of arranging the entertainment from the 600 Omaha grocers who sponsor the annual Omaha Food Show. Each year the Food Show has attracted larger crowds. It has become one of the great annual occasions of the year. Not only is it of great interest to midwesterners, but the Omaha Food Show is now recognized nationally in both the food and radio industries.

In previous years, such stars as Ralph Edwards and his "Truth or Consequences" show; "Dr. I. Q.," the mental banker; the Alka-Seltzer "National Barn Dance," and many Brown & Williamson stars and shows have appeared at the Omaha Food Show.

The setting for this year's show will be more elaborate than ever, according to Louis Kavan, Secretary of the Grocers' Association. There will be approximately 70 exhibitors in the modernistically designed and constructed booths. Special lighting effects have been arranged.

LATE NEWS FLASHES

The Pepsodent Company has renewed its weekly half-hour program heard over WOW and the NBC Red network at 8 p. m. for another year, effective at the expiration of the present contract on September 23. The program, featuring Bob Hope, is heard over 67 Red network stations. Lord & Thomas is the agency.

The presiding genius of the classrooms, American educators, will be saluted during the Carnation "Contented Hour" program, Monday, September 8, over WOW and the NBC Red network. Lee Childs will be guest soprano on the program.

WE'RE SORRY

The September edition of the News Tower will be delivered a few days late this month on account of the triple holiday, August 30 and September 1 and 2.—The Editor.

AID DEFENSE

From January 1 to July 12 the two NBC networks have devoted 124 hours and 38 minutes to strictly national defense programs and an additional 49 hours and 6 minutes to controversial programs dealing directly with this subject.

CACTUS OFFER

A "Table-Top Garden" of miniature cactus plants is the unusual offer of White Rose Gasoline in a series of announcements on WOW. The cactus plants are from the Rio Grande Valley in southern Texas. Details of the offer can be learned at any National Refining Company Oil Station.

—wow—

Bud Abbott and Lou Costello, zany comedy team, have signed new contracts which will bring them back to the Chase & Sanborn program when the show returns to the air September 7.

WOW AIDS SPANISH WAR VETS' MEET

National Officers Speak During Confab

WOW played a prominent role in the success of the 43rd annual encampment of the United Spanish War Veterans and affiliations, in Omaha, August 17 to 21.

Key officials and high officers participated in interviews on WOW. Most unusual of the Spanish War Veterans' activities to be aired was a description, on a coast-to-coast network, of the Parade of States and Military Ball at Ak-Sar-Ben Coliseum, August 19.

First of the dignitaries to address the WOW audience was Mrs. Betty Bassett, National President, Auxiliary United Spanish War Veterans, who issued a welcome to the delegates preceding the convention.

Draft Chief

Brigadier General Lewis B. Hershey, Director of the National Selective Service Administration; Joe R. Hanley of Perry, N. Y., who was elected the new Commander-in-Chief, and Rufus E. Foster, retiring Commander-in-Chief, all spoke over WOW during the convention.

Colonel T. E. Patterson, Vice President of the Woodmen of the World, served as the second-ranking officer in the corporation which handled the entire encampment, and his behind-the-scenes work had much to do with its success.

John Gillin, Jr., Manager of WOW, Chairman of the Convention Bureau of the Chamber of Commerce, was instrumental in bringing the encampment to Omaha.

Bill Wiseman, Promotion and Publicity Manager of WOW, served in an advisory capacity with the convention's Publicity Committee.

ON TOUR

Jerry Colonna, the Mad Professor of Bob Hope's program, is on a personal appearance tour through the east.

U. S. W. V. LEADERS FACE WOW MICROPHONES



Brigadier General Lewis B. Hershey at a WOW microphone with Foster May. Center is Mrs. Betty Bassett, retiring National President, as she appeared in WOW's studios. At the right is the new Commander-in-Chief, Joe R. Hanley, whom Foster captured for a brief interview on his "Man on the Street."

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..... Sun.
 - 3:45 P. M.—Upton Close..... 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.
 - 6:30 P. M.—Weekend Business Review..... Sat.
 - 9:00 P. M.—Associated Press News..... Sun.
 - 10:00 P. M.—News Tower..... Daily

Rudy Vallee is the latest entertainment figure invited to leave his hand and footprints in the cement forecourt at Grauman's Chinese Theater in Hollywood.

Songbirds to be Sunday Feature

The ever-popular "Singing Canaries" radio program, which features the actual voices of hundreds of singing birds, will be heard as a regular feature on WOW this fall and winter at 12:45 p. m., Sundays, starting September 28. The feature is to be sponsored by the Hartz Mountain Products Company, makers of foods for bird pets.

WOW

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

**KNOCK . . . KNOCK!
MAY I COME IN?**

My Dear Children: This chat is going to be with you again. I'm glad I thought of using my column in this way since you never get to hear your program—and are so out of touch with the work being done. With the growth of the Chain, you know letters from me are now impossible; so perhaps we can give you some of the Sunshine news in this way.



Aunt Sally

So many have asked when I am going to take my vacation. The latter part of September is my favorite time to go places, and if everything is ship-shape I will be gone the last half of this month. With so many things pending right now, it scarcely seems fair to close the door and my ears upon everything and run away, but two weeks without having to get up at four in the morning will be just too wonderful. I may weave a cocoon around myself and sleep the whole time, so if you see a pretty butterfly on your shoulder later on it may be your Aunt Sally . . . reconditioned.

We enjoyed a visit from Elizabeth Gibbs of Grand Island, Neb., recently. Elizabeth was Hope, the devoted pal of Smiles. These girls were charter members of the Sunshine Chain. They met in Kearney while they were in the hospital, and a beautiful friendship came to them. Smiles was Irene Polidna of West Point Neb.

About two years ago Smiles left us and Hope recovered entirely, grew strong enough to take a position, but resigned in July to enter the Novitiate of the Sisters of St. Joseph in Concordia, Kans., on September 8. If any old friends would like to write to Elizabeth, she would be glad to hear from you at her home. Address Elizabeth Gibbs, 2013 West Louisa Street, Grand Island, Neb.

Attend Sing

We had a very thrilling experience the latter part of July. Two of our shut-ins were taken out to the World-Herald's Community Sing in Elmwood Park. First there was a delicious picnic supper and then our guests were placed almost in front of the canvas, so they could see and hear everything. Elizabeth Thornton cannot speak, but her beautiful, expressive eyes

told how much she was enjoying the occasion.

Dan Donahue had not been out of his room for seven years until that night. A victim of arthritis for many years has caused his body to be so stiffened that he cannot sit up, so is unable to enjoy car rides.

Another of my children, in the same condition as Mr. Donahue, had a cart, which enabled him to get around the farm, the house and even take trips by having the cart placed in a truck.

Builds Cart

I always wanted a cart like that, but it was a difficult thing to describe for anyone to make. Finally I found a blacksmith who agreed to go to Dunlap, Iowa, and look the cart over and copy it. This he did, and he turned out a grand duplicate for a small sum of money. The cart was presented to Dan Donahue for his birthday.

Friends took Dan and Elizabeth to the park and others joined the party, and it was a big thrill to everyone. We didn't dream of any attention thrown toward us, but the musical director saw us and sent someone over to hear about the visitors. Later he told the crowd about them, and then there was a deafening noise, and thousands of people applauded Dan and Elizabeth for their first visit to the Sing. Dan sang right along with everybody and he was surely one happy person. I asked him how he felt about it all, and he said he seemed to have returned to the world again—to have come back into things, and it was so wonderful to be out under the sky and to see the stars and feel the summer breeze on his face—to be a part of something, to be with the crowd.

Then what do you think he asked me? This is what he said: "Aunt Sally, is this cart really mine, and when can I go out again?"

I assured him the cart was his own property and that he might go any time he could find someone to take him, and I don't believe there will be much trouble about that, because Dan made some good friends that night.

As we watched the faces of these two there were lumps in our throats, happy lumps, to see the joy that had been given two people who had been inside watching the world pass by. They seemed like two little birds that had been suddenly released from their cages, tasting freedom after so long a time.

Dear, dear me! How I have gone on, and there isn't any more room, so I must say, until next month, 'bye for now!

YOUR AUNT SALLY.

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

"Whereas ye know not what shall be on the morrow," are words that were penned by the inspired Apostle James centuries ago. We also read that "we know not what a day shall bring forth." These expressions are most applicable to our times. We are living in unpredictable days. The principle is true and should be recognized by everyone as it applies to us individually. Today a loved one may seem strong, robust and healthy, and tomorrow he is gone. Families may be planning expectantly for their future, when a treacherous malignant disease or an accident may suddenly overtake them and blast all of their programs and shadow their future. Nations that were following the orderly process of their economic, political and social life are suddenly interrupted by the ruthless imposition of tyranny.



Rev. R. R. Brown

But, as we think of the uncertainty of our times, we recognize that much of this is because we do not know the purposes and secret plans of the human heart. The spirit of suspicion is a constant menace. We must also resist the spirit of fear with its paralyzing, disastrous influences. We must be prepared to meet the uncertain and unexpected. First, every person should see to it that his faith is firm and sure. Faith in God. Faith in the immortality of the principles of right, honesty and industry. Faith in the principles which have given us our life, liberty and the pursuit of happiness. Faith in our fellows.

Faith in the Bible, the church and institutions that build lives.

We must not only have faith, but love. We must all war against the spirit of bitterness and hatred. Human hearts are naturally selfish, and only as the love of Christ fills them can we be protected against the spirit of evil. The world is reeking with hatred and lust. God does not want slavish service—the product of abject fear, but He wants the devotion that comes from love. Our home life, the foundation of society, can only be preserved where love prevails.

Finally, we must have hope. Someone has said that hope is desire unrealized. We have a lot of wishful thinking and loud-sounding predictions, but it requires something more solid than these to hold our lives true to the highest objectives. One of the values of the Christian religion is its message of hope. The tomb has been exposed and death has lost its sting. The future life is not a matter of speculation, but a glorious spiritual reality. We must, in the language of the Psalmist, say "Hope thou in God." He is there, even though the darkness of the storms may seem to obscure Him. Let us trustfully believe that He will work a way out of the dilemma, and that He will enable us to see the rainbow of promise and prospect through the tears of adversity and trial. These qualities—faith, hope and love—will build a sure defense against the uncertainties of life.

The better radio season is upon us. We thank you for listening to us through the summer months. We hope that you will continue to tune in to the chapel service of the World Radio Congregation each Sunday morning at 8:30.

A NEW SONG

IT'S SO PEACEFUL IN THE COUNTRY

The skyline of New York is a splendid sight; I know Chicago's loop is magical at night. The natives of Cleveland, of 'Frisco and Boston, The natives of cities a stranger gets lost in— All of them tell you their city's the best, From deep in the south and from out in the west. Perhaps it's all true, but from my point of view . . .

Chorus—

It's so peaceful in the country; It's so simple and quiet, You really ought to try it. In rain or shine, you're feeling fine, And life is sweet and slow. It's so restful in the country; It's the right kind of diet— You really ought to try it. You lie and dream beside a stream While daisies nod "Hello." City living is a pretty living— It's so full of unexpected thrills. But there's too much stone, too much telephone; There's too much of ev'rything but trees and hills. It's so peaceful in the country; It's so simple and quiet— Some day you're bound to try it. The only place to be—the place for you and me, Where it's peaceful in the country.

(Lyrics and music for "It's So Peaceful in the Country" were copyrighted in 1941 by Regent Music, 1619 Broadway, New York, N. Y. Reprinted here by special permission.)

A NEW WORD

Richard Stark, announcer of the G. E. "Hour of Charm" program, among others, is pondering over the suitability of such words as "micromaestro," "airnouncer," "chatterchap," "interpolator" and "program dispatcher" as a substitute for the term "announcer." These are some of the words suggested to Stark after he announced a \$25 prize for the best substitute.

Didja Know? . . .

By BILL WISEMAN

PLEASE, MR. SPONSOR, MAKE US LAUGH!

Just around the corner is the "change of time" and another fall-winter period of new and better radio shows. Every year at this time we predict that THIS YEAR is going to be bigger and better than ever in radio entertainment and enlightenment. Funny, but that prediction always comes true.



Bill Wiseman

The advance program schedules indicate that comedy will predominate in your radio fare this fall and winter. In times like these, that's as it should be. See page 7 for photos of some of the folks already hired to take your mind off the woes of the world.

Here's hoping that all sponsors will dig up some new and fresh gag writers. Give us funny situations, gags that we can pass on in everyday conversation. Make us laugh, please, Mr. Sponsor! We need it.

—wow—

BRIGHT SAYINGS BY BRIGHT STARS . . .

Charlie Lyon: ". . . radio announcing isn't so bad. Gosh! Look at the chance it gives you to wear sports jackets! . . ."

Jim Jordon (Fibber): "Fibber McGee can take a vacation from NBC, but Jim Jordon has to stay home to keep the town of Encino in the path of progress." (Fibber was elected Mayor of Encino recently.)

Jack Benny: ". . . Don Wilson, that big, fat . . . announcing genius, refused to renew his contract this season until I had stricken a clause requiring him to announce all guests at all parties at my house . . ."

Fannie Brice: "Often my writer and I spend hours together conversing in baby talk, and hoping that from our chat will come a line or two that we can use in a "Baby Snooks" script. Sounds silly, doesn't it?"

Hap Hazard (Ransom Sherman): ". . . Once I asked a school teacher to marry me, but she turned me down. She couldn't imagine the three of us—me, her and a truant officer—together on a honeymoon . . ."

Ish Kabibble (Kyser's singer): ". . . I shirked my way through West Virginia University, where I was undoubtedly the finest \$3-a-night cornet player who ever flubbed the A above middle C . . ."

Vera Vague: ". . . Once I made up my mind to be a radio editor as a sideline. Then I could act on Sunday and give myself marvelous reviews in the Monday papers . . ."

Frank Morgan: "When you get right down to it, radio is just a series of wavelengths—wavelengths are just a series of other waves—other waves are just spasms of hot air—and, after all, what am I? . . ."

—wow—

THE RED DUKE . . .

Whitey Ford, the Duke of Paducah, is one of these folks who go gaga over the color red. He is the only person in America who owns high-top button shoes in red—which actually open with a zipper up and down the back. He says they're either cat or mole skin.

—wow—

STILL THAT GOOD!

A woman spectator fainted recently during a performance by John Barrymore on the Sealtest show. As they carried her out, John quipped: "Guess I'm still pretty good—still laying 'em in the aisles!"

—wow—

CROSBY GIFT . . .

Bing Crosby's recording of "Adeste Fideles" recently ran wild. Reluctant to profit by sale of a sacred song, Bing bought a fancy car with the cash and gave it to a church to be raffled off at a bazaar.

SEPTEMBER 2-9 IS IVORY WEEK

IVORY SHOW STARS ON WOW

Grocers to Join in Tribute to Three Shows



Ralph Edwards



Betty Winkler



Chester Stratton

WOW, and grocers throughout the midwest, will pay tribute to the new velvet-suds Ivory Soap in a special observance of Ivory Soap Week, September 2 to 9, inclusive.

During the week every effort will be made to acquaint more WOW listeners with the three Procter & Gamble programs, heard on this station for Ivory Soap, Flakes and Snow. They are:

"The Story of Mary Marlin," 9 a. m., Mondays through Fridays (10 a. m. beginning September 29).

"Against the Storm," 1 p. m., Mondays through Fridays (2 p. m. beginning September 29).

"Truth or Consequences," 9 p. m., Saturdays (7:30 p. m. beginning October 4).

These programs are already heard and enjoyed by millions of radio listeners throughout the United States. It is to introduce those who have not had an opportunity to hear these programs regularly that WOW is participating in Ivory's Appreciation Week.

During the week grocers throughout Omaha and Council Bluffs will feature special window and floor displays on new, velvet-suds Ivory products.

Beginning September 5, these grocers will conduct a special 1-cent sale, to enable WOW listeners everywhere to purchase Ivory Soap products at a bargain price.

Throughout the Ivory Appreciation Campaign, WOW will broadcast an unusual series of brief dramatic programs, designed to create interest in the plots of these Ivory shows. These dramatic episodes will attempt to pick up the story, bring the listener up to date and enable him to carry on with a full understanding and appreciation when the regular show is on the air.

Special Offers

In addition, WOW will stress during the appreciation period the special offers of each of these three programs. A series of courtesy announcements will be broadcast, calling attention to these offers, so that listeners everywhere may join in the several interesting and profitable contests currently in progress in connection with each one of the programs.

WOW's newsroom window picture display during Appreciation Week will be devoted entirely to the interesting personalities you hear featured on these Procter & Gamble programs. Some of the personalities are pictured on this page.

With the beginning of the fall season, children going back to school and the fall activities in general getting under way, it is a particularly opportune moment for thousands of additional midwestern housewives to become acquainted with this new and improved product, which has already gained national approval.

The campaign was suggested by L. T. Tucker, regional Procter & Gamble director, who, with General Manager John Gillin, Jr., of WOW, will supervise details of the promotion.

Cook For Health is Food Show Theme

All-Electric School to be Afternoon Feature at the Auditorium

Elaborate plans are in the making for the All-Electric Cooking School for the Omaha Food Show. Sessions will be held Tuesday, September 23, through Friday, from 2 p. m. to 3:30 p. m., on the stage of the City Auditorium.

The general theme of the cooking school sessions will be "Cooking for Health."

Today's homemaker realizes more fully than ever before the tremendous importance of well-balanced diets and properly-prepared food. It has been proven very conclusively that too many valuable minerals and vitamins are destroyed through improper cooking methods. A poor selection of foods is also responsible for unbalanced meals, which result in lagging appetites for the members of the family. Information along these lines will be included on each of the four interesting sessions of the Food Show Cooking School.

A New Note

The entertaining hostess will also find a wealth of information in the new and unusual dishes that will be prepared. There will be an entirely new note in food combinations and also in economical substitutes to replace some of the items that may be considered too costly for general use. Garnishing and food presentation will be another feature of the school that will enable homemakers to take a certain dish from a common-place rank and place it in the "a la special."

Personnel of School

The Cooking School will be conducted by Martha Bohlsen, assisted by Marion MacDonald. Harry



Here's the way the cake-baking contest will look at the Omaha Food Show. Six women at a time will bake cakes in electric roasters for fine prizes. Photo snapped when a similar contest was conducted in 1939 at the Food Show.

Burke, who appears regularly on the "Homemakers' Club of the Air" programs over WOW, will be "on hand" to offer his usual assistance in the kitchen.

Prizes

The Nebraska Power Company is furnishing two major prizes to be given away at each session of the school—one electric automatic pancake griddle and one wall lamp. In addition to this, the food which is prepared during the school will be given away.

Contest

On Saturday, September 27, there will be a cake-baking contest, in which contestants will have the opportunity to bake cakes on the stage of the City Auditorium. Entrants for the contest should register before September 23, and they will then be notified as to the time they are to appear for the cake baking. All ingredients will be furnished, and the cakes will be baked in electric roasters, under the supervision of the Nebraska Power Company trained Home Service Advisers. The grand prize for this special feature will be an electric roaster, and the second prize, an electric casserole. The women will have the privilege of keeping their cakes that they bake to take home to their families.

House of Bauer is News Co-Sponsor

"The House of Bauer," makers of fine candies, becomes a co-sponsor on the WOW "Four-Bell News Round-up," starting September 2. Special messages of this well-known Lincoln, Neb., concern will be heard on Tuesdays and Thursdays at 5:39 p. m.

The Bauer Bavarian Mint Bar, and their lines of Ak-Sar-Ben boxed chocolates, will be featured at the outset, according to Raymond Bauer, President of the Lincoln company.

The name of Bauer is synonymous with superior quality in candy.

G-E RETURNS

The General Electric "Hour of Charm" program, featuring Phil Spitalny and his all-girl orchestra, has been renewed for another year, starting September 14.

OPERA TO RETURN

The Sherwin Williams Company, paint manufacturers, have signed a contract to again bring the famous "Metropolitan Auditions of the Air" back to WOW, via the Red network of the National Broadcasting Company, starting October 19. This popular musical program will be heard from 3 to 3:30 p. m. on Sundays afternoons.

MOST POPULAR

Radio listeners decree that the programs heard on WOW, via the Red network of the National Broadcasting Company, are more popular than programs heard on any other network.

The Crossley analysis of broadcasting, in a survey covering the first six months of 1941, gives the Red network shows a much better rating, both daytime and evening, than the shows over either the Blue NBC network or Columbia.

Russ Baker Again Going to the Dogs

Russ Baker is "going to the dogs" again!

Not the dog races, but all the real, live pet dogs of all WOW listeners everywhere.

Beginning September 8, Baker will resume his popular "Ideal Melodies" program, sponsored by Wilson and Company for Ideal Dog Food.

Last spring thousands of dog-lovers became regular listeners to "Ideal Melodies" and were frequently rewarded by unusual special offers.

DURBIN TO STAR

Deanna Durbin of the movies will be their first guest star when "Charlie McCarthy" and Edgar Bergen resume the Chase & Sanborn program on NBC and WOW on September 7.

WONS' POETRY

Tony Wons, whose poetry and philosophy made his name a household word throughout the world, will return to radio October 5. He will be heard in a new series of programs at 2:15 p. m., Sundays, for Hall Brothers, makers of Hallmark Greeting Cards of all kinds.

RENEW HEIDT

The Lewis-Howe Company has renewed its contract with NBC for the 6:30 to 7 p. m. period Tuesday nights over WOW and the NBC Red network, effective September 23. The program aired in this spot is the "Treasure Chest," featuring Horace Heidt and his orchestra. Product is "Tums."

A DOG FARM

When remodeling work on Joan Blaine's Connecticut farm is completed, she'll start a cocker spaniel kennel.

LAUGHS GALORE IN NEW SHOWS

Burns and Allen to Star for Swan

"Gracie Allen will be heard, gentlemen, and make no mistake about that," stated harassed one-time comedian George Burns recently in an exclusive interview, reluctantly admitting that the "Nitwits of the Networks" would come out of summer retirement Tuesday, October 7, for weekly arguments over the nation-wide NBC Red network in the interests of the makers of Swan Soap.

Goaded by persistent prodding, Burns added a few meager details to his charge. The new show, he stated, would be of the comedy-musical type. Yes, he supposed it would be a half hour long. And he had heard rumors that it would begin promptly at 6:30 p. m., on WOW.

"Oh, sure, sure, Gracie has spent the summer in quest of her long-lost brother, last reported as one of Uncle Sam's draftees. No, they had not succeeded in locating him, but there had been an exchange of hieroglyphics."

What's Wrong?

"Gracie calls them letters—ha, ha," said Burns merrily, adding (a bit plaintively). "What's the matter? Haven't you got any sense of humor?"

Would Gracie have engaged in any new activities since she balmily disappeared into the balm of the warm spring of 1941? Burns couldn't think of any.

Not a single new activity? Well, Miss Allen, and there was acrimony in his voice, has gone in for collecting pets, if you have to know. Not one, mind you, but lots of them—all shapes, sizes, colors and degrees of servitude.

All Nutty

"You know, that Allen family's nuts," he went on (gratuitously). "The whole bunch is lucky to be living in the days of the institution of radio. Otherwise they might find themselves in another type of institution. Not bad, eh? Used to be a comedian myself, you know."

Gently reminded that there were a few undisclosed details about the new NBC Red network series, Burns said he was being forced, against his better judgment, to share the microphone with an orchestra leader. There would have to be a vocal soloist, he supposed, and a few other stooges besides himself. All would be announced in due time, if Gracie could settle her mind down to it, which appeared extremely unlikely at the moment.



NUTTIEST NETWORK NITWITS



Nuttiest of the nitwits are Gracie Allen and George Burns, pictured bedecked in winter clothes as they prepare defense gags for their new Lever Bros. show. The hat is a helmet to prevent surprise attacks. Accessory equipment includes one periscope, one direction finder (moss on north side), one gas-catching "whoofis canary," one rear guard action mirror, one windmill to keep home fires burning.

Sherlock Returns . . . Famous Trials . . . H. Peary Stars



Basil Rathbone, of stage and screen fame, who will resume his famous "Sherlock Holmes" roles in a new series of fall-winter programs on WOW and NBC Red net.

Basil Rathbone to Play 'Sherlock Holmes'

Rathbone is a native of London, Ontario, who began his career in Shakespearean repertory and for many years has been known as one of Hollywood's brightest stars.

Sherlock Holmes is returning to the scene of his first radio triumphs. On Sunday, October 5, at 9:30 p. m., the wily sleuth of 221-B Baker Street will don his deerstalker hat, fire up his curved pipe, polish his reading glass, call for Doctor Watson and come back to WOW via the NBC Red network, where he made his microphone debut October 20, 1930.

Rathbone again will have the lead when the brilliant detective dramas return next October, and Nigel Bruce also is to return as Doctor Watson. Edith Meiser, who originated the series in 1929 after reading every word Conan Doyle had written, spent a heart-breaking year trying to find a sponsor for the innovation and then saw the programs leap to instant and dazzling success over NBC, will continue as adaptor of the stories. Tom McKnight is to carry on as producer, while the series is again sponsored by the Grove Laboratories in the interests of Bromo Quinine.



Charming and talented Ethel Owen of the New York stage who appears in many of the new "Famous Jury Trials" shows, heard Mondays at 9:30 p. m. on WOW.

Courtroom Epics In Drama Series

Every WOW listener is a member of the jury in "Famous Jury Trials," the new Monday night show, sponsored by the Williamson Candy Co., makers of "O'Henry" bars. The time is 9:30 p. m. each Monday.

The program presents each week a famous court trial, a fictionized version of a case typical of many taken from actual court history, produced under direction of Martin H. Young.

The action takes place in the court room, with all the thrills, suspense and drama that accompany a court trial where a man's life may hang in the balance.

Listeners hear the prosecuting and defense attorneys present their cases to the jury, the testimony of the witnesses and cross-examination, and the attorney's sum-up pleas to the jury. Then, listeners are asked to decide their own "verdicts" of guilty or not guilty before hearing the actual jury's verdict.



Here's "The Great Gildersleeve" (Harold Peary), ex-chum of Fibber McGee and Molly, who will be heard in his own show for Kraft Parkay Margarine this fall and winter.

"Gildersleeve" Now Has Own Show

Throckmorton P. Gildersleeve, Fibber McGee and Molly's chum, who is known as "T. P." to his intimates, will be starred on his own program, "The Great Gildersleeve," beginning Sunday, August 31, when he takes to the air for Kraft's Parkay Margarine. The new program will be heard at 4:30 p. m. over WOW and the NBC Red network.

In making this move, Harold Peary, creator of the Gildersleeve character of the "Fibber McGee and Molly" show, will devote full time to his own program. Gildersleeve will be replaced on the McGee's program by Gale Gordon. It is believed that this marks the first time a character conceived on a radio program has been transplanted as the star of his own show. The tremendous fan following built up by the character of Gildersleeve is responsible for this new program.

Harold Peary, "The Great Gildersleeve," has been in radio work for the last 12 years, starting with NBC in San Francisco. In 1935 he came to Chicago, where he joined the cast of "Fibber McGee and Molly."

"Blue Nose" Baker is Chief of Coryell 70 Reformers Club

If you want to start the Sabbath out with a hearty chuckle, tune in to WOW for the "Blue Nose" Baker Coryell 70 "Reformers Club" program next Sunday at 10:15 a. m.

"Blue Nose" Baker is one of the sourest—perhaps the sourest—sourpuss on the air. His new program is designed to right all wrongs.

Incidentally, if you know of any wrongs which you want righted, just address a letter to Russ Baker, and he will do something about it. To those who send in the best "pet peeves," Coryell 70 will pay "Reformer Club" members a total of \$50 in prizes each Sunday. Your entry must be sent in on an official blank, which you can secure at any Coryell service station.

During the past few weeks, WOW listeners have submitted many interesting "pet peeves." One woman was downright angry with her brand-new hubby because he lead her astray on how to prepare macaroni. As a practical joke, he induced her to wash each individual piece of macaroni separately with soap and water. The ire of one man was caused by the fact that his wife frequently misplaced his false teeth. Then there is the young lady who is irked because her thrifty boy friend uses her postage stamps to correspond with her girl friends!

The Coryell 70 "Reformers Club" is a "barrel of fun." Be sure to catch it next Sunday morning!



Introducing "Blue Nose" Baker, "Chief Squawker" of the Coryell 70 "Reformers Club." This photo was snapped in one of his lighter moments, when he was disguised as Gabriel. He couldn't find a horn, so he used the flute.

"Brewster Boy" New Quaker Comedy

"That Brewster Boy," the story of Joey Brewster, a 'teen-aged extrovert, whose unquenchable elan gets him, his family and his friends involved in interminable alarms and excursions, will bow in as a new weekly, half-hour dramatic series on the NBC Red network at 7:30 p. m., Monday, September 8.

The program will be sponsored by the Quaker Oats Company.

Eddie Firestone, Jr., rapidly rising young Chicago actor, will have the lead role. The Brewsters, in addition to Joey, will consist of Jim Brewster, father of the clan, played by Hugh Studebaker; Jane Brewster, Joey's mother, portrayed by Connie Crowder; Nancy Brewster, the older sister, played by Louise Fitch; Phil Hayworth, the sister's love interest, played by Bob Bailey, and Herbert Clark, Phil's rival, played by Bob Jellison.

"That Brewster Boy" had its genesis in four broadcasts written by Authoress Pauline Hopkins (formerly of Omaha) for presentation on NBC last year. Not originally intended for anything more than a single episode, the antics of Joey Brewster, as portrayed by young Mr. Firestone, brought the audience to its feet yelling for more. The immediate result was a request for three additional scripts from Miss Hopkins, and the eventual result was the inauguration this fall of Joey and his family as a full-fledged weekly dramatic series.

"That Brewster Boy" will be directed by the writer's husband, Owen Vinson, also a former Omahan, and will be heard from NBC Chicago studios.

Drene Playhouse Returns to WOW

The weekly, half-hour "Knickerbocker Playhouse" program will return to the air for the third successive season, Saturday, September 6, at 8:30 p. m., over WOW and the NBC Red network.

A stellar cast and a new play will be presented each week. Musical backgrounds will be furnished by an orchestra under the direction of Robert Trendler.

Among well-known artists expected to be heard on the series are Betty Winkler, Sharon Grainger, Louise Fitch, Patricia Dunlap, Betty Ruth Smith, Kathryn Card, Nina Klowden, Connie Crowder, John Hodiak, Bob Bailey, Phil Lord, Bob Jellison, Ken Griffin and Hugh Studebaker.

"Knickerbocker Playhouse" is sponsored by the Procter & Gamble Company in the interests of Drene Shampoo.

MOTHER-SON DAY

August 31 is going to be a red-letter day for Charles Flynn of the Jack Armstrong cast and for his mother, Bess Flynn, author of Cudahy's "Bachelor's Children." And if the two of them kick up more than the usual amount of celebration, there's a reason for it—the date is the 10th anniversary of their starts in radio. "Bachelor's Children" is aired on WOW, via NBC, five days a week, 8:30 a. m.

STEADY WORK

A year of performances without a change in the cast of 21 persons was the record hung up recently by members of "Against the Storm," NBC Red network drama heard on WOW, Mondays through Fridays, at 1 p. m., for Ivory Soap. And in the preceding eight months the personnel of the "Sandra Michael" serial changed only once.

JUST TRY IT

At a bankers' dinner the other evening, reveals Frank Black, a banker read a bad poem that he wrote and nothing was done about it. But just let a poet write a bad check!

MAN ON THE STREET VISITS THE FAIRS

THE SPORTS EYE

By TOM DAILEY
WOW Sportscaster

Hello, Good Sports!

If you've been tuned to our "All-American Sports Parade" during the latter part of August, you know by this time that we have a new sponsor. This 10:15 p. m. sports show is brought to you now by the Nebraska Clothing Company of Omaha, an institution that has been engaged in the business of seeing that the mid-west is "well dressed" for almost half a century.



Tom Dailey

Otto Swanson, Nebraska Clothing's big man—and we do mean big—has something more than a clothing company. It would seem that Mr. Swanson has built his own pleasant, bustling and sparkling personality into the business, and has injected this friendly spirit of living into every customer, every employee.

"Most people are not aware of the fact that there's fun in clothes," said Otto recently. "Some morning when you get up and want to take a sock at the guy in the mirror, go to the closet and bring out a nice suit of clothes—something with a snap and verve. Get a fresh shirt, a stick-candy tie; rub off the shoes and dress up. Then when you walk out of the house you'll have a feeling that lion-tamers are nothing but sissies."

And in case you didn't know, that idea has a lot of merit. Mr. Swanson and officials of the Nebraska Clothing Company saw fit to sponsor the All-American Sports Parade for two big reasons:

1. To see that listeners get all the latest news from the great world of sports, and
2. Since there's "fun in clothes" as well as sports, they saw a swell tie-up between the two—and a chance to keep you acquainted with both.

Looking Ahead

The Sports Parade will step into double-quick time very shortly, because the fall sports show is about ready to open. Let's take a peek at what's coming up in this great, peaceful country, and review battles on the various fronts (the kind of battles we enjoy).

Lou "Cosmic Punch" Nova is slated to meet Joe Louis the 19th of this month for the heavyweight title of the world. This fight, in a lot of respects, reminds us of the first Tunney-Dempsey slugfest. It's shaping up the same way.

Next big event on the early fall schedule is the World's Series of baseball, when the Yankees will meet either the Cardinals, Pirates or Dodgers. And during the time of the World's Series, the big show in Europe might just as well fold up and go home, because what's a right flank movement in the Murmansk sector compared to a homer with the bases loaded?

After the series, we won't have time to get settled before wars will begin to break out on gridirons and ice rinks—to last the winter long. But will we love 'em!

Mr. and Mrs. United States are ready to serve an extra big dish of sports salad, with a fall touch. It's guaranteed to cure worried minds, jitters and arguments. Won't you help yourself?

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

SCORES FOXES

Meredith Willson, Hollywood musical director of the weekly NBC "Maxwell House Coffee Time," sponsored by General Foods Corp., has just completed scoring music for the Samuel Goldwyn film version of "The Little Foxes."

"DIZ" VISITS WOW... UTLEY IN OMAHA



Dizzy Dean, Mayor Butler and Mrs. Dean in the official WOW "Dizzy Dean Welcome Car" on their arrival at the Union Depot in Omaha.



Clifton M. Utley inspects WOW's newsroom, with Foster May as a guide. Utley said WOW's news set-up and organization was one of the finest he had ever seen in a radio station.

Falstaff Fetes the "Great Dizzy" Dean

Jerome Hanna "Dizzy" Dean, of baseball and now broadcasting fame, thinks that Omaha is a pretty swell place.

The Great One came to town recently as a guest of his radio sponsor, the Falstaff Brewing Corporation. He played in exhibition ball games in Council Bluffs and David City, and made several broadcasts over WOW. He also engaged Governor Dwight Griswold of Nebraska in a nip-and-tuck golf match at Lincoln's Broad View Country Club.

Harvey Beffa, Falstaff's general Executive Vice President, recently engaged Dean for two years to broadcast play-by-play reports of National League ball games over KWK, St. Louis. From all indications, his radio career is destined to lead him to stardom of even greater brilliance than his baseball career.

Tom Dailey, who broadcasts for Falstaff on WOW; Charles Schmidbauer, Falstaff's Manager in Omaha; Mayor Dan B. Butler of Omaha and Mayor S. W. McCall of Council Bluffs were official hosts to Dean and his charming wife, "Patsy."

Depot Reception

Dean's visit included a gay reception and broadcast from the Union Depot, followed by a public-affairs breakfast at Hotel Fontenelle. About 2,000 boys and girls attended the depot reception. Fifty civic leaders, including the Right Rev. Msgr. E. J. Flanagan of Boys Town and Frank Fogarty of the Omaha Chamber of Commerce, attended the breakfast.

Other guests were Jack Cohane of Sherman K. Ellis Advertising Agency of Chicago and Bill Bartleson of Falstaff's St. Louis office.

Through the courtesy of Bert Murphy of Andrew Murphy and Sons, an official car was provided to convey Dean about town.

Dean and Dailey, who have been personal friends for many years, interviewed each other on one of the 10:15 p. m. "All-American Sports Parade" programs.

HONOR "HARUM"

Only daytime radio show ever to be so honored, Bab-O's "David Harum" was featured in a special half hour evening broadcast on the NBC Red network on August 4. Presented by the National Broadcasting Company, the broadcast told the "story behind the story" of "David Harum" as a novel, drama, and for six years a leading daytime radio feature. (On WOW, 9:45 a. m., Mondays through Fridays.)

Bob Hope is writing his life story in gags for distribution this fall by Pepsodent.

Skelly Dealers First to See Herne's Successor

WOW and the Omaha Skelly Oil organization, headed by Dale Smart, were hosts recently to Clifton M. Utley, the foreign affairs expert, who was recently appointed permanent successor to the late Captain E. D. C. Herne.

Mr. Utley made his first public appearance since his selection as commentator for the Skelly news broadcasts (on WOW, 7:30 to 7:45 a. m., Mondays through Fridays) in Omaha. Utley flew from Chicago to Omaha with Frank Ferrin and Art Decker of the Henri-Hurst and McDonald Advertising Agency. He was guest commentator on Foster May's "Four-Bell News Round-

up," and spoke later in the evening before a group of 150 Skelly men at Hotel Fontenelle.

Utley's selection as the permanent successor to Captain Herne came after try-outs by half a dozen prominent newscasters.

Utley's background includes education at the University of Munich and the University of Algiers, five trips to Europe in the past 10 years and many years as a public lecturer on foreign affairs. Since 1932 he has been director of the Chicago Council of Foreign Affairs. He has averaged more than 175 lectures per year, for the last five years.

BEST DRESSED AT "AMATEUR"



WOW's Tom Dailey was the best-dressed man at the National Amateur Golf Tournament last week at the Omaha Field Club. His new sponsor, Otto Swanson of the Nebraska Clothing Company, insisted that Dailey be decked out in the latest in fall sports coats and slacks. Photo shows Swanson selling Dailey at The Nebraska.

Thousands See Chevrolet's Quiz Star

Foster May will take his Chevrolet "Man on the Street" microphone on the "Fair Circuit" again this year. As this is written, many personal appearances of the "Man on the Street" program have been arranged for the first two weeks in September, including St. Paul, Ainsworth and Leigh, Neb., and Norton, Kans.



Foster May

In mid-August Foster May had made plans to do special "Man on the Street" programs from both the Nebraska and Iowa State Fairs.

During the past month, the "Man on the Street" was broadcast from many points in the WOW territory, including appearances in Dwight, Neb.; Salem and Beresford, S. D.; Onawa, Iowa, and other points.

Many notables appeared on these outstanding Chevrolet programs. At Atchison's "Hay Day Celebration" Governor Griswold was among the interviewees. In Tekamah, Mrs. O. A. Farley, 100-year-old "Queen of Tek-Annual Day," told of her pioneer life in Nebraska.

In Oxford, Neb., a poll was taken on the question, "Whether the United States should go to war to assist England." The poll was seven for, eight against, and one undecided.

The special broadcast from Grand Island included a message from D. R. B. Craig, National Deputy Administrator for Better Rural Electrification, who read a message from U. S. Senator George W. Norris.

The broadcast from Dwight, Neb., was in connection with the annual "God's Acre," religious festival. Mayor P. J. Voboril of Dwight, who is also a Chevrolet dealer, spoke briefly.

May Rides Jeep at Martin Bomber Plant

A "Jeep" is a cross between a light army truck and a motorcycle. Army men say they will go any place, any time, under any conditions.

Aboard a "Jeep," Foster May recently took WOW listeners on a tour of the new \$20,000,000 Martin Bomber Plant under construction at Fort Crook. The "Jeep," carrying portable transmitting equipment, traversed the entire assembly line, where, within a few months, giant bombers will be under construction.

The listeners' response indicated May's bomber plant description was one of the most interesting special events broadcasts of the year.

Just Once When WOW's Service Failed

WOW's newsroom is always happy to answer requests for information—and its gets plenty of them!

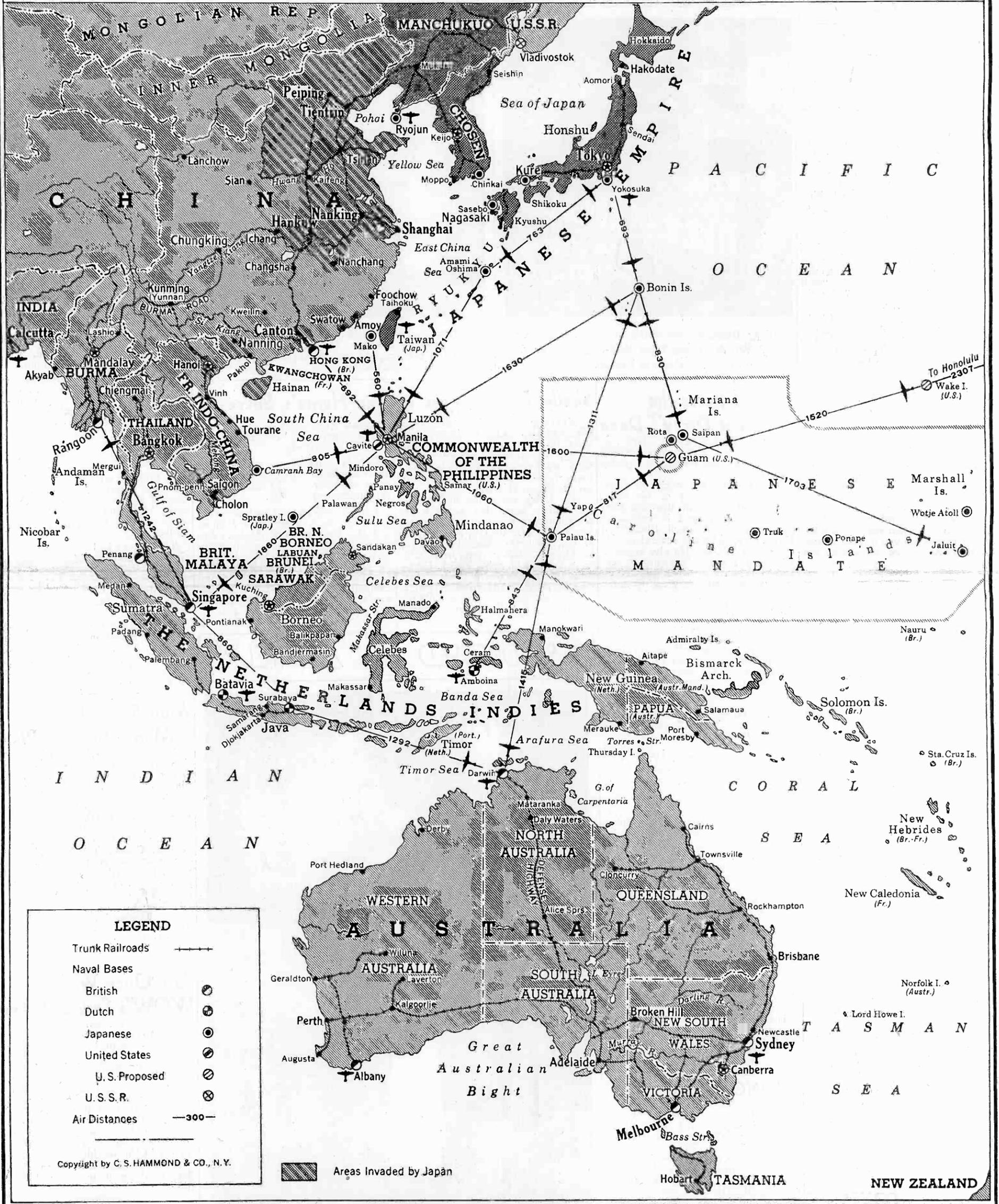
Recently, a feminine listener called the newsroom and announced that she had just returned from a two-week vacation, and then calmly requested that all the newscasts in the past two weeks be read to her over the telephone, so that she could catch up with what was going on in the world.

WOW's newscasts, in a single day, total an hour and a half of time.

POETIC FAN MAIL

At least 100 original poems in which his broadcasts are prominently mentioned recently have been sent to H. V. Kaltenborn, NBC and WOW news analyst, by admirers throughout the world.

UNITED PRESS WAR NEWS MAP



Here's a brand-new map of the far eastern theater of war. It is reprinted here by special permission of the United Press. Keep it near your radio set as you listen to war news every day on WOW.

ATTEND THE FOOD SHOW - OMAHA AUDITORIUM - SEPTEMBER 22-27

LAUGH PARADE SET FOR WOW



The one and only Jack Benny cogitates at his typewriter as he prepares his fall Jell-O series. He returns October 5 at 6 p. m.



"Baby Snooks" (Fanny Brice) and "Daddy" (Hanley Stafford) are signed for another season on the Maxwell House Coffee show, beginning September 4 at 6 p. m.



The lovable Fibber McGee, with Molly, Harlow Wilcox and the rest of the cast, returns to WOW September 30 at 8:30 p. m. for Johnson's Wax.



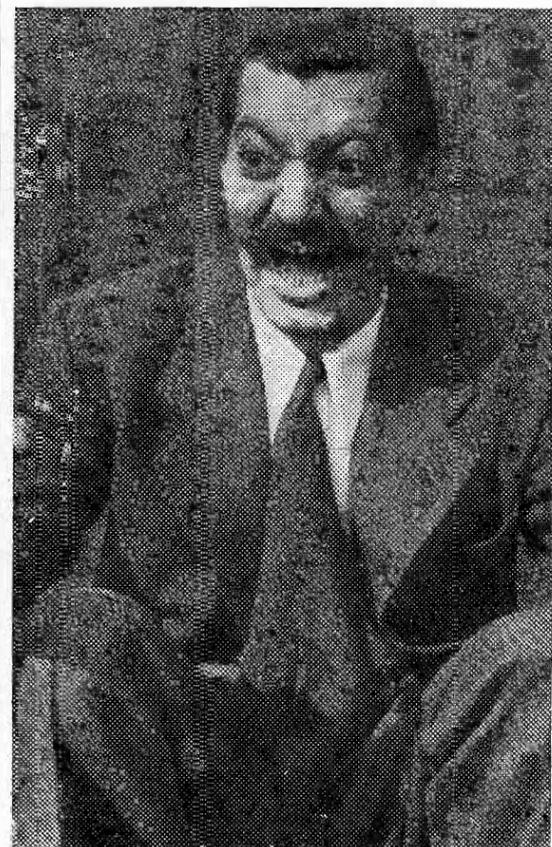
Pretty Mary Patton (Kitty Carson in "Haphazard") is comedienne, actress and singer. "Haphazard" made good this summer and will be heard at 6:30 Wednesday nights on WOW, starting October 15.



"Time to Smile," with Eddie Cantor, returns to WOW Wednesday, September 3, at 8 p. m. (Cantor is shown here with Bert "The Mad Russian" Gordon and Mr. "Long Hair" Guffey.)



Edgar Bergen and "Charliè McCarthy" will again be heard for Chase & Sanborn Coffee, as well as Lou Costello (left) and Bud Abbott (right), starting Sunday, September 7, at 6 p. m.



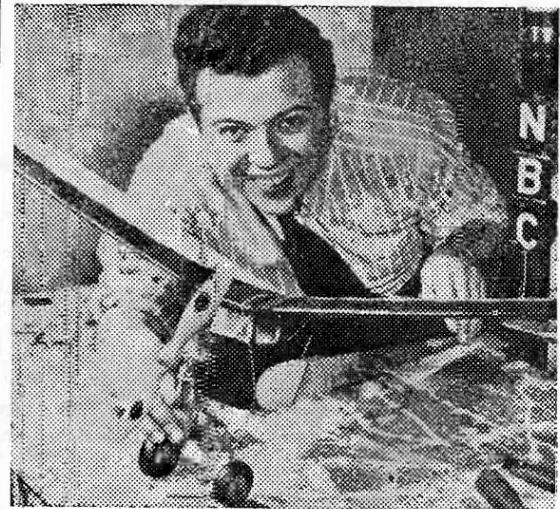
The madman, Jerry Colonna, is set to make you laugh again when the Bob Hope Pepsodent show returns next month.



Two of radio's greatest, Bob Hope and Bing Crosby. Hope's Pepsodent show resumes September 23. Crosby will return to KMH October 2 at 8 p. m.



Toby and Susie, Peter Pan Bakery stars of "Cornuttel News," will resume their morning program at 11:15, starting Monday, September 1.



Radio's typical American boy, Ezra Stone (now a draftee), has resumed his "Aldrich Family" program on Thursdays at 6:30 p. m. for Postum.

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Page Eight

RADIO NEWS TOWER

WOW'S SEPTEMBER NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "9/41" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:15	World News Alka-Seltzer	World News Alka-Seltzer	World News Alka-Seltzer	World News Alka-Seltzer	World News Alka-Seltzer	5 P. M.—Defense for America	5 P. M.—Reg'lar Fellers—Jell-O
5:30	4-Bell News—Sports Begins 9/29—Vicks Burlington Falstaff Yucatan Gum Salad Wafers	4-Bell News—Sports Begins 9/29—Vicks Bauer Candy Falstaff Yucatan Gum Salad Wafers	4-Bell News—Sports Begins 9/29—Vicks Burlington Falstaff Yucatan Gum Salad Wafers	4-Bell News—Sports Begins 9/29—Vicks Bauer Candy Falstaff Yucatan Gum Salad Wafers	4-Bell News—Sports Begins 9/29—Vicks Burlington Falstaff Yucatan Gum Salad Wafers	4-Bell News—Sports Begins 9/29—Vicks Tri-States Falstaff Yucatan Gum Salad Wafers	Fitch Bandwagon
6:00	Telephone Hour Bell Telephone System	Johnny Presents Philip Morris	Adventures of the Thin Man Woodbury Products	Maxwell House Coffee Time—General Foods	Cities Service Concert Gas and Oils	NBC	What's My Name? Royal Desserts
6:30	Voice of Firestone Concert	Horace Heidt Tums Treasure Chest	Plantation Party Bugler Tobacco	Aldrich Family Postum	Information Please Luckies	6:30—Business Review 6:35—Palladium Orch.—NBC	One Man's Family Tenderleaf Tea B. 10/4—Auction Quiz
7:00	Dr. I. Q. Mars Candy Bars	Battle of Sexes Molle	Time to Smile Sal Hepatica and Ipana	Kraft Music Hall	Waltz Time Phillips Milk of Magnesia	National Barn Dance Miles Laboratories Alka-Seltzer	Manhattan Merry-Go-Round Dr. Lyons
7:30	That Brewster Boy Quaker Oats	Hap Hazard Johnson Wax	Mr. District Attorney Vitalis		Uncle Walter's Doghouse Raleigh Pipe Tobacco		American Album of Familiar Music Bayer Aspirin
8:00	Contented Hour Carnation Milk	A Date with Judy Pepsodent Beg. 9/23—Bob Hope	Kay Kyser Kollege of Musical Knowledge	Rudy Vallee Sealtest	Wings of Destiny King-Size Wings	Grant Park Orchestra—NBC	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 Standard Oil	Knickerbocker Playhouse P. & G. Drene & Teel	Studio X NBC
9:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Sophisticated Rhythm	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	Carlton Hotel Orchestra	Falstaff Party Norman Ross	Falstaff Party Norman Ross	Stars of the Air Storz Brewing Co.	Falstaff Party Norman Ross		9:05—McAlpin Hotel Orchestra
9:30	Famous Jury Trials Williamson Candy	Musical Program	Pleasure Time Fred Waring Chesterfields	Cugat-Rhumba Review Camels	Chez Paree Orchestra NBC	Latitude Zero NBC	Dear John Welch Grape Juice
9:45	NBC	Stanley Davies Golf	Chez Paree Orchestra NBC				Walter Winchell Jergens Lotion
10:00	C. B. & Q. WOW News Beg. 9/15—Nat. Biscuit	C. B. & Q. WOW News Beg. 9/15—Nat. Biscuit	C. B. & Q. WOW News Beg. 9/15—Nat. Biscuit	C. B. & Q. WOW News Beg. 9/15—Nat. Biscuit	C. B. & Q. WOW News Beg. 9/15—Nat. Biscuit	C. B. & Q. WOW News Beg. 9/15—Nat. Biscuit	WOW News Tower Union Pacific
10:15	Sports Nebraska Clothing Company	Sports Nebraska Clothing Company	Sports Nebraska Clothing Company	Sports Nebraska Clothing Company	Sports Nebraska Clothing Company	Sports Nebraska Clothing Company	Chatterbox Hotel Orchestra—NBC
10:30	Edgewater Beach Hotel Orch.—NBC	Hotel Syracuse Orchestra—NBC	Hotel Syracuse Orchestra—NBC	Edgewater Beach Hotel Orch.—NBC	Chatterbox Hotel Orchestra—NBC	Edgewater Beach Hotel Orch.—NBC	Edgewater Beach Hotel Orch.—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.	Local Jenkins Orchestra Sat.
6:15 A. M.—Aunt Sally Mon., Tue., Wed., Thu., Fri.	Local Musical Program Sun.
6:30 A. M.—Markets (Remote) Daily except Sun.	12:15 P. M.—Markets Mon., Tue., Wed., Thu., Fri.
6:45 A. M.—Musical Program Tue., Wed., Fri.	WOW News Tower Sun.
Lyle and Eddie—Block Drug Mon., Tue., Sat.	12:30 P. M.—WOW News Tower—Peter Paul Ten Crown, Haskins Soap Co. Daily except Sun.
7:00 A. M.—WOW News Tower—Roberts, Peter Paul, Mid-Continent. Daily except Sun.	University of Chicago Roundtable—NBC Sun.
News from Here and Abroad—NBC Sun.	12:41 P. M.—Transcriptions Daily except Sun.
7:11 A. M.—Transcriptions Daily except Sun.	12:45 P. M.—Man on the Street—Chevrolet Dealers Daily except Sun.
7:15 A. M.—Ideal Melodies—Wilson Mon., Wed., Fri.	Singing Canaries—Hartz Mountain Prod. Sun.
Morning Stars—Wimsett Tue., Thu., Sat.	1:00 P. M.—Against the Storm—P. & G. Ivory Mon., Tue., Wed., Thu., Fri.
7:30 A. M.—Deep River Boys—NBC Sun.	Farm Facts and Fun Sat.
Clifton Utley—Skelly Mon., Tue., Wed., Thu., Fri.	Sylvia and Brad Marlowe—NBC Sun.
Words and Music—NBC Sun.	1:15 P. M.—Ma Perkins—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.
7:45 A. M.—Your Musical Laundry Man—Kimball Mon., Tue., Wed., Thu., Fri.	H. V. Kaltenborn—NBC Sun.
From New England to You—NBC Sat.	1:30 P. M.—Guiding Light—P. & G. Camay Mon., Tue., Wed., Thu., Fri.
8:00 A. M.—Bess Johnson—Colgate "Klek" Mon., Tue., Wed., Thu., Fri.	Golden Melodies—NBC Sat.
The Balladiers—NBC Sat.	Sammy Kaye's Sunday Serenade Sun.
Highlights of the Bible—NBC Sun.	1:45 P. M.—Vic and Kaye—P. & G. Crisco Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—Ellen Randolph—Colgate Supersuds Mon., Tue., Wed., Thu., Fri.	2:00 P. M.—Backstage Wife—Watkins Products Mon., Tue., Wed., Thu., Fri.
Remember This Melody—NBC Sat.	Associated Press News—NBC Sat.
8:30 A. M.—Bachelors Children—Old Dutch Cleanser Mon., Tue., Wed., Thu., Fri.	NBC String Symphony Sun.
Chapel Service, Rev. R. R. Brown Sun.	2:02 P. M.—Weekend Whimsey—NBC Sat.
8:45 A. M.—Road of Life—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.	2:15 P. M.—Stella Dallas—Phillips Milk of Magnesia Mon., Tue., Wed., Thu., Fri.
Little Doghouse Sat.	2:30 P. M.—Lorenzo Jones—Phillips Chemical Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Mary Marlin—P. & G. Ivory Mon., Tue., Wed., Thu., Fri.	A Boy, a Girl, a Band—NBC Sat.
Lincoln Highway—Hecker Products Sat.	2:45 P. M.—Young Widdler Brown—Bayer Aspirin Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—Pepper Young—P. & G. Camay Mon., Tue., Wed., Thu., Fri.	3:00 P. M.—Home of the Brave—Gen. Foods, Swans Down Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Lone Journey—P. & G. Drefat Mon., Tue., Wed., Thu., Fri.	World Is Yours—NBC Sat.
Police Bulletins Sat.	Highlights of the Week's News Sun.
Gordonaires—NBC Sun.	3:15 P. M.—Portia Faces Life—Gen. Foods, 40 Per Cent Bran Flakes Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—David Harum—B. T. Babbitt, Bab-O Mon., Tue., Wed., Thu., Fri.	3:20 P. M.—Local Musical Program Sun.
Markets Sat.	3:30 P. M.—Musical Matinee Mon., Tue., Wed., Thu., Fri.
Musical Meditations—Omar Wonder Flour Sun.	NBC Recital Period Sat.
9:50 A. M.—U. S. Government Reports Sat.	Roy Shields Orchestra—NBC Sun.
10:00 A. M.—The Other Woman—Butter-Nut Coffee Mon., Tue., Wed., Thu., Fri.	3:45 P. M.—Light of the World—Gen. Mills, Gold Medal Flour Mon., Tue., Wed., Thu., Fri.
WOW News Tower Sun.	Desi Halban, Soprano—NBC Sat.
10:15 A. M.—Words and Music—NBC Mon., Tue., Wed., Thu., Fri.	Upton Close, Commentator—NBC Sun.
Bonnie Stuart—NBC Sat.	4:00 P. M.—The Mystery Man—General Mills Betty Crocker Uptable Noodle Soup Mon., Tue., Wed., Thu., Fri.
Reformers Club—Coryell Sun.	Headlines Ahead Sat.
10:30 A. M.—Judy and Jane—Folger Coffee Mon., Tue., Wed., Thu., Fri.	Catholic Hour—NBC Sun.
Homemakers of the Air—Nebraska Power Co. Sat.	4:15 P. M.—Valiant Lady—General Mills, Bisquick Mon., Tue., Wed., Thu., Fri.
Down South—NBC Sun.	Piccadilly Hotel Orchestra—NBC Sat.
10:45 A. M.—Musical Program Mon., Tue., Wed., Thu., Fri.	4:25 P. M.—Associated Press News—NBC Sat.
Emma Otera, Soprano—NBC Sun.	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.	Art of Living—NBC Sat.
Call to Youth—NBC Sat.	The Great Gildersleeve—Kraft Parkay—NBC Sun.
11:15 A. M.—Toby and Susie—Peter Pan Bakers Mon., Tue., Wed., Thu., Fri.	4:45 P. M.—Musical Program—NBC Daily except Sun.
Billy Grant—NBC Sat.	5:00 P. M.—Defense for America—NBC Sun.
11:30 A. M.—Mrs. Guy Purdy—Orchard & Wilhelm Co. Mon., Wed., Fri.	
America the Free—Anacin Sat.	
Charles Dant and Orchestra—NBC Sun.	
11:45 A. M.—Helen's Home—Lever Bros. Rinso Mon., Tue., Wed., Thu., Fri.	