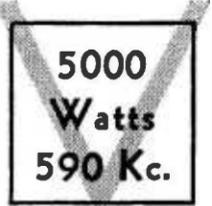




RADIO NEWS TOWER

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



Complete Radio Program News From Radio Station WOW

VOL. VI—No. 8

OMAHA, NEBRASKA, MAY 1, 1942

PUBLISHED MONTHLY

RADIO ALL OUT FOR NAVY AID

87% WOW-Land Homes Have Radios

More folks have radios in their homes here in the middle west than in other sections of the nation.

First releases of the 1940 United States census figures on radio homes indicate that there are nearly 15 per cent more radio homes in the states served by WOW in proportion to the total number of homes than in other sections of the country.

So far the census bureau has completed the radio homes figures for 30 selected states and the District of Columbia. Figures for the other 18 states will be published later in the year.

The obvious conclusion from figures released so far is that here in the middle west more persons depend on radio for news, entertainment and education than in other parts of the country.

In Nebraska, Iowa, South Dakota and Kansas the percentage of homes with radios averages 86.7. The national average (30 states) is 71.1.

The census figures show that there are nearly twice as many radios in the states served by WOW as there were when the last radio home census was made in 1930. The national average increase (30 states) is 26.9.

In the four states—Nebraska, Iowa, South Dakota and Kansas—there are more than a million and a half homes with radios, the census indicates. Figures are not yet available for the states of Minnesota and Missouri, which are also served in part by WOW.

City homes have more radios than farm homes, or the rural non-farm homes, the census indicates. In each of the four states the number of urban radio homes runs over 90 per cent. The average for farm homes is almost exactly 80 per cent. The average for rural non-farm homes is about 85 per cent. In each of the three classifications of homes—urban, rural farm and rural non-farm—the percentage of homes with radios here in the midwest is far above the comparable percentages of the same classifications in the national (30 states) picture. The total radio homes by states was given as follows:

- Iowa, 617,000.
- Nebraska, 298,790.
- Kansas, 411,984.
- South Dakota, 136,049.

The census is based on occupied dwelling units alone, wherein there is a usable radio set, or one only temporarily out of repair.

The breakdown of the state figures by counties has not yet been published.

V...—

GUEST ARTISTS

Violinist Jascha Heifetz was the initial guest when the "Telephone Hour" launched its "Great Artists Series," Monday, April 27. WOW, via NBC Red, 8 p. m. Weeks to come will bring to the microphone such luminaries as Grace Moore, Lawrence Tibbett, Jose Iturbi, John Charles Thomas, Lily Pons, Helen Jepson, Charles Kullman, James Melton and Lansing Hatfield.



Every Nebraska Station Does Its Part

All of the radio stations in Nebraska went all-out in support of the state's Navy Relief Drive.

Three state-wide hook-ups by "wireless network" were arranged and all stations gave generously of their time by using special Navy Relief announcements.



Judge Braden

It was Judge W. C. Braden, Chairman of the Nebraska Citizens Committee, who sought the aid of Nebraska stations and found them 100 per cent cooperative.

"The support given the Navy Relief Drive by Nebraska Radio stations is another indication of the wonderful job radio is doing in the defense effort," Judge Braden said. "No words of mine can express adequate thanks. The Nebraska station managers will find their reward in the realization that they have performed another great service for The Cause."

The Navy Relief Society's drive for \$32,500 in Nebraska was launched with a state-wide radio program on Sunday, April 26, in which Governor Dwight Griswold was the chief speaker. The program was written by Harriet Harris of the WOW staff and produced by Lyle DeMoss, WOW Production Manager. The talent also included the WOW Staff Orchestra and a number of volunteer actors. Every station in Nebraska carried this broadcast.

The next day Radio Station KOIL produced a thrilling dramatic program, with Harold Hughes, KOIL, Production Manager, in charge. This program was also carried by nearly all Nebraska stations.

The third program also originated in WOW's studios, and, like the other two, was carried by most Nebraska stations.

In addition, every station assured Judge Braden that they would carry spot announcements until the quotas in the counties they serve were reached.

The task of lining up the special Nebraska radio networks, preparing announcement copy and supervising the radio part of the Navy Relief Drive was performed by Bill Wiseman, Promotion Manager of WOW.

V...—

NAB EXHIBIT

The story of WOW's "Red, White and Blue Patriotic Revue," and its achievements in the sale of War Savings Stamps and Bonds in the midwest, will be entered as an exhibit at the National Association of Broadcasters convention in Cleveland, May 11 to 14. The exhibit will compete for a certificate of award to be given the station which has most effectively inspired its audience to continue its war effort.

Benny Again Tops Popularity Ratings

Jack Benny, who has held top place in the Crossley survey more times than anyone in radio history, continues as No. 1 star in the ratings just issued for the period ending April 14, 1942.

The top 10 shows are as follows: Jack Benny, McCarthy-Bergen, Fibber McGee and Molly, The Aldrich Family, CBS (Lux) Radio Theater, Bob Hope, Brice-Morgan (Maxwell House), Bing Crosby, Kate Smith, Mr. District Attorney.

V...—

BECKER CHANGE

Bob Becker's "Chats About Dogs" is heard at 12:15 p. m., Omaha time, over the NBC Red network on all stations east of Denver, including WOW.

Becker's chat for the first broadcast at the new time will concern canine psychology. Jealousy, one of the most difficult emotions to deal with in dogs, will be the main theme of the discussion.

V...—

GRIFFIN TO WOW

The makers of Griffin Shoe Polishings and Dressings have begun a year-long intensive advertising campaign on Station WOW. The set-up calls for 15 spot announcements a week. The advertising is handled by Birmingham, Castleman and Pierce, Inc., New York.

V...—

BURKE GOES EAST

Program Manager Harry Burke of WOW and Hugh Fogarty of Creighton University will attend the 13th Institute for Education by Radio in Columbus, Ohio, May 3 to 6.

? 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. "5/42" means May, 1942. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

'TRIALS' CHANGE

Effective May 19, the "Famous Jury Trials" program will be heard on WOW at 9:30 to 10 p. m., Thursdays. The program is sponsored by Williamson Candy Company, makers of O'Henry Bars.

V...—

PRODUCERS



Harold Hughes and Lyle DeMoss (in action), Production Managers, respectively, of KOIL and WOW, who produced the three Nebraska Navy Relief programs carried by Nebraska radio stations.

'District Attorney' Begins Fourth Year

"Mr. District Attorney," which in its three years on the air has climbed to a higher position in the audience survey ratings than any other crime story program ever has achieved, recently began its fourth year as a sponsored network attraction.

V...—

GOLFER HOPE

Pepsodent's Bob Hope was welcomed officially into the upper crust of the golfing world recently when he was presented with a life membership in the Professional Golfer's Association by Olin Dutra, PGA head in Los Angeles, and Joe Novak, honorary president.

V...—

ON THE ROAD

Starting May 3 and for several weeks thereafter, Bud Abbott and Lou Costello will pipe in their portion of the Chase & Sanborn Sunday broadcasts while the comics make an extended personal appearance tour.

V...—

EXPECTS STORK

Marjorie Hannan, who plays Ruth Ann Graham in "Bachelor's Children" (NBC-WOW, five-a-week, 9:15 a. m., Omaha time), is expecting a visit from the stork early in July.

V...—

AIDS ARMY

Harlow Wilcox, announcer on the "Fibber McGee and Molly" program, finished his 16th narration for U. S. Army educational films recently.

HOW YOU CAN IDENTIFY OFFICERS OF THE UNITED STATES NAVY

PETTY OFFICER 2ND	PETTY OFFICER 1ST	CHIEF PETTY OFFICER	WARRANT OFF.	CHY WARR. OFF.	ENSIGN	LT. JUNIOR GR.	LIEUTENANT	LIEUT. COMM.	COMMANDER	CAPTAIN	REAR ADMIRAL	VICE ADMIRAL	ADMIRAL

W. O. W. FETES FRATERNAL WEEK

WOW to Carry Newberry Speech

Radio Station WOW and Woodmen of the World Camps throughout the United States will participate in the observance of National Fraternal Week, May 4 to 9.

Farrar Newberry, Secretary of the Woodmen of the World Life Insurance Society, which has over 400,000 members in 44 states, will inaugurate the week by a special address on Radio Station WOW.

Scymour Camp No. 16 of Omaha, the nation's largest Woodmen Camp, planned a special observance at its regular meeting during the week.

President DeEmmett Bradshaw, in a series of addresses in southern cities, called attention to National Fraternal Week by urging every Woodmen member to cooperate with President Roosevelt in the present war effort.

"Our one great unalterable duty is to cooperate in the effort for ultimate victory," Mr. Bradshaw said. "For that victory means that we may keep our ways, our freedom, our security, our Camp gatherings, our right to hail each other by the cherished name of 'Sovereign'."

Observance of the week was particularly significant in Omaha, because this city is the home of at least four Presidents of national organizations whose teachings include fraternalism. Besides Mr. Bradshaw, Omaha is the residence of Mrs. Dora Alexander Talley, President of the Woodmen Circle; Francis P. Matthews, Supreme Knight of the Knights of Columbus, and Henry Monsky, President of B'nai B'rith.

WINS \$1,000 FOR OLD DUTCH JINGLE



This photo shows a happy moment for Mrs. W. Gilbert James of Omaha. D. E. Cosgrove of the Cudahy Packing Company is presenting her with a \$1,000 check as Lyle DeMoss describes the ceremony.

Mrs. James won the \$1,000 for her entry in a jingle contest conducted in connection with the "Helpmate" program, heard on WOW, Mondays through Fridays, at 9:30 a. m.

Omahan Wins \$1,000 Jingle Contest

Mrs. W. Gilbert James, 1302 South 63rd Street, wife of University of Omaha's speech professor, was the April 14 winner in the \$1,000 jingle contest being conducted by Old Dutch Cleanser in connection with the "Helpmate" program heard on WOW, Mondays through Fridays, at 9:30 a. m. In an interview by Lyle DeMoss, when Mrs. James was presented with her \$1,000 check, the winner declared that she had never before won a contest prize.

D. E. Cosgrove, Omaha Sales Manager for the Cudahy Packing Company, makers of Old Dutch Cleanser, took part in the interview and presented Mrs. James with her check.

Mrs. James said her prize money would be used as a payment on the James' new bungalow.

The interview was conducted in the living room of Mrs. James' home. She won the \$1,000 award by writing a jingle based on her agreeable experience during many years of using Old Dutch Cleanser.

MYSTERY OUT

General Foods will ask WOW housewives to acquaint themselves with its pectins, Certo and Sure-Jell, in a series of announcements to begin May 25. The announcements are designed to eliminate the mystery regarding these products. They are natural fruit pectins which are found in varying amounts in every fruit.

On the eve of his 20th anniversary in radio, H. V. Kaltenborn signed a two-year renewal contract with NBC, according to Frank E. Mullen, Vice President and General Manager of the network.

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

We wish to begin this message to you by quoting a telegram from Mr. De E. Bradshaw, President of the Woodmen of the World Life Insurance Society, owners and operators of the WOW Radio Station. The telegram was sent from Miami, Fla., and read as follows: "May I congratulate you for your long religious service over Radio Station WOW. Think of a chart of the heavens showing the radiation of sermons from the skies each Sunday for 19 years and of the vast number of people who have heard the services and rejoiced 988 consecutive Sunday services! May your power increase! Easter joy to your hundreds of thousands of listeners."—De E. Bradshaw.



Rev. R. R. Brown

We were very grateful for the many congratulatory messages received and deeply thankful for the musical tribute presented by the WOW Orchestra, which was directed by Mr. Lyle DeMoss in the absence of the regular maestro, Mr. Fred Ebener. It was thrilling to see the great audience that attended the Radio Rally at the Tabernacle on Sunday evening, April 5.

We quote from an anniversary letter sent by an Iowa minister: "On April 5 it will be 19 years since you first visited our home. We then lived in Verdi, Minn., and I was the pastor of the Methodist Church. I well remember the Sunday. We had just gotten our first radio. It was a wonderful instrument for those days. There was a large box (large enough to hold a bushel of apples). The front of it was a black glittering panel in which two large dials were placed. The panels and dials were adequately embellished with gold. On the table near this 'box' were a number of messy-looking contrap-

tions called batteries, which were connected to the 'box' with an array of wires enough to frighten the bravest of souls. On top of the 'box,' and connected to it, was a so-called speaker (it should have been called a 'squawker') shaped like the old morning-glory horn of the Edison phonograph. Upon the horn was a picture of a lion, with its mouth open, ready to roar. And how that lion did roar at times! Tuning in the radio by turning the dials was an art in itself. While doing so, we would hear all sorts of strange noises, ranging all the way from the whistling of birds, the cackling of chickens, the screeching of cats, to the roar of the lion.

"On this Sunday morning, while trying to eliminate these strange sounds by turning the dials, all of a sudden I heard the sound of a human voice. Soon the voice quieted the other sounds, and I said: 'What manner of man is this? He hath power even to soothe the beasts of my "apple box".' I listened. I thought perhaps the owner of the voice was somewhat frightened. He was announcing the worship service of a new radio station, Station WOAW. After the singing of a hymn, which I happened to recognize, the voice called us to prayer. I'll never forget that prayer. Soon the quivering ceased. Then there came confidence. Soon I knew the man was at home. I knew he knew God. I felt we were brothers. Since then, Brother Brown, with the exception of a short time when our radio could not bring you in, we have enjoyed having you come into our home each Sunday morning."

We remind our readers of the coming General Council of the Christian and Missionary Alliance to be held in Omaha, May 14-19. The program will present some of America's greatest preachers, and there will probably be about 60 missionaries from all parts of the world. Do not fail to tune in to the chapel service at 8:30 a. m. on May 10, 17 and 24. Also listen for announcements of special broadcasts.

AIDS DEFENSE

Woodmen of the World members in 44 states are participating in "The President's Defense Campaign," which began April 20 and continues through June 6. The campaign has for its purpose the enrollment of new members in the Woodmen of the World. As an incentive to present Woodmen members and field men to secure new members, prizes of War Savings Stamps and Bonds, and beautifully lithographed paintings of the American flag, are being offered.

V...—

SUMMER TOO



Good news from the makers of Tums! Horace Heidt and his "Musical Knights" will continue his Tuesday night program on NBC and WOW throughout the summer. Incidentally, Horace Heidt is booked for a return engagement at the Orpheum in the near future. Watch for the dates.

Upton Close, NBC's expert on Asiatic affairs, long ago predicted the present rubber shortage. Now, faced with realization of his own prophecy, Close has joined the bicycle brigade.

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

KNOCK . . . KNOCK!
MAY I COME IN?

April waved her delicate hand, dried her lovely eyes and disappeared just as May came over the hill. Glorious May appeared with a tulip in her hair and with her arms full of apple blossoms. As she stood there against a background of green- ing trees and a blue, blue sky above, glorious May seemed to bring new hope to a puzzled world today.



Aunt Sally

Now, April brought sunshine and showers, but to me she brought only sunshine and flowers. April marked time for me, the anniversary of my seventh year with WOW, and it has meant seven happy years in service to the grandest sponsors and the grandest public. One of April's tears got in my eye as those words truly come from my heart.

You might find it difficult to imagine the friendship that can exist between people who meet through radio. I claim some mighty dear and sincere friends, who have faithfully opened the door to me all these years. They talk back by letter, and I know all about them and their families. They share their troubles and their joys with me, and they make up a very beautiful world in which I live.

Once in awhile I will hear from someone who quite frankly tells me how they used to turn the button when I came on the air.

One woman said she just never would listen to me, for she was afraid I would tell her something she knew was wrong with herself, but she didn't want to know it. One time she was ill in bed and could

not move. Someone left the radio on and went out, and there was I as big as life and she couldn't do a thing about it. She said I seemed to sit on the edge of her bed and talk to her especially for 15 minutes. That was seven years ago, and she is one of the best friends I have, so I felt I had made quite a conquest.

The following letter I received from a minister's wife in Lincoln, and it did give me a good laugh: "Lincoln, Neb., April 14, 1942.

"Knock! Knock! May I come in?"

"Into this kitchen? Most assuredly not.

"Oh, dad! That's Aunt Sally. Let her in! She's all right.

"Maybe so, but I can't be bothered with her this morning.

"And that, Aunt Sally, is about the conversation that went on in our home for many a morning. Then it happened. One fine morning I just couldn't get to the radio to dial you out.

"We had pancakes for breakfast. You called the turn. You insisted on having some of my cakes and bragged on my coffee. Truly it was uncanny . . . seemed as if you were right there in person.

"Well, that was years ago. If you want to start a riot at our house along about 6:15 in the morning, all you have to do is just try keeping Aunt Sally out of our kitchen.

"Trusting that God may continue to bless you and yours in the glorious work you are doing in the Master's name, we beg to remain your constant listeners."

Bless their dear hearts and all my dear people . . . they mean so much to me. Some tell me they are praying for seven years more. By that time I'll need a vacation and the old age pension, huh?

Well, 'bye for now!
YOUR AUNT SALLY.

Didja Know? . . .

By BILL WISEMAN

NINE RULES TO PROTECT RADIOS . . .

New radios, like new automobiles, typewriters, washing machines and refrigerators, are fast becoming scarce because of Uncle Sam's all-out war effort.



Bill Wiseman

The radio set you own will have to do—for the duration.

Robert F. Herr, a nationally-known service engineer (Philco), points out that there's plenty of life in any radio if the owner gives heed to nine rules for its protection.

The nine rules, as outlined by Mr. Herr, are easy to observe. They are:

1. Don't place your radio on a radiator or adjacent to steam pipes. Excessive heat may cause breakdown of important parts.
2. Don't place your radio next to a window. Exposure to rain and moisture not only spoils cabinets, but also causes damage to delicate parts.
3. Avoid operating your radio in a damp playroom or cellar.
4. Play your radio, but don't leave it on continuously day and night, thus hastening the end of its usefulness.
5. Don't expose your set to too much sunlight. The heat affects both cabinet and parts.
6. If your set has push-button tuning, make sure that adjustments are set for maximum reception efficiency.
7. Keep your radio at peak performance by having a periodic checkup.
8. If something goes wrong with your set, don't monkey with it. Let a radio expert fix it.
9. Demand a 90-day guarantee on all service work done on your radio.

Robert Herr, who likes his staff to come to work well refreshed after a good night's slumber, offers another commandment which he says belongs in a special category. That is—

Don't play your radio at top volume far into the night. It may keep a defense worker awake in the house next door.

v . . . —

"ABIE" JUST GROWS AND GROWS . . .

"Abie's Irish Rose," heard Saturdays, 7 p. m., WOW, via the NBC Red network, has broken all existing opening Crossley radio records for half-hour dramas since January 1, 1941, according to a survey made by the Cooperative Analysis of Broadcasting. The series authored by Anne Nichols, started its radio life with the eyebrow-raising survey figure—12.2. Its listening popularity has grown by leaps. It not only maintained its initial pace—it increased it. The second CAB survey jumped to 13.2; the one following was 13.6. Yet, "Abie" keeps growing—its current rating is 15, with more program pyramiding in sight.

v . . . —

A GIFT FOR THE COLONEL . . .

Colonel J. M. Tully, commander of the Fourth Cavalry of the United States army, at Fort Meade, which visited Omaha recently on Army Day, has one memento of his Omaha trip which he will cherish always.

Soon after the regiment returned to Fort Meade, Colonel Tully received an elaborate album of newspaper pictures and clippings about the trip to Omaha. It was sent to him as a gift of the pupils of the fifth and sixth grades at Pickard school. This school is located just across the street from Ak-Sar-Ben field, where the regiment camped.

v . . . —

THREE GOWNS IN 15 MINUTES . . .

Three salesladies in a swank Fifth Avenue store fainted dead away the other day when Trudy Erwin and Julie Conway, vocalists on Kay Kyser's "Kollege of Musical Knowledge," dropped in and bought three formal gowns in 15 minutes flat.

REVUE IN CARROLL, FALLS CITY

FALLS CITY . . . CARROLL FOLKS SEE WOW REVUE



Scenes at Falls City and Carroll, Iowa, performance of WOW's "Red, White and Blue Revue." Upper left, Carroll folks show their new War Savings Stamp albums. Upper right, Miss Barbara Hughes sings with WOW Orchestra. Lyle DeMoss with baton.



Lower left, Miss R. P. Hoban and Dick "Ox" Coglaizer compete in a gag at Falls City, with DeMoss holding microphone. Lower right, a portion of the crowd in Falls City's beautiful new auditorium built of native stone.

Stamp Sales Up in Eight Cities Visited

The number of mid-westerners who have witnessed WOW's "Red, White and Blue Patriotic Revue" passed the 25,000-mark April 19 at a performance of the Revue at Carroll, Iowa. Three days previously the Revue played to 1,500 people in Falls City, Neb.

Each of the 25,000 persons who have seen the Revue have purchased (as a requirement of admission) 50 cents worth of War Savings Stamps in a new book. This means that when these 25,000 persons complete their books (assuming that they convert to \$25 par value bonds) the Revue will have been responsible for the purchase of more than half a million dollars worth of War Savings Bonds.

The attendance at Falls City was approximately 1,500, and at Carroll, Iowa, approximately 1,000.

Future Shows

Previously, performances of the Revue were put on at Fremont, Beatrice, Columbus, Hastings, Norfolk and Grand Island.

Future performances of the "Red, White and Blue Revue" are dependent entirely on the availability of transportation for the cast, which includes 40 persons, mostly WOW personalities.

Following the Grand Island performances, the Nebraska Tire Rationing Board invoked a policy under which chartered buses are no longer available to transport shows, even though they be presented for patriotic purposes.

Merchants' Festival

The performance at Falls City was sponsored by the Falls City Chamber of Commerce as a part of its annual Merchant's Spring Festival, a three-day affair, which included a group of entertainers from Kansas City on the first night, the WOW Revue on the second night and a big dance on the final night.

Alan Hauck, secretary of the Falls City Chamber of Commerce, was in charge of arrangements. E. R. Lockard, President of the Falls City Chamber; Police Commissioner Zimmer and H. L. Fuller, Manager of the Falls City Gas Service Company, rendered invaluable assistance in presenting the performance and entertaining the cast. Dinner was served at the First Christian Church. Falls City's new auditorium was nearly full for the WOW performance.

Invitations

The Maurice Dunn Post of the American Legion was the local sponsor for the "Red, White and Blue Revue" at Carroll. James Wilson, commander of the post, was Chairman of the Carroll "Red, White and Blue" Committee. The Carroll Elks Club, managed by Frank Seyller, was host to the cast at dinner.

James Wilson is editor of the Carroll Daily Times Herald, which gave wide and favorable publicity to the show.

The Carroll performance was the last scheduled presentation of the "Red, White and Blue Revue." Approximately 60 cities and towns, including Vermillion, Sioux Falls, Yankton and Mitchell in South Dakota; as far south as Houston, Tex., and as far west as McCook and North Platte, have sought to have the Revue brought to their communities.

Many members of the "Red, White and Blue" cast, including Producer Lyle DeMoss, Promotion Manager Bill Wiseman, members of Freddy Ebener's WOW Orchestra and the chorus, have contributed their Sundays and many week nights "for the good of the Cause" to make the "Red, White and Blue Revue" possible. The persons who were paid for their services received their remuneration in Defense Stamps. These Defense Stamps were purchased in the communities visited.

Most of the expenses, incident to presenting the Revue, were defrayed by the Woodmen of the World Life Insurance Society, which owns and operates Radio Station WOW.



Preceding Omaha's "Minute-Man" campaign to secure War Savings Stamp and Bond pledges, these drive officials were interviewed on WOW by Foster May. Left to right, above, are: V. J. Skutt, Omaha registration chief; W. D. Hosford, Jr., May and J. Francis McDermott, Nebraska War Savings campaign Chairman.

Marlin and Other P. & G. Shows Change

"The Story of Mary Marlin," "The Bartons," "Vic and Sade" and "The Right to Happiness," all broadcast Mondays through Fridays over the NBC Red network, under the sponsorship of Procter & Gamble, are now heard in new time spots effective with the broadcasts on Monday, April 13.

"The Story of Mary Marlin" moved to 9:45 a. m., Omaha time, from 10 a. m.; "The Bartons" to 10 a. m.; "Vic and Sade" to 10:15 a. m. from 2:45 p. m., and "Right to Happiness" to 2:45 p. m. from 10:15 a. m. "Lone Journey," "Against the Storm," "Pepper Young's Family" and "Oxydol's Own Ma Perkins" will continue at their same time. Agencies handling the shows changing times are Benton & Bowles, Inc.; Compton Advertising, Inc., and Pedlar & Ryan, Inc.

UNITED STATES TREASURY DEPARTMENT



For distinguished services rendered in behalf of the National Defense Savings Program this citation is awarded to

Radio Station **WOW**

Given under my hand and seal on February 20, 1942



Henry Morgenthau Jr.
Secretary of the Treasury

"For distinguished services" in the sale of stamps and bonds in the midwest, the U. S. Treasury Department presented WOW with this official citation.

GENERAL MILLS OFFERS 5 HIT SHOWS

Guiding Light is Newest of Family

Long accustomed to "nothing but the best," WOW listeners are getting a splendid assortment of radio entertainment Mondays through Fridays in General Mills-sponsored shows.

At 1 p. m., "Light of the World" appears. This 15-minute program gives a modern interpretation to the Bible, dramatizing the old familiar Bible stories in today's language.

Currently, the story of David and King Saul is enthraling WOW fans. The leading roles are played by Santos Ortega and Joan Anderson, both of whom have appeared in dozens of dramatic shows.

Particularly watchful not to offend the public, the sponsor has the cooperation of three Biblical consultants—Dr. James H. Moffat, Scottish Presbyterian and lecturer; Rabbi Abraham Burstein, executive Secretary for the Jewish Academy of Arts and Sciences, and the Rev. John LaFarge, co-editor of the Jesuit weekly, "America." These religious leaders edit and approve the scripts (all from the Old Testament).

The same care is exercised in choosing actors and actresses. A fine regard is shown to listeners' conceptions of Biblical characters.

Following "Light of the World" is the perennial favorite, "Arnold Grimm's Daughter," starring Luise Barclay as Connie.

Miss Barclay's getting into radio was by a rather circuitous route, for she studied the piano for more than 12 years at the Cincinnati Conservatory of Music, the Philadelphia Conservatory of Music and the Leland Powers School of the Theater in Boston.

Her first radio appearance was on a Philadelphia station in 1933. She has appeared since in "Today's Children," Campana's "Grand Hotel," "Romantic Melodies," Campana's "First Nighter," "Woman in White" and "Arnold Grimm's Daughter."

Makes It Talk

Beauteous Luise walks and reads for relaxation. Helen Hayes is her favorite personality, Walt Whitman's "Leaves of Grass" her favorite book, "Dear Brutus" her favorite play, Kentucky her favorite state and Boston her favorite city. She speaks French fluently and prefers to spend her vacations on or near the water. Very serious about her work, Miss Barclay studies every aspect of the character she portrays—and then "makes it talk."

Betty Crocker's new and generously-illustrated cook book is the premium currently being offered on "Arnold Grimm's Daughter."

At 1:30 p. m. daily, WOW listeners may now hear Dr. John Ruthledge, the Good Samaritan pastor of Five Points, whose homey philosophies and gentle, wise counsel have endeared him to millions of followers of "The Guiding Light." Always one of America's highest-rated programs, when it left the air last December, more than 120,000 letters of protest poured in to network and sponsor, asking for its prompt return.

Irna Phillips, who authored "Today's Children" and who now writes "The Guiding Light," expressed her happiness when General Mills returned "The Guiding Light" to the air on March 17, as follows:

"Today, as at no time in the past, "The Guiding Light" serves in a world crisis. It can become a real inspiration to all Americans; it has a message of timely interest to all its listeners.

"Why? Because it is a story of a melting pot community—a crucible in which people of all races, all creeds, all nationalities are fused and merged until they become Americans all . . . loyal Americans . . . thrilling to the promise of America—pledged to the doctrines of America—sworn to the defense of America.

"America needs inspiration. America needs to be told again

STARS OF GENERAL MILLS SHOWS ON WOW



Upper left (Chicago Sun photo): Dr. John Ruthledge and his daughter, Mary Rutledge Holden, who star in "The Guiding Light." Upper right: Santos Ortega, who plays King Saul, and Joan Anderson, who is Michal in the current "Light of the World" story. Lower left: Luise Barclay, who plays Connie Grimm Tremayne in "Arnold Grimm's Daughter." Lower right: Joe Emerson (front row, center) and his "Hymns of All Churches" choir. All are favorites in General Mills programs on WOW.

THE GENERAL MILLS FAMILY

The programs of the General Mills family on WOW, along with the times and sponsors, are as follows:

- 1 P. M.—"Light of the World"—Cheerioats.
- 1:15 P. M.—"Arnold Grimm's Daughter"—Gold Medal Kitchen-Tested Flour.
- 1:30 P. M.—"The Guiding Light"—Wheaties and Betty Crocker Soup.
- 4:45 P. M.—(Mon., Tue., Wed. and Thu.) "Hymns of All Churches"—Softasilk Cake Flour.
- 4:45 P. M.—(Fridays only) "Betty Crocker"—Gold Medal Kitchen-Tested Flour, Bisquick and Softasilk Cake Flour.

and again that its way of life is right, and that it shall triumph in the end.

"Doctor Ruthledge can do his part in giving this inspiration. Into his words and into the lives of those of his community can be woven themes to inspire, to strengthen and to give faith to Americans."

Very much in the same spirit as "The Guiding Light," but on a musical theme, is the "Hymns of All Churches" program, which occupies the 4:45 p. m. spot on WOW, Mondays, Tuesdays, Wednesdays and Thursdays of each week. Joe Emerson is the conductor of this well-loved quarter hour.

Born in Grand Rapids, Mich., of Swedish ancestry, Joe sang as a boy soprano in the choirs of St. Mark's Episcopal Church and the Rescue Mission in Grand Rapids until he was 11 years old. His family then moved to a farm near Sparta, Mich., where Joe helped with the chores and sang whenever opportunity afforded. He now lives in Chicago with his wife and their daughter, 22-year-old Carolyn.

500 Hymn Books

An outstanding feature of "Hymns of All Churches" is Emerson's introduction of each song, telling how it came to be written, or giving an interesting sidelight on the author or composer. Material for these introductions represents years of research, and much information is sent in by listeners, too. Incidentally, Joe Emerson has more than

500 hymn books and scores of unpublished hymns.

Assisting him is a choir of trained voices—two sopranos, two altos, two tenors and two basses, and an instrumental group. These two groups are under the direction of Fred Jacky, a talented musician and a member of the Cincinnati Symphony Orchestra for nine years.

"Hymns" first went on the air from WLW, Cincinnati, in 1934.

"Betty Crocker" is the fifth General Mills program to be heard over WOW, making her appearance at 4:45 p. m., Fridays only. By far the nation's best-known home economist, Betty Crocker's name is synonymous with baking success from coast to coast. Her intimate chats with American homemakers bring "lifts" into the lives of grand-

mothers as well as new brides. For any woman who likes to delight her family with baked delicacies, Betty Crocker means "good listening."

Just as the motto on the Gold Medal flour sack reads, so might radio listeners apply the General Mills radio programs. If you are not a follower of these programs, you will be "Eventually . . . Why Not Now?"

V...—

There's at least one man whose interest can't be aroused by the threatened lack of material for suits. Fort Pearson, announcer for "Arnold Grimm's Daughter," has his wife choose the material for his clothes. The tailor selects the style. Fort merely wears the suit, unconcerned whether it has trouser cuffs, pointed lapels or pleats.

Modern Rhythms Aborn of Hymns

The popular music of today owes its rhythm and form to early Christian hymns, says Joe Emerson, whose "Hymns of All Churches" is heard Mondays through Thursdays at 4:45 p. m., Omaha time, on WOW, via the NBC Red network. "Christian hymn tunes," Emerson said, "date back to the era of St. Ambrose, who introduced metrical songs of praise into the church service. Before that time worshippers sang the Psalms and Canticles as Plain-Song, which means song without metre. When Plain-Song was set to measured verse it acquired rhythm based on poetic metre, creating a pattern for the development of modern music."

V...—

Sarajane Wells is a Real Outdoor Girl

If ever looks were deceiving, those of pretty Sarajane Wells, who plays the role of Mary Holden on "The Guiding Light" (NBC Red, Mondays through Fridays, 1:30 p. m., on WOW), certainly are. First impression of this diminutive bit of pulchritude is that one of her size would relax with a crocheting needle or perhaps a brush for painting flowers on china. But Sarajane's a real he-girl. Fly-fishing is her favorite sport. And she once hooked a shark—a live one—and didn't let go of the line!

OFFER ATLAS WITH NEWS TOWER

Audience Aids in "People Are Funny"

"People Are Funny," an audience participation show which has been heard on the west coast for more than three years under the titles "Pull Over, Neighbor" and "All Aboard," made its coast-to-coast debut on Friday, April 10, for the Brown & Williamson Tobacco Corporation, makers of Wings King Size Cigarettes.

"People Are Funny," which is m.c'd by Art Baker and Art Linkletter, replaces "Captain Flagg and Sergeant Quirt" in the Friday 9 to 9:30 p. m. CWT spot on WOW via the NBC Red network. Baker, one of the two Arts on the show, had as many as 21 shows a week on the air. Linkletter, the other Art, was radio director for the San Francisco World's Fair and conducted several other quiz shows before becoming co-m.c. of "People Are Funny."

Written by John Guedel, the new Brown & Williamson program is expected to feature a series of contests, games and questions based on airline travel within the United States.

V...—

Red Skelton Signs For Two More Years

The Brown & Williamson Tobacco Corporation has renewed for another year, effective April 28, the rib-tickling program of Red Skelton, whose portrayal of a bad little boy who gets into serious mischief, always prefaced by: "If I do I get a whippin'—but I dood it!" has been amusing NBC Red network listeners from coast to coast all winter.

Skelton is heard over 118 NBC Red network stations on Tuesday evenings from 9:30 to 10 p. m., Omaha time, in behalf of Sir Walter Raleigh Tobacco and Raleigh Cigarettes. Russel M. Seeds Co., Inc., Chicago, is the agency.

V...—

"Against the Storm" Wins Peabody Award

Two prominent NBC-WOW programs, "Against the Storm" and "University of Chicago Roundtable," have been chosen for the renowned Peabody Awards, given annually to broadcasts outstanding in their fields by the George Peabody Foundation, popularly known as the "Pulitzer Committee of Radio." A year ago WOW received a Peabody award.

V...—

UTLEY A. W. O. L.

To the half dozen visiting firemen who tried helplessly to find Skelly Commentator Clifton Utley last Sunday: The chore was a bad job in the first place; Utley threw his engagement book away and went for an eight-mile hike in the dunes with his young son, a jaunt the pair had been planning for two years.

CORNY, BUT GOOD, IS HANK KEENE SHOW!



"Who is this Hank Keene? And where's he been all my life?" That's what millions of individual radio fans from Minnesota to Texas are asking as they laugh at his rollicking new music and comedy program, "Hank Keene in Town," now on the air for the first time in this section. The show is being broadcast three nights a week over Station WOW, on Mondays and Fridays at 6:30 p. m., and on Wednesdays at 6:45 p. m., by Velvet Pipe and Cigarette Tobacco.

The answer is the amazing story of a boy not yet 30 who looks hardly 20, and has for nine years been the head of one of America's most successful traveling shows as well as a highly successful music writer and publisher.

Over 600,000 of Hank Keene's song books have been sold and over a million persons have seen his tent show since 1932, when it began touring New England states, New York, Ohio and Indiana.

Behind Hank Keene's success is the story of a lifetime in "show business." Son of Henry Keene and Katie Williams, vaudeville headliners of yesterday, Hank made his first stage appearance when he was only a few months old. Yet there is nothing "theatrical" about Hank Keene's personality.



"One Keene Show," says pretty Jean Fadden, co-star of the new-fast-moving radio musical variety show, "Hank Keene in Town." Presented by an extra large radio cast—12 musicians and comics.

Meet Hank Keene, star of the new radio variety-musical show, "Hank Keene in Town." Sponsored by Velvet Pipe and Cigarette Tobacco. It is heard on Station WOW three nights weekly.

Chet Stratton Tried to Evade Acting

For a young man who started out by not wanting to become an actor, young Chester Stratton's done pretty well for himself.

Chet came from an acting family, but he gave up the stage for school. After college, he was corraled for several juvenile leads, but tossed all that over to drive a furniture truck, sell washing machines and work his way to Europe on a tanker.

Then about seven years ago Chet resolved his mind and he's been acting since. He's been in several Broadway productions, several movie shorts, and now, among other programs, is heard on "Light of the World," (NBC Red, Mondays through Fridays, 1 p. m., on WOW.)

V...—

Why Kyser Lark is a Crosby Fan

Dorothy Dunn's favorite singer is Bing Crosby, and she has more reason than most for her choice.

The pretty songstress of Kay Kyser's "Kollege of Musical Knowledge" was born May 2—Bing's birthday, also.

Dorothy's favorite sport is horse racing—so is Bing's.

She has never taken a music lesson in her life—ditto Crosby.

CUPID AT 4



Here's charming Betty Arnold, who plays the leading role in the new serial, "Sweet River," heard on WOW 8:45 a. m., Mondays through Fridays. Her acting career started when she played the role of Cupid at a wedding when she was 4 years old.

V...—

Radio's Royal Family Now in 11th Year

Radio's royal family, the Barbour, started their 11th year on the NBC Red network and WOW on Sunday, April 26 (7:30 p. m.).

Created by Former Newspaperman Carlton E. Morse as an experiment in 1932, "One Man's Family" rapidly became a radio institution.

The Barbour, through the years, have remained together both in fact and fiction. Everyone of the principals of the cast still takes part today.

Heard on the first edition of "One Man's Family," and still active in the cast today, are: J. Anthony Smythe (Father Barbour), Minetta Ellen (Mother Barbour), Michael Raffetto (Paul), Bernice Berwin (Hazel), Kathleen Wilson (Clau-dia), Barton Yarborough (Clifford) and Page Gilman (Jack).

V...—

SPORTS TO CAMPS

Bill Stern's Colgate Sport News show is now rebroadcast regularly by short wave to American soldiers and sailors stationed in all parts of the globe. The Stern program on the NBC Red network is short-waved by transcription to Ireland, Iceland, Newfoundland, Greenland, Bermuda, Alaska and the entire Caribbean area.

WHO WILL BE THE MIDWEST'S "V-GIRL"



COUNTRY GIRL? . . . Will charming farm girl win Omar Wonder Flour's V-Girl contest? Scores of lovely farm maids are competing.



RANCH GIRL? . . . Maybe a Nebraska ranch girl will win the hundred-dollar War Bond and free trip to Washington in Omar's V-Girl contest.



CITY GIRL? . . . Or perhaps a city girl. Details of the V-Girl contest will be heard on Omar's "Musical Meditations" on WOW, Sundays, at 9:45 a. m.

U. S. 1940 Census Lists in New Edition

WOW has arranged to give its listeners a 128-page "New Pictorial Atlas of the World," which includes the official 1940 census figures of United States cities and towns. This handy reference book will be given free to any WOW listener who sends in a two-year subscription (or two one-year subscriptions) to the WOW News Tower Magazine.

While the new Pictorial Atlas is not available at bookstands, it is the quality of book which regularly would sell for about a dollar.

Many Maps

The new Pictorial Atlas, 1940 census edition, is published by the Geographical Publishing Company of Chicago. In addition to the 1940 census figures for cities and towns, it contains revised maps, in colors, of all the 48 states.

Other maps in the Atlas, all in full colors, include Australia, Eastern Hemisphere, Far Eastern Battle Area, Japan, Malay Region, Northern Africa, North Sea Area, Union of Soviet Socialist Republics, Western Hemisphere and the World.

The new Pictorial Atlas of the World is bound in heavy paper. It will be of great value to every family in studying the geography of the present war. More than that, it is a reference book of a type that should be in every home.

On Each State

An interesting feature is a descriptive gazetteer, giving a thumbnail sketch of each state.

For Nebraska, for instance, this description gives full details as to topography, area, chief rivers, climate, industries, agriculture, manufactured products, minerals and leading cities. The same information is given about each of the 48 states in the Union. The book is profusely illustrated with new pictures.

The offer of the new Pictorial Atlas of the World should be of special interest at this time, because most home atlases now in use contain old census figures. This book is one of the first published which includes the official United States census figures.

The new Pictorial Atlas of the World is not for sale. It is available to WOW listeners only with new, or renewal, subscriptions to the News Tower Magazine. A copy of the new Pictorial Atlas of the World will be sent postpaid, free of charge, to any person who sends in a two-year subscription (at the regular price, 50 cents a year \$1 total), or to any person who sends in two one-year-old subscriptions at the same time.

Only a thousand copies of the new Atlas are available at the present time, and the first thousand listeners who avail themselves of this special offer will receive the new Atlas.

V...—

Benny and Gang Open New Studio

Jack Benny and his gang initiated Studio A in NBC's new San Francisco building when the National Broadcasting Company's new plant was formally dedicated, Sunday, April 26.

Benny, one of San Francisco's favorite entertainers, led a parade of NBC stars and programs scheduled to broadcast from the largest studio in the new NBC building in an eight-day celebration.

The new NBC studio building will be unique in San Francisco. Its architecture is modern, but not freakish nor faddish. Five stories high, the building is constructed of reinforced concrete, trimmed with bands of glass brick.

V...—

STARTED EARLY

Bill Bivens, new announcer on "Pleasure Time" (NBC Red, Mondays through Fridays, 6 p. m., Omaha time), landed his first announcing job at the ripe old age of 14 years on Station WRB in his home town of Gastonia, N. C.

WOW

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Bill Wiseman, editor.

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FALSTAFF EXECES...MADE 'ADMIRALS'

Radio Artists Give Freely For War

Radio artists are doing their bit to serve a worthy cause. So when an all-out war effort looked toward the network studios and their citizens, the response was overwhelming. In addition to the several U. S. government and army shows now carried by all the major networks in the interests of morale, many of the individual stars are doing "something extra" for the war effort.

Bea Wain, singing star of the "Manhattan Merry-Go-Round" Sunday night series, for example, is chairman of the singers' division of the American Theater Wing Canteen, which maintains a gathering place for uniformed men on leave, in New York's Times Square.

Dinah Shore, Eddie Cantor's songstress, recently sold half a million dollars' worth of U. S. War Bonds in Nashville, Tenn.

Sammy Kaye, the swing-and-sway maestro, has donated \$2,000 in royalties from his patriotic song, "Remember Pearl Harbor," to the Navy Relief Society.

Francia White, soprano star of the "Telephone Hour," is touring the nation's army, navy and marine bases with USO camp shows.

Kay Kyser, Woody Herman, Shep Fields and other band leaders are taking their bands to various army and navy posts to entertain the boys. Hundreds more from the airplanes are doing what they can do to speed the arrival of "V" days.

V...—

Those We Love to Replace Eddie Cantor

"Those We Love," Agnes Ridge-way's colorful story of the lovable Marshalls, a New England family of Westbridge, will be the summer replacement for Eddie Cantor's "Time to Smile" program, starting Wednesday, July 1 (NBC Red, 8 p. m., WOW).

The series, which has consistently been rated one of radio's leading dramatic shows, will be sponsored by Bristol-Meyers in behalf of Ipana and Sal Hepatica. It will originate in Hollywood.

V...—

Alice Frost says the summer hotels may be crowded, but there's always room for one bore!

TOM DAILEY INDUCTS FALSTAFF "ADMIRALS"



Falstaff executives inducted into the Nebraska navy at a sales conference in Omaha. Left to right, the men on the platform are: Alvin Griesedieck, Harvey Beffa, H. J. Colton, Jerry Newton, Marvin Harms, Tom Dailey (at the mike), Charles Hotchkiss (behind Dailey), Fred Leighty, Pete Mitchell and Charles Schmidbauer.

Victor Borge Another Star in Vallee Crown

Victor Borge, the devilish Dane currently convulsing listeners to Bing Crosby's "Kraft Music Hall" program (NBC Red, Thursdays, 8 p. m., Omaha time), is another radio celebrity who can give a nod to Sealtest's Rudy Vallee, the star maker.

Borge left Denmark just before the nazis moved in. When he landed in New York about a year and a half ago, Borge spoke hardly a word of English. He took care of that deficiency by attending six or seven movies a day in New York's Times Square.

V...—

1,000 Attend Fitch Circus Day Program

More than 1,000 underprivileged children from a dozen Manhattan institutions raised their voices in thunderous glee on the "Fitch Bandwagon" broadcast, Sunday, April 26 (6:30 p. m., WOW). The entertainment was provided by the Ringling Brothers and Barnum & Bailey Circus Band, plus an assortment of clowns and freaks.

The party is an annual treat by the F. W. Fitch Company.



Tom Dailey (left) presenting the Nebraska navy Admiral's commission to Charles Schmidbauer, Manager of Falstaff's Omaha plant. In rear is Charles Hotchkiss of the Blackett-Sample-Hummert Adv. Agency, Chicago.

"Nebraska Navy" Adds 9 Dry Land Aids

Nine high officials of the Falstaff Brewing Corporation, and their advertising agency, Blackett-Sample-Hummert, Chicago, were inducted into the Nebraska navy with due ceremony at a recent meeting of Falstaff executives, jobbers and dealers in Omaha at Hotel Paxton.

Falstaff sponsors "Justice Rides the Range," on WOW at 10 p. m., Mondays through Fridays, and the Tom Dailey sportscasts each week night at 5:55 p. m.

The induction ceremonies were conducted by "Admiral" Tom Dailey. Garbed as an old-time, sea-faring Admiral, with epaulets, hip boots, a sword and a hat of Napoleonic vintage, Dailey presented each of the Falstaff executives with a genuine Nebraska navy commission, signed by Governor Dwight Griswold and by Ted Metcalfe, who is Chief Admiral of the Nebraska navy. Assisting in the ceremonies were a group of charming lassies in abbreviated navy costumes who perform with the Peggy Thomas shows, the WOW orchestra and a well-rounded out stage show, of which Lyle DeMoss, WOW's Production Manager, was emcee.

Each Falstaff Admiral was presented not only with his commission done up in a red, white and blue ribbon, but a navy Admiral's hat and a toy battleship.

Those who received the commissions were:

- Alvin Griesedieck, President of the Falstaff Brewing Corporation.
- Harvey Beffa, Vice President and General Manager
- H. J. "Doc" Colton, Sales Manager.
- Jerry Newton, Assistant to the President.
- Marvin Harms, Fred Leighty and Charlie Hotchkiss, all of Blackett-Sample-Hummert Advertising Agency, Chicago.
- Charles Schmidbauer, General Manager, Omaha division.
- Pete Mitchell, Sales Manager, Omaha division.

Just previous to the meeting, the visiting Falstaff executives completed plans for sponsorship on WOW of Ak-Sar-Ben races, which start May 26 and continue through July 4. As is the custom, WOW will broadcast a transcription of each feature race and the results of all races each day of the meet by courtesy of Falstaff.

In addition, Falstaff has contracted to again sponsor the broadcasts of the Omaha Knights hockey games, if hockey is continued in Omaha next season.

Approximately 250 Falstaff jobbers attended the two-day sales conference in Omaha. In discussing the effect of the war on the brewing industry, Falstaff's President, Griesedieck, told the jobbers that despite "the uncertainty of the times," Falstaff would do everything in its power to aid the war effort, and to protect the interests of its jobbers and dealers.

V...—

AUER RECIPE

Recipe for Boeuf a la Stroganoff, as given by Mischa Auer on Homemakers' Club of the Air program, Saturdays, April 18:

Three pounds of steak, cut in cubes. Saute in butter until fairly brown. Then add one onion, finely chopped, and saute until onion is browned with the meat. Season with salt and pepper. Cover, and simmer over low heat. In a saucepan, melt one tablespoon butter and add one cup of tomatoes and one cup of chopped mushrooms. Cook over a low heat, or in a double boiler for about 10 minutes, and then add one pint of sour cream. Continue cooking over low heat until this sauce is blended, and then pour over the meat and onion. Cook for about 25 minutes longer, and serve. Will serve from six to eight persons.

"WITH MUSHROOMS" ADDS GLAMOUR TO MANY DISHES

By MARTHA BOHLSSEN

Director Homemakers' Club of the Air—Saturdays, 9:15 A. M.

The warm spring rains of this season are Mother Nature's best invitation to burst into color—bright vivid greens—new leaves and buds sprouting on shrubs and hedges, different flowers breaking through the ground after a long winter of rest almost every day.

Among the spring appearances we find mushrooms popping out of the ground just over night. They seem to be forced out of the ground in soft, swampy places after a nice stimulating rain followed by a burst of sunshine. We see groups of people scanning the ground in these areas very carefully—in search of these mushrooms, which will help to pick up lagging spring appetites and offer a new air to our commonplace dishes. Mushrooms in themselves cannot boast of high food values. In fact, they are rarely listed on food value charts, but they certainly can boast of appetite appeal. Just name any kind of dish and add "with mushrooms" and you've added glamor to that dish.

How about a broiled steak with mushrooms, or creamed chicken with mushrooms, or even plain scrambled eggs "with mushrooms"? They are glorified.

I'd like to give you just a few suggestions for the handling of mushrooms, because they are very delicious if they are properly prepared. Improper handling can make them very unpalatable. There are



Surprise guest recently on a WOW program, "Homemakers' Club of the Air," was Mischa Auer, comedian of movies and stage. He is pictured (chewing a phonograph record!) with Harry Burke and Martha Bohlsen.

two popular ways of preparing them. One is the broiled mushroom and the other creamed. Both of these methods are very simple and they include the most common preparations. The most important thing to remember about mushrooms is that they require very little cooking. Over-cooking is what causes the toughness. We find this condition so often in sauteeing mushrooms when they are used in a mushroom sauce or in gravy.

That's because of the intense heat from the fat in which mushrooms are cooked. To saute mushrooms for gravy, only about five minutes should be allowed. I'd say that six minutes would be an absolute maximum. Over-cooking causes them to shrivel and become toughened and darkened.

To prepare mushrooms for broiling, you wash them first and then cut off any damaged spots. It isn't necessary to peel them unless they

are very large and the outer skin seems rather tough. In that case it's better to remove the skin, and usually you can just pull it off. Otherwise, just wash the mushrooms thoroughly, and if they seem wilted, allow them to stand in cold water for about 30 minutes to freshen them. Then drain them well. Remove the stems and place the caps, the gill side down; that is, the rounded side up, under the broiler unit of your range. If the mushrooms are large enough, you can arrange them on the broiler rack of the pan. If they are too small, just put them right on the bottom of the pan and allow them to broil for about two minutes on this first side. Then turn them and sprinkle with salt and pepper, and place a small piece of butter in each cap. Broil this side of the mushroom for a few minutes longer. Then carefully lift them from the broiler so that none of the juice is lost, and you can serve them on buttered toast or on little toast triangles. Those giant mushrooms that are about one and a half to two inches in diameter are perfect for this kind of broiling, and are certainly excellent accompaniment for a broiled steak.

I'm sure you don't need many suggestions for using mushrooms in your cooking. They blend well with almost any kind of meat or vegetable. The important thing to remember is to cook them for a short period of time, and they'll always be tender and delicious.

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Hello, Good Americans!

The golf season is here . . . which, each year, reminds me that my friend, Joe, will be out in an attempt to break 90 again. Did he break 90 once? Yes, once . . . and here's how he did it: Came the first warm and sunny weekend of the 1942 golf season, and on Saturday evening Joe said to his wife: "Get me up at seven, sweetie face. Got a golf date with the boys on the first tee at eight tomorrow morning." Then they met on the first tee—had the usual arguments about handicaps and the foursome was off. On the first hole, Joe hooked his drive to the left, but recovered with a fine 5-iron shot, dead to the pin, sinking his putt for a birdie three. Up to the second hole, narrow and treacherous, but Joe shut his eyes and whacked a drive straight down the middle, chipped to the green and his ball hung on the lip of the cup for a par four. Still one under par, but on the long par five third hole—believe it or not—Joe holed out a spoon shot for a double eagle! Four under par on three holes. Who said Joe couldn't break 90? The fourth hole brought amazement to members of the foursome, including Joe, when he lifted a beautiful 2-iron over the trees onto the green and got an easy par. Then the 200-yard par three hole—with a brisk wind in Joe's grinning face. What to use? "My driver, boy!" said Joe. He teed his ball, swung and the ball zoomed, low and straight, but stopped in a trap of sand. A wedge shot in a cloud of sand dropped the ball, though, for an easy putt, and Joe got his three.

Numbers six, seven and eight were cinches for our friend, Joe. He took par—still four under going to nine. By this time word had gotten to the club house about Joe, who had never broken 90, about to make the turn four under! Impossible, said the boys in the crying room, and so they all turned out to gather round number nine green. Joe's drive was a thing of beauty, and when he laid that niblick dead on the stick, a big cheer went up as Joe strutted up to stroke his putt for a birdie three! Five under at the turn.

Following an easy par on 10, Joe glanced at the dozens of people now in a gallery as they walked down 11. Turning to his caddy, he mumbled: "Lookit them guys! Always givin' me six up a side . . . thought I couldn't play golf. I guess I'm showin' 'em, ain't I, son?" Par on 11, 12 and 13. On 14, Joe missed his drive and knocked it out of bounds. But he quieted the gallery with an upraised hand, stopped their sympathy and their "ahs" and "ohs" with a blazing drive up the fairway for 300 yards. But he took a bogey, to go back to four under par. Came number 15. Joe took out a new ball. He smacked it and it stopped on the apron of the green! A chip, a putt and a birdie! Five under again. Par was easy on the short 16th hole, but number 17 was always tough for Joe. A good drive, a sizzling brassie—and Joe was on in three. Two putts and he had his par. By this time members of the gallery, amazed and hypnotized in wonderment, walked beside Joe in stunned admiration. On 18, Joe sliced his drive, but lofted a 3-iron shot to the green and took an easy par four. The game was over!

Members of the foursome yelled "Robber, slicker, lucky, etc." but Joe pushed his way into the club house. He'd collect later.

"Here, boy! A five-spot for you. A 67 is worth five bucks any time. You can caddy for me again next Sunday."

Joe gave the locker room boy a hefty slap on the back as he passed by and laughed hyena-like over his 67. But, "Joe!" said a familiar voice. "Stop that infernal hitting and silly laughing and get up! It's SEVEN." It isn't that you won or lost, but how you played the game.

Joe gave the locker room boy a hefty slap on the back as he passed by and laughed hyena-like over his 67. But, "Joe!" said a familiar voice. "Stop that infernal hitting and silly laughing and get up! It's SEVEN." It isn't that you won or lost, but how you played the game.

MAY JOINS ARMY ON TREK

PHOTO STORY OF MAY ON ARMY HIKE

WOW Crew on 660-Mile Jaunt

A series of five thrilling word pictures of life with a mechanized unit of Uncle Sam's army high-lighted Foster May's Butter-Nut Coffee broadcasts during April.

Mr. May, accompanied by Chief Engineer William J. Kotera and Engineer Glenn Flynn, journeyed to Fort Meade, S. D., to accompany the Fourth Cavalry on its trek to Omaha on its Army Day appearance and parade, April 6.

Along the 660-mile route, May lived and traveled with the soldiers and gave WOW listeners full details by means of instantaneous transcriptions.

First broadcast was from Fort Meade, and described the exodus of the 1,500 men in their 400 vehicles as they were leaving their home camp. The second broadcast was from Alliance, Neb. Parts of this program were made in scout cars, jeeps, motorcycles, trailers, trucks—and even the airplane accompanying the convoy. The next broadcast was from a kitchen truck. It described how meals are cooked while the army is rolling, the menus of soldiers on the march and the cooking equipment used. When the next broadcast was started it was from a car parked in front of Colonel J. M. Tully's regimental headquarters at Ak-Sar-Ben field. Major V. P. Mock, who was in charge of the parade the following day, was also interviewed. Aboard a jeep, Foster rode through the camp and interviewed the regiment's doctor and some of the patients in the field hospital. On his next broadcast in this series May recalled several interesting incidents that took place during the trip from Fort Meade to Omaha.

April brought a number of unusual features to Foster's Butter-Nut program, including Rudolph Haybrook, a fireman in London, England, and an artist of international fame. He discussed fire-fighting methods during air raids.

The poetess, Mrs. Grace Noll Crowell, author of "The American Mother" and many other famous works, appeared on Foster's program, April 10.

On April 9, Foster interviewed members of the South Omaha Kiwanis Club at Johnny's Cafe in South Omaha.

Honor Choir

An historical event, the "swan song" of the famous Lincoln Cathedral Choir (at least for the duration of the World War) was presented on Foster's broadcast on Monday, April 13. This choir, which has gained international fame in the last 25 years under the direction of John Rosborough, sang its last songs on Foster May's program.

On April 15, May described the nazi Messerschmidt plane, which was exhibited in Omaha on the court house lawn to benefit the "Bundles for Britain" campaign.

Definite opinion on whether or not the 40-hour week should be increased were expressed by the members of the Omaha Kiwanis Club in a Foster May interview at the Hotel Fontenelle, April 17. All interviewed favored a longer work week.

On April 18, Foster interviewed J. Francis McDermott, V. J. Skutt and W. D. Hosford, Jr., leaders of the Minute Men campaign in behalf of War Savings Stamps and Bonds.

One of the most interesting interviews of the month was a discussion with Elmer Wheeler, author of many books on salesmanship. It was he who coined the famous phrase, "Sell the sizzle instead of the steak."



Tom Dailey



Photos of Foster May on his hike with the Fourth Mechanized Cavalry Regiment. Upper left, May in a rolling kitchen. Upper right, Fourth Cavalry parade passes WOW headquarters. Lower left, May at Alliance, with Colonel J. M. Tully (left) and Captain Edward Hillyer. Right, May interviewing Colonel Tully in a jeep. Lower right, the lineup of radio-equipped Fourth Cavalry scout cars.



Foster May

Japanese "Jam" India Newscast

The first case of Japanese "jamming" of broadcasts from India was encountered by NBC, Tuesday, April 14, when artificial interference made it impossible for Frances Muir to report from New Delhi on the "News of the World" roundup. Tests came in perfectly, but immediately on the "Go ahead, New Delhi!" cue to Miss Muir, the "jamming" began and made her words unintelligible. Since two previous broadcasts were heard perfectly, NBC engineers believe it wasn't until the third that the Japanese found the correct channel for their interference.

Previous Japanese "code interference" was encountered by NBC on broadcasts from Australia and other far-Eastern points, but this was the first instance of its occurrence from India.

V...—

Earle Ross, a crusty old bachelor on the air (he's Judge Hooker on Kraft's "The Great Gildersleeve"), celebrated his 30th wedding anniversary April 13.

MAJOR 'PETE'



Major Howard O. Peterson, former Local Sales Manager of WOW. WOW's staff tendered "Pete" a farewell dinner at Louie Marchio's.

'Pete' Becomes An Army Major

Howard O. Peterson, Local Sales Manager of Radio Station WOW, reported to the army of the United States as a Specialist Reserve Public Relations Officer, April 15, with the rank of Major.

Major Peterson has been assigned to the headquarters of the Seventh Corps Area in Omaha. It is contemplated he will be the Corps Area Radio Relations representative.

He is widely known in Seventh Corps Area Army Reserve affairs and in radio. In the former he has served in many capacities for the army, and was radio officer of the Seventh Corps Area maneuvers of 1940.

With Radio Station WOW since 1935, he has held positions of Promotion Manager and Local Sales Manager.

In Chicago in 1939, and in St. Louis in 1941, Peterson was National Chairman of the promotion exhibit at the convention of the National Association of Broadcasters.

In this assignment for the army, Major Peterson will probably handle army relations with the 107 radio stations in the Seventh Corps Area, comprising Minnesota, North Dakota, South Dakota, Nebraska, Wyoming, Kansas, Missouri, Arkansas and Iowa.

V...—

Fred Bate Heads World NBC Setup

Fred Bate, who, since 1932, has been director of the National Broadcasting Company's staff in Western Europe, has been named head of the NBC International Division by Frank E. Mullen, NBC Vice President and General Manager. He will be in charge of short-wave broadcasts to Europe, South America and the rest of the world.

Bate succeeds John W. Elwood, who recently was transferred to the NBC Pacific Coast Division.

V...—

RENEWAL FOR MARY

Mary Martin has won a 13-week renewal on the Bing Crosby programs. Same for Victor Borge, piano-playing comedian on the series.

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.
- News Summary, NBC..... Sun.
- 7:30 A. M.—Clifton Utley Speaks, Skelly Oil.....
- Mon., Tue., Wed., Thu., Fri.
- 7:45 A. M.—Associated Press News, NBC..... Sat.
- 8:00 A. M.—World News Roundup, NBC..... Sun.
- 10:00 A. M.—News Tower..... Sun.
- 12:00 Noon—News Tower..... Sun.
- 12:30 P. M.—News Tower..... Daily except Sun.
- 3:30 P. M.—Week's News..... Sun.
- 4:45 P. M.—Alex Dreier, NBC..... Sat.
- 5:00 P. M.—War Headlines—Nat'l Biscuit.. Mon. Thru. Fri.
- 5:30 P. M.—Four-Bell News and Sports.... Daily except Sun.
- 6:15 P. M.—News of the World, NBC—Alka-Seltzer....
- Mon., Tue., Wed., Thu., Fri.
- 6:45 P. M.—H. V. Kaltenborn, NBC..... Sat.
- 10:30 P. M.—News Tower..... Daily
- 11:00 P. M.—News Reports, NBC..... Daily
- 11:55 P. M.—News Reports, NBC..... Daily

WOW'S MAY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "5/42" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:15	Tune Time	Tune Time	Tune Time	Tune Time	Tune Time	Tune Time	Catholic Hour (5 to 5:30)
5:30	4-Bell News—Sports Burlington Bus Studebaker Salad Wafers Yucatan—Falstaff	4-Bell News—Sports Phillips—Studebaker Salad Wafers Yucatan Falstaff	4-Bell News—Sports Studebaker Burlington Bus Salad Wafers Yucatan—Falstaff	4-Bell News—Sports Studebaker Phillips Salad Wafers Yucatan—Falstaff	4-Bell News—Sports Studebaker Burlington Bus Salad Wafers Yucatan—Falstaff	4-Bell News—Sports Tri-States Studebaker—Phillips Salad Wafers Yucatan—Falstaff	The Great Gildersleeve Kraft Cheese and Cocoa Mix
6:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	This Is War NBC	Jack Benny General Foods Jell-O (Last May 31)
6:15	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer		Fitch Bandwagon
6:30	Hank Keene—Velvet T.	Burns and Allen Swan Soap	Jimmie Fidler—Carter	Al Pearce Camels	Hank Keene—Velvet T.	Dinner Music	Charlie McCarthy Chase & Sanborn Coffee
6:45	Answer Man, Van Dyck	Johnny Presents Philip Morris	Hank Keene—Velvet T.	Maxwell House Coffee Time General Foods	Answer Man, Van Dyck	H. V. Kalternborn, NBC	One Man's Family Standard Brands
7:00	Cavalcade of America Du Pont	Horace Heidt Tums Treasure Chest	The Thin Man Woodbury Products	Aldrich Family General Foods Postum	Cities Service Concert	Abie's Irish Rose P. & G. Drene	Manhattan Merry-Go-Round Dr. Lyons
7:30	Voice of Firestone Concert	Battle of the Sexes Molle Shaving Cream	Uncle Walter's Doghouse Raleigh Pipe Tobacco	Kraft Music Hall Bing Crosby	Information Please Lucky Strike	Truth or Consequences P. & G. Ivory	American Album of Familiar Music Bayer Aspirin
8:00	Telephone Hour Bell Telephone	Time to Smile Sal Hepatica Ipana	Mr. District Attorney Vitalis	Rudy Vallee Sealtest	Waltz Time Phillips Milk of Magnesia	National Barn Dance	Hour of Charm General Electric
8:30	Dr. I. Q. Vitamin Plus	Fibber McGee and Molly Johnson Wax	Kay Kyser Show Lucky Strike	Famous Jury Trials O'Henry Candy (Last May 21)	Plantation Party Bugler Tobacco	Alka-Seltzer	Walter Winchell Jergens Lotion Parker Family—Jergens
9:00	Contented Hour Carnation Milk	Rob Hope Pepsodent	Justice Rides the Range—Falstaff	Justice Rides the Range—Falstaff	People Are Funny Wings Cigarettes	Sports Newsreel Colgate Shaving Cream 9:15—Labor for Victory	Dear John Welch Grape Juice (Last May 31)
9:30	NBC	Red Skelton & Co. Raleighs	Sports Nebraska Clothing	Sports Nebraska Clothing	Grand Central Station Rinso	Famous Jury Trials O'Henry Candy	Labor for Victory NBC
9:45	Justice Rides the Range—Falstaff	Justice Rides the Range—Falstaff	C., B. & Q. WOW News Tower	C., B. & Q. WOW News Tower	Justice Rides the Range—Falstaff	Dance Time	WOW News Tower Kilpatrick's Uncle Sam
10:00	Sports Nebraska Clothing	Sports Nebraska Clothing	C., B. & Q. WOW News Tower	C., B. & Q. WOW News Tower	Sports Nebraska Clothing	Sports Nebraska Clothing	AP News
10:30	C., B. & Q. WOW News Tower	C., B. & Q. WOW News Tower	News Reports, NBC	News Reports, NBC	C., B. & Q. WOW News Tower P. & G. Lava	C., B. & Q. WOW News Tower	
11 & 11:55	News Reports, NBC	News Reports, NBC	News Reports, NBC	News Reports, NBC	News Reports, NBC	News Reports, 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.—Hi, Neighbor—A. A. Nixon Mon., Wed., Fri.	11:30 A. M.—Home Beautiful (Last May 15)—Orchard & Wilhelm Mon., Wed., Fri.
Homespun Harmonies Tue., Thu., Sat.	Melody Time Tue., Thu., Sat.
6:00 A. M.—Early Morning News Tower Daily except Sun.	Ilka Chase, NBC Sat.
6:15 A. M.—Aunt Sally Mon., Tue., Wed., Thu., Fri.	11:45 A. M.—Melody Time Mon., Tue., Wed., Thu., Fri.
Time and Tunes Sat.	12:00 Noon—Aunt Jenny—Lever Bros.—Spry Mon., Tue., Wed., Thu., Fri.
6:30 A. M.—Markets (Remote) Daily except Sun.	Whatcha Know, Joe? NBC Sat.
6:35 A. M.—Time and Tunes Daily except Sun.	WOW News Tower—Kilpatrick's, Uncle Sam's Breakfast Food Sun.
Markets Sat.	12:15 P. M.—Markets (Remote) Mon., Tue., Wed., Thu., Fri.
6:45 A. M.—Lyle and Eddie—Nutrena Mills Mon., Wed., Fri.	Bob Becker's Chats About Dogs—John Morrell & Co. Sun.
7:00 A. M.—WOW News Tower—Roberts, Mid-Continent, Peter Paul Daily except Sun.	12:30 P. M.—WOW News Tower—Peter Paul—Haskins Daily except Sun.
News Summary, NBC Sun.	World Is Yours, NBC Sun.
7:05 A. M.—Organ Music, NBC Sun.	12:45 P. M.—Foster May—Butter-Nut Coffee Daily except Sun.
7:10 A. M.—Transcriptions Daily except Sun.	1:00 P. M.—Light of the World—General Mills—Cheerioats Mon., Tue., Wed., Thu., Fri.
7:15 A. M.—Do You Remember, NBC Mon., Wed., Fri.	Farm Facts and Fun Sat.
Mor Music—Wilson & Co. Tue., Thu., Sat.	Sammy Kaye's Sunday Serenade, NBC Sun.
7:30 A. M.—Clifton Utley—Skelly News Mon., Tue., Wed., Thu., Fri.	1:15 P. M.—Arnold Grimm's Daughter—Gen'l Mills—Flour Mon., Tue., Wed., Thu., Fri.
Musical Clock Sat.	1:30 P. M.—Guiding Light—General Mills—Wheaties Mon., Tue., Wed., Thu., Fri.
NBC String Quartet Sun.	Matinee in Rhythm, NBC Sat.
7:45 A. M.—Musical Laundry Man—Kimball Laundry Mon., Tue., Wed., Thu., Fri.	University of Chicago Roundtable, NBC Sun.
AP News, NBC Sat.	1:45 P. M.—Judy and Jane—Folger Coffee Mon., Tue., Wed., Thu., Fri.
8:00 A. M.—Morning Melodies Daily except Sun.	Matinee in Rhythm, NBC Sat.
Happy Jack Turner, NBC Sat.	2:00 P. M.—Against the Storm—P. & G. Ivory Mon., Tue., Wed., Thu., Fri.
World News Roundup, NBC Sun.	From New England to You, NBC Sat.
8:15 A. M.—The Old Music Shop Mon., Wed., Fri.	2:15 P. M.—Ma Perkins—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.
Deep River Boys Sat.	Air Youth of America, NBC Sat.
Deep River Boys, NBC Sun.	2:30 P. M.—Pepper Young—P. & G. Camay Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Reveille Roundup—Groves Bromo-Quinine Mon., Wed., Fri.	This Is the Army, NBC Sun.
Little Doghouse Sat.	2:45 P. M.—Right to Happiness—P. & G. Naphtha Mon., Tue., Wed., Thu., Fri.
Chapel Service, Rev. R. R. Brown Sun.	3:00 P. M.—Backstage Wife—Sterling Products Mon., Tue., Wed., Thu., Fri.
8:45 A. M.—Sweet River—A. E. Staley Starch Mon., Tue., Wed., Thu., Fri.	Down Mexico Way, NBC Sat.
9:00 A. M.—Bess Johnson—Colgate Supersuds Mon., Tue., Wed., Thu., Fri.	3:15 P. M.—Stella Dallas—Sterling Products Mon., Tue., Wed., Thu., Fri.
Police Bulletins Sat.	3:30 P. M.—Lorenzo Jones—Sterling Products Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—Bachelor's Children—Palmolive Mon., Tue., Wed., Thu., Fri.	Your Number Please Sat.
Homemakers' Club of the Air—Nebraska Power Sat.	WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food Sun.
9:30 A. M.—Helpmate—Cudahy Dutch Cleanser Mon., Tue., Wed., Thu., Fri.	3:45 P. M.—Young Widder Brown—Sterling Products Mon., Tue., Wed., Thu., Fri.
Thrilling Stories of America, NBC Sun.	4:00 P. M.—When a Girl Marries—Gen. Foods—Baker Chocolate and La France Satina Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Mary Marlin—P. & G. Ivory Mon., Tue., Wed., Thu., Fri.	Doctors at Work, NBC Sat.
Betty Moore—Benjamin Moore Co. Sat.	Ports of the Pacific, NBC Sun.
Musical Meditations—Omar Wonder Flour Sun.	4:15 P. M.—Portia Faces Life—General Foods—Bran Flakes Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—The Bartons—P. & G. Duz Mon., Tue., Wed., Thu., Fri.	4:30 P. M.—Musical Melodies Mon., Wed., Fri.
Lincoln Highway—Shinola Sat.	Creighton University Tue., Thu.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food Sun.	Ricardo Time, NBC Sat.
10:15 A. M.—Vic and Sade—P. & G. Crisco Mon., Tue., Wed., Thu., Fri.	World's Most Honored Music—Longines Sun.
Rhapsody of the Rockies, NBC Sun.	4:45 P. M.—Hymns of All Churches—General Mills—Cake Flour Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Lone Journey—P. & G. Dreft Mon., Tue., Wed., Thu., Fri.	Betty Crocker—General Mills—Cake Flour Fri.
America the Free—Anacin Sat.	Alex Drier, News, NBC Sat.
Musical and American Youth, NBC Sun.	5:00 P. M.—War Headlines—National Biscuit Mon., Tue., Wed., Thu., Fri.
10:45 A. M.—David Harum—B. T. Babbitt, Bab-O Mon., Tue., Wed., Thu., Fri.	Headlines Ahead Sat.
11:00 A. M.—Ma Perkins—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.	Catholic Hour, NBC Sun.
Creighton University of the Air Sat.	5:05 P. M.—Melody Time Mon., Tue., Wed., Thu., Fri.
Sunday Down South, NBC Sun.	
11:15 A. M.—Toby and Susie—Peter Pan Bakers Mon., Tue., Wed., Thu., Fri.	
Markets and U. S. Government Reports Sat.	