

## 22 NEW SHOWS ON WOW!

### WOW Leads In "1869 Days" Programs

As your News Tower went to press, WOW had completed the most elaborate coverage of a "big doin's" ever carried out by a single radio station.

WOW enacted memorable bits of the "Golden Spike days" celebration in a series of more than 30 broadcasts, over a two-week period, and extending from Omaha to Hollywood and return—including dozens of points in between.

Major radio officials throughout the nation credited WOW with having written a new page in radio history.

#### Foster in Hollywood

WOW's participation in the "Golden Spike days" observance started in mid-April, when Foster May was dispatched with an engineering crew to Hollywood, Calif.

Among the unusual places which were visited by the roaming reporters and their mobile microphone was Promontory Point, where listeners heard Foster May at the scene where the original golden spike was driven; an interview with Heber Grant, head of the Mormon church, at Salt Lake City; a description direct from the great Boulder dam, and a "Man on the Street" program from the corner of Hollywood and Vine streets—film crossroads of the world.

#### Returns on Special

From there on the traveling WOW staff came back to Omaha with the old-time Union Pacific train, which brought Barbara Stanwyck, Cecil B. De Mille and hundreds of other celebrities to Omaha for the premiere of the picture "Union Pacific."

WOW's reports covered celebrations all the way along the route, emphasizing those at Cheyenne, North Platte and Grand Island.

#### NBC at Grand Island

At Grand Island, by special arrangements made by WOW, the National Broadcasting company tied up with WOW and broadcast the welcome to the Union Pacific folks coast to coast.

Some of the memorable broadcasts, in connection with the event which drew 150,000 visitors to Omaha, included:

1. The opening ceremonies of the historical show at the Omaha auditorium.
2. The arrival of the special train from New York, bringing the directors of the Union Pacific railroad to Omaha for the celebration.
3. The arrival of the special train from Hollywood, with the movie stars aboard.
4. The Old-Timers' reunion dinner at the Ak-Sar-Ben coliseum.
5. A broadcast of President W. M. Jeffers' reception for celebrities at the Fontenelle hotel.
6. A broadcast of proceedings of the Union Pacific's special board of directors' meeting in Omaha (the first such meeting ever held here).
7. A description of the dedication of the Union Pacific's memorial in Council Bluffs.
8. The broadcast of the premiere itself, with all the "color" of that memorable night, in front of the Omaha theater.

In covering the "Golden Spike" celebration, over 2,000 miles of territory, WOW utilized all of its announcers, engineers and manpower.

The plans for the event were under the general direction of John Gillin, Jr., general manager of WOW, with the able assistance of Harry Burke, program manager, and others.

### WOW FOLKS MIRROR '69 DAYS



Dandy, eh? It's Johnny Gillin, WOW's general manager, disguised as a dashing young gentleman in the days of 1869.



"Mornin', squire!" Believe it or not, this rotund 1869er is Lyle De Moss, WOW's production manager. Some get-up, eh?



From Program Manager Harry Burke's windows he can view the Golden Spike days' Indian village across the street. So, this get-up.

### WOW Fetes Big Omaha Shrine Meet

WOW is making plans to broadcast highlights of the Central States Shrine association convention in Omaha, May 4 to 7. Special programs have been scheduled for 10:45 to 11:15 p. m. on May 4, 5 and 6. Listen for details on WOW news broadcasts. About 25,000 visitors are expected in Omaha during the sessions.

Dave Elman's famed "Hobby Lobby" program will return to WOW May 3, and will be heard by transcription on succeeding Wednesday nights at 9:30 p. m.

### JEFFERS ON WOW



Head man of the entire Union Pacific celebration was Big Bill Jeffers, president of the Union Pacific railroad, shown above, speaking over WOW in Hollywood.

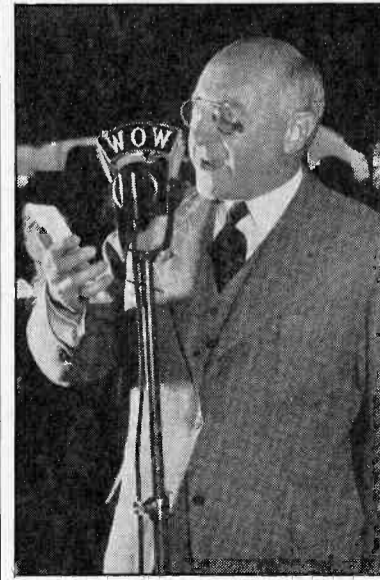
### SURPRISE Wiseman to Cover C. of C. Trade Trip



The annual Good Will trade tour of the Omaha Chamber of Commerce will be covered this year by Bill Wiseman of the WOW staff, and be sent to WOW listeners with the compliments of the Omaha National bank. Wiseman's dispatches will be heard at 10 p. m. nightly, May 6 to 13. This year's tour will go to 70 cities and towns in Nebraska, and as far west as Green River, Wyo.

Richer than Croesus! Croesus couldn't afford what Americans get free! That's American radio!

### DE MILLE ON WOW



Biggest celebrity of Golden Spike days was the famous Cecil B. De Mille, shown above, as he faced Foster's microphone in Hollywood recently. He produced "Union Pacific."

### HUSKIES' SHOW

Still another new program on WOW starting this month will be called "Young Mr. Malone." It will come to WOW listeners by courtesy of General Foods "Huskies." This program will be heard at 4:30 p. m., Omaha time (week days except Saturdays), until May 13, at which time it will shift to 10:45 a. m.

### A CLEVER BOY

That clever boy who handles the microphone for the new General Mills "Grouch Club" programs, Sundays, 4:30 p. m., on WOW, is James Berry, son of the late Dr. and Mrs. William Berry of Omaha. He's a staff announcer at KFWB in Hollywood.

In America, you are your own radio censor! What you want, when you want it! That's American radio!

### The Best Programs Ever Set For Summer

WOW begins its summertime schedule May 1. At least a dozen new programs will be heard after this day.

WOW's schedules will be the fullest at any time in its 16 years of history. Verily, the date May 1 marks a new epoch in radio service, entertainment and enlightenment in the middle west.

Nearly all network programs will be heard one hour earlier, due to the change from standard to daylight time in the east. Many new programs will come to WOW as a result of station KOIL, losing the Blue NBC network.

The new evening programs (some of which have already started), included in WOW's new summertime schedule (see page 8), are as follows:

#### MONDAY

Doctor I. Q., sponsored by Mars Candy Bars.  
Studebaker Champions.  
National Biscuit Company Family Party.

#### TUESDAY

Uncle Walter's Dog House, sponsored by Raleigh Cigarettes.  
Studebaker Champions.  
The Inside Story, sponsored by Ralston Purina.  
Melody and Madness, sponsored by Old Gold Cigarettes.

#### WEDNESDAY

Studebaker Champions.  
Hobby Lobby, sponsored by Fels Naptha.  
Lights Out Drama (new series).

#### THURSDAY

Studebaker Champions.  
Smoke Dreams, sponsored by La Fendrich Cigars.

#### FRIDAY

Studebaker Champions.  
Plantation Party, Brown-Williamson Bugler Tobacco.

#### SATURDAY

Arch Oboler's Dramas.  
Dick Tracy (new adult series), sponsored by Quaker Oats.  
Alka-Seltzer Barn Dance.

#### SUNDAY

Walter Winchell, sponsored by Jergens Lotion.  
Irene Rich Dramas, sponsored by Welch's Grape Juice.  
Good Will Hour, sponsored by Irontized Yeast.  
Woodbury Playhouse.

In addition, several other new night programs are in the making and may be heard from time to time, but details were not available as this News Tower went to press. Summertime schedules also bring many new daytime programs, which include:

- The Life of Mary Sothern, Ipana, Mondays through Fridays.
- Young Doctor Malone, Huskies, Mondays through Fridays.
- Goodyear Farm News, Goodyear Tire & Rubber Co., Mondays through Fridays.
- Midstream, Procter & Gamble Teel, Mondays through Fridays.
- Grouch Club, General Mills, Sundays.

In addition, plans are under way to broadcast the Ak-Sar-Ben races, beginning May 27.

In addition, details about the new program set-up for WOW will be found throughout this issue of the News Tower.

The Folger Coffee "Judy and Jane" show has just renewed for another year on WOW. (See page 4.)

# Woodcraft Joins "National Fraternal Week" Observance

Woodmen of the World camps in 44 states will join with other fraternal groups in the observance of "National Fraternal week," May 8 to 14.

The week is dedicated to the promotion of more friendly relations between fraternal groups and the general dissemination of a "friendly spirit between folks everywhere."

President De E. Bradshaw of the Woodmen of the World Life Insurance Society in a letter to all camps urged complete cooperation with the National Fraternal congress in observance of the week.

In his message (reproduced on this page) Mr. Bradshaw called attention to "the common need for service such as our system can render to the American family."

Special camp meetings, featuring the social side of Woodcraft, will be conducted in thousands of communities during the week.

Mr. Bradshaw recently returned from Miami, Fla., where he regained his health completely and is now in tip-top physical condition.

Other officials of the society have been extremely busy during late April attending head camp meetings in many states.

## WOW BRIDE



Petite Ellene Huddleston, Woodmen of the World claim department clerk, wore this gown as a "bride of 1869" in one of the historical "Golden Spike Days" parades.

## BRADSHAW MESSAGE

Woodmen camps throughout the nation are urged to participate in "National Fraternal week" in a message just issued by President De E. Bradshaw.

A portion of Mr. Bradshaw's message follows:

"The Woodmen of the World Life Insurance Society, in co-operating to make Fraternal week significant in each American community where lodges are located, would emphasize the common need for service such as our system can render to the American family. This service is many sided, and while in public gatherings of this kind it may be difficult to make clear the details of various insurance certificates offered, yet emphasis on lodge activity and loyalty to government and flag—cardinal tenets with all of us—strikes a chord at once understanding and universally responsive.

"Let us remember always that in Fraternal week meetings we are acting in unity and in concert for a common purpose—the bringing of our fraternal and protective advantages to more thousands of American homes.

"DE E. BRADSHAW, "President."

## "Ma Perkins" Star Enjoys Woodcraft



"Shuffle Shober," confidant of "Ma Perkins" on the Oxydol program, is a veteran Woodmen of the World member. He sent birthday greetings to President De E. Bradshaw a fortnight ago on WOW's 16th anniversary.

—wow—

The voice of democracy: A forum of tolerance, in service to all the people—Gentile and Jew, republican and democrat! That's American radio!

## C-H-A-T-S

### With Your Own Aunt Sally of WOW . . .

Happy day out there! May I come in? Now, please don't let me disturb you while you read the News Tower . . . just go right on and I'll join you at this column.

The material this month will be supplied by one of my shut-in children. My family is growing to such an extent that I might as well put them to work.

April marked my fourth year with WOW, and three and a half years with the Sunshine Chain, so it seemed quite fitting that we should hear from the members as to what the Sunshine Chain meant to them. I wish I might bring ALL those letters to attention, for then you would realize what this Sunshine Chain is all about.



Aunt Sally

### Going Blind

Mrs. X. X. X. writes: "Dear Aunt Sally . . . The Sunshine Chain has done so much for me that I scarcely know how to begin. Perhaps it is best that I commence by explaining just what my condition was before I became a golden link in the chain of happiness. I had been going blind, slowly, for several years, and my health was failing as well, but worse than blindness and poor health was the heavy burden of resentment I carried within my heart. I had loved being one of the marchers on life's great highway, and, although past 40, I still had dreams of what I might do with this life of mine, but blindness was something that seemed to bring to an end all my dreams and ambition . . . it was a hurdle I could not jump.

"I had never known a blind person in my life. The future stretched ahead of me in darkness and dread.

"One day, in desperation, I wrote to Aunt Sally. She read part of my letter on the air and asked the blind members of the Chain to write to me, and, to my surprise, letters began to pour in. They were not sad, forlorn letters, but bright, helpful ones . . . full of joy of living, and I was greatly impressed that these blind people busied themselves with many interesting duties.

### Reads Braille

"From that time on my own interest was aroused, and with the help of my Sunshine friends I took up the joy of life and with their help learned to read Braille. They told me about the talking book which the government supplies and brought me in touch with the commission for the blind of Iowa. Then came six weeks of schooling and learning more about the reading of Braille . . . how to sew, type and, best of all, learning how blind folks can amount to something.

"I give full credit to Aunt Sally and the Sunshine Chain, because if I had not written that first letter I would never have had these advantages.

"I have also made friendships which bring me joy and contentment. I have felt so a part of the world which was so dark and lonely before. I receive many cards and letters, flowers and gifts, and Christmas this year was beautiful with all my dear friends.

"Words are inadequate in explaining the difference in my life. The Sunshine Chain has again placed me on life's great highway, and I am marching on with a heart full of contentment and knowledge that I still have much to be glad for. A very humble thanks for everything . . . and may God bless the Sunshine Chain and Aunt Sally!"

Well, dear readers, that letter tells the story and I will just slip out . . .

YOUR AUNT SALLY.

### TOO MUCH?

The federal radio commission (after a survey) just found . . .

That only 34.5 per cent of the program hours of 633 radio stations was sponsored, leaving 65.5 per cent sustaining (non-advertising)!

## WOW

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

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

Subscription price is 50 cents per year.

Bill Wiseman, editor.

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

Read the radio log in your newspaper! Fifty million dollars worth of radio entertainment—free! That's American radio!

—wow—

Charles Carroll has completed his first anniversary as Joan Blaine's leading man on WOW's "Valiant Lady."

## 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

"Wars and rumors of wars." "The sea and the waves roaring." These quotations are both Biblical expressions, but they are truly descriptive of our times. The sea and the waves are symbolic, and the figure suggests the state of commotion that prevails amongst nations. In this restless, confused state people everywhere are asking the question, "How soon will the great war come?"



Rev. Brown

A war which will involve the major nations of the world may not be imminent, but to many observers it is inevitable. Just now the nations are jockeying for positions. It is most remarkable, however, that the Bible has predicted the set-up of nations for our age. Not only the grouping of nations, but the chief characteristics of them have been clearly described in the prophecy of Daniel. For example, in Daniel, the seventh chapter, the four great world empires that have been and the last combination of nations yet to come are presented under the symbol of beasts. It seems almost unbelievable that, with all the enlightenment and progress, so many so-called leading nations could be acting so ruthless and inhuman.

Jesus knew our times, for He said: "Until the end desolations are determined."

The Pope of Rome in his Easter

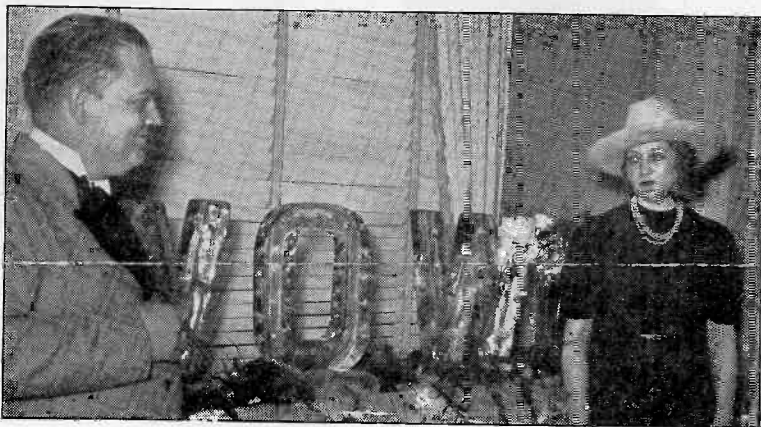
day message called attention to the Biblical word, warning us that men will say, "Peace, peace, when there is no peace."

Whatever the outcome of the present crisis may be, we are certain that preparation for emergencies is necessary. However important adequate military preparedness may seem, yet the individual, the homes and the church must not overlook the fact that the greatest defense any man, city or nation can have is faith in God and His word. No man who would be well informed should neglect his Bible now. As he listens to news dispatches and reads current events, he should also know their place in the Scriptures. No sensible man will assume the role of a prophet, but he should be wise enough to know his times in the light of God's eternal purpose.

No medium is more effective now than radio. It not only brings news as soon as events happen, but it may also be employed unwisely to stir either the right or wrong emotions. Let us not only pray for, but preach peace for individuals and nations, which can only come through the Prince of Peace.

We have begun our 17th year of the ministry of the air. We are sincerely grateful to all of our friends for their congratulatory messages on the occasion of our 16th anniversary. May we invite you to tune in every Sunday morning to our chapel services at 8:30 o'clock and also extend to you a cordial invitation to visit the chapel of the World Radio Congregation in the tabernacle at 2006 Douglas street.

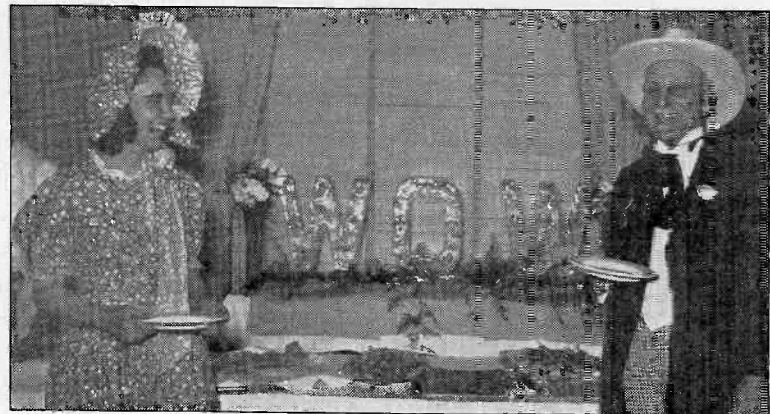
## SEYMOUR 1869 PARTY



It was a gay night—the 1869 Golden Spike party conducted by Seymour camp, Woodmen of the World. Photo shows Consul Commander Lloyd Bumpas and Mrs. Herbert Kennedy, wife of the national associate medical director and former consul commander of Seymour camp.



The winners in the costume contest got a big hand from the Seymours. They were Miss Blanche Peterson and Jack Smith. Smith works in the national Woodmen headquarters auditing department.



At the buffet supper table, "Cap" C. M. Richards and his charming daughter, Betty, were the "life of the party."

Twice in the last six months, Jack Johnstone, handsome director of the Philip Morris "Johnny Presents" dramas, has received movie offers. But Johnstone prefers radio. He once directed movie trailers.

A new version of the "Dick Tracy" thrillers—this one designed especially for adults—will be heard on WOW, under sponsorship of Quaker Oats, 8:30 to 9, on Saturday nights.

### Didja Know? . . .

By BILL WISEMAN

#### SOMETHING THAT AMUSED US . . .

Kenny Baker's Easter week-end catch . . . one sculpin (inedible) and a pelican!

Ginny Sims, Harry Babbitt and Sully Mason scoring a smash hit with a grand arrangement of "Three Little Fishes."

Robert Young named new mayor of Tarzana, Calif.

W O W ' s fourth election returns "scoop" in a row!

Betty Garde's brave attempt to stave off the hicoughs in a recent episode of "Lorenzo Jones."

#### BET YOU DIDN'T KNOW THAT . . .

"Little Sir Echo" has been an official Girl Scouts of America song for 12 years.

Ditto "Under the Spreading Chestnut Tree" (with gestures) a la Tommy Dorsey.

Fred S. Hunter, managing editor of the former Omaha Bee-News, is now editor-in-chief of "The Radio Bee," a facsimile newspaper published at Sacramento, Calif., daily.

#### TODAY'S RADIOTORIAL . . .

The average midwestern family has an income of less than \$1,800 a year. It's size is two adults and two children.

More than 95 per cent of that income goes for food, housing, clothing and other necessities of life.

In many cases precious little is left for cultural items, such as good books, fine concerts, the theater and art in its many forms.

Despite this somewhat glum picture, the good folks of the middle west have attained the highest state of culture in the history of civilization.

Radio has made a very definite contribution to that culture.

For as little as a \$10 bill, an entire family can get in its own living room \$50,000,000 worth of entertainment and enlightenment every year!

Croesus couldn't afford what Americans get free!

Hurrah for the American system of radio!

#### NICE GOIN' . . .

A total of 36 male members of the WOW staff joined Ak-Sar-Ben this year!

#### CLEVER . . .

They asked Fred Allen to write his life story—to be dramatized on the air.

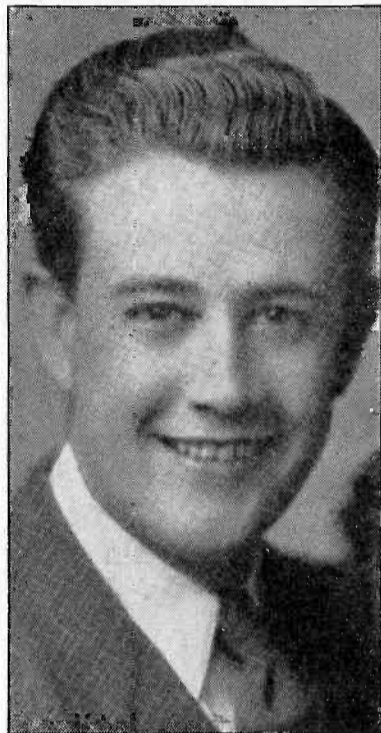
"My life story would probably make a good station break announcement," said the Ipana jokester.

## Cities Service Salutes Oil

"The Romance of Oil"—giant American industry on which today more than 4,000,000 men, women and children are dependent—is being dramatized as an added weekly feature of the "Cities Service Concert" on WOW.

All the adventure, hardship and excitement that have attended the sensational growth of the great oil industry since a man and his two sons brought in the first well back in 1859, is woven into the dramatic episodes broadcast over WOW each Friday at 6 p. m.

## SINGER



Introducing Thayne Royce, new WOW soloist, heard frequently with WOW's Studio orchestra. Feminine hearts go pitty-pat when Thayne sings.

## Holland's Death is Shock to WOW Folks

Members of the WOW staff were shocked and grieved recently at word of the sudden death of R. E. Holland of Lincoln. Mr. Holland had charge of the "Farm Facts and Fun" programs on WOW each Saturday afternoon. He participated in the program April 8, and left the studios in high spirits. The next day he died of a heart attack.

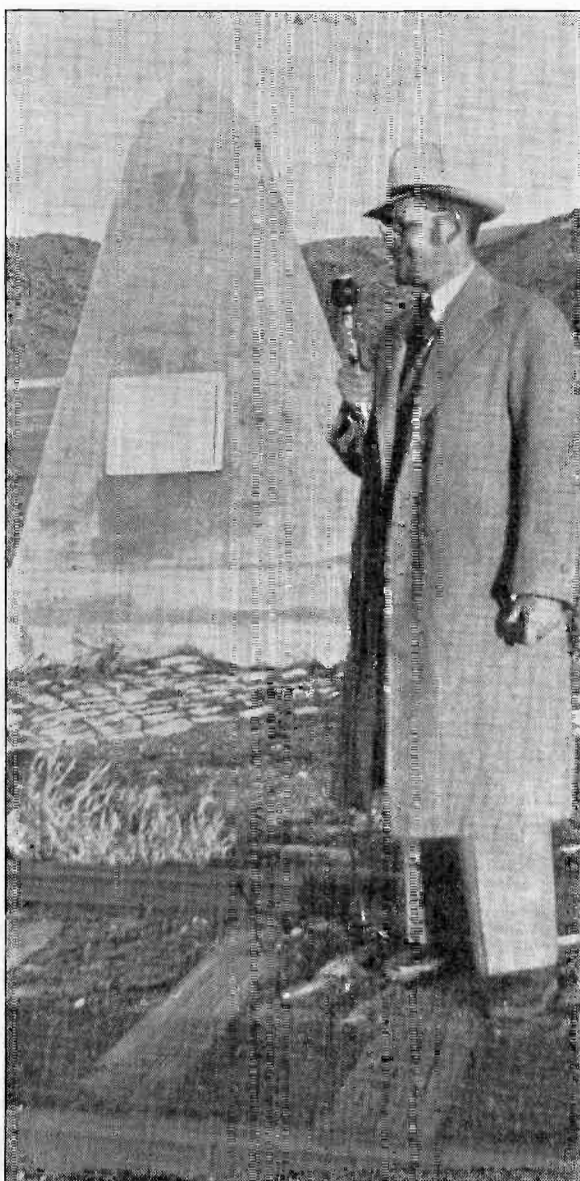
Mr. Holland was supervisor of programs and information, extension service, bureau of agriculture, at the University of Nebraska.

## WOW AT SPIKE SITE

Only WOW took its listeners direct to Promontory Point, Utah, for a broadcast from the exact spot where the golden spike was driven in 1869.

Photo shows Foster May with mike at exact location in Utah, with golden spike monument in the background.

Another FIRST for WOW!



## "Joy" is Well! Sunshine Chain Gets Credit

Vivian Joy Brown walked out of the Iowa Methodist hospital at Des Moines the other day on both feet—under her own power.

In a few months this Waterloo, Iowa, girl will discard her crutches and within a year she should be as normal and healthy as anyone.

Joy's victory over osteomyelitis is a victory for thousands of listeners to WOW's Sunshine Chain, which is conducted by Aunt Sally. It was three years ago when Aunt Sally discovered Joy's plight and began the long fight to nurse her back to health.

### Three-Year Fight

Joy was hospitalized in Des Moines about three months ago. Both legs, one arm and her back were affected. Physicians said it would at least six months before she could sit up, but her indomitable will and courage, bolstered by thousands of cheerful letters from members of the Sunshine Chain, effected a recovery which was almost a miracle.

In a letter to Aunt Sally, Joy said:

"Only God knows all the Sunshine Chain means to me. He knows that my life itself, at times, depended on love and kindness showered on me by you and members of the Sunshine Chain."

The assistance to the Waterloo girl has been both monetary and spiritual throughout the years. Local radio stations in Waterloo and Des Moines, operated by the Des Moines Register and Tribune, have assisted in the campaign since last Christmas.

Joy's newest hope is that she will some day be well enough to make the journey from Waterloo to Omaha, so that she may visit WOW.

## Choral Music is WOW Feature of National Music Week

National Music week will be observed on WOW with many special programs.

At 1:45 p. m., on May 7, the Nebraska State Teachers College octet, directed by Russel Anderson,

will present one of these features.

At 3 p. m., George C. Stohlman's large Greater Omaha Choral union will present a half hour program. This will originate from the Chermot ballroom.

### WEDDING BELLS

In an almost elopement, Gordon Hughes, director of NBC "Lights Out," and Vera Maher, secretary to the night manager at NBC, Chicago, got off by Braniff airline recently for Mexico City, where they were to be married at the U. S. embassy. They planned to return April 28—Gordon to direct the new NBC "Midstream" broadcast, which begins May 1 on NBC and WOW.

### IN BENNY SPOT

Ezra Stone in "The Aldrich Family," based on the stage comedy success, "What a Life," has been selected to replace Jack Benny when the Waukegan jester goes off the air for the summer.

Read the radio log in your newspaper! Fifty million dollars worth of radio entertainment—free! That's American radio!

## STUDEBAKER ON WITH CHAMPIONS



One of the finest orchestras on the air and two of America's greatest commentators are featured on the new "Studebaker Champions" series. This program will be heard Mondays, Wednesdays and Fridays on WOW at 9:15 p. m., starting May 1.

The orchestra is directed by the veteran Richard Humber, and Stewart Allen, a star in his own right, is the vocalist. The commentators are Lowell Thomas and Ted Husing.

## PRINCE AND PRINCESS OF DENMARK SPEAK ON STATION WOW



Crown Prince Frederik and his wife, the Princess Ingrid, graciously addressed WOW listeners recently during their visit to Omaha. Photo shows them at the Omaha Chamber of Commerce public affairs luncheon.

In the picture, left to right, are: John K. Chapel, WOW announcer; Crown Prince Frederik, Governor R. L. Cochran of Nebraska, the Princess Ingrid and Mayor Dan B. Butler of Omaha. Note the expression of admiration on Bachelor Butler's face!

# "PERSONAL ITEMS" ABOUT FOLKS YOU



Betty Caine

Betty Caine, starring as Mary Sothern in "The Life of Mary Sothern," heard locally on station WOW, Mondays through Fridays at 10:30 a. m., was born in Hastings, Mich., attended grade and high school, established her reputation as an actress at William Smith College for Girls at Geneva, N. Y.; on graduating joined the Jesse Bonstelle Stock company in Detroit, and for four years played lead roles; went with the Wright Stock company, and then became active in civic theater work in Grand Rapids and Kalamazoo; tried working as a stenographer in a law firm, but promptly decided to return to acting; journeyed to Chicago to begin her radio career, and for three years was one of the leading NBC staff artists. She has appeared on many dramatic programs, including "The Story of Mary Marlin," "Madam Courageous," "Young Hickory," "Lights Out," "Girl Alone," "First Nighter," "There Was a Woman" and "Piccadilly Music Hall." Betty is 5 feet 2 inches tall, weighs 95 pounds; has auburn hair and gray-green eyes.

—wow—

Read the radio log in your newspaper! Fifty million dollars worth of radio entertainment—free! That's American radio!

—wow—



A happy Golden Spike celebrant was Miss Grace Sheller, 1925 South 17th street, Omaha. Her mother, Mrs. Mary Sheller, won one of the Folger Coffee Easter outfits and gave it to her. She also is happy because Folger's "Judy and Jane" has just renewed for another year on WOW.

## "Low Pressure" Makes Pearce Your Favorite!

Al Pearce, who with his Gang has been a radio favorite for the last 10 years, may be described by many adjectives. For example, he is a big, genial Californian. But the most accurately descriptive words applicable to the NBC comedian are "informal" and "low-pressure."

He is as "low-pressure" as his famous character of Elmer Blurt and as informal as his programs. As a matter of fact, both Elmer and the programs have been built from his own experiences and his own character.

Al grew up in the sleepy little town of San Jose, Calif., and there began his business career. His father died when Al and his brothers and sisters were still in school. Al and his brother, Cal, decided that it was their job to help with family finances. They had a cow—and started a dairy business with that one cow as their entire capital. Cal did the milking while Al got the customers and delivered the milk.

### Successful Salesman

Even at this stage of his career, Al's ability as an entertainer was evident. Al would be waylaid at the local barber shop to entertain with songs, banjo solos and dumb-guy impersonations. There would be frantic telephone calls to the "dairy" from irate housewives who wanted to know where their milk was. But when Al would eventually appear with the milk, instead of having his orders cancelled, he would manage to appease his customers with his



Al Pearce, the genial "I hope, I hope, I hope" purveyor of comedy on the Monday night General Foods show.

peculiar talent for making everyone like him. The housewives kept increasing their orders until the boys were soon jobbing milk—buying the bulk of their supply from other dairies.

Al started selling insurance, the kind that calls for a weekly premium of 10 cents or a quarter, or so.

From that experience he conceived the idea of Elmer Blurt, and it was only natural for him many years later to put in Elmer's mouth the phrase he used during his own early career as a salesman. Now his "I hope, I hope, I hope" has become a national catchline.

Pearce continued as a salesman for a time, selling everything from diamonds to roofing material, eventually going into the real estate business with brother Cal in San Francisco. During this time Al returned to entertaining, and with Cal sang duets with the Real Estate Glee club. After a few guest appearances on a small radio station, he realized the interest and scope of radio. Result: When the real estate business market took a nose dive in 1929, Pearce turned to radio as a full-time affair.

### To New York in 1935

Pearce brought his Gang to New York in 1935, when the program went on NBC.

Off the air, Pearce is the same informal, low-pressure person. He would rather fish than eat, and he likes to eat. Most of his spare time is spent trying to snare fish out of their native habitats of the deep Pacific or a high Sierra stream. He is equally at home behind the wheel of a fast motor car or on a slow fishing tub. Next to fishing he likes a good, old-fashioned barbecue best.



Louise Massey

Listen next Friday, 9:30 p. m., for the new "Plantation Party" show on WOW for Brown & Williamson, and you'll thrill to the western songs of Louise Massey, shown above.

—wow—

## Maytime Party Suggestions

By MARTHA BOHLSSEN  
Director Homemakers' Club of the Air

(NOTE.—Beginning May 6, the Homemakers' club programs will be heard at 10 a. m. each Saturday.)

This beautiful month of May is a real inspiration to the entertaining hostess. It is that colorful month

when trees and flowers have taken on their new attire, and the spirit of newness and freshness prevails. In the field of special events we have our showers for the June brides; we have May breakfasts, a few early weddings; some high schools are graduating their summer classes. There are teas, May festivals, May poles and innumerable other possibilities for decoration and beauty. And think of the natural sources for seasonal atmosphere! May poles and an array of pastel ribbons, supplemented with blossoms from fruit trees, certainly can create a setting that could not be duplicated in any other way.



Marth Bohlsen

—wow—



"Uncle Walter"

When you hear an understanding voice on the radio Tuesday night (8:30) say, "Good evening, brothers! This is Uncle Walter speaking. I know just exactly how you feel," you are opening the door to listen to the newest musical and comedy program, "Uncle Walter's Dog House."

It is the only program on the air that is designed to "alleviate, mitigate, ameliorate and otherwise relieve the sufferings of all good fellows who, through misunderstandings with their wives or sweethearts, are now in the dog house," through circumstantial evidence.

"Uncle Walter's Dog House" is filled with plenty of variety—music, comedy, true humorous dramatized stories as to how certain brothers got in the dog house—music by Phil Davis and his 17-piece orchestra; the Dog House singers, who bark out tunes our grandfathers sang back in the days when they were in the dog house, and songs by "Sweet Adeline," feminine vocalist, the most understanding little woman in the world.

During the program Uncle Walter opens the mail bag and gives friendly advice to all on how to get out of the dog house.

Sufferers who have a dog house story to tell and who send it to him, will be sent a \$10 Dunhill pipe and a pound canister of Sir Walter Raleigh tobacco.

—wow—

Add unusual "special events."

Foster May interviewed Miss Marguerite Coady, Omaha instructor of professional models, who has built a sizeable business for herself, instructing girls to show off clothes.

—wow—

Richer than Croesus! Croesus couldn't afford what Americans get free! That's American radio!

## "Grouch Club" is New Note in Radio Art

Making fun for a coast-to-coast radio audience out of commonly unpleasant things, the "Grouch Club," a lively new comedy and musical program, made its debut over WOW recently and may be heard Sundays from 4:30 to 5 p. m. The show, tested out on the Pacific coast for almost two years, is sponsored by General Mills, Inc., already sponsoring seven 15-minute programs, mostly on WOW locally.

Jack Lescoulie, originator of the program idea, presides over the club's meetings. He is assisted by Art Bryan, Emory Parnell, Beth Wilson, soloist; Leon Leonardi, orchestra leader; James Berry, announcer, and Owen Crump, producer. From the opening boos to the closing hisses, the "Grouch Club" program makes light of the things that make ordinary men hot under the collar.

—wow—

Joe Emerson's daughter is neglecting her father's "Hymns of All Churches" program long enough to vacation in Plainfield, N. J. Her name is Carolyn Emerson and she's visiting a former roommate from St. Catherine's School for Girls in Richmond, Va.

—wow—

The voice of democracy: A forum of tolerance, in service to all the people—Gentile and Jew, republican and democrat! That's American radio!

—wow—

Another fine Blue network program which has just switched to WOW is the Irene Rich drama series, heard at 9:15 p. m. via NBC. The program is sponsored by the Welch's Grape Juice company.

—wow—

Vacation plans whereby each member of "Pepper Young's Family" cast will get two weeks off are now being arranged.

—wow—

The Procter & Gamble "Drene" program, featuring Jimmie Fidler, motion picture commentator, will shift from its present time to 8:30 p. m. to 8:45 p. m., Fridays, starting May 19.

—wow—

Les Tremayne, leading man on WOW's "Betty and Bob" program, is trading his roadster in for a station wagon, so he can take his pals picnicking this summer.



Walter Winchell

America's No. 1 newspaper columnist, gossipier and radio commentator, "Mrs. Winchell's little boy, Walter," will become a regular WOW feature on Sunday nights at 9 o'clock.

Winchell's crisp, snappy observations have been heard on KOIL until that station lost the Blue NBC network April 30.

The program is sponsored by Jergen's Hand Lotion.

—wow—

Without cost! Without censorship! Free! That's American radio!

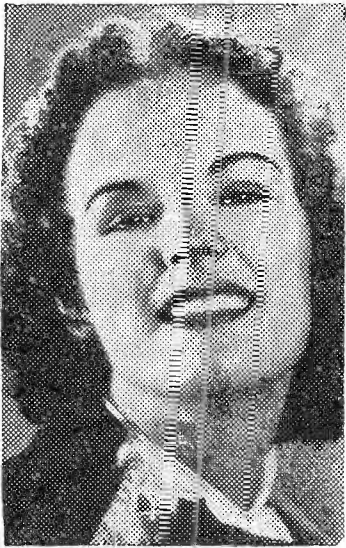
—wow—

## BUTTERNUTS VISIT OMAHA



Funny folks—and very popular—are members of the cast of Butter-nut Coffee's "Coffee Pot Inn," who visited WOW studios recently. Left to right are "Philbert," "Hazel," Kay Neal, songstress, and Don Hovey.

# HEAR ON RADIO STATION WOW



"Midstream" is the title. Three o'clock each afternoon except Saturday and Sunday is the time. Mercedes McCambridge is one of the stars. Don't miss this new Teel show.

—wow—

## Jetta Jots From N. Y. Studios

Dear Everybody, Hello!

This is "Jennie," and I very much wanted to write a letter to everybody who has been so nice to me, so I am saying it to "Mother Jerry" and she is putting it down on the paper (because she doesn't very much think you could read my writing).



Jettabee Ann Hopkins

Have you ever been to New York? Well, if you haven't I will very much try to tell you about it.

Gracious! It is about the biggest town there ever was, I bet, and sometimes it almost makes me dizzy, with so many people, all doing things and going places at the same time. And the people . . . oh, dear! There are so many of them and they always go places so fast, so we have to go fast, too, whether we want to or not. And the buildings? Goodness! You should see them! First there'll be a tall one so big that it almost hurts your neck to look up at it, and then there'll be a little old one right beside it—that someone got stubborn and wouldn't sell. And there's water with boats on it, and a lady with her hand up—that means "Liberty," and parks with all kinds of animals in them. And, goodness! You should see all the different kinds of people there are in this town, too!

### New People

"Mother Jerry" says you are going to get tired just reading about the things I am doing, so I had better quit, but I just wanted you to know that we very much miss you, and we'd like for you to miss us a little and keep on remembering us and maybe listening to us, too, even if we don't sound quite the same to you for a little while because of the new people with us.

Oh, yes! I forgot . . . the circus has come to town, and we are going to some kind of a great big garden to see it tonight and I am very much excited. I am excited, too, because of the fair which is coming. "Mother Jerry" and me, we have already saw the place where it is going to be and . . . oooooo! the buildings are beautiful . . . and you never saw so many pretty colors in all your life, and . . . "Mother Jerry" says I've got to quit . . . that you're getting "bored." I don't exactly know what that word means, but I'll stop anyway.

So good-bye, and I very much hope you still like the "Adopted Daughter," even if she is in New York.

"JENNIE."

(P. S.—What "Jennie" says goes for me, too.—J. A. H.)

## Nobody Plays Hookey From Kyser's Class!

Several weeks ago 17,000 persons—men, women and children of all ages—crowded into a dance hall at Cleveland to hear Kay Kyser and his band—famed Lucky Strike entertainers. It was an all-time paid-admission record. Luckies immediately renewed Kyser's contract for another three years and gave him a boost in pay.

Kay Kyser, who brought a touch of erudition to radio dance music with his Musical Klass and Dance, is distinguished not only for his original arrangements, but for original ideas, too.

Four years ago the bespectacled North Carolinian adopted the system of announcing numbers by singing the song titles. Spoken announcements, he thought, interrupted the musical spell.

It was Kay who thought of introducing a vocal number with music. Four bars from his theme song indicated to the listener that a vocal was coming up. He believed in saying it with music.

### Kyserian Device

The muted trumpet trill played by three trumpeteers as musical



Prof. James Kern Kyser of the North Carolina Kyserians!

"bridges" is distinctly a Kyserian device.

Kay has always wanted to try new things. This was apparent even during his high school days back in Rocky Mount, N. C. There was no phase of undergraduate activity at which he did not participate. He was cheer leader, editor of the Annual, coach of the junior football team. When he entered the University of North Carolina in 1924 he continued where he left off in high school.

### Began With Six Men

He was cheer leader, impresario of the university's three most pretentious musical shows and conductor of the proms. Kay was enrolled as a student of law, but fate made him a maestro instead. In the fall of 1926, when the campus found itself without a dance orchestra, Kay, a natural born leader, organized one. The band was made up of six men.

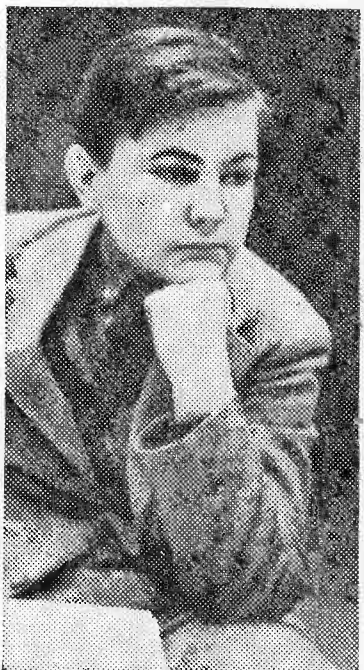
At their first engagement they played but six tunes and received



Harry Babbitt and Virginia Sims, Kyser's singing duo, whose "Three Little Fishes" (with Sully Mason) is a current national sensation.

Phil Evans, Goodyear farm commentator, knows spring is here. Unusual stories always crop up at this time of year—about two-legged colts, tail-less pigs, etc. This year's prize story comes from Mitchell, Neb., and concerns the hen with the changed personality. For two weeks the hen laid eggs like an ordinary biddy, then she started to grow a rooster's comb and to strut around the barnyard in true rooster fashion. Now she's stopped laying eggs.

—wow—



Little Jimmy Donnelly is one of radio's most famous juvenile actors. You've heard him in the "Death Valley Days" broadcasts on WOW, Friday nights, 7:30.

\$60. Soon the group was enlarged to 10 men and their engagements increased. They played with such success at college balls, hops, proms, etc., that for the first time they gave serious thought to making the organization permanent.

After they had played at more than 40 colleges, Kay set out to broaden the scope of his orchestra and establish himself as one of the titans of dance music. It wasn't easy. The road was full of hard bumps, the hardest, of course, being the depression. But everything was taken in stride.

It was never a case of "Well, we've got a band, now let's wait for the world to discover us. Kyser constantly worked to improve his music and musicianship. He discovered that George Dunning, one of his musicians, had a flare for arranging, so to Dunning went the arranging job. Between the two they made the band what it is today.

Kyser's vocalists are Virginia Simms, Harry Babbitt (who sings the song titles), Sully Mason and Comedian Marwyn Bogue, known as "Tsh Kabibble."



Molly's back. Hooray! She rejoined the Fibber McGee show April 18 after a nervous breakdown which kept her off the air for 18 months.

—wow—

To help celebrate the world premiere of "Union Pacific," Omaha's Meadow Gold dealers—who sponsor the adventures of "Lightning Jim" over WOW every Sunday afternoon at 1 p. m.—chose April 23, a story concerned with a particularly exciting incident during the race between the Union Pacific and Central Pacific railroads.

Typical of the authentic, real-life stories heard in the Meadow Gold series, this broadcast recreated in sound and drama the tense excitement that prevailed during the gigantic cross-country enterprise.

—wow—

In America, you are your own radio censor! What you want, when you want it! That's American radio!

—wow—

Beginning a new series of adventures in the lives of the Barbour family, chapter 1 of book 30 of "One Man's Family" was broadcast over the WOW a fortnight ago on Wednesday at 7 p. m., Omaha time. With book 30, Carlton E. Morse, author of the famous serial drama, will carry the adventures of the Barbours into their eighth year on the air.

—wow—

The Rev. John James McLarney, O. P., celebrated Dominican preacher, will be heard in a series of four more weekly addresses during the "Catholic Hour," beginning Sunday, May 1, from 4 to 4:30 p. m., over WOW via the NBC Red network.

—wow—



Another of radio's funniest funny men, Ransom Sherman, will bring WOW listeners many a laugh when the "Sunbrite Smile Parade" comes to WOW (see schedule on page 8). Photo shows Sherman at his typewriter knocking out gags—many of which are truly knockouts!

—wow—

May Robson celebrated her 75th birthday eve by working on Bob Hope's show. She blew out the candles April 19, after guesting with Hope, Tuesday, April 18.

—wow—



This is "Dr. I. Q.," the man who gives so much money away Monday nights, 8:30, on WOW. This excellent new feature is sponsored by Mars Candy Bars.

"Dr. I. Q.," a new type of question-and-answer program, sponsored by Milky Way Candy Bars, made its WOW debut recently and has become extremely popular.

In this new type of quiz program, "Dr. I. Q.," the "mental banker," measures intelligence quotients with silver dollars. A portion of the program consists of a right and wrong contest, in which the audience in the theater, where the broadcast originates, answer "Yes" or "No" to the right and wrong statements sent in by the radio audience. Those in the radio audience have the opportunity to win prizes ranging from \$50 to \$150 each week by sending in sets of four statements, each to be used in the right and wrong contest. Fifty dollars are awarded for each set, three sets being chosen. It is possible for one listener to win \$150.

The rest of the program is a fast-moving series of questions asked by Dr. I. Q. and answered by individuals in the theater audience. Awards for correct answers vary from \$3 to \$25 each, depending on the difficulties of the question and the astuteness of the answer.



Meet Dorothy Backlund, 18-year-old Omaha steno, who is national secretary of the Betty Winkler Fan clubs and editor of "The Winklerette" newspaper. Write her, 2561 Mason street, Omaha, if you'd like to join.

# WOW SPECIAL EVENTS ACTIVITIES

## "WIG WAGGIN' WITH WAG"

By RALPH WAGNER  
WOW Sports Editor

The baseball season has started . . . and where is Sammy Baugh? Remember Sammy Baugh, the most publicized football player ever to enter the big leagues for a tryout?



Ralph Wagner

You don't hear anything about the great Baugh. The young man came out of Texas, like Vice President Garner, and made a name for himself, only that the latter didn't mingle with footballs. Last spring Baugh had a tryout with the Cardinals, but didn't make the grade. He was shipped to a Cardinal farm, and then all of a sudden dropped out of the limelight of baseball.

### In With a "Bang"

I believe that next to Jim Thorpe, the Indian, Sammy Baugh entered the portals of organized baseball with more ballyhoo, pounding of typewriters, than any other rookie.

But, unlike Jim Thorpe, no scandal broke around Sammy Baugh. Sammy is a very serious young man, who would rather be a football coach than a baseball player, providing he can't play under the big top.

Almost a generation ago, when one-lunged automobiles were popular, John McGraw signed Thorpe to a Giant contract, largely as a publicity stunt. Thorpe had made a one-man show of the Olympic games and returned to this country hailed as the greatest all-around athlete of all time.

### Scandal Paved Way

Thorpe had been home only a short time when an exciting scandal broke around his head. Somebody discovered that he had played summer baseball for money. This made him a professional.

All of Thorpe's medals had to be returned. He had shaken hands with the king of Sweden, but what the king did about this, the world never knew.

Manager McGraw was quick to realize the possibilities of a lot of publicity for his club by signing the much-publicized Thorpe. However, Thorpe turned out to be better than the mine run of major league ball players because he was a natural athlete. He could throw, run and hit. The Indian never became a standout, but he was good enough to stick around the big leagues for several years.

\* \* \*

### Where is John Montague?

What tournaments is he winning? What tournaments is he even entering?

What happened to the great golf he was going to bring out of the bag like a bunny from a magician's chapeau and give to the startled golfing world?

### Not Top Golfer

The answer is simple.

When it comes to playing high-class golf, this John Montague isn't in it with fellows like Ralph Guldahl, Sammy Snead, "Jug" McCspadden and the like.

Perhaps you don't remember John Montague. He is the Californian (transplanted) who is supposed to have beat Bing Crosby with a rake and a hoe on a golf course. He was going to revolutionize the game with drives a mile long and pitches with dart-like accuracy; with putts like drawn lines and scores lower than some of the quotations on the board of trade.

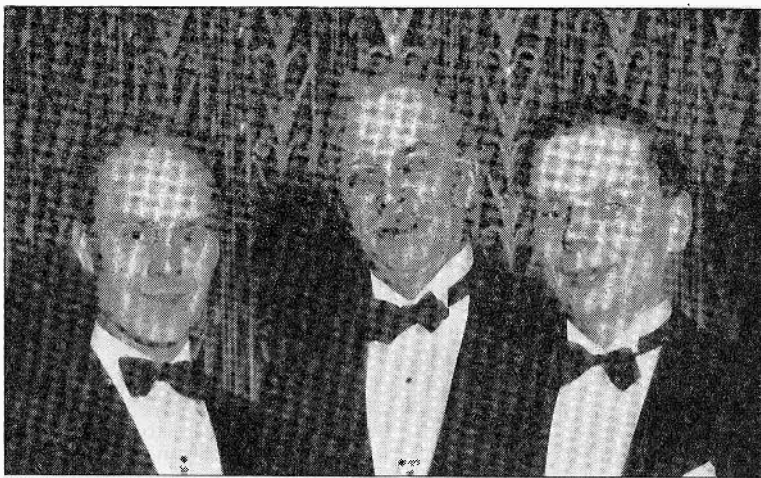
### Ballyhoo Hard to Live Down

Johnny Montague is a grand fellow, no doubt, but he received a little too much of what we call ballyhoo, publicity and newspaper space . . . and now he's having a hard time living it down.

\* \* \*

How's this for a parlay . . . Yankees in the American, Cincinnati in the National and El Chico in the Kentucky Derby?

## WOW GETS "THE INSIDE STORY"



"Inside Story," a new show on WOW, brings interviews with interesting personages, and then members of the cast dramatize part of each guest's "inside story."

WOW's Ray Suber is one of the dramatic actors on the show. Pictured here are Ray Suber, Fred Sullivan, the master of ceremonies, and Paul Luther, also a former Omaha radio man.

## Interviews With Personalities

Fresh from a sensationally successful test run on the west coast, and after being loudly applauded by Omaha listeners for the past four weeks, the dramatic new "Inside Story" program comes to WOW listeners. Based on the premise that behind every newsworthy event there is a hidden drama and conceived with the idea that America is intensely interested in hearing eye witnesses who actually saw these behind-the-scenes dramas, the "Inside Story" is unique in the annals of dramatic radio. Combining these revealing secrets with humor, pathos and excitement, there is something in every program intensely interesting to every member of the average family.

### Personalities

Each week Fred Sullivan, celebrated actor and narrator, interviews three personalities whose occupations or experiences are unique.

### Notables

Many notable personalities have told their "inside stories" on this new-type program. Such celebrities as Elliott Roosevelt, son of the president of the United States; Rene Belbenoit, only man who escaped from Devil's Island and reached the United States alive; Al Jolson; Colonel Robert Gerard, former commanding officer of the French Foreign Legion; Elsa Maxwell, internationally famous party-giver, have already appeared on the program.

Sponsored by Ralston Purina company of St. Louis in the interests of their bite-size, whole wheat cereal, Shredded Ralston, the "Inside Story" program is heard every Tuesday night over a coast-to-coast NBC network at 9:30, Omaha time.

## Farm and Home Hour in Lincoln

The University of Nebraska campus in Lincoln, Neb., was the scene of a special National Farm and Home Hour broadcast Wednesday, April 19. It was originated by WOW for the NBC Blue network.

The broadcast, another in the series of land grant college programs, centered on the subject, "What the Land Grant Colleges Are Doing to Conserve and Utilize Properly the Resources of the State for the Welfare of the People." During the broadcast a dramatized picture of the teaching, research and extension work carried on in agriculture at the famous Nebraska institution was presented.

Music was provided by the University orchestra and choir.

The production at Lincoln was under the direction of Harry Burke, WOW's program manager. He was assisted by Ray Olson, WOW announcer.

## Barcarolle With One or Two L's, is Question!

When the Fairbury, Neb., Energine spelling team visited WOW recently (en route home after competing in New York), Foster May interviewed the boys on WOW. He asked Speller Bob Hull to spell the word "barcarolle." Hull spell it with one "l," and Foster called him "wrong."

A recording of the interview was forwarded to Energine's Paul Wing, who promptly wrote back, giving Foster a big Bronx cheer, and asserting either one "l" or two was correct!

So . . . score another direct hit for those lads from Fairbury!

## PHILLIPS GIVES TIME

WOW and its listeners are indebted to the Phillips Milk of Magnesia program "Waltz Time," for giving up its program Friday night, April 28, so that WOW could carry the description of the "Union Pacific" premiere.

## Foster May's Own Column

By FOSTER MAY  
WOW News Editor

(Editor's Note.— This column is made up of excerpts from letters sent back from Foster May while he made the trip to California in connection with the Golden Spike celebration at Omaha.)

Cheyenne, Wyo.,  
Sunday, April 16, 5 P. M.

Left Omaha at 1:30 p. m., Saturday and proceeded through rain and fog to Lushton, where we did No. 1 broadcast. Left Lushton at 4:45 and arrived at Sidney at 9 p. m.



Foster May

As we were leaving Sidney, it began raining again, and within a few minutes changed into snow. Soon driving became very difficult. At about midnight, while some 20 miles out of Cheyenne, we encountered what is called a "ground blizzard," and driving became impossible for awhile. We finally arrived in Cheyenne at 2:30 a. m., Mountain time.

We got up at 8:30 this morning and contacted the mayor, chief of police, president of the Chamber of Commerce, editor of the paper and the governor of the state. They all came to our room, and at 11 a. m. we transcribed broadcast No. 2.

### Stuck in Blizzard

At noon we checked out and started west for Salt Lake City under a bright sun and with the snow all gone. Twenty miles west, while driving up the pass over the continental divide, we encountered snow, high winds and intense cold. It developed into a genuine blizzard, with visibility reduced to zero-zero and driving only possible at a speed of about five miles per hour, driving on outside edge of road for guidance. Seven miles from the top of the pass we found half a dozen cars and trucks stalled askew of the road. Two transcontinental busses came up behind us and likewise were stalled. Reports came back that the road above was completely blocked.

All the stalled cars and busses "holed up" to wait help. We managed to get turned around and slowly proceeded with considerable difficulty back to Cheyenne.

### Changed to Train

A call to Denver and other sources revealed that the storm was general and all divide passes were in difficulty. Considering the uncertainty and possibility of being held up somewhere to the south, we have changed the plans.

We are now leaving the car in Cheyenne and I have made train reservations out of here this evening . . .

Aboard U. P. Train No. 5,  
Between Las Vegas and  
Barstow,  
10:05 A. M., Tuesday.

We boarded the Union Pacific Challenger at Cheyenne at 9:30 p. m., Mountain time, Sunday evening, and arrived in Salt Lake City at 10 a. m., Monday.

### Interviewed Heber Grant

The principal interview I desired to get was with Heber Grant, president of the Mormon church. Everybody tried to discourage me on this, saying it was impossible, but at 12 noon, sharp, his secretary agreed to let us interview Grant in his private office at 12:45 p. m. sharp.

We rented two taxicabs and piled in the equipment. Our amplifier refused to work, but we had the tiny one as a reserve and used it. President Grant insisted on going over the interview several times, and we finished at 2:30 p. m. We secured batteries to operate the equipment, drank a malted milk and left by car for Promontory, Utah., at 4 p. m.

(Continued on page 7)

## WOW ORIGINATES SHOW



WOW originated a "National Farm and Home Hour" broadcast for the National Broadcasting company April 19 at Lincoln. The program was put on from the University of Nebraska, and for that one show WOW carried the program through a special arrangement with commercial sponsors usually on at that time.

Pictured here are W. W. Burr, Chancellor Boucher of the University of Nebraska and Director Brokaw of the extension division of the university. The program was produced by Harry Burke, WOW program director, and Ray Olson.

## Election Scoop Scored by WOW

For the fourth election in succession WOW scored an "impressive" scoop in bringing first Omaha city primaries returns to listeners, April 11. WOW carried first results a full 10 minutes before other stations, which had combined with newspapers, carried any returns.

As this issue of the News Tower went to press, WOW began laying plans for complete coverage of the city election (finals), May 9.

## WOW Listener Wins a Radio

Several WOW listeners were awarded a fine radio set or cash, or both, in the Butter-Nut "Coffee Pot Inn" contest during April. The contestants each wrote 25-word statements on why they enjoy the smooth and delicate blend of Butter-Nut coffee.

One of the radio set winners was Mrs. J. Dale Coonley of McCool Junction, Neb. Hers was a Philco portable—usable anywhere without aerial or electric connections.

Remember, during May this fine feature will come to you at 7:45 a. m.—30 minutes earlier than usual.

Without cost! Without censorship! Free! That's American radio!

## Goodyear Farm News Scheduled

An up-to-the-minute authoritative farm news broadcast will be heard on week days (except Saturday) at 11:45 a. m., under sponsorship of the Goodyear Tire & Rubber Co. of Akron, Ohio.

The program will feature three noted commentators—Robert S. Clough, Don Goddard and Phil Evans.

Goddard was drafted from the Chicago NBC special events department for his new assignment. He was raised on a farm and had been a country weekly editor.

Clough was president for a year of the National Association of County Agricultural Agents, and was born and raised in northeast Missouri.

Evans since 1936 has been director of the National Wool Marketing organization and was connected with the Chicago Producers' Commission association for 11 years.

Each day the three men will discuss phases of current agricultural problems and report current farm news.

### PROGRESS . . .

1938 brought forth "Dipsy Doodle," "Flat Foot Floogie," "Boogie-Woogie" and "Wacky Dust."

So far 1939 has produced "Coo Coo," "Jeepers, Creepers," "Joobalalai" and "Prostachai." We can't even say 'em!

# WOW BEGINS SEVENTEENTH YEAR

## Happy Birthday Says WOW Alumni

WOW received literally thousands of letters and telegrams of congratulation incident to its 16th birthday anniversary, which was observed throughout the month of April.

An entire edition of the News Tower would be necessary to reproduce them all, but some of the greetings from "famed WOW alumni" are interesting indeed.

Many of the greetings came in recorded form from folks connected with the radio audience. These, most WOW listeners heard on the air. They came from New York, Chicago and Hollywood—centers of radio network broadcasting. They came from officials of all networks, and stars of the stage, screen and radio alike.

One of the most interesting came from Henry Fonda, the Omaha boy who made his mark in the movies. He wrote:

"Saying 'Happy birthday' to WOW is like saying 'Happy birthday' to your grandparents. There is so much you would like to say, but, well, it sounds silly. Anyway, I'm proud to have come from WOW's home city, and I wish WOW and its listeners continued enjoyment of this great radio station."

From the Chicago NBC studios, Virginia Payne, whom listeners know better as "Ma Perkins," has this greeting:

"... Sixteen years of quality broadcasting is a long time, and you deserve the greatest credit for a job well done."

A few of the other messages which came from well-known folks, many of whom got their start at WOW, were as follows:

From Jettabee Ann Hopkins, WOW's own "Adopted Daughter, Jennie":

"I'm proud to have been a part of the middle west's finest radio station."

Ray Suber, WOW's latest pride and joy:

"I salute WOW! It is one of the finest stations in the country."

Howard Fisher, now associated with the New York theater:

"Good luck, happy birthday and best wishes!"

Gene Rouse, formerly of WOW,



Walter Cassel, Omaha baritone, current star of "Stars in Your Eyes" on Broadway, wrote: "Congrats to Johnny Gillin and all my friends at WOW!" Mrs. De E. Bradshaw, accompanist.

and now chief announcer at NBC in Chicago:

"There is hardly a year goes by but what there is a new accomplishment of WOW."

Russ Baker, former WOW announcer, now a New York stage star:

"You've got more friends than any radio station I know of."

The "National Farm and Home Hour" introduces Everett Mitchell: "Lots of good luck and best wishes for continued success!"

Edward Daugherty of "Town and Country" magazine:

"Congratulations on your 16th birthday."

More congratulations from NBC's big Chicago chief, with Sidney Strotz:

"Congratulations to WOW, an outstanding pioneer of radio broadcasting!"

Ransom Sherman, noted radio comedian:

"Congratulations to all of you! My very best for the future."

From the Hon. Irving Stalmaster, former Omaha district judge, comes this message:

"It is a privilege to pay a deserved tribute to station WOW."

## Thank You!

On behalf of President Bradshaw of the Woodmen of the World, William Ruess, personnel director of WOW, and all members of the staff, I want to take this opportunity to thank everyone who sent messages of congratulations on WOW's 16th birthday.

It is a source of great joy and pride to know that WOW has so many famous alumni and that all are so friendly and thoughtful.

I was deeply touched by some of the messages that involved me personally.

WOW will strive to justify all the kind things you, our friends, have said about us.

(Signed) JOHN GILLIN, JR., General Manager, Station WOW.



Betty Gerson, famed network actress (star of the new Teel "Midstream" serial), wired she hoped WOW folks would "continue to succeed and prosper."



Bernie Hanighen, famed swing composer and son of Plumber J. J. Hanighen of Omaha, wired: "Best wishes and keep up the good work!"

The former Jean Kennedy, now Mrs. George Jones, wired: "Congratulations to John Gillin and his work."

Jules Herbuveaux, NBC program manager, congratulated WOW: "... During all these years, WOW has maintained the highest standards of entertainment and public service."

Louise Fitch, formerly of Council Bluffs and now a prominent musician:

"Congratulations and best wishes for your continued success."

W. G. Preston, assistant to the vice president in charge of programs for NBC:

"WOW is known in the radio world as an outstandingly successful station."

Sol Rosenblatt, prominent New York attorney:

"Success to WOW and the territory it serves!"

Dr. H. A. Waggener of New York City, former Omahan:

"Sincere congratulations to the Woodmen of the World organization, responsible for WOW's continued high standards and excellent programs."

Pierre Andre, NBC announcer: "Congratulations and best wishes for even greater future achievements!"

## Network Stars Note WOW's 16th Year

A former Omaha investment banker, Guy Gadbois:

"I am sure WOW will keep its pace and stay out in front, and that I will be here to congratulate it on its 50th birthday."

Miss Dorothy McGuire, who is appearing in the stage play, "My Dear Children":

"I hope that Omaha and WOW continue hand in hand in its past successes."

James Furay, vice president of the United Press association:

"Congratulations on the 16th birthday anniversary of WOW!"

Frank Hodek, now in Hollywood, and Lee Gotch of the "Four Notes," expressed this sentiment:

"Simple and heartfelt congratulations and best wishes on this 16th anniversary of WOW."

Tri-States' Evert R. Cummings: "WOW should be very proud of the fact that it has grown to be one of the outstanding stations of the middle west."

William Kalash, a former Omaha business man:

"I send the sentiments of every one of your listeners when I say, 'Well done, my good and faithful servant.'"

A former WOW announcer, Ted Sherdeman:

"WOW is worth a lot more than just a greeting of 'Happy birthday!'"

Oscar Weinstein, newsman, formerly of Omaha:

"A simple, old-fashioned, happy birthday to WOW."

Don Kelly, former Omaha announcer, congratulated WOW:

"Congratulations to a fine radio station for 16 years of service!"

George Roesler of radio station CKLW, Chicago:

"Congratulations! No radio station can enjoy success without a host of loyal followers."

Joe Du Mond, "Uncle Josh" of radio:

"Good luck to you, WOW, and best wishes to your outstanding station!"

## Foster Writes of Hollywood

(Continued from page 6) After driving over 90 miles of desert dirt road, we arrived at Promontory at 7 p. m. We made our broadcast from the exact spot where the golden spike was driven.

We arrived back in Salt Lake at 10:30 p. m., checked our equipment, made reservations on the 11:25 train, tested our records, mailed them air express, grabbed a ham sandwich and a glass of milk and boarded the train.

We arrive in Los Angeles at 5:55 p. m., Pacific time.

### ANNIVERSARY

WOW joined with thousands of its listeners last week in offering congratulations to Jordan's store, 1522 Farnam street, Omaha, on its golden anniversary observance.

In America, you are your own radio censor! What you want, when you want it! That's American radio!

### GUEST STAR

Joy Hodges, young Des Moines, Iowa, film starlet, journeyed from Hollywood to New York recently to guest-star for George Jessel on the Vitalis "For Men Only" show.

Without cost! Without censorship! Free! That's American radio!

## Special Offers on WOW

NOTE.—Following is a list of many of the special offers now heard on WOW. Not all can be included. Listen to the programs for details. A telephone call or letter will bring details to you about any offer on WOW.

1. WIN A FREE TRIP TO the New York World's fair. See your Tintex dealer for details.
2. FOR A FREE SAMPLE OF Chamberlain Hand Lotion, send a card with your name and address to WOW, Omaha.
3. LISTEN TO "THE HOUR of Charm" at 7 p. m. every Monday evening and hear how you may win \$100 in cash and an I. E. S. portable lamp.
4. SEND FOR YOUR COLOR chart and helpful suggestions for refinishing your home. Write to Lucas Paints, in care of WOW, Omaha.
5. WRITE A 10-WORD Slogan for Crisco and win \$5,000 in cash or a mixmaster. For further details listen to "Vic and Sade," heard at 2:30 p. m., Mondays through Fridays.
6. WIN \$100 TO \$1,000 BY ANSWERING the question: "What do you like best about Camay?" For further details listen to "Pepper Young's Family" at 1:30 p. m., Mondays through Fridays.
7. TO SECURE A COPY OF talks heard on the "Catholic

- Hour" every Sunday at 4 p. m., write to WOW, Omaha.
8. COPY OF THE "CHICAGO Roundtable" discussions at 10:30 a. m. every Sunday costs 10 cents. Write to WOW.
9. WIN A CASH PRIZE BY sending in questions and answers. For details listen to "Dr. I. Q." on Mondays at 8:30 p. m.
10. A FREE CATALOGUE OF premiums for Raleigh, Kool and Viceroy coupons. Listen to Tommy Dorsey's program at 6:30 p. m. on Wednesdays for details.
11. FOR RECIPES FROM famous eating places listen to "Betty Crocker" at 4:15 p. m. on Fridays for details on how to secure them.
12. FOR ONLY THREE CENTS and two box tops from either Okay Flakes or Vanilla Sweeties you may obtain a 66-page stamp album. Listen to the

"Junior Roundtable" on Fridays at 5 p. m.

13. FOR EIGHT PACKETS OF seeds and an old-fashioned garden plan, value of \$1.10, listen to "Girl Alone" at 2:45 p. m. on week days.

14. LEARN HOW TO SECURE a Jack Armstrong Mystery Torpedo flashlight. See your Wheaties dealer or listen to "Valiant Lady" at 4 p. m., Mondays through Fridays.

15. WOULD YOU LIKE A Glasbake dish? For details listen to "Ma Perkins" at 1:15 p. m., Mondays through Fridays.

16. \$10 DUNHILL PIPE AND A pound can of Sir Walter Raleigh smoking tobacco. Listen to Uncle Walter's "Dog House" at 8:30 p. m. on Tuesdays.

## Betty Bradley is the Gray Gordon Discovery

A new attraction for the WOW Thesaurus library series, "On With the Dance," is Betty Bradley, beautiful young singing star.

Betty is the discovery of Gray Gordon, who recently introduced her with his orchestra to a nationwide audience for the first time on new Thesaurus records.

IS THIS YOUR LAST NEWS TOWER? Don't let your subscription expire! Twelve big issues for only 50 cents. Send your renewal or new subscription now!

## Prince Takes Steam Bath at Omaha A. C.

General Manager John J. Gillin, Jr., of WOW, and Crown Prince Frederik of Denmark, met and became acquainted under extremely intimate circumstances while the royal party was in Omaha recently. The prince slipped away from the crowd and went to the Omaha Athletic club, where Masseur Jack Solomon gave him a Swedish massage. On the next table was Johnny Gillin. They struck up an interesting acquaintance, but the prince bound Mr. Gillin to silence as to their conversation.

## WINNERS NEXT ISSUE

Winners in the two interesting "Birthday month" contests had not yet been determined when this News Tower went to press.

Deadline for entries in the camera contest, in which the J. G. Kretschmer Co., 315 South 17th street, and WOW cooperated, and the letter contest on "WOW is my favorite radio station because..." was midnight, April 25.

So many entries were received that judging was not expected to be completed until about May 1. Names of winners of the two Union Pacific trips to the San Francisco's World's fair and the photographic merchandise will be announced on the air and in next month's News Tower.

RETURN POSTAGE GUARANTEED

To: Radio Station WOW  
Omaha, Neb.

RIESEN DOROTHY

OSMOND NEBR

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RADIO NEWS TOWER

# WOW SUMMERTIME NIGHT SCHEDULE

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:45	Standard Oil WOW News Camel Cigarettes	Camel Cigarettes WOW News Standard Oil	Standard Oil WOW News Camel Cigarettes	Standard Oil WOW News Camel Cigarettes	Standard Oil WOW News Camel Cigarettes	Standard Oil WOW News Camel Cigarettes	5:00—Jack Benny 5:30—Fitch Band Wagon
6:00	Al Pearce and Gang General Foods	Johnny Presents Philip Morris	One Man's Family Tenderleaf Tea	Rudy Vallee Royal Gelatin	Cities Service Concert Cities Service Co.	Betty Lou Variety Quaker Oats	Charlie McCarthy Show Chase & Sanborn
6:30	Voice of Firestone Concert	For Men Only Bristol-Meyers (Vitalis)	Tommy Dorsey Raleighs, Kools			Avalon Time Brown-Williamson Avalon Cigarettes	
7:00	Hour of Charm General Electric	Battle of Sexes Molle	Town Hall Tonight Ipana Sal Hepatica	Good News Maxwell House	Waltz Time Chas. H. Phillips Co.	Vox Pop Kentucky Club	Manhattan Merry-Go-Round Dr. Lyons
7:30	Pall Mall American Cigarette & Cigar Co.	Fibber McGee and Molly Johnson's Wax			Death Valley Days Pacific Coast Borax Co.	Hall of Fun	American Album of Familiar Music Bayer Aspirin
8:00	Contented Hour Carnation Milk	Bob Hope Show Pepsodent Co.	Kay Kyser College of Musical Knowledge Lucky Strikes	Kraft Music Hall Bing Crosby Kraft	Guy Lombardo Lady Esther	Arch Oboler's Plays	The Circle Kellogg Company
8:30	Dr. I. Q. Mars Candy Bars	Uncle Walter's Dog House Raleigh's			8:45 Till May 12 Hollywood Gossip 8:30 After May 19	Dick Tracy Quaker Oats Co.	
9:00	Ford WOW News Walnettos	Ten Crown WOW News Ford	Walnettos WOW News Ford	Ten Crown WOW News Ford	Walnettos WOW News Ford	National Barn Dance Alka-Seltzer	Walter Winchell Jergens Lotion
9:15	Studebaker Champions	Vocal Varieties	Studebaker Champions	WOW Orchestra	Studebaker Champions		Irene Rich Welch's Grape Juice
9:30		Inside Story Ralston-Purina	Hobby Lobby Fels Naptha	Smoke Dreams La Fendrich Cigars (May 18, inc.)	Plantation Party Brown-Williamson (Bugler)		Good Will Hour Ironized Yeast
10:00	Family Party					Ten Crown WOW News Tower Ford	Woodbury Playhouse
10:15	WOW Orchestra	Melody and Madness P. Lorillard Old Golds (Starts May 23)	WOW Orchestra	WOW Orchestra	WOW Orchestra	Hotel Paxton Orchestra	
10:30		Belmont Plaza Orchestra			Hotel Belvedere Orchestra	Hotel Belvedere Orchestra	Burlington WOW News
10:45	Grand Terrace Orchestra	NBC Orchestra	Lights Out	Hotel St. Paul Orchestra	Sally Dee		Grand Terrace Orchestra

# MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—March Time.....	Daily except Sun.	11:30 A. M.—People in the News—Loose-Wiles Biscuit Co.....	Daily except Sun.
6:00 A. M.—WOW News Tower.....	Daily except Sun.	Salute to World's Fair.....	Sun.
6:15 A. M.—Time and Tunes.....	Daily except Sun.	11:45 A. M.—Goodyear Farm Radio News—Goodyear Tire & Rubber Co.....	Mon., Tue., Wed., Thu., Fri.
6:40 A. M.—Markets.....	Mon., Tue., Wed., Thu., Fri.	Network Sustaining.....	Sat.
6:45 A. M.—Time and Tunes (continued).....	Daily except Sun.	12:00 Noon—Markets.....	Mon., Tue., Wed., Thu.
6:50 A. M.—Markets.....	Sat.	12:15 P. M.—Midday Melodies—Quaker Petroleum.....	Daily except Sun.
7:00 A. M.—WOW News Tower.....	Daily except Sun.	WOW News Tower—Quaker Petroleum.....	Sun.
Turn Back the Clock.....	Sun.	12:30 P. M.—WOW News Tower.....	Daily except Sun.
7:15 A. M.—Musical Clock—Paxton & Gallagher.....	Daily except Sun.	Barry McKinley.....	Sun.
7:30 A. M.—Melody Moments.....	Sun.	12:45 P. M.—Man on the Street—Iten-Barmettler Co.....	Daily except Sun.
7:45 A. M.—Coffee Pot Inn—Paxton & Gallagher.....	Daily except Sun.	1:00 P. M.—Mary Marlin—Procter & Gamble Ivory.....	Mon., Tue., Wed., Thu., Fri.
Vagabond Adventures.....	Sun.	Farm Facts and Fun—University of Nebraska.....	Sat.
8:00 A. M.—Central City—Procter & Gamble—Oxydol.....	Mon., Tue., Wed., Thu., Fri.	Meadow Gold Round-up—Beatrice Creamery.....	Sun.
The Wise Man.....	Sat.	1:15 P. M.—Ma Perkins—Procter & Gamble—Oxydol.....	Mon., Tue., Wed., Thu., Fri.
Radio Pulpit.....	Sun.	1:30 P. M.—Pepper Young—Procter & Gamble—Camay.....	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—John's Other Wife—Affiliated Products, Inc.....	Mon., Tue., Wed., Thu., Fri.	KSTP Presents.....	Sat.
No School Today.....	Sat.	Name the Place.....	Sun.
8:30 A. M.—Just Plain Bill—Kolynos Co.....	Mon., Tue., Wed., Thu., Fri.	1:45 P. M.—Guiding Light—Procter & Gamble—Naptha.....	Mon., Tue., Wed., Thu., Fri.
U. S. Government Reports.....	Sat.	Vivian Della Chiesa.....	Sun.
Music and American Youth.....	Sun.	2:00 P. M.—Backstage Wife—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.
8:45 A. M.—Woman in White—Pillsbury Flour.....	Mon., Tue., Wed., Thu., Fri.	Dol Brissette Orchestra.....	Sat.
Little Dog House.....	Sat.	Rangers Serenade.....	Sun.
9:00 A. M.—David Harum—B. T. Babbitt—Babo.....	Mon., Tue., Wed., Thu., Fri.	2:15 P. M.—Stella Dallas—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.
Homemakers' Club—Nebraska Power Co.....	Sat.	Deliberate Reflections.....	Sun.
Chapel Service.....	Sun.	2:30 P. M.—Vic and Sade—Procter & Gamble—Crisco.....	Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—Lorenzo Jones—Phillips Chemical Co.....	Mon., Tue., Wed., Thu., Fri.	Southwestern Stars.....	Sat.
Eddie Butler.....	Sat.	World Is Yours.....	Sun.
9:30 A. M.—Young Widder Brown—Sterling Products.....	Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Girl Alone—Quaker Oats.....	Mon., Tue., Wed., Thu., Fri.
Mystery Chef—Metropolitan Utilities.....	Sat.	3:00 P. M.—Midstream—Procter & Gamble—Teel.....	Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Kitty Keene—Procter & Gamble.....	Mon., Tue., Wed., Thu., Fri.	Three Cheers.....	Sat.
Uncle Tom's Playhouse.....	Sat.	3:15 P. M.—Houseboat Hannah—Procter & Gamble—Lava.....	Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Judy and Jane—Folger's Coffee.....	Mon., Tue., Wed., Thu., Fri.	3:30 P. M.—Betty and Bob—General Mills—Bisquick.....	Mon., Tue., Wed., Thu., Fri.
Eddie Butler, Organ.....	Sun.	Spelling Bee—Cummer Products.....	Sun.
10:15 A. M.—O'Neills—Procter & Gamble.....	Mon., Tue., Wed., Thu., Fri.	3:45 P. M.—Arnold Grimm's Daughter—General Mills—Soft-as-Silk Cake Flour.....	Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Life of Mary Sothorn—Ipana.....	Mon., Tue., Wed., Thu., Fri.	.....	Sat.
Call to Youth.....	Sat.	4:00 P. M.—Valiant Lady—General Mills—Wheaties.....	Mon., Tue., Wed., Thu., Fri.
University of Chicago Roundtable.....	Sun.	Kaltenmeyer's Kindergarten.....	Sat.
10:45 A. M.—Omar Blue Ribbon—Omar Flour.....	Daily except Sun.	Catholic Hour.....	Sun.
Melodies (through May 13).....	Sun.	4:15 P. M.—Hymns of All Churches—General Mills—Gold Medal Flour.....	Mon., Tue., Wed., Thu.
10:45 A. M.—Young Dr. Malone—General Foods—"Huskies".....	Mon., Tue., Wed., Thu., Fri.	Betty Crocker—General Mills—Soft-as-Silk Cake Flour.....	Sat.
(Begins May 15)		4:30 P. M.—Young Dr. Malone—General Foods—"Huskies".....	Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Toby and Susie—P. F. Peterson Baking Co.....	Mon., Tue., Wed., Thu., Fri.	Grouch Club.....	Sun.
Arlington Time Signal.....	Sun., Tue., Thu., Sat.	4:45 P. M.—Surprise Your Husband.....	Mon., Wed., Fri.
Irene Wicker's Musical Plays.....	Sun.	Creighton University.....	Tue., Thu.
11:15 A. M.—Adopted Daughter, Jennie—J. C. Penney Co.....	Mon., Tue., Wed., Thu., Fri.	Headlines Ahead.....	Sat.
		5:00 P. M.—Junior Roundtable.....	Fri.
		Jack Benny.....	Sun.
		5:15 P. M.—Captain Midnight (through May 5).....	Mon., Tue., Wed., Thu., Fri.
		5:30 P. M.—Wig Waggin' With Ralph Wagner.....	Daily except Sun.