

Radio
Station
WOW

RADIO NEWS TOWER

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

Complete Radio Program News From Radio Station WOW

Watts
590 Kc.

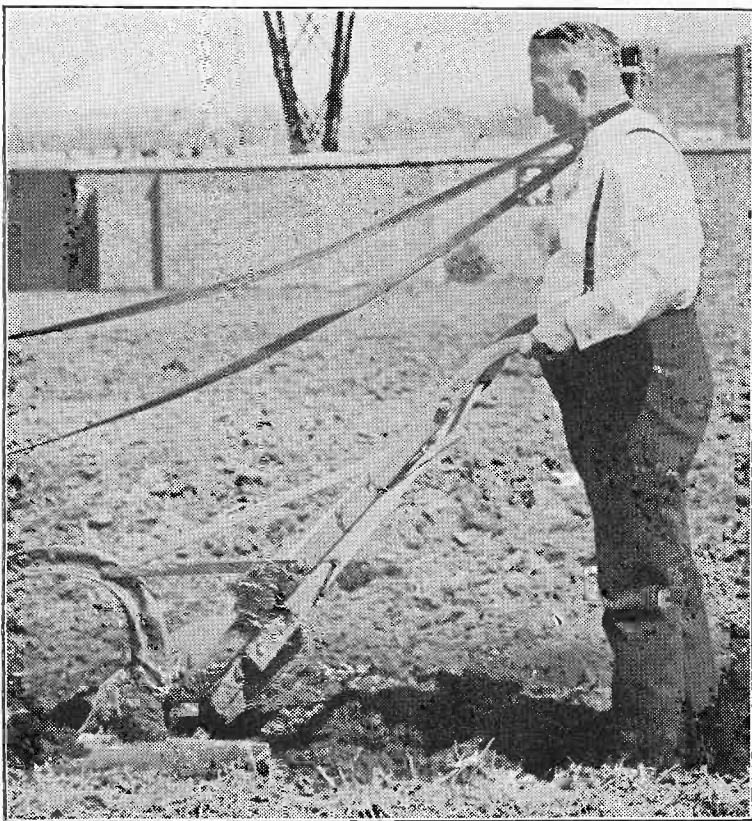
VOL. II—No. 8

OMAHA, NEBRASKA, MAY 1, 1938

PUBLISHED MONTHLY

FAMED CHOIR ON NBC VIA WOW

"BRAD" BACK TO SOIL



De Emmett Bradshaw, president of the Woodmen of the World, demonstrates to his associates that he still knows how to plow a straight furrow the right depth.

The "back-to-the-soil" movement had a new convert the other day when President De Emmett Bradshaw of the Woodmen of the World visited the WOW "farm" at 56th and Kansas, where the big transmitter is located.

Accompanied by several Woodmen executives, Mr. Bradshaw went to the "farm" to see the groundbreaking for spring planting of alfalfa. The scene recalled his boyhood days in the foothills of the Arkansas Ozarks, and he asked permission to plow a couple of rows. The regular farmers watched with interest and keen approval. One remarked: "He knows his stuff, all right."

The WOW "farm" includes the 16 acres surrounding the transmitter.

Mr. Bradshaw's knowledge of farming is another indication of his

great versatility. He served recently as a king of Ak-Sar-Ben. He is a regent of the Municipal university of Omaha and a director of the Omaha Community Chest—all in addition to his duties as president of the Woodmen society, which has 8,000 camps in 44 states and assets of \$125,000,000.

In addition, Mr. Bradshaw is an attorney-at-law, and is now serving as chairman of the Nebraska section of the New York World's fair committee.

Those who accompanied Mr. Bradshaw on the inspection trip to the "farm" were Col. T. E. Patterson, vice president; Farrar Newberry, national secretary; William Ruess, chairman of the board of auditors and personnel director of WOW, and John J. Gillin, Jr., general manager of WOW.

Daylight Time Changes Many Net Programs

This is an unusually important edition of the Radio News Tower for several reasons:

1. On page 7 you will find a composite schedule of WOW radio programs. This is a permanent schedule and as accurate as possible. Be sure to clip this schedule. You'll find it very handy.

2. On page 3 you will find "Sumpthin' fr Nuthin'," a new feature, which lists all special offers on WOW programs at the present time.

3. This month a new mailing plan is being tried. If you do not receive your News Tower promptly and in good condition, please notify WOW by mail.

The News Tower is delayed a little this month in order to get the schedules as correct as possible. The switch from standard to daylight time in the east, which moved most WOW programs ahead one hour, caused many, many changes in the schedule for May.

Council Bluffs of 1846 in Hix Drama

Council Bluffs in 1846 was the starting point of "the longest march in the world," and the 2,000-mile trek by a detachment of 500 soldiers will receive national attention Sunday (May 1) in John Hix' weekly "Strange as It Seems" radio program, heard locally from WOW, Omaha, at 2 p. m.

THIS IS THE BERRIES!

Harry Burke likes strawberries. Recently, on Martha Bohlsen's Homemakers' program, Harry offered a \$5-bill for the strawberry recipe which he liked the best. WOW's program manager got over 500 recipes! Is his face red!

JERRY'S A PAL



"You're a pal!" said 7-year-old Andy Kane of Father Flanagan's home, as he was interviewed by Jerry Belcher on a coast-to-coast "Interesting Neighbors" program, which originated at WOW recently.

WOW SAFETY PLEA TOO LATE; 3 DEAD

Fred Shannon of Fairbury, Neb., a railroad engineer, swears this story is true.

A streamline train breezed across Iowa. At a grade crossing it hit an automobile, killed a mother, her daughter and a boy friend.

Two trainmen, first to arrive at the death car (which was badly wrecked), noted the car radio still going full blast. It was tuned to WOW and Captain Frank Rose was still telling the dead trio to drive carefully!

Joins WOW 'Early Birds'

Production Manager Lyle De Moss joined the WOW early-bird crew April 25, and is now in charge of the "Farm Front Hour" each week day morning from 6 to 7. De Moss gives both the 6 o'clock and 7:15 morning News Towers. He has extensive plans for bringing fine, new features to early morning listeners.

Lincoln Group In Music Week Concert Here

Omaha's first formal network broadcast party—an affair along the lines of a Hollywood "premier," or a theater "first night"—will be staged by station WOW, Monday night, May 2, at the Hotel Fontenelle ballroom.

The event to be broadcast is a half-hour concert by the world-famed Lincoln Cathedral choir, directed by John Rosborough. The 55-voice a cappella organization will inaugurate National Music week by this coast-to-coast Red NBC network broadcast from 7:30 to 8 p. m.

A guest list of about 300 persons, including Carol Marhoff Pitts and her talented Central high school a cappella choir, has been prepared.

Seats Limited

"WOW regrets that space does not permit the opening of this broadcast to the general public," said John J. Gillin, Jr., general manager of WOW. The broadcast to "feed" the network must be technically perfect. In order to give radio listeners all the fine, delicate quality of the choir's music, the broadcast must originate under excellent accoustical conditions, and it was for this reason that a hotel ballroom was selected instead of a huge auditorium.

Swanky, formal "radio premiere" parties have long been outstanding occasions at Radio City in New York. To receive an engraved invitation to such affairs is considered a mark of considerable distinction.

De Moss Aids

Program Director Harry Burke and Production Manager Lyle De Moss (a former member of the Lincoln choir) will be in charge of the broadcast. De Moss will be narrator.

All members of the choir and station attaches will dress formally.

Guests will be expected to be in their chairs not later than 7:10 p. m. At that time the doors will be locked and late-comers will miss the broadcast. Instructions as to remaining quiet, when to applaud and when not to will be given prior to the concert.

LINCOLN CATHEDRAL CHOIR READY FOR MUSIC WEEK BROADCAST



One of America's finest choral groups is the Lincoln Cathedral choir, directed by John Rosborough, and pictured above as it will appear in Omaha' Monday night.

The concert, from the Hotel Fontenelle ballroom, will be broadcast via WOW over a basic Red NBC network as a highlight of National Music week, May 1 to 7.

Seymour Camp Will Celebrate Drive's Success

Seymour camp No. 16 of Omaha, the largest Woodmen of the World camp in the nation, has completed plans for what is expected to be one of the outstanding nights in Woodcraft's history in Omaha. The festivities will be held on the night of Wednesday, May 4. The program is to celebrate the recent successful President's All-Member campaign, conducted throughout the nation during March and April. The campaign for new members honored President De E. Bradshaw for his 39 years of courageous leadership.

Officers Attend

The exercises on May 4 will open with a banquet at the Hotel Fontenelle. Everyone present will be either a member who secured one or more new members or a new member who was enrolled during the drive. Every resident national officer qualified for the dinner and will attend. Loyd Bumpass, adviser lieutenant of Seymour camp, is chairman of the banquet committee. More than 150 persons, guests, are expected.

Dr. Herbert B. Kennedy, consul commander of Seymour camp, said there will be no speaking at the banquet.

The initiation of the "President Bradshaw class," composed of candidates secured in the campaign, will follow the banquet.

Directs Work

Judge W. C. Braden, assistant general attorney of the Woodmen of the World, will act as consul commander during the initiatory work and direct the conferring of the degrees on the neophytes. He will be assisted by the camp's officers, including Past Consul Commander Harry Doran, Adviser Lieutenant Loyd Bumpass, Banker Paul Burke, Escort Al Ogden, Sentry Art Rashcke and Watchman Jesse Edmondson. The ritualistic floor work will be exemplified by the Seymour guards, under the direction of Major C. M. Richards and Captain Frank F. Schmeer. The Seymour singers, official musical organization of Seymour camp, will also participate in the exercises. William Seymour is the director of the chorus.

Bradshaw Speaks

President Bradshaw will accept the class, named in his honor, and will also deliver the principal address. Other national officers who reside in Omaha will be guests of honor. Officers of the camp estimate more than 600 persons will attend. The "President's class" will consist of 150 candidates.

Seymour camp made an excellent showing in the nationwide drive, leading all of the 8,000 Woodmen camps in securing new members and filing new life protection. The 1937 President's campaign produced a total of more than \$29,000,000 of new life protection. The 1938 results, which had not been completely tabulated when the News Tower went to press, bid fair to exceed the record established last year.

Hinky-Dinky on WOW

The Omaha-owned Hinky-Dinky stores turned to WOW recently to inform their customers of a change in price policy. The company arranged for sponsorship of a half of the 12:30 news, and their story will be heard daily at 12:40 p. m., except Sundays.

IN RITUAL



Judge W. C. Braden

WOW

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

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

Subscription price is 50 cents per year.

Bill Wiseman, editor.

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SAFETY SONG MAN IS VALLEE REGULAR

Irving Caesar, Tin Pan Alley's lyricist, who introduced his "Songs of Safety" on Rudy Vallee's Royal Gelatin Variety Hour recently, has been signed for an extended series of appearances on the program heard every Thursday at 6 p. m., Omaha time, over WOW via the NBC Red 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.

Sunday morning, April 3, the 780th Sunday morning chapel service from radio station WOW, climaxed 15 years of continuous service. These services have been under the personal direction of the writer, who has either given them personally or arranged them during his absence since April 8, 1923. At this writing we have received anniversary messages from listeners in 12 states. The telegrams, letters and cards have been very deeply appreciated. We want to share with you some of these anniversary echoes.



Rev. R. R. Brown

First, a telegram from De E. Bradshaw, president of the Woodmen of the World Life Insurance Society, owners and operators of WOW, reads: "Our congratulations to you for such a worthy, effective and continuous religious service each Sunday morning conducted over radio station WOW for so long a period: The rich and the poor, the sick and the well, the lame and the strong, the saint and the sinner—all find in such service an inspiration for a better life with higher ideals. Long may the good work continue!"

The recognition of this anniversary by the governor of Nebraska is contained in the following message: "Please accept my congratulations on your 780th consecutive Sunday morning broadcast, marking completion of your 15th year on WOW. I take this occasion also to extend my congratulations to station WOW for the 15 years of broadcasting service it has rendered."—R. L. Cochran, Governor.

We share with you one from a

prominent Omaha business man: "Dear Reverend Brown: I am happy to join with the great multitude of your listeners in expressing my appreciation and congratulations on this, your 780th consecutive broadcast and the 15th year of broadcast on WOW. Just know our Master is watching over you and His arms outstretched with His blessing is looking down upon you and saying, 'Well done, my son!'"—Otto Swanson.

The following brief excerpts from anniversary letters and cards not only inspired us, but reveal how diversified is our radio audience:

From a Judge: "We have been in your radio audience for several years and the services have been timely, helpful and highly appreciated."

From a Minister: "Congratulations on your 15 years of service! Only eternity will reveal the good that they have accomplished. The services have often sent me to my own pulpit inspired."

A Shutin: "I am blind and an invalid. I attend your radio church every Sunday morning. You will never know just how much you have helped to bring more joy into my life, as well as courage to carry on under my affliction."

A Physician: "Your messages are coming into our home beautifully, and you and your very able co-workers appear to be just on the other side of a curtain in an adjoining room."

A Pullman Porter: "I can remember when I sawed off a piece of a broom handle and wound some wire around it, and then bought me a 'cat's whisker' and earphones. It cost me \$2. And on Sunday mornings when I was in town I would listen to your program."

We are deeply grateful to all of you who have sent us an anniversary message. We hope that we shall continue to enjoy together this fellowship of the air. We seek your prayers that we may not disappoint you nor our Heavenly Father in the new year that has just begun.

Like Dad, Like Daughter



Just as her dad, Harry Burke, has made a name for himself at WOW, so is Barbara Burke, just 12. Miss Barbara is a dramatic artist and stars regularly in the J. L. Jacobson Jewelry Company skits.

Woodmen's Neonized Welcome Erected Near Union Terminal

Visitors to Omaha who arrive by train will be welcomed to our fair city by an enormous Neon display recently completed for the Woodmen of the World Life Insurance Society.

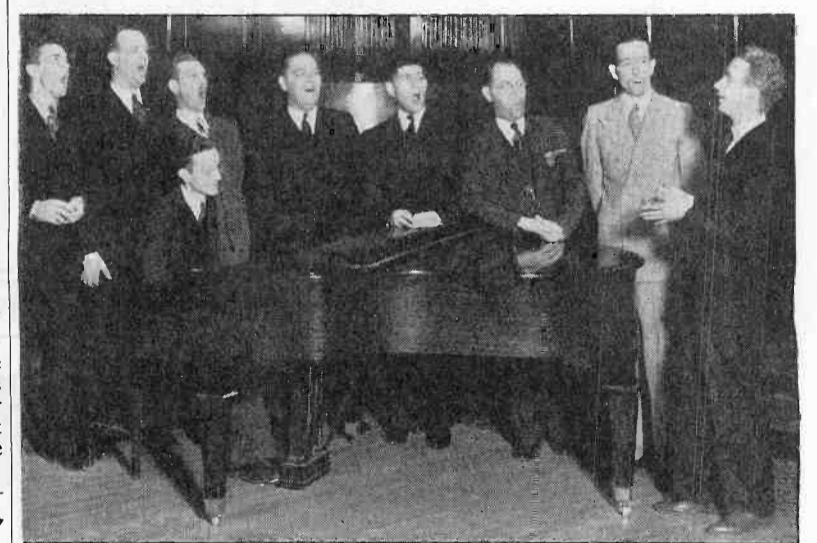
Over-all dimensions of the display are 12 feet 6 inches by 59 feet—one of the largest Neonized displays in the city. It has been erected on the Avery building, a storage warehouse just west of the 10th street viaduct, where it passes the Union station.

Red Neon tubing, 20 inches high,

will spell out "Welcome to Omaha" across the top of the board, while across the face is a proclamation to the effect that Omaha is the "Home of the Woodmen of the World, America's Strongest Fraternal Life Insurance Society."

Electrical Products, Inc., were builders of the board. Mr. De Emmett Bradshaw, president of the Woodmen of the World, was enthusiastic in his praise of the streamlined design, and said that the display should be a considerable asset to the attractiveness of the property near the station.

Seymour Lads In 'Ak' Den Show



Reading from left to right, the singers are: Sovereigns John Rich, Everett Kanouff, Ralston James, Loyd Bumpass (adviser lieutenant), Robert Rimmerman, Fred Knoll, James Brennan and William Seymour (director).

The accompanist is Sovereign John Arganbright, the camp's musician.

The Seymour Singers, official musical organization of Seymour camp No. 16 of Omaha, Woodmen of the World, will be one of the feature attractions of the 1938 Ak-Sar-Ben "den" show, according to an announcement made recently by Oscar Lieben, veteran director of the "home talent" musical production. The 1938 show will center on the "White Spot of the Nation" theme, which is featured in Nebraska's national advertising campaign. The first performance is scheduled for Monday evening, June 6. The show will be repeated every Monday evening during July and August in Ak-Sar-Ben's spacious coliseum in West Omaha. The script calls for the Seymour Singers to sing at least six numbers.

The Seymour Singers were organized less than a year ago by Sovereign Loyd Bumpass, adviser lieutenant of Seymour camp. Under the able direction of Sovereign William Seymour, the group has progressed rapidly and has made a number of successful public appearances, including four times on the camp's public programs and radio broadcasts over Woodcraft's own radio station WOW, and other Omaha stations.

President Bradshaw is a former Ak-Sar-Ben king and member of that organization's board of governors.

REV. R. R. BROWN'S CHOIR SINGS ON 15th ANNIVERSARY



This interesting photo of the Rev. R. R. Brown's choir and family was snapped by Ernest Bihler on the 15th anniversary of the WOW World Radio Congregation. Mrs. Brown is in the center, flanked by her daughters, Lois (left) and Jean Marilyn, who was named by the radio audience 14 years ago. A son, Bob, is at the extreme right. Note Tom Chase, extreme left, and Lester Palmer behind the mike next to the Rev. Mr. Brown.

Didja Know? . . .

By Bill Wiseman

ODE TO ANNOUNCER

He ceas'd, but left so pleasing on the ear,
His voice, that listening still they seemed to hear. —Homer.

SWING FEUD

Behind the ballyhoo and whoopla of the swing band biz there is great to-do. You'll get no inkling of it from your loudspeaker, but confidentially, Benny Goodman and Tommy Dorsey are in the throes of a real feud. Essentially it's a battle for swing supremacy.



Bill Wiseman

More specifically, it started when Gene Skupa, Goodman's drummer, and probably the best drummer the world has ever known, quit Goodman to start his own band. Most reasonable rumor was that Skupa left because Goodman tried to "tone down" the band and begin a trend away from the noisy, crash-bang swing music.

Anyway, Goodman hired Dave Tough, Tommy Dorsey's drummer. Then Vido Russo, star tenor saxist for Dorsey, decided to go with Goodman. He figured he worked better with Tough's drumming.

So the feud is on. The close personal friendship between Goodman and Dorsey, if not broken, is badly bent.

—wow—

IDIOTIC IDEAS

Dear Bill:

Have Yellow cabs put a few cherries, lemons and bells on their meters. If the customer gets three bells, give him the cab.—Ima Screwball.

—wow—

AMEN

Grace Moore, recently named WOW's own Walter Cassel as her most "likely candidate for movie fame." As her guest star, Walter sang "Brothers of Romany," and did an excellent job. He also clicked reading lines.

—wow—

PHOOLISH PHRASES

(Heard on the air)

"He is the party I mean."
"A breathless moment."
"Every corner of the globe."

—wow—

TSS! TSS!

Thought: Radio has more critics than any other business in the world. Why? One of the "nets" has discovered that fan mail increases when the moon is full!

Smile: A musicians' association gives Dr. Walter Damrosch a verbal reprimand for calling certain members lazy.

Haw, Haw! Los Angeles has made it a misdemeanor for anyone to sing "The Lady Was a Tramp" in public.

Futile: Favorite radio program of federal prison inmates at Atlanta is sponsored by a railroad, which stresses the slogan "Travel by Rail."

Miracle: How Bill "Bojangles" Robinson can still make his feet talk. (He was 60 April 15.)

Safety Poem Should Be in Your Scrapbook

Captain Frank Rose of the Omaha police department, who gives "Police Bulletins" on WOW, recently received the following poem from one of his listeners, Lloyd Gilmore, 401 Ella street, Beatrice, Neb.:

HARD-BOILED COP

You think I'm a hard-boiled copper
For "writing" a man at 43.
Well, perhaps I'm thinking of Jackie
And all that lad meant to me.

How's that? Tell you all about it?
Well, stranger, this boy was my son.

God, what I'd give to hear "daddy"
Once more when the day's work is done!

The driver was just in a hurry;
He didn't mean any harm.
But the sun and the stars quit shining
When I picked up my boy's lifeless form.

Well, mister, I'll not give you a ticket;
I don't want to pinch anyone,
But, I'd ride this motor through hell
To protect another man's son.

So the next time you feel like speeding
Or passing a boulevard stop,
Just jause and remember my Jackie,
The son of the hard-boiled cop.

—Author Unknown.

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Angell Talks School Radio



Dr. Angell at the luncheon table with Mr. Bradshaw.

What part will radio play in the public school of tomorrow?

Dr. James Rowland Angell, one of the great names of American education, gave his version of the answer to that intriguing question when he was in Omaha recently as a guest of radio station WOW. Doctor Angell, former president of Yale university and now educational counsellor for the National Broadcasting Company, spoke informally at a luncheon tendered him by De Emmett Bradshaw, president of the Woodmen of the World Life Insurance Society.

"Local radio broadcasts and electrical transcriptions enrich elementary education to a point never before dreamed of in a few years," Doctor Angell said. "Great artists, great lawyers, great architects, great historians and authorities in every line of education will some day be available to even the humblest class room."

Doctor Angell added that transcriptions have the greatest possibilities for use in class rooms.

He pointed out that records can be made cheaply, and that turntables can easily be supplied for class rooms at a low cost. Then, when great speeches are made, they can be transcribed and played and re-played in thousands of student groups.

Those attending the luncheon included the Rev. Father Bodern of Creighton university; W. Dale Clark, president of the Omaha National bank; Dr. Rowland Haynes, president of the Municipal university of Omaha; James Douglas of station KOLL; Doctor Cross, in charge of curricula of the Omaha public schools; Frank P. Fogarty, commissioner of the Omaha Chamber of Commerce; Jesse L. Haugh, vice president of the Union Pacific railroad, and the following from

4-Way 'Flood' Pickup WOW's Birthday Cast

WOW production men never fail to deliver when an unusual idea is needed for a "special event."

Thus, when WOW observed its 15th birthday with a gala program in April, such an idea came forth and a very unusual broadcast resulted.

First part of the program was a dramatic and musical portrayal of the station's achievements.

Last part was the big idea. Foster May and the technical staff broadcast a description of a mythical flood. Carter lake was the locale. During this part listeners heard four transmitters all at once. Two small pack transmitters in different parts of the lake were used by announcers, each describing their part of "the flood." The mobile unit (motor truck) transmitter on the shore picked up the pack signals and shot them into WOW's big transmitter, where the whole business was put on the air over WOW. A technically difficult feat, the "stunt" went over in fine shape without a hitch.

WEDDING BELLS

If the WOW chimes seem louder, it's only wedding bells ringing around the studios!

Three fair members of the WOW staff are soon to be brides.

Miss Rose Cepuran, studio hostess, becomes the bride of Anthony Nittler, May 2. Then, on June 18, Miss Pauline Tully, of the mail department will wed Joseph McDonald of Council Bluffs. Mildred Nelson, program department, and Glenn Flynn, WOW engineer, will be married June 27.

WOW: Mr. Bradshaw, Farrar Newberry, William Ruess, John J. Gillin, Jr., and Bill Wiseman.

MR. SECRETARY



WOW's candid cameraman caught Secretary of Agriculture Wallace as he broadcast an address over WOW and several outstate stations, while in Omaha recently.

General Mills Will Air 2 Fine Features

Two thoroughly delightful new programs, under sponsorship of General Mills, will begin on WOW, May 30.

One is the old favorite, "Betty and Bob," which will be heard at 10 a. m., Tuesdays through Fridays.

The other is a program called "Hymns of All Churches," and will be aired Tuesdays through Fridays at 8:30 a. m. on WOW.

Both programs will be transcribed and both represent a switch from another station in this area.

Sumpthin' F'r Nothin'...Read These Offers on Station WOW

1. BOX OF 12 PAXTON & Gallagher food products daily. For details, tune to Paxton & Gallagher Musical Clock, 7:30 a. m. to 8 a. m., week days.
2. TWENTY-FOUR KARAT gold plate rose gold school pin. Offered by the Wander Company. Tune to Orphan Annie for details at 4:45 p. m.
3. BOOKLET, "REDUCER'S Rule of Three." Special diet for men by the Ralston Purina Company, Ry-Krisp program, Sunday at 3 p. m.
4. STAINLESS STEEL Paring knife. Offered by the Pillsbury Company. Tune in to the "Woman in White," week days at 8:45 a. m.
5. TWO STURDY KITCHEN knives. Offered by Lava Soap. Tune in to "Houseboat Hannah," week days at 2:45 p. m.
6. COLLECTION OF 65 VALUABLE stamps. Offered by Dari-Rich. Listen to "Terry and the Pirates," Monday, Tuesday and Wednesday at 5:30 p. m.
7. A SET OF TWO KLEAR-Vu-Koverets. Offered by Procter & Gamble. For details, hear the "Guiding Light," week days at 1:45 p. m.
8. AN IVY PLANT, OR A "Butterfly Bush." Offered by Borden's Products. For details, listen to the Hughesreel, week days at 2:30 p. m.
9. BOOKLET, "REDUCERS A B C." Tested reducing diets. Offered by Ralston Purina, Ry-Krisp program, Sunday at 3:30 p. m.
10. DIPLOMA GIVEN WEEKLY by Kay Kyser. Sponsored by the American Tobacco Company. Listen at 8 p. m., Wednesdays.
11. MacFADDEN PUBLICATIONS' weekly prize-winning stories. For details, listen to "True Story Court" on Fridays at 7:30 p. m.
12. CHARLIE Mc CARTHY teespoon. Offered by Chase & Sanborn (Standard brands). For details, tune in to the Chase & Sanborn Hour, Sunday at 6 p. m.
13. COOK BOOK WITH HUNDREDS of unusual recipes. Offered by the Carnation Milk Company. Listen to the "Con-

For the convenience of listeners, here is a listing of the special offers now on WOW.—The Editor.



George Wilhelm of New England, N. D., won the McCormick-Deering Farmall tractor in the recent Pennfield-Paraland contest over WOW. Lucky George!

14. EMERSON RADIOS given daily. Offered by Camay Soap. For details, listen in week days at 1 p. m. Contest ends May 6.
15. COMPACT AND JAR OF Coolies at special price. Offered by Campana. Tune in to the "First-Nighter," Friday at 8 p. m.
16. CATALOGUE OF PREMIUMS for cigarette coupons. Offered by Brown & Williamson Tobacco Company. For details, listen Wednesday at 6:30 p. m.
17. BOOK CONTAINING 10 thrills, in story form. Offered by Phillip Morris. For details, listen on Tuesday at 6 p. m.
18. BOOKLET, ENTITLED "The Secret Heritage." Offered by the Rosicrucian society. Listen Thursday at 10 p. m.
19. SAMPLES OF LADY ESTHER Face Powder. Offered by Lady Esther. For details, lis-

20. FAVORITE HOUSEHOLD hints and recipes. Offered by National Ice. Listen to the "Homemakers' Exchange." Tune in Tuesdays and Thursdays at 9:30 a. m.
21. COOK BOOK OF RECIPES, using Borden's Eagle Magic Milk. For details, listen to the "Hughesreel," week days at 2:30 p. m.
22. HANDSOME BINDER TO file copies of Homemakers' Exchange News. For details, tune in Tuesdays and Thursdays at 9:30 a. m.
23. 1938 MEMBERSHIP IN Orphan Annie's Secret Society. Offered by the Wander Company. Listen to Orphan Annie at 4:45 p. m., week days.
24. WEEKLY COLOR schemes. Offered by Benjamin Moore Paint Company. Tune in Mondays at 9:45 a. m.
25. HOME MAKERS' EXCHANGE News, published weekly. Listen to "Homemakers' Exchange News" at 9:30 a. m., Tuesdays and Thursdays.
26. COPY OF DOROTHY Thompson's talk. Offered by the American Cigarette & Cigar Co., Pall Mall program. Listen Fridays at 8:45 p. m.
27. DIGEST EDITION OF "How to Win Friends and Influence People." Offered by the Colgate - Palmolive - Pict Company. For details, listen Tuesdays at 8:45 p. m.
28. FIFTY AIR CONDITIONED refrigerators. Offered by National Ice. For details, read Homemakers' Exchange News, as offered in No. 25.
29. BOOKLET, SEALTEST Food Advertiser for Spring. Write to Sealtest Kitchen, Radio City, New York, N. Y., or hear "Your Family and Mine" at 3:30 on week days.
30. FOUNTAIN PEN AND pencil set. Offered by Absorene. Send 25 cents and three box tops from H. R. H. to WOW.
31. RECIPE BOOK, "ONE Hundred and Fifty Ways to Serve Ice Cream." Send to Sealtest Kitchen, Radio City, New York, N. Y., or listen in daily at 3:30 p. m.

Special Eventing With Foster May



Foster May atop the WOW mobile unit "covering" the annual Easter egg roll at Kountze park on Easter morning.



At WOW's recent salute to Council Bluffs, Foster May was snapped interviewing Harry Voss, president of the Bluffs Chamber of Commerce.

NU YAWK

Baker and O'Flynn
Discuss Acting in N. Y.

New York City, April 30, 1938.
Dear Bill:

Let's have a moment of silent tribute on account of I am using a typewriter. This is the one that had all the "Ts" broken on it before. But Baker took the bull by the horns, and the typewriter by the shift key, and promoted an overhaul job. A three-buck overhaul job I may add. And lookit! It writes! Of course, the problem now is not legibility so much as spelling. As long as I stick to simple words and don't lapse into French, I guess I'll (How you say in English?) "get by."

I went into the barber shop the other day for my spring haircut, and who should I run into but Damien O'Flynn, formerly of Omaha, who was there for a trim and his semi-annual massage. He and I (and, of course, the barber) discussed the theater in all its phases for some time, and reached the conclusion that what the theater needs is new blood. We also decided that we were the answer to the producers' prayers, but that the producers hardly ever prayed. That's the sort of thing we run into all the time.

From all parts of the realm come reports that my debut on NBC (the Commercial on the O'Neills) was a sensation. The WOW staff even sent a wire, saying: "The best three lines you ever spoke," to which I take this opportunity to add: "And by far the most profitable." I think it was Aristotle who said: "Nice work if you can get it."

Ford Bond Wins

Those jobs are harder to get than lunches with David Sarnoff. Now, let me tell you about a job I almost got. I got a call the other morning to audition for announcer on an Ivory Soap program to be recorded. When I got there, the girl who had called said that there was only one chance in a million that I'd get it, because the sponsors already had somebody in mind for it. So I read contest announcements by the gross, and was pretty fair on them. Not terrific, you understand, but fair. When it was all over the girl told me that the sponsors liked the audition and thought that I was a good announcer, but that they wanted somebody whose name and voice were a little more familiar to the nation's listeners. I asked her who got the job, and she said Ford Bond. How do you like that? It made me feel a little better to know that somebody put me in the same class with him. It was very flattering, to compete with Ford, but I may add, very unprofitable, because most people consider him one of the best in the business.

Strikebreaker

I went over to the postoffice a little while ago to buy some stamps, and on the way over I had to go past a big building, where the New York Bartenders union was having an election of some kind. There were thousands of bartenders out in front of the place screaming and arguing and waving little white or green tickets, depending which side they were on. I couldn't figure out what the big issue was, but it must have been very important, judging from the noise they were making, and I dare say that if the wrong side gets in, it's going to be pretty tough for the guy that asks for two cherries in his Manhattan. Anyway, what I started to tell you about was this: Here I was, little mousy Baker worming my way through this screaming crowd, and having green and white placards thrown in my face, sliding unobtrusively through this maelstrom of bartenders, when up came a cop and picked me out of all that shouting crowd, grabbed me by the arm and said: "Break it up Bud!"

How do you like that?

RUSS BAKER,

"The New York Nonesuch."

'Dummy Dan' Shur Fine!



"Yes, sir! It's Shur Fine!" This photo was snapped at a recent rehearsal for "Uncle Tom's Playhouse," which will be sponsored by "Shur Fine" Root Beer starting May 7. It depicts Uncle Tom Chase (left), little Billy De Moss (center) and Assistant Uncle Lyle De Moss. Billy is reaching for a "Dummy Dan" ventriloquist doll with one hand and with the other a bottle of "Shur Fine."

'Dummy Dan' to Teach Shur Fine Children to be Ventriloquists

About half of the WOW staff has been practicing ventriloquism since "Dummy Dan, the Root Beer Man," first made his appearance around the studios.

"Dummy Dan" is a 22-inch living image of a famed radio artist who has made the world ventriloquist-conscious. "Dummy Dan" is to be offered to all the boys and girls in radioland for only 29 cents and 40 caps off bottles of Shur Fine root beer.

On May 7 the Shur Fine distributors, the United Food Stores, take over sponsorship of Uncle Tom's popular Saturday morning playhouse for kiddies.

Uncle Tom and "Assistant Uncle" Lyle will have charge of the show. They will tell how to obtain a

"Dummy Dan" doll and work a lot of new stunts for this popular Saturday morning show.

For a very limited time a special coupon offer will be made on the program. This coupon and only 20 bottle caps will permit any boy or girl to receive a genuine "Dummy Dan" for only 29 cents.

Details of the "Dummy Dan" offer and promotion were presented at a meeting of some 250 United Food grocers at Hotel Blackstone, Tuesday night, April 26. They were enthusiastic.

United Food stores are independently owned and have an association in which they participate in group buying.

A. G. Paxson is general manager of United Food and the man who conceived the "Dummy Dan" offer.

Foster Tells of His Caribbean Trip

By FOSTER MAY

As many of our listeners know, "Mrs. Man on the Street" and I recently returned from an interesting and very pleasant cruise through the Caribbean sea, the Gulf of Mexico and down to Central America. It was in the nature of an annual vacation, and it was, it goes without saying, enjoyed to the utmost. Frequently I am asked why I take my vacations in winter. There are two answers: One is that I take them whenever I can get them; the other is that I really prefer a late winter vacation to a summer one; provided, of course, I can get down to where the sun is shining pleasantly and can pick up some of those ultra-violet rays.

The trip we made this year is one which Mrs. May and I have long anticipated. We boarded one of the famous banana ships of the United Fruit Line at New Orleans, after having spent several days in the famous Louisiana city. Our boat sailed late at night and we returned nine days later.

All but two days were spent at sea—nice quite days of sprawling in a deck chair, lying on the sun deck, and occasionally, when the spirit moves you, a little shuffle-board or deck tennis. Thoroughly determined to make this a rest vacation, I stayed away from radio entirely.

I have often wondered why doctors so frequently prescribe a sea cruise for run-down physiques and tired nerves. I found the reason after two days at sea. In the first place, there are no places to go except to the edges of the ship.

The two days we spent in Central America were delightful. Short trips into the interior by train and car, and long walks through those large plantations. The country itself is, of course, very primitive. The mountains remind me of the kind Walt Disney draws for his animated cartoons.

The temperature? Delightful—82 at high noon every day we were there. At night, over all broods a mysterious, luminous tropical moon. The natives have a superstition that it is unhealthy to sit in that tropical moon. Well, perhaps, but I should say only if one were intent on remaining a bachelor, and there was a lovely senorita along with the moon—then it might be unhealthy.

NEW NET STAR



Lenore Kingston, auburn-haired west coast radio actress, having completed her apprenticeship in a variety of test roles on NBC network shows, has just been given her first lead role on "Don Winslow of the Navy," heard at 5 p. m., week days except Saturday on WOW.

Miracle! A Script Without an Error!

Paul Rhymer, the small-town boy who writes about the small-town folks, Vic and Sade, so entertainingly and with so much quiet humor that he won the 1937 "big city radio writers' award" by vote of the radio artists of Chicago, is that paragon of authors—one who never has to erase, never has to go back and re-write and never has to revise or polish his lines once he has set them down on paper. In fact, the rubber on the end of his lead pencil and the "X" key on his typewriter are both practically as good as new.

Short Wave to Send Children's Programs

Washington, D. C.—The office of education, United States department of the interior, and American Junior Red Cross, announce one of the most extensive international short and long-wave broadcasts ever to be attempted. Addressed to school children throughout the world, the program will be carried by the NBC Red network, General Electric Company short-wave stations, W2XAD and W2XAF, and by rebroadcast via many foreign radio stations, to be heard May 4, 5 to 5:30 p. m., Omaha time, in cooperation with the National Education association, which is devoting its American Schools Program period to this event. The program is entitled "Calling All Countries."

Have Fun at Home in a 'Party Room'

In step with the new trend to "make one's fun at home" instead of stepping out to find it, the popularity of basement game or recreation rooms has grown quickly. Some are elaborate; some are simple. They run the whole gamut of imagination from cruise ships through sidewalk cafes, English "pubs" and night clubs, to jungle groves and Gardens of Eden. Bizarre decorating more often than not is much in evidence. Fine murals are less frequently seen.

On Monday, May 9, station WOW, time 9:45 a. m., Betty Moore, interior decorator for Benjamin Moore & Co., will suggest two distinctly different types of game rooms on her regular Triangle club radio program.

HOW TO PLAY GOLF . As Told by Stanley Davies

By STANLEY DAVIES
Omaha Field Club "Pro"

Note: Tune in to WOW every Wednesday at 9:45 p. m. and hear Mr. Davies discuss the golf news of the moment and "How to Improve Your Game."

Too much stress cannot be placed on the correct stance at the address of the golf stroke, for it seems so many of us, in addressing the ball, have not the slightest conception of balance, with the weight leaning to one foot or the other. It is obvious, that if a perfectly balanced body is to be maintained throughout the swing, the body should be correctly



Stanley Davies

poised at the beginning of the address.

One duty of the body is accommodation, for it is required to turn on perfect balance, with not a fraction of an inch sway one way or the other. This perfect balance means much in the golf swing, for erroneous action can cause no end of trouble. The slightest sway back makes it impossible to get leverage and makes it impossible to keep a straight left arm—all of which is another way of saying that incorrect action causes you to hit at the ball all too soon, and with no control. If you sway forward, you have a locked swing with no free body action, which swing makes for an up-and-down stroke instead of a sweeping stroke.

So learn to address the ball with weight evenly distributed and body at an even keel. Relative to position at the address, your club should be at right angles with the intended line of flight, and your hips square with the intended line of flight. Do not make the common error of having the left hip back of the right hip, as a square stance makes for a very easy way of turning the body once the swing gets underway.

Naturally, the stance for the wood clubs will be wider than for the iron clubs. This also applies to the longer irons and the shorter ones. However, do not spread the feet too far apart. Be comfortable.

With the driver, address the ball off the left heel, the brassie an inch or so nearer the center of the feet and the spoon about the center.

In the iron club family, the No. 2 iron should be just about center of the feet, then the rest of the iron clubs, in their order of gradation, should be played with about an inch for each club, going back to the right foot. The reason for this is that, due to less wrist action being necessary with the pitching clubs, the ball should be hit on the downward swing. Hence, it is better as the clubs become more lofted to play them nearer the right foot.

You ought now to be well conversant with the stance and the grip—the grip, you recall, I described in the last issue.

Starting a Back Swing

Your hands are now gripping the club welded as one unit, preparatory to starting the upswing. Visualize a vertical circle, start the hands in a very gradual break up into that circle—very gradual, remember. Now start the hips simultaneously, turning on a perfect axis and moving very circular. These two actions,

with the arms and the hips, will give you the basis of a good swing.

The left foot should be held firmly to the ground during this initial move. Then after completing half the swing, begin to stretch the left arm and continue to pivot. Both hands swinging in unison all the way back on the upswing. You will now find that you have a swing in which the arms are at about a 45-degree angle at the top of the stroke, with the right hand acting as a powerful spring, waiting to be pulled by the left hand down to the ball.

You should feel a complete winding up of the body, and the left arm should feel that it is pulling from all the back muscles. This is the feel so necessary to good golf, for it is instrumental in getting you correctly started on the downward swing. Too many golfers start the back swing incorrectly by pulling the club back with the right hand, which action makes the swing a circle parallel to the ground. This results in slicing and smothering. In good golf, assuming that the hands have started upward, the stroke will be an oblique, or 45-degree swing, the point of vantage for a good, hard pull, with the left hand for the down swing.

LUCILLE MANNERS PLAYS JENNY LIND

Lucille Manners, lovely soprano star of the NBC Cities Service Concerts, recently portrayed the role of Jenny Lind at the dedication of the restoration of New York's oldest park, Bowling Green park.

Miss Manners, shy and blonde, with a voice high and clear, was remarkably like the Swedish Nightingale.

JOTTINGS

By JETTABEE

A 13-year-old listener wrote such an interesting letter to me the other day that I'm sure she won't mind if I take this means of answering it. I won't use her name. She wrote:



Jettabee Ann Hopkins

"I have listened to The Jangles for almost two and a half years now, and I wonder if you would have time to answer some questions for me? This fall I'll enter high school, and pretty soon now I think I should decide what I'm going to do when I grow up. Mother thinks it would be nice if I taught school. Dad has a sister who is a nurse, and he thinks that maybe I should plan on being a nurse. But do you know what I want to do more than anything else? I want to be a radio artist. When I was a little younger I thought I'd like to go on the stage or in the movies, but I can tell now I'm not going to be good-looking enough for that. So, if they don't get television too soon, maybe I'd be all right for the radio. I couldn't sing or do anything like that because I don't seem to have a very good ear for music, at least that's what my music teacher says. But goodness, I do like dramatics! I've been in school programs and church programs ever since I was 3 or 4 years old.

"But now, getting back to radio and the questions I wanted to ask you. As long as there isn't any dramatic teacher here, and mother is a little old-fashioned about her dramatics, is there anything I can do to help myself during the next four years? I'd study awfully hard if I know what to study.

"Of course, maybe I'm wrong. Maybe radio isn't as much fun as it sounds like it'd be, but for some reason or other it sounds like it'd be the most exciting job in the world. What do you think about it? And if you were me, would you make that your ambition? And if I did make it my ambition, do you think I'd get any place?

"I certainly would appreciate it if you'd answer my letter. I didn't mean it to be such a long letter. But I wish you would give me some advice.

"Thanking you in advance, I am

Well, I didn't think that was a long letter. I enjoyed every bit of it, and I can assure you that radio is just as exciting as you think it is. But—it isn't all excitement. There's work, too. But when you're working at a job you like, that doesn't make a lot of difference.

You know, I wish I could talk to you personally so I could hear that voice of yours. But since I can't, I would suggest that you take good care of it. Avoid running chances of taking cold; protect your voice; don't do too much talking when you have a sore throat, and by all means teach yourself to "sight-read." You don't need a teacher for that. Read aloud to your mother from books or current magazines. Learn to read aloud slowly and to put into your voice what the writer had in mind in his writing. Learn to throw yourself completely into the character you're reading about, and when that character speaks, forget yourself completely and be the character.

To make your voice more pliable, try imitating different characters, but never attempt any part that seems to strain or hurt your throat. Vocal lessons will help you to learn breath control whether you have an "ear for music" or not.

Make radio your ambition, and if you want it badly enough—if you're willing to work for it, I'm sure you'll succeed.

I'd like to hear from you again and know how you're getting along. Sincerely . . . J. A. H.

Lanny Ross, the gentleman farmer from Millbrook, N. Y., is engaged in a new horticultural venture in Hollywood. He's raising a bit of shrubbery on his upper lip. The NBC tenor cherishes fond hopes for a real soup-strainer before many moons.

Where to Find YOUR FAVORITE Program

MORNING

- 5:45 A. M.—Recordings.—MTWTFSS.
- 6:00 A. M.—Farm News.—MTWTFSS.
- 6:10 A. M.—Markets.—MTWTFSS.
- 6:15 A. M.—Recordings.—MTWTFSS.
- 7:00 A. M.—Lem and Martha.—MTWTF. Oshkosh—Recordings—Sat. Turn Back the Clock. NBC—Sun.
- 7:15 A. M.—News Tower.—MTWTFSS. Vagabond Adventures. NBC—Sun.
- 7:30 A. M.—Musical Clock.—MTWTFSS. Melody Moments. NBC—Sun.
- 8:00 A. M.—Coffee Pot Inn.—MTWTFSS. Network. NBC—Sun.
- 8:15 A. M.—Aunt Sally.—MTWTF. Sunshine Express. NBC—Sat. Network. NBC—Sun.
- 8:30 A. M.—Hymns of Cheer.—MTWTF. Kitchen Kapers—Sat. (to 9:15). Rev. Brown Service—Sun. (to 9:45).
- 8:45 A. M.—Woman in White. NBC—MTWTF.
- 9:00 A. M.—David Harum. NBC—MTWTF.
- 9:15 A. M.—Lorenzo Jones. NBC—MTWTF. Charlotcers. NBC—Sat.
- 9:30 A. M.—How to Be Charming. NBC—Sun. Homemakers' Exchange. NBC—T. Recordings—Sat.
- 9:45 A. M.—Betty Moore Club. NBC—Mon. Homemakers Club—TT. Hello, Peggy! NBC—WF. Aunt Sally—Sat. Garden of Memory—Sun. (to 10:15).
- 10:00 A. M.—Mystery Chef.—M. Orchestra.—TWTF.
- 10:15 A. M.—O'Neills. NBC—MTWTF. Markets—Sat. Eddie Butler, Organist—Sun.
- 10:30 A. M.—Pretty Kitty Kelly (ET)—MTWTF. Uncle Tom's Playhouse—Sat. (to 11). Round Table Discussion. NBC—Sun. (to 11).
- 10:45 A. M.—Judy and Jane (ET)—MTWTF.
- 11:00 A. M.—Toby's Cornucopia News.—MTWTF. Recordings—Sat. Madrigal Singers. NBC—Sun.
- 11:15 A. M.—Mrs. Wiggs of the Cabbage Patch. NBC—MTWTF. Eddie Butler, Organist—Sat. Grace and Scotty. NBC—Sun. John's Other Wife. NBC—MTWTF. Rex Battle Concert Ensemble. NBC—Sat. (to 12). Silver Strings. NBC—Sun. (to 12).
- 11:45 A. M.—Just Plain Bill. NBC—MTWTF.
- 12:00 M.—Markets—MTT. Voice of the Farm (ET)—WF. Netherland Plaza Hotel Orch. NBC—Sat. Kiddoeders. NBC—Sun.
- 12:15 P. M.—Midday Melodies.—MTWTFSS. Vincente Gomez, Guitarist. NBC—Sun.
- 12:30 P. M.—News Tower.—MTWTFSS.
- 12:45 P. M.—Foster May. Man on the Street.—MTWTFSS.

Here is WOW's New PERMANENT Program Schedule. 'M' is Monday; 'T' Tuesday; etc. 'MTW' Means Mon. Tues. Wed.

AFTERNOON

- 1:00 P. M.—Pepper Young. NBC—MTWTF. U. S. Dept. of Agri.—Sat. Radio News Reel. NBC—Sun. (to 1:30).
- 1:15 P. M.—Oxydol's Own Ma Perkins. NBC—MTWTF. Music for Everyone. NBC—Sat.
- 1:30 P. M.—Vic and Sade. NBC—MTWTF. Hotel Paxton Orch.—Sat. (to 2). Sunday Drivers. NBC—Sun. (to 2).
- 1:45 P. M.—Guiding Light. NBC—MTWTF.
- 2:00 P. M.—Backstage Wife. NBC—MTWTF. Golden Melodies. NBC—Sat. (to 2:30). Strange as It Seems—Sun.
- 2:15 P. M.—Mary Martin. NBC—MTWTF. Romance Melodies. NBC—Sun.
- 2:30 P. M.—Hughesreel. NBC—MTWTF. Swingology. NBC—Sat. (to 3). Methodist Radio Hour. NBC—Sun. (to 3).
- 2:45 P. M.—Houseboat Hannah (ET)—MTWTF.
- 3:00 P. M.—Kitty Keene (ET)—MTWTF. Calling All Stamp Collectors. NBC—Sat. Marion Bailey. NBC—Sun. (to 3:30).
- 3:15 P. M.—Men of the West. NBC—Sat. Markets—MWF. Police Bulletins—TT.
- 3:30 P. M.—Your Family and Mine. NBC—MTWTF. Top Hatters. NBC—Sat. Mickey Mouse Theater. NBC—Sun. (to 4).
- 3:45 P. M.—Creighton University of the Air.—MTWTF. Great Play. NBC—Sat. News Tower.—MTWTFSS. Catholic Hour. NBC—Sun. (to 4:30).
- 4:15 P. M.—Dan Harding's Wife (ET)—MTWTF. El Chico Spanish Revue. NBC—Sat.
- 4:30 P. M.—Chesterfield Sports Column. NBC—MTWTF. Tale of Today. NBC—Sun. (to 5).
- 4:45 P. M.—Orphan Annie. NBC—MTWTF. Religion in the News. NBC—Sat.
- 5:00 P. M.—Don Winslow. NBC—MTWTF. WOW Orchestra—Sun. (to 5:30).
- 5:15 P. M.—Dick Tracy (ET)—MTWTF.
- 5:30 P. M.—Terry and the Pirates (ET)—MTWTF. Oneida—T. Junior Round Table—F. C. of C. Review—Sat. Interesting Neighbors. NBC—Sun. (to 6).

EVENING

- 5:45 P. M.—News Tower.—MTWTFSS.
- 6:00 P. M.—Public Hero No. 1. NBC—M (to 6:30). Johnny, with Rush Morgan. NBC—T (to 6:30). One Man's Family. NBC—W (to 6:30). Royal Gelatin Program. NBC—Thu. (to 7). Cities Service Concert. NBC—F (to 7). Chase & Sanborn Hour. NBC—Sun. (to 7).
- 6:15 P. M.—Three Maids and Their Mike—Sat.
- 6:30 P. M. to 7:00 P. M.—Voice of Firestone. NBC—M. Lady Esther Serenade. NBC—T. Raleigh and Kool Program. NBC—W. Royal Gelatin Program. NBC—T. Cities Service Concert. NBC—F. La Conga Orch. NBC—Sat. Chase and Sanborn Hour. NBC—Sun.
- 7:00 P. M.—WOW Orch.—M (to 7:30). Vox Pop. NBC—T (to 7:30). Town Hall Tonight. NBC—W (to 8). Good News of 1938. NBC—T (to 8). Waltz Time. NBC—F (to 7:30). NBC Symphony. NBC (to 8:30), Sat. to 7:30. Manhattan Merry-Go-Round. NBC—Sun. (to 7:30).
- 7:30 P. M.—Tales of Great Rivers. NBC—M (to 8). Fibber McGee and Molly. NBC—T (to 8). A. L. Alexander's True Stories. NBC—F (to 8). American Portraits. NBC—S (to 8). Album of Familiar Music. NBC—Sun. (to 8).
- 8:00 P. M.—Contented Hour. NBC—M (to 8:30). Believe It or Not. NBC—T (to 8:30). Kay Kayser's Musical Class. NBC—W (to 9). Kraft Music Hall. NBC—Th (to 9). First-Nighter. NBC—F (to 8:30). NBC Symphony. NBC—S (to 8:30). Hour of Charm. NBC—Sun. (to 9).
- 8:30 P. M.—Burns and Allen. NBC—M (to 9). Hollywood Gossip. NBC—TF. Al Roth and His Orch. NBC—Sat.
- WOW Orch.—Sun. Dale Carnegie. NBC—Tues. People in the News. NBC—F. News Tower—Sun.
- 9:00 P. M.—Amos and Andy. NBC—MTWTF. Terry Carpenter—Sun. Uncle Ezra. NBC—MWF. Vocal Varieties. NBC—TT.
- 9:30 P. M.—News Tower.—MTWTFSS. Jack Benny. NBC—Sun.
- 9:45 P. M.—NBC. (S)—MWF. Rosierucians—Tues. Chevrolet—Thur. Jangles—MTWTF. Job Clinic—Sun.
- 10:00 P. M.—Wig Waggin' with Ralph Wagner.—MTWTFSS.

HOMEMAKING WITH MARTHA

By MARTHA BOHLSSEN of Radio Homemakers' Club

This beautiful month of May brings with it a special day of devotion, a day when we formally pay tribute to the dearest person in the world—mother. There will be a number of ways to celebrate this most meaningful of all red-letter days; there will be dinners, family reunions, flowers, cards, telegrams, and many other manners of expressing thoughts of kindness and reverence. But as a suggestion for something just a little different from the ordinary, I would like to suggest to the daughters that they honor mother by giving a special Sunday afternoon tea.



Martha Bohlsen

If the weather is favorable, you might prefer serving your tea, either to a large or small group on the veranda, or in the yard, if you have a pretty yard. Let the condition of the weather and your own garden setting be your guide in this matter. For decorations on your table, use flowers. Pretty garden flowers belong to the month of May as naturally as red, white and blue belongs to the Fourth of July. Arrange a pretty centerpiece on the table and then have extra bouquets around the room. Candles, either white or pale colors, may be used on the table with the flowers, especially if the dining room is rather dark. Never use candles in the afternoon if there is a great amount of sunshine coming into the room. Set the table as for a buffet supper, placing chairs at either end of the table for the two ladies who are "pouring." Have the food well balanced on the table. Then the next step is to decide on the food. Remember that the tea is not a meal and, therefore, light foods should be served. Daintiness and tastiness in the selection of food are the two most important factors. Here is a simple menu that would set an attractive tea table:

- Tiny cream puffs with cream cheese filling.
- Nut bread sandwiches.
- Orange toast.
- Date straws.
- Individual tea cakes.
- Tea.
- Coffee.
- Salted nuts.
- Mints.

Firestone's New Voice of Farms



Everett Mitchell, the man who has a following of millions on the National Farm and Home hour, is now brought to the WOW audience twice each week on the "Firestone Voice of the Farm" noonday program.

This program, sponsored by the Firestone Tire & Rubber Co. and Firestone dealers, features the farm champions of America in personal interviews with Mitchell.

Leaders in stock raising, every type of crop growing and in all other branches of farm operation, tell their personal stories in these interviews. The program also features music by a well-known orchestra and popular songs by the Firestone Voice of the Farm quartet.

WOW carries the "Voice of the Farm" each Wednesday and Friday, 12 to 12:15 p. m.

GOOD SCRIPTS

By what standard can a dramatic writer be termed "a success"? Most of us will agree that a man or woman who is able to entertain large numbers of persons with the work of his or her pen, deserves this title.

Many writers believe that radio demands more from an author than any other form of creative writing. Words must be so skilfully used that the audience will visualize (or set the scene) in their minds' eye. Characterization must be shown by the voice using the author's words.

One of the leaders in this field of radio writing is Miss Irna Phillips. Due to her aversion to personal publicity, few know of her, yet she may be termed "a success" because of her daily drama, "The Woman in White" (heard on WOW every week-day morning except Saturday at 8:45 a. m. Omaha time).

This program has been on the air only since January 3, but it ranks as the number one daytime program in the areas where it is heard. The Pillsbury Flour Mills Company, sponsors of the program, are proud of its record. This top rating, however, is not new to Miss Phillips. She wrote the previous Pillsbury program, which enjoyed this same high rating for more than two and one-half years!

DOUGLAS CLICKS . . .

A daily sports column of the air, with Paul Douglas, well-known radio commentator, at the microphone, broadcast six nights a week over WOW via the NBC Red network, began with the opening of the big league baseball season.

The program, called The Chesterfield Daily Sports Column, is sponsored by the Liggett & Myers Tobacco Co., in the interest of Chesterfield cigarettes.

The opening program came from Boston, where the world champion New York Yankees opened the season with the Boston Red Sox.

Clark Dennis, NBC tenor, who has just been signed as vocalist on the Fibber McGee and Molly show, estimates he had had 46 different jobs in his career. Twenty-one of them were singing jobs. Among others were positions as bank teller, manager of a coal company, life-guard, song plugger and auto mechanic.

DAN HARDING'S WIFE CAST



This happy little group has something to celebrate about. Their program, "Dan Harding's Wife," recently completed its second year on the air and is going strong. The principals, shown here at their private anniversary party, are, left to right: Loretta Poynton, Isabel Randolph and Merrill Fugit, who play the parts of Rhoda, Donna and Dean. The program, heard Mondays through Fridays at 4:15 p. m. over WOW, "Dan Harding's Wife" is sponsored by the National Biscuit Company.

NETWORK STARS YOU HEAR ON WOW

BIRTHDAY FOR BARBOURS



Members of the cast of NBC's "One Man's Family," April 27, celebrated their 1,600th broadcast, huddled happily over a new baby in the family, Penelope. The birth is the sixth in the family. Left to right: Walter Paterson (Nicky), Kathleen Wilson (Claudia), Bernice Berwin (Hazel), J. Anthony Smythe (Father Barbour), Winifred Wolfe (Teddy), Michael Raffetto (Paul), Minetta Ellen (Mother Barbour).

Wiseman to Cover Trade Trip For Omaha National Bank

The Omaha National bank will bring WOW listeners throughout the west a day-by-day special report on the annual Good Will tour of the Omaha Chamber of Commerce, which leaves Omaha May 8. Bill Wiseman of the WOW staff and Charles Burmester, Nebraska state manager for the Woodmen of the World, will make the trip. Wiseman will act as a special correspondent for the bank. Each day he will wire back to WOW a complete report of the day's activities of the 70 business leaders who are to devote a full week's time to

building and extending Omaha's trade frontiers.

This year's trip, aboard an eight-car all-steel "White Spot Special" train, will journey to the Casper-Lander district of Wyoming, the Big Horn basin, the Black Hills and the North Platte valley.

The trippers will leave Omaha at 5 p. m., Sunday, May 8, and return at 10:45 p. m., Saturday, May 14.

The daily five-minute Omaha National bank trade trip broadcasts will be aired nightly at 9:30, Monday through Saturday.

YOUTH WINS A ROLE



She acts her age! That's all that pretty Joan Tompkins had to do to win the role of Judy Wilbur in the new NBC serial, "Your Family and Mine." Judy of the script is 17 years old. That's Joan's age, too. Hear this fine new serial, 3:30 p. m., Mondays through Fridays, on WOW.

'Vic and Sade' Cast Play at 'Peek-a-Boo'



The peek-a-boo-ers above are the "Vic and Sade" cast, from top to bottom: Art Van Harvey (Vic), Bernadine Flynn (Sade), and Billy Idelson (Rush). Hear this Crisco favorite, 1:30 p. m., Mondays through Fridays, on WOW.

PEGGY TUDOR



The lovely Peggy Tudor, who gives advice to brides about silverware at 5:30 p. m., Thursdays, on WOW. The sponsor is Oneida Community, silversmiths.

BASEBALL STAR



Paul Douglas . . . He knows baseball! Chesterfield Sports Review, week days at 4:30 p. m.

HITS "G" ABOVE HIGH "C"



Jean Dickenson, who sang high C's at the age of 15, is now singing G above high C for the "American Album of Familiar Music," broadcast over WOW on Sundays at 7:30 p. m., Omaha time.

It's Only 5 Minutes But It's Packed With Effects, Actors

"Marsh and Marsh presents . . ." That's what you hear your announcer saying every Wednesday and Friday at 1 p. m. Following that announcement you're apt to hear almost anything—a baby crying . . . an automobile running . . . dogs barking . . . or sounds in a farm yard. They're all means of introducing Oak Grove Oleomargarine, dramatized five-minute sketches.

These dramatizations are written and presented by Jettabee Ann Hopkins, who, in five minutes of time, attempts to bring the listeners a

brief "cross section of life" plus a commercial message.

You've heard a great many different voices in these Oak Grove sketches. Among those people who have taken part to date are Agnes Krell, Anna Henderson, Melva Lieben, Brownie Hansen, Larry Krell, Eldon Anspach, Gaylord Avery and Howard Fisher.

Listen-in at 3:55 p. m. on Tuesdays and Thursdays for Oak Grove Oleomargarine's brief "true to life" stories!

SUNDRA PLAYS SANDRA



Sundra Love, newcomer to WOW's "Tale of Today" serial, doesn't want to be a leading lady all the time. As a matter of fact, she likes nothing better than a high-class meanie role. Hear her as "Sandra," 4:30 p. m., Sundays.