

Radio  
Station  
WOW

# RADIO NEWS TOWER

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

5000  
Watts  
590 Kc.

Complete Radio Program News From Radio Station WOW

VOL. IV—No. 11

OMAHA, NEBRASKA, AUGUST 1, 1940

PUBLISHED MONTHLY

## BIG NBC SHOWS SET FOR FALL

### WOW Chosen to Again Aid Food Show

For the third successive year Radio Station WOW has been called on by Omaha grocers to carry the promotion burden for the annual Omaha Food Show.

The dates for the show have been tentatively set for September 30 to October 5. It will again be held at the Omaha City Auditorium.

Show Manager Louis Kavan and President Gross of the Grocers' Association announced that negotiations are under way with a number of big radio attractions to headline this year's food show entertainment program.

Last year, it may be recalled that WOW, in cooperation with Mars, Inc., brought the famous "Dr. I. Q." to Omaha, and the attendance at the food show reached an all-time high.

Manager Kavan said that a cooking school, conducted by a famous personality, and arranged by the gas division of the Metropolitan Utilities District, will be a daily afternoon feature of this year's show.

Kavan said that manufacturers and food distributors have already contracted for a large part of the exhibit space at the City Auditorium. He predicts that the number of exhibitors will exceed any previous year.

Radio Station WOW was the first station in the United States to undertake the promotion of a major food show. Since WOW has been associated with the Omaha show the attendance has increased, and each year the show has been more successful financially.

### SKELLY COMMENT

As this issue of the News Tower went to press, WOW was advised that the Skelly Oil Company was to start a Monday-through-Friday quarter-hour series of programs, featuring Captain Hearn, commentator on war news. The starting date was given as July 29, and the time 6:45 a. m. to 7 a. m.

### REMOTE CONTROL

John Scott Trotter, "Kraft Music Hall" maestro who studied architecture at the University of North Carolina, is using letter, telegraph and telephone in counseling his parents in Charlotte, N. C., on plans for a new home. Trotter, you'll remember, is in Hollywood.

### NEW WRITER

Finis Farr, one of radio's foremost writers, has been signed to write all future episodes of the detective thriller, "Mr. District Attorney," heard over WOW and the NBC Red network, Wednesdays, at 7:30 p. m.

### KYSER HONORED

Kay Kyser is proud owner of a plaque, inscribed "To the Nation's No. 1 Show Band." It arrived this week at the NBC Hollywood studios, sent by Fordham University students. It bears the university seal and was voted to Kyser's band in a student body poll.

### BRADLEY SIGNED

Truman Bradley, who announced Gracie Allen's "Golden Spike Days" programs in Omaha, has the announcing assignment on Woodbury's "Hollywood Playhouse." Bradley was brought to Hollywood for motion picture work two years ago and he has been featured in several hits, including "Northwest Passage."

## AN AMERICAN'S CREED

AS SUGGESTED BY "Paul Barbour"

## Best Lineup of Talent in Many Years

If you accept life, and are willing to exalt it above names, phrases and things;  
If you accept truth, and after the severest tests, are not afraid;

If you accept brotherliness as better than the hates of the jungle;

If you love justice, and hate the very semblance of exploitation;

If you love work as the expression of the Creative Idea,

Then let us work together—we will be comrades!

We will eat our bread by the sweat of our faces;

Our grace at table shall be the consciousness that we have earned what we eat;

We will not ask God for our daily bread, like pious mendicants;

We will ask for the daily tasks, that working together with Him we shall share His Creations.

And these are the tasks toward which we will set our faces:

Tasks of the seed-time and harvest, tasks of the mills and the mines, tasks of the common days, first of all, we accept.

We accept, we will perform, we will transform in the great new way,

For we will bring to them the great soul's love of doing,

And we will bring to them the passionate love of comrades,

And we will give to them a reverent regard for the future.

We will till the fields for our present needs, but we will conserve the fertility of the soil as a heritage for the generations yet unborn;

We will fell trees, but we will also plant, and religiously restore the forests;

We will plant flowers, and protect the birds, stopping at once and for all time their wanton slaughter;

We will cleanse the lakes and streams and stock them with fishes;

We will drain swamps and reclaim deserts, and build up the City Beautiful.

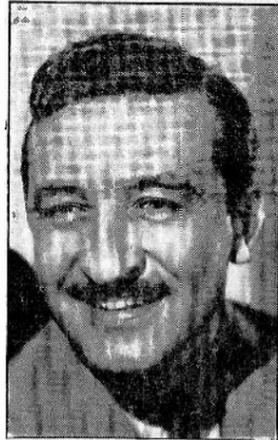
Throwing our kits over our shoulders, we will go out and build up the New Jerusalem.

The New Chicago, the New New York, the New Every-Other-City under the sun,

The new Heaven and the new Earth wherein may dwell righteousness.

Not that there will be a new astronomy or a new geology. The same old stars will be over our heads, and the same old soils beneath our feet,

But the stars will be stars of hope, and the earth will be an earth of promise for all the children of man.



Michael Rafetto

And we will ask no man to give up his wealth, but renouncing privilege, we will ask every man to work for the Commonwealth,

For we know well that when we work together and do away with waste, there will be more than enough for all men.

And we will not ask any man to give up his religion, but we will ask every man to live up to the best that is in his religion,

For we know that as life grows, the laws of life will become sacred ordinances,

And, as good will grows, our simplest relations will have sacramental values,

And as knowledge grows, work will become worship and love will be the soul of all prayer,

And, believe me, this love of ours will lift our lives to the light of the skies.

\*NOTE.—The credo expressed above is contained in "My America," by Louis Adamic (Harper & Brothers), and is reprinted here by special permission of the copyright owner. It was given over WOW and NBC recently by Paul Barbour (Michael Rafetto) on a broadcast of Tenderleaf Tea's "One Man's Family." Paul's rendition evoked so much praise, the News Tower arranged to publish the credo for its readers.—The Editor.

### "The Snake With the Diamond Eyes"

Millions of NBC listeners were left "high and dry" when a political broadcast cancelled the last—and most important—episode in the "I Love a Mystery" serial play, "The Snake With the Diamond Eyes." Here's what listeners missed:

The three comrades refused to help Hanley steal the Cobra God, but Hanley persisted and was stricken dead by a violent earthquake which hit when Hanley touched the Cobra god. The comrades escaped to civilization; Scientist Doctor Wells remained on the floating island to study native mysticism.

Add vacations: Edgar Bergen (without Charlie) to Honolulu.

### FLASHES

Plans were being made this month for WOW to broadcast, as usual, all Nebraska football games this fall and all of the hockey games of the Ak-Sar-Ben Knights.

Mars, Inc., makers of fine candy bars, have renewed the "Dr. I. Q." (Lew Valentine) show over WOW and the Red NBC network as of August 26.

Gale Page, summer Hollywood Playhouse star, has given up all movie work—to protect her health.

Radio trade papers report that Procter & Gamble's Drene will bring back "Those We Love" to WOW listeners this fall.

### Musical Americana Popularity Increases

Popularity of the "Musical Americana" program, sponsored by Westinghouse, has increased by leaps and bounds in the last few weeks, following a complete revamping of the show. The new type program features famous guest stars as well as the Raymond Paige 100-piece orchestra and Kenneth L. Watts as master of ceremonies, succeeding Deems Taylor. The new Westinghouse show is on WOW at 9:30 each Tuesday evening.

### NEW ANNOUNCER

A new addition to WOW's announcing staff is Ray Clark, formerly with WNAX, Yankton, S. D. Mr. Clark succeeds Gaylord Avery, who resigned.

### CHECK YOUR EXPIRATION DATE NOW...PAGE 8

Now you can check up—right this minute—on the date your News Tower subscription expires! Check NOW! This may be your last issue.

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 8/40, which means August, 1940.

If your WOW News Tower subscription expires soon, wrap 50 cents in a piece of paper, with your name and address. Your renewal will start when your present subscription expires. CHECK NOW!

Radio Station WOW will bring its listeners a fine lineup of NBC Red network programs this fall and winter.

Commitments have already been made for all evening network time between 7 p. m. and 9:30 p. m. seven days a week.

This is the first year in history when the network programs for those evening hours mentioned have been filled prior to mid-July.

In addition to the network programs already scheduled, many more programs have already been set up for the period between 6 p. m. and 7 p. m. on week nights and for the period between 9:30 p. m. and 10:30 p. m. daily.

Many fine transcribed and local programs have already been arranged for fall.

Nucleus of the FALL-WINTER network evening schedule on WOW (as of July 20) is as follows:

#### SUNDAY

7:00-7:30—Charlie McCarthy (Chase & Sanborn).  
7:30-8:00—One Man's Family (Tenderleaf Tea).  
8:00-8:30—Manhattan Merry-Go-Round (Dr. Lyons).  
8:30-9:00—American Album (Bayer).  
9:00-9:30—Hour of Charm (General Electric).

#### MONDAY

7:00-7:30—Bell Telephone Hour.  
7:30-8:00—Voice of Firestone Concert.  
8:00-8:30—Dr. I. Q. (Mars, Inc.).  
8:30-9:00—Show Boat (Brown & Williamson).  
9:00-9:30—Contented Hour (Carnation Milk).  
9:30-10:00—Burns and Allen (Hormel).

#### TUESDAY

7:00-7:30—Johnny Presents (Philip Morris).  
7:30-8:00—Horace Heidt's Treasure Chest (Tums).  
8:00-8:30—Battle of the Sexes (Molle).  
8:30-9:00—Fibber McGee and Molly (Johnson Wax).  
9:00-9:30—Bob Hope (Pepsodent).  
8:30-10:00—Uncle Walter's Dog House (Sir Walter Raleigh).

#### WEDNESDAY

7:00-7:30—Hollywood Playhouse (Woodbury).  
7:30-8:00—Plantation Party (Brown & Williamson).  
8:00-8:30—Eddie Cantor (Ipana and Sal Heaatica).  
8:30-9:00—Mr. District Attorney (Vitalis).  
9:00-9:30—Kay Kyser (Lucky Strike).

#### THURSDAY

7:00-7:30—Good News (Maxwell House).  
7:30-8:00—Aldrich Family (Jello Pudding).  
8:00-9:00—Bing Crosby (Kraft).  
9:00-10:00—Rudy Vallee (Sealtest).

#### FRIDAY

7:00-8:00—Cities Service Concert (Petroleum Advertisers).  
8:00-8:30—Waltz Time (Phillips Chemical).  
8:30-9:00—What's My Name (P. & G. Oxydol).  
9:00-9:30—Don Ameche (Old Gold).

#### SATURDAY

7:00-7:30—Those We Love (P. & G. Drene).  
7:30-8:00—Truth or Consequences (P. & G. Ivory).  
8:00-9:00—Barn Dance (Miles Laboratories).  
9:00-9:30—Uncle Ezra (Camels).

Several top-notch network shows, including Westinghouse's "Musical Americana" and Fred Waring's Chesterfield "Pleasure Time," are definitely arranged for WOW after September 28, but had not as yet been scheduled when this edition of the News Tower went to press.

### HONORED AT FAIR

Tom Wallace, "Uncle Walter" of "Uncle Walter's Doghouse" program, sponsored by Brown & Williamson Tobacco Company, was honored recently when the New York World's Fair named the day after his program.

### A NEW GODFREY

Arthur Godfrey, the Friends Tobacco entertainer, and Mrs. Godfrey became the parents of a five-pound boy a couple of weeks ago.

# B. O. W. MEMBERSHIP DRIVE IS ON

## Boys Under 16 Invited to Enroll

WOW's parent company, the Woodmen of the World Life Insurance Society, is in the midst of a campaign to enroll thousands of boys and young men in the Boys of Woodcraft.

The campaign started July 15 and is to conclude August 31. Its purpose is to induce every Woodman of the World Camp throughout the nation to sponsor a Boys of Woodcraft Camp. It is open to boys up to the age of 16. Boys of Woodcraft receive invaluable training in the principles and practices of Woodcraft, in the fundamentals of brotherhood and the exemplification of Americanism. The slogan of the campaign is: "Build Better Americans Through B. O. W. Camp Activities."

Full information regarding the activities of the Boys of Woodcraft may be obtained by applying to any Woodmen of the World Camp or by writing directly to Radio Station WOW, Insurance Building, 17th and Farnam Streets, Omaha, Neb.

## M. Speaks Learns to Swim in Parlor

If you want to learn to swim, take a hint from Margaret Speaks, soprano star of the NBC "Voice of Firestone" concerts. At the age of 8, young Margaret, practicing scales on the piano, decided she would practice swimming strokes as well.

Lying on the piano stool, the future radio star memorized the strokes from a swimming manual. Then she tried them out in the pool. By the end of the summer she had mastered the rudiments of swimming, and in a few seasons she could swim the full mile across Lake Osego, Michigan, where she went for her growing-up summers.

### HUDSON VACATION

Benay Venuta, who is featured over Ipana's network on the Abbott and Costello show, has moved to a summer home overlooking the Hudson River at Ossining, N. Y.

## On Show Boat



No stranger to WOW audiences is Virginia Verrill, charming Brown & Williamson soloist, who is now heard in the new Showboat series on WOW, Monday nights, at 7:30.

## BELLAMY ON NET

Making his first appearance on a national radio network, Bob Bellamy, a favorite of midwest radio listeners, was a guest star on the "Al Pearce and His Gang" program, July 19, over the Columbia network.

Bob Bellamy is well known throughout this area as singing star of the Butter-Nut Coffee morning variety show, "Coffee Pot Inn," heard at 7:45 a. m. daily over WOW and a network of midwest stations.

Bellamy flew to Hollywood Tuesday for rehearsals for the Friday show and was back on "Coffee Pot Inn" the following Monday.

## Bohlsen Tells Of Cool Summer Dishes

By MARTHA BOHLSSEN

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

During the month of August, which usually brings us a siege of hot weather, we find our appetites lagging in spite of attractive, seasonal foods available. So, if you find your families suddenly afflicted with that ailment, don't wait for a company dinner to serve them an attractive, cool, summer cocktail. Treat them to a chilled concoction of fruits, vegetables, or the juices of either. Garnished and served in small sherbet glasses on a dainty paper doily will do wonders to pick up a jaded appetite.

The cocktails or appetizers discussed in this column are fruits and fruit combinations. A fruit cup or cocktail may be a single fruit or a mixture of several varieties cut in pieces, marinated in a not-too-sweet syrup, and garnished with a sprig of mint or bit of watercress.

Selecting and preparing the ingredients is very important if the cocktail is to be a complete success. Fruits should be well ripened, yet not ripe enough to be soft. Proper combinations and color scheme should also be considered. Fruits should not be prepared too far in advance, and when prepared, should be kept well chilled until ready to serve. If a flavored syrup is to be used for marinating, such as a mint syrup, or a lemon syrup, the fruit should stand in that syrup for about one hour and then be well drained. Citrus fruits and their juices blend delightfully and make delicious appetizers at any season of the year. They may be well chilled, or even frozen to a mushy consistency for this type of service.

Following is a recipe for a Honey Dew Boquet, which is a cocktail beautiful to eat and also to see because of its arrangement:

### HONEY DEW BOQUET

- Honey dew balls.
- Maraschino cherries.
- Mint leaves.
- Lemon dressing.

Fit a paper doily into a sherbet cup. Arrange melon balls in a small mound, and these melon balls should first be marinated in a lemon dressing. Garnish with fresh mint leaves, to represent foliage on each one of the melon balls. Arrange slices of maraschino cherries around the edge of the sherbet cup, and serve, very cold.

### LEMON DRESSING FOR FRUIT COCKTAIL

- One cup granulated sugar.
- Juice of two lemons.
- One cup water.

Boil together until thoroughly blended. Chill and pour over the fruits after they have been arranged for serving, or, if preferred, marinate the fruits before arranging in cocktail dishes.

### ICED ORANGE APPETIZER

- Two tablespoons gelatin.
- Four tablespoons cold water.
- Three cups orange juice.
- Three-fourths cup sugar.
- Two tablespoons lemon juice.
- One cup whole orange sections (membrane removed).
- Mint sprigs.

Combine gelatin and cold water. Let stand five minutes. Heat one cup orange juice on low heat and add the sugar and gelatin. Stir until gelatin and sugar are dissolved and cool. Add remaining fruit juices. Chill several hours. Stir occasionally. Add orange sections. Serve ice cold as first course, garnished with sprigs of mint.

### WHITE RABBIT

Kay Kyser, "Kollege of Musical Knowledge," was flattered when students of the Long Beach, Calif., Polytechnic High School gifted him with a snow-white jackrabbit, one of the few in existence, to serve as mascot for his orchestra. Now he's not so sure. Br'er Rabbit is about to outgrow his cage and Kay is having trouble locating suitable portable quarters for the pet.

## Uncle Ezra Back



Like the return of an old friend was the familiar voice of "Uncle Ezra" and his "powerful little five-watter down in Rosedale" to WOW listeners. "Uncle Ezra" (Pat Barrett) is sponsored by Camel Cigarettes, and is heard Saturdays, 8 to 8:30 p. m.

The Bob Crosby "Camel Caravan" switched time, and is now heard on Thursday nights, 10:15, on WOW.

## M. Willson Wins

### Big Hollywood Plum

Hollywood's biggest musical plum fell to Meredith Willson, conductor of NBC's "Good News" and "Musical Revue" program, recently. He was signed to score and orchestrate the new Charlie Chaplin picture, now in its final stages. It is still titled "Production No. 6" and its contents have been kept strictly secret by the Chaplin studios.

### NATURE LOVER

Pat (Uncle Ezra) Barrett and Beethoven have at least one thing in common. Both found their best creative inspiration while walking. Beethoven heard his greatest music while pacing through the Vienna woods. Barrett hears his best program ideas shuffling through the stubble or along the hedgerows of his farm at Hebron, Ill.

### VERRILL TO WED

Originally announced for next spring, the forthcoming marriage of "Show Boat" vocalist Virginia Verrill and Jim Breyley, band agency executive, has been hoisted up to next autumn, probably sometime around "Ginny's" birthday in November.

A string of girl singers will substitute for vacationing Bob Burns on the Bing Crosby show. Frances Langford and Betty Jane Rhodes are among those mentioned.



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Bill Wiseman, editor.

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## C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

If I haven't talked with you recently, I want to greet you especially and tell you how much I have missed you and that I hope you have missed me, too.

I have been knocking real hard on your door every morning at 6:15, but you went right on sleeping and ignored my call.

It just occurred to me that I could reach you in this manner and let you know what is going on through the Sunshine Chain.

Maybe you are like a lot of people who are of the opinion that no one listens to the radio so early in the morning. You would be quite surprised at the number of people who have their eyes and ears open at that hour.

Letters tell me folks listen while they dress, cook and eat breakfast. Many husbands write to say they enjoy shaving to the rhythm of my theme song, "The Isle of Golden Dreams."

The mail return from the 6:15 time equals that of any other hour I have had on the air, and I have hop-scotched all around the clock.

The letters from the early morning listeners are of a friendly tone and very interesting.

At the beginning of a new day people seem to be in a receptive mood for the kind of fish I have to fry. In the morning the human heart beats high with hope for the best the day may have to offer, and the mind is eager to accept suggestions on how to pluck golden apples from the tree of happiness. They are anxious to try any likely plan or scheme at the dawn of a new day.

The letters reveal my audience to me and give a vivid picture of the interior of homes and what the inmates are doing when I call.

I receive many invitations to sip coffee, eat pancakes and dunk doughnuts, share luscious cakes and sample freshly-baked bread and good old-fashioned cinnamon rolls. Needless to say, I always accept, and no one will ever know that I never eat pancakes or doughnuts, cake or white bread.

For the past two months the old Sunshine Chain has been trying to complete a fund whereby another girl may be given the power to walk.

You will remember, I'm sure, what we did for Joy Brown and recall the money we raised to pay for her hospitalization.

The girl in this case is Miss Judy Simpson of Hedrick, Iowa. Judy was a school teacher, a very dainty and pretty girl with dark hair and soft brown eyes. She became a victim of arthritis and was very ill for several years. At this time Judy is quite recovered, but will never be able to walk again without an operation.

The same great surgeon who attended Joy Brown with such wonderful success has consented to care for Judy. The cost of hospitalization must be assured before the operation will be performed. Judy's stay in the hospital will be of longer duration than Joy's, so a much larger sum will be required. That's where the Sunshine Chain comes in and that's what we are working on now.

The splendid cooperation we are receiving is very inspiring. It wouldn't be surprised if we raise the necessary amount.

It's a lot of fun to walk; to decide you wish to go into the garden and be able to stand on your two feet, open the door and trip outside; to take a notion to go downtown and be able to get your hat and start out. Yes, that's lots of fun and it's worth working for. Would you like to help? Well . . .

YOUR AUNT SALLY.

## Rev. R. R. Brown's Chat

By the Rev. R. R. Brown, D. D., Minister of Radio Station WOW, Pastor-Evangelist of Omaha Gospel Tabernacle, Christian and Missionary Alliance.

Danger and defense are two widely discussed questions these days. Opinions are varied. Some think that the dangers of attack by a foreign power, or subversive movements within our own country, have been exaggerated. Others think that the program for defense is too costly. Whatever position we may take, one thing is certain:



Rev. Brown

That the present breakup of nations abroad and the apparent dominant position of three outstanding totalitarian governments has awakened the people of the United States to a new sense of responsibility to our own government and the need for courageous, intelligent leadership. We have learned that there are some things more valuable than material possessions, and these are life and freedom. We must not only have an adequate program of military defense, but a preparation to contribute the necessary leadership, to command respect and take our place, when war ceases abroad and rebuilding and restoration of normal activities are resumed.

To some it seems untimely that we are in the midst of a world crisis in an election year. We are learning more and more that we cannot live unto ourselves. We must keep out of this war, but we cannot avoid the responsibility of preparedness and all of the burden that it may place

upon us. However, one of the glorious things in our democracy is that we may be intelligently informed about the important issues before us, and that we have the right and freedom to express our choices by way of the ballot box. Christian men and women should be awakened to the need of intelligent participation in the government of which they are a part. It is right and proper to express ourselves on the basis of our spiritual convictions. The choice we must make in the coming election will be important. Our decision should be weighed deliberately. We should not be persuaded by mere selfish desires or overworked emotionalism by flag-waving politicians.

Let us remember well the lesson that has been learned by the blitzkriegs—that Germany found the nations they attacked, for the most part, soft, indulgent and self-sufficient. The strength of a nation is in its character; its real wealth; in the faith and devotion of its people. Recently a prominent American, a guest speaker in Omaha, said that he saw no hope for the world except in Christianity, and he was turning back to it; in fact, he was running back to it as fast as he could. America needs to get right with God and its fellow men. This is our fundamental defense.

We would again remind our friends of the Bible and Missionary Conference at Arnolds Park, Iowa, August 9 to 18. Radio Reunion Day, Saturday, the 17th. Two special broadcasts from the conference grounds August 11 and 18, at the regular time, 8:30 a. m.

# Didja Know?...

By BILL WISEMAN

## GOOD OL' VACATION TIME!

Common phrase among those of us caught in the rush and hubub of operating a radio station is "when things slack down a bit..."

But, like tomorrow, that time never seems to arrive. However, summer does give most of the folks at WOW a chance to sneak away for vacation for a couple of weeks.

Just returned, all browned up and bulging with fish yarns, is John Gillin, Jr., WOW's dapper General Manager and always one of the busiest men in the industry. John and Mrs. Gillin again journeyed to the Dairy-men's Country Club in northeast Wisconsin.

Howard O. Peterson, WOW's local Sales and Promotion Manager, will do two weeks of active duty with Uncle Sam's fighting forces during August. He's a second lieutenant in the Officers' Reserve.

Lyle De Moss, WOW's Production Manager, and Al Larson, Station Accountant, just returned from a Minnesota fishing trip.

Foster May took his vacation early and (as you probably already know) went to Mexico.

Program Manager Harry Burke (wise lad) is keeping his vacation plans secret, so he won't be bothered when (as and if) he breaks away to relax.

Yours Truly and family just ended a week at Manhattan Beach, Lake Okoboji, and will take a second late in August. The split arrangement is necessary so you and you and you will get your August and September News Towers on schedule.

—wow—

## BUSINESS IS GOOD, THANK YOU!

The war, politics and general uneasiness seem to have had no ill-effect on the business of WOW. Commitments for fall and winter are greater than ever before, according to John Gillin, Jr., WOW General Manager. Mr. Gillin said scores of new programs will be heard on WOW beginning next month and in October.

—wow—

## GOLD MINE?

Frequently, all-wise listeners comment that political campaigns must be a "gold mine" in extra revenue for radio stations. But, such is not the fact. During the Republican convention alone, major networks cancelled (and made rebates to advertisers), amounting to \$275,000. Figures were not made known for the commercial time lost during the Democratic convention, but it is a fair guess that the amount will also run into six figures.

—wow—

## POSTPONED

The shakeup of radio station wave lengths, due to come off August 1, has been postponed until late in October.

—wow—

## A CHILD'S PRAYER

Frequently, in the "Story of Mary Marlin," Patti Willis, as 4-year-old Davey Marlin, recites a brief prayer, written especially for Davey by a very famous person. The prayer goes like this:

"Dear God, my gentle, loving friend,  
 Give me a grateful heart;  
 Give me the spirit to forgive all wrongs;  
 Give me the grace to comfort all who need;  
 Give me the strength to live above my sorrows,  
 And give me faith that I may some day come to Thee."

The prayer was written for Author Jane Crisberry by one of the show's most ardent fans, Carrie Jacobs Bond, the country's beloved songwriter, who is a friend of the author.

The "Story of Mary Marlin" is broadcast at 1 p. m. over WOW via the NBC Red network.

# TRAMMELL NEW NBC PREXY

## LUCKY LADY



July 3 was a doubly-lucky day for Mrs. Don E. White, 1719 North 31st Street, Omaha. On that day she was notified she won a beautiful Electrolux Refrigerator in a Procter & Gamble contest on WOW. Same day her hubby won a fine radio for being a star salesman of Roberts' milk!

## Sioux City Folks See Street Program

WOW's "Man on the Street" broadcasts, conducted by Foster May, visited many points in Cheyenne since the last issue of the News Tower. The largest away-from-home "Man on the Street" program was in front of the Ryall-Miller-Kidder Chevrolet Company at Sioux City, Iowa, where more than 1,000 persons turned out to see the broadcast. Participating were: Ryall Miller, President; Duane S. Kidder, Secretary-Treasurer; Ken Coons, used car manager. The Chevrolet zone group from Omaha present for the broadcast included Clarence Kiland, Cliff Leigh, Howard Sellman and B. O. Wall.

On June 28 the "Man on the Street" was conducted from the Ponca Days of '56 celebration at Ponca, Neb.

On July 2 the special events crew journeyed to Battle Creek, Iowa, where the "Man on the Street" opened a three-day Fourth of July celebration.

On July 9, Mr. May and the "Man on the Street" program helped with the dedication of a new court house at Plankinton, S. D.

Several additional out-of-town "Man on the Street" programs have been tentatively booked for early in August.

Ann Todd, the 7-year-old child who plays the role of "Amy" on the Thursday night serial, "Those We Love," recently established an IQ rating of 148, 58 points above normal.

## IN SIOUX CITY



A view of the overflow crowd in front of the Ryall-Miller-Kidder Chevrolet Company in Sioux City. This picture was snapped by Ben Newman, star photographer for the Sioux City Tribune.

## SETTLE DISPUTE

A dispute between the National Broadcasting Company and the American Federation of Musicians over remote control broadcasts by "name bands" was amicably settled and the dance units are now back on the air. They were off the air 11 days early in the month.

A huge cake with 100 candles graced the center of the "Good News" studio following the broadcast recently. It was the 100th airing of the variety show.

off the quotation from Walt Whitman:

"The liberties of the people are safe as long as there are tongues to speak and ears to hear."

The radio salute program will be carried over all networks and via short wave stations throughout the world.

## Many Omahans Know New Net Chief

Niles Trammell, who is well known to many Omahans, has been named President of the National Broadcasting Company, succeeding Lenox R. Lohr, who resigned to become President of the Chicago Museum of Science and Industry.



Niles Trammell

Mr. Trammell came to Omaha in December, 1939, at the invitation of Radio Station WOW, and addressed a "Radio Night" meeting of the Omaha Advertising Club. He is a close personal friend of John Gillin, Jr., WOW's General Manager, and is well acquainted with De E. Bradshaw, President, and William Ruess, Chairman of the Auditors and Personnel Director of WOW.

Mr. Trammell is only 46 years old. His elevation to the Presidency of the National Broadcasting Company climaxes an unusual career story. He joined the National Broadcasting Company in 1928 as a time salesman, and within two months had been promoted to Manager of the Central Division of NBC at Chicago. In March, 1929, he was elected a Vice President in charge of the Central Division, and almost exactly 10 years later he was transferred to New York and elected Executive Vice President.

Trammell is a native of Marietta, Ga., and served in the World War, after which he worked as a commercial representative for the Radio Corporation of America.

It was during his stay in Chicago that Trammell was instructed to increase the NBC revenue in that office to \$1,000,000 annually, but within a year the business had increased until the NBC Chicago billings averaged more than \$1,000,000 a month.

Trammell is credited with the development of many of radio's big-name features, including "Clara, Lu and Em," "Fibber McGee and Molly," "Betty and Bob," "Vic and Sade," "Ma Perkins" and "Today's Children."

He was also responsible for commercial network series which brought out such stars as Eddie Cantor, Al Jolson, Phil Baker, Ben Bernie, Jane Froman and Wayne King.

## Brilliant NAB Program Will Be Tribute to Radio Listeners

On the eve of the National Association of Broadcasters' convention, August 3, at San Francisco, both New York and San Francisco World's Fairs will join in presenting a brilliant radio program to convey the thanks of listeners throughout the nation for outstanding public service rendered by radio broadcasters.

Radio Station WOW will carry the program from 6 to 7 p. m., Omaha time. Radio personalities whose names have become household words, outstanding creators of radio drama, famous actors, singers and comedians, all will lend their talents for the occasion.

Pickups will be both from New York and from San Francisco.

Dr. John S. Young, director of radio and television for the World's Fair of 1940 in New York, and R. C. Coleson, director of radio for the Golden Gate International Exposition, will be masters of ceremonies.

General Manager John Gillin, Jr., of WOW, will attend the San Francisco convention.

A feature of the broadcast, designed to focus attention on "The Freedom of Radio," will be the unveiling of a huge plaque symbolizing the general public's tribute to radio. The design on the plaque is based

## CASSITY WINS WHEATIES CUP



To tiny Jockey Willie Cassidy went the 1940 Wheaties Cup, denoting the championship job of riding at Ak-Sar-Ben races. Photo shows John Gillin, Jr., at mike with Cassidy, Mayor Dan B. Butler, who made the presentation, and Harvey Foster, WOW race expert and Ak track placement judge, who "called" the races for Wheaties broadcasts.

## DESCRIBE ELECTRIC HOME



Wife-Saver Harry Burke and Home Economist Martha Bohlsen journeyed to the electric-model home at 3216 Paxton Boulevard for a recent broadcast. Photo shows Burke in characteristic pose with Miss Bohlsen of the WOW Homemakers' Club (Saturdays, 10:30 a. m.) at the microphone. Their hostess was Miss Felicia Randall of the Nebraska Power Co.

# WOW SPECIAL EVENTS AND NEWS

## NEWS EDITOR'S COLUMN

By FOSTER MAY  
WOW News Editor

Recently my morning mail brought a letter from our good friend, Jim Bourke, executive with the Foster & Davies, Inc., advertising firm in Cleveland. It so happens that Jim has one of those jobs which many men would like to have, but probably few could swing if they did. He refers to himself as "the poor press agent who heralds the doings of Phil Spitalny and his all-girl aggregation." This is one of the most famous orchestras in the world.



It seems that Jim had been reading the News Tower, and had noticed the personality sketches we had been covering each month. He wondered, did Jim, the poor press agent, if maybe we couldn't do one on some girl in the orchestra.

Well, Master Bourke and good readers, here it is!

Our introduction to the Spitalny girls came one afternoon between matinee shows. Into the labyrinth of dressing rooms behind the Paramount Theater in Omaha we were led by the doughty Mr. Bourke toward the sacred sanctuary of Phil Spitalny. En route, we passed half a dozen open doors, out of which came the shrill chatter and girlish laughter of a score of typical, young American misses.

Here and there out of a door would pop a flaming redhead—a blonde or brunette—her dressing gown streaming after her as she would half run, half skip across the hall and into another dressing room, leaving in her wake an aromatic trail of powder, perfume and grease paint.

Presently, we almost bumped into a tall, statuesque brunette, moving a little more slowly toward her destination. Jim stopped her and introduced me. It was Maxine—she of the throaty, vibrant voice and the glamorous face (and figure).

A very good sort, she seemed. Quite unassuming and even slightly maternal in her attitude. Oddly enough, Maxine's voice is not so low in conversation. It is when she sings that it assumes that deep resonance that sounds almost masculine. But her face is always lovely to look at.

Presently, we were introduced to Evelyn, the concert mistress—she of the singing violin.

A very matter-of-fact, business-like young lady is Evelyn—even though she doesn't look like it.

She is what might be the "house mother" of the organization, the liaison officer between Spitalny and the girls. Perhaps you remember our interview with her when she told us how the organization managed itself, has its own rules of conduct and behavior, and generally keeps everything in order. I suspect Evelyn would make a very good budgeteer for some thrifty husband—and some day will.

And so on through the personnel we met most of the girls. A conglomeration of personalities, temperaments and appearances, if ever there was one. Yet, as a unit, operating smoothly, effectively and with a minimum of friction. Most of us men sometimes find it difficult to get along full time with one girl, and I wondered how Spitalny managed with all of them. When I asked him, he replied, in his guttural and abrupt fashion, simply: "We make 'em work—keep 'em busy."

Maybe that's the answer. Who knows?

## Willkie Here



The Republican presidential nominee, Wendell Willkie, speaking over WOW from the Omaha Municipal Airport recently. Immediately in front of Willkie is Bill Wiseman of the WOW staff, holding the mike.

## New Travel Aids Via Burlington

Burlington Railroad officials report substantial increases in vacation rail traffic this summer, due to a streamlined merchandising plan, part of which is explained every week night on WOW's 10 o'clock news.

The contract for renewal of the news spot co-sponsorship was signed in mid-July.

Especially gratifying to T. P. Hinchcliff, Assistant General Passenger Agent, was the increase in travel on the Burlington's Exposition Flyer, which offers a day ride through the Colorado Rockies and the spectacular Feather River Canyon, between Omaha and San Francisco, via Denver and Salt Lake.

Travel via this scenic way across western America has also been greatly increased by the new travel credit plan, which enables the vacationist to finance any trip of \$50 or more on a convenient installment basis after the trip is completed. Hinchcliff said that the travel credit plan has been widely used on the Burlington's all-expense tours, which include hotel accommodations, meals and sightseeing.

Another point in the Burlington's new travel merchandising plan is called the "Train Auto Service." This is an automobile rental idea, which enables the traveler to rent a car at the depot and use it until he gets ready to return to the train and continue his train journey. Train Auto Service is available to travelers coming into Omaha. This service has been of great value to traveling salesmen.

The Burlington announcements have also stressed special low round-trip fares, which enable hundreds to see both World's Fairs at a cost of only \$90, in coaches, and \$135 first class.

Hinchcliff said the radio efforts of the Burlington have been largely educational, and that vast numbers of midwesterners have visited the luxurious new Burlington Travel Bureau rooms at 19th and Farnam Streets in Omaha. In these new offices, designed with all the comforts of a stainless steel Burlington streamliner, travel experts are provided to help plan trips and answer all your questions pertaining to travel east, south and west from Omaha.

Bing Crosby vacations for 15 weeks after August 8.

## The Political Pot Boils Via Radio

WOW listeners got an earful of national politics during the past fortnight or so.

In addition to the many interesting network broadcasts from the Chicago Democratic convention, WOW originated two unusual national political broadcasts.

First, on July 10, WOW listeners heard Wendell L. Willkie direct from the Municipal Airport when he made a brief stopover in Omaha en route to Colorado for his vacation. The broadcast was conducted by Bill Wiseman. Willkie made no formal speech, but he did greet WOW listeners. The gist of his speech was that he was tired, and that he was going to Colorado just to "sleep and sleep and sleep."

### May Toastmaster

July 13, Foster May conducted a special political broadcast from the main dining room of the Union Depot, when more than 200 delegates to the Democratic national convention from west coast points came through Omaha en route to the Chicago convention. Mr. May was toastmaster for the gathering. Addresses were made by Governor C. L. Olson of California, who, incidentally, is a prominent leader in the Woodmen of the World Life Insurance Society; Governor R. L. Cochran of Nebraska, and Ken Murray, the movie and radio star, also spoke.

During the last half of June and the middle half of July, WOW carried many network programs originating from the Republican convention at Philadelphia, and the Democratic convention at Chicago. Commercial programs were cancelled to give these epochal word pictures to WOW listeners.

### Best Informed

Congratulations for NBC treatment of the convention broadcasts poured in from every side. NBC spent thousands of dollars for special equipment and put in countless hours of labor to make pickups possible from points in the convention halls. For the first time microphones were installed before the chairman of each state delegation. As a result, listeners knew more about what was going on at both conventions than the spectators who attended.

In keeping with its policy of giving its listeners fast, accurate and complete news service, WOW's schedules will be disrupted from time to time between now and November 4 to bring its listeners complete news of the national political campaign.

Nathaniel Shilkret, famous radio and recording orchestra conductor, will make a series of appearances as guest conductor of the "Carnation Contented" program.

## Demos Here



A view at the Democratic breakfast in the Omaha Union Station, where WOW's Foster May originated a special broadcast July 13. Left to right above are Governor Olson of California; Ken Murray, the radio and movie star; Foster May and Governor Cochran of Nebraska.

## Dr. I. Q. Initiated Into Hot Stove League

Newest member of the National Hot Stove League is Lew Valentine (Doctor I. Q.). He received an honorary membership card from the executive secretary of the baseball gossipers league, who lives in Selma, Ala. Radio now has two members in the organization, Kay Kysner having previously been honored with a membership.

## FIRST-TIME LUCK

Bob Jennings, radio executive and husband of Betty ("Girl Alone") Winkler, made a neat set of diagrams of all the winning hands for his wife's guidance when he introduced her to the fine old game of poker the other night. The diagrams were a success—so much so that Betty was able to celebrate her initiation with all the chips her husband and his two poker-playing pals had used to start the game.

## HARD TO FIND

Arthur Godfrey, who quips "Jim Farley knows my address," isn't kidding. This week the Friends Tobacco star got a letter that was mailed to him 11 years ago when he was with the U. S. navy stationed in Egypt. It had trailed half around the world to find the air star.

## THE SPORTS EYE

By TOM DAILEY  
Falstaff Sportscaster, on WOW,  
9:15 P. M., Week Days

Hello, good sports!

### I Advocate

Some sort of a baseball park for the city of Omaha! This would afford exhibition games by major league teams in the spring, a chance for Omaha to have a team in a recognized league and the staging of other big sports events such as professional football, track meets, boxing, etc. . . .

### A new deal for local and club golf tournaments.

The fellow who shoots a good game of "match-play" golf, but whose "medal" goes sky high doesn't have a chance except in match play. What's wrong with figuring out some kind of a point system? . . .

That money be refunded on a horse after he has broken from the gate and has run wild around the track, thereby shattering any chance he might have had to win the race. . . .

Having the football goal posts directly over the goal line. Not the posts ON the line, but the crossbar made into an L, so that it would be supported by posts in their present position. A man trying for a field goal from the 30-yard line must kick the ball 40 yards to effect his score. With the goal posts still 10 yards back of the goal line, the crossbar could still be over the goal line. . . .

### I Do Not Advocate

Baseball players wearing helmets to protect them from "bean balls." A lot of the old-timers, who remember Cy Young, "Nap" Lajoie and the boys who used to play the game the hard way, tell me that the game of baseball today is becoming more sissified every day. Gleaming white rub-down tables, plenty of towels, two or three trainers and doctors, etc. These old-timers will tell you that there are too many conveniences in modern baseball, and they scoff at the idea of wearing a helmet. "How can a batter be 'dusted off,'" they say, "if he's got a helmet on? Might as well put him in armor" . . .

So many fights for Heavyweight Champion Joe Louis. Every time the promoters match him against such inferior opponents as Johnny Paycheck, Arturo Godoy, etc., they are cheapening the great game of boxing. Why not let Louis remain idle until a worthy opponent can be found—if such an opponent exists? Merely the thought of entering the ring with the Brown Bomber scares the daylight out of the present stock of contenders. Why can't we have fights of the calibre staged by Tex Rickard in the days gone by?

### Looking Forward

In a few weeks now, thousands will be streaming into giant stadiums to see football elevens throwing passes, running end-around plays, slants off tackle and quarterback sneaks. Good old football . . . with brown leaves, hotdogs, college spirit, gaily-dressed bands and the college yells.

And pretty soon we'll be going to the hockey games again. Sturdy young men shaving ice in beautiful turns . . . terrific body checks . . . fights . . . and the goalie booting them out of the net. Oh, well, if you're like Yours Truly, your favorite sport is the one that's in season.

Remember: It isn't that you won or lost, but how you played the game!

"Promoting Priscilla" was the new "Hollywood Playhouse" comedy, but Producer Bill Robson didn't want it to get laughs—at least in the studio.

So there will be no more studio audiences invited to watch Gale Page and Jim Ameche perform.

## RADIO AT CONVENTIONS

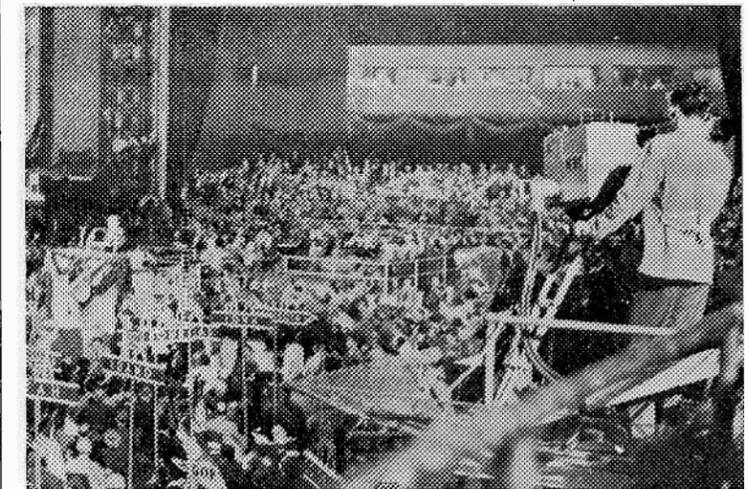


Photo shows how radio covered the big political conventions. Note broadcasting booths above stage, television transmitter at right. A microphone was placed before the chairman of each state delegation. This photo was taken at the Republican convention in Philadelphia.

# RANGERS ON NBC AND "400 TOUR"

## Story Behind the H. Aldrich Family

The story back of "The Aldrich Family" runs a close second for interest to the story itself, which is dramatized with Ezra Stone as its star, over WOW and the NBC Red network, Thursdays, at 6:30 p. m.

Author Clifford Goldsmith, now a quiet-spoken, bespectacled chap in his 30s, once aspired to be an actor, with considerably less than commendable results. He abandoned these plans for the more prosaic job of lecturing before high school groups, but still carried back in his head the ambition to be a playwright.

### Failures First

His first plays were had by his own admission, supported by the opinion of Broadway and Hollywood producers. However, he refused to give up, and one day happily stumbled upon some advice he had heard years ago. Someone had said: "If you want to write with success, write about the things you know best."

From his recent association with high school youngsters in his lecturing work, and even more intimate contact with three junior Goldsmiths, Cliff decided that what he knew best were kids just bumping their noses against the problems of adolescence.

### Typical Boy

He started to write about boys in school, and presently out of this came the makings of a play that was to assume the title, "What a Life!" The story of a typical American boy with more than his share of troubles, whose lack of scholastic achievement was a constant reminder that his father was a Phi Beta Kappa, it had little cause for existence according to dramatic standards.

To the surprise of George Abbott, the producer, it ran for more than a year. This was long enough for Rudy Vallee to visit the show, be amused by Ezra Stone in the role of "Henry Aldrich" and ask Goldsmith to do a sketch on the "Aldrich Family" for a guest spot on his variety show.

### In Benny Spot

Cliff declared he had squeezed all that could be written from "Henry's" career. However, squeeze he did, and with such success that the Aldriches were invited back for the second time with Vallee. Ten months later it took over the Jack Benny spot for the summer, and last October was given a regular network niche of its own and in seven months' time had become one of the most popular shows on the air.

## TYPICAL AMERICAN BOY



Ezra Stone is not only a great juvenile actor, but his appearance aids his impersonation of "The Typical American Boy" roles he plays in "The Aldrich Family." He is a native of New Bedford, Mass., and a radio "discovery" of Kate Smith.

## MANY FORMIN' FOREMAN HABIT!

UPSTAIRS STORES COAST TO COAST TRADE UPSTAIRS AND SAVE 10%

FIFTEENTH AND DOUGLAS  
Omaha

JULY 9, 1940

MR. JOHN J. GILLIN, JR.  
RADIO STATION WOW  
OMAHA, NEBRASKA

DEAR SIR:

WE WISH TO EXPRESS OUR APPRECIATION FOR THE FINE COOPERATION RECEIVED FROM WOW.

OUR BUSINESS IN OMAHA, SINCE OUR OPENING IN MARCH, HAS BEEN VERY SATISFACTORY.

WE HAVE USED WOW SINCE OUR OPENING AND FEEL YOU ARE DOING AN EXCELLENT JOB FOR US.

WITH BEST WISHES, I AM,

VERY SINCERELY,

*W. Foreman*

FOREMAN & CLARK

WRF:GK

World's Largest Upstairs Clothiers

Omaha's Foreman & Clark men's clothing store renewed its extensive spot announcement advertising campaign on WOW—sent along this complimentary letter at the same time. This Omaha firm has used WOW since the store first opened last March at 15th and Douglas Streets, upstairs.

## Thousands See WOW Group En Route

WOW's Sophisticated Rangers appeared in person before thousands of Nebraska listeners and were heard by millions on a coast-to-coast network of the National Broadcasting Company during July.



Lyle De Moss

On July 13, the Rangers participated in a good will tour sponsored by the 400 Club, a group of South Omaha livestock industry executives.

On July 8, the Rangers and Lucille Morello were featured on the National Broadcasting Company's Red network. The program originated in the WOW studios. The network program was suggested by National Broadcasting Company officials, who had heard what popularity the Rangers were enjoying in the middle west.

### On Special Train

The 400 Club tour started at McCook, Neb., with more than 125 members of the group participating. They traveled by special train.

The Rangers made personal appearances at depot platforms or from the observation car of the train in the following cities: McCook, Indianola, Cambridge, Arapahoe, Oxford, Holdrege, Minden, Kenesaw, Hastings, Harvard, Sutton, Fairmont, Exeter, Friend, Dorchester and Crete.

The 400 Club officials were so pleased with the popularity of the Rangers that they planned to take the WOW group along on many trips later this summer and early this fall. On the subsequent trips, Lyle De Moss, WOW's Production Manager, will accompany the group.

### On Vacation

Lyle is manager and director of the Rangers and their soloist. De Moss missed both the first 400 Club trip and the network broadcast because he was on his vacation.

Last spring De Moss and the Rangers made their first extensive trip into the WOW territory on the annual good will tour of the Omaha Chamber of Commerce. The tour visited 85 cities and towns in southern Nebraska, northern Kansas, eastern Wyoming and central Nebraska.

De Moss has made many guest appearances as master of ceremonies on the Tribe of Yessir good will trips, sponsored by the Chamber of Commerce.

"Beat the Band" songstress, Marvel Maxwell, is taking flying lessons under the guidance of "Red" Ingie, who is a licensed pilot.

## Kaltenborn to Sub For Walter Winchell

H. V. Kaltenborn will pinch-hit in the Jergens' spot Sunday nights for Walter Winchell when the latter takes his four weeks' vacation in August.

## A NEW SERIES

Arch Oboler, whose NBC plays have been radio highlights for a number of years, has been signed by Procter & Gamble Company, and will begin a new weekly series of Arch Oboler's Plays, starting in October.

## SKIS ARRIVE

Bret Morrison, narrator for the Carnation Contented program and member of the Mary Marlin cast, is treasuring a handsome hunting knife (puukko) and a pair of beautifully-fashioned skis. Both were mailed from Finland two days before the little country was invaded.

## YEHUDI? MAYBE!

Garry Moore, master of ceremonies of Kix' "Beat the Band," claims to have discovered Jerry Colonna's big secret. "Yehudi," he says, "is the little man who sits inside the refrigerator and turns off the light when you close the door."

Don't miss "The Smoothies" latest record release, "Sh! The Baby's Asleep." It's tops.

## SOPHISTICATED RANGERS



A brand-new photo of WOW's Sophisticated Rangers, who recently performed on NBC coast-to-coast from WOW's studios, and who appeared with the 400 Club's McCook good-will tour on July 13, visiting 16 cities and towns in the Republican and Platte Valleys of Nebraska.

# THEY DISH UP THE MUSICAL TREAT

PETER



Peter Van Steeden

This young man started out as a small-town dance orchestra leader, and in less than five years rose from obscurity to one of the top-notch band leaders on NBC. Thanks to Fred Allen, he has learned to "read lines," his bashfulness is gone, and the way is cleared for him to be a great master of ceremonies as well as musical director for the shows which advertise Sal Hepatica and Ipana Toothpaste. At present he is conducting the orchestra for the replacement show, which features Bud Abbott and Lou Costello, comedians, and Benay Venuta, songstress. He also directs the orchestra for Mr. District Attorney.

## Colonial Days Inspired the "Chiffon Swing"

Like modern wallpaper and up-to-date cookery, Meredith Willson's current musical style found its inspiration in the genteel, soft music of Colonial America.

Willson has confessed that his "chiffon swing," popular division of NBC's "Good News of 1940" broadcasts, was conceived after he witnessed a pageant of colonial days, in which hoop-skirted belles of the period flitted around the ballroom to minuets and waltzes. Willson put the "silken swish" into his arrangement of such popular hits as "Ma, He's Making Eyes at Me" and "Oh Gee, Oh Gosh, Oh Golly, I'm in Love," and thereby evolved his new style.

Bob Hope concluded his personal appearance tour in Omaha, July 14, breaking theater attendance records.

BOB



Bob Crosby

The fact that he is Bing Crosby's brother does not make any difference. He is a star in his own right, and his "Camel Caravan" on Thursday nights, 10:15, on WOW, is one of the most popular dance programs on the air.

## Had to Learn Serious Music First

But Musical Fundamentals Are Only Part of the Requirements of a Big-Time Band Emcee

All the mere males pictured on this page are musicians. Not only are they musicians, but each has some specific, indescribable talent which has lifted him above the common herd.

All eight of these men, and many more heard regularly on WOW, are expert showmen. Each has a definite radio personality; each stands alone in his field. There is only one Kay Kyser; only one Meredith Willson, and only one Rudy Vallee. Thousands of school boys aspire to positions like those held by the men pictured on this page. Fewer than one out of each thousand will reach such heights.

Director Frank Black, the musical director for the National Broadcasting Company, and the outstanding musical leader in American radio, deplors the fact that many boys are trying to take a short cut

RAYMOND



Raymond Paige

Raymond Paige is a west coast musician, and a veteran in Hollywood as well as in radio. For many years he conducted a large orchestra for a famous Columbia network show. Now, his is the honor of conducting the largest orchestra used on any commercial radio program. On the Westinghouse "Musical Americana" show, more than 100 professional musicians are used every week under his baton.

Commentator on the Westinghouse show is the famed Deems Taylor. Recently "Musical Americana" switched time. It is now heard on Tuesday nights over WOW at 9:30.

## SWING HOLIDAY

While many NBC stars are announcing vacations, Pat Friday has simplified the holiday question. Now in the middle of final examinations at U. C. L. A., the Old Gold-Don Ameche singer is looking forward to a vacation like this: She will lock up all her school books for the summer and divide her time between a comfortable hammock and a convenient tennis court.

## MUSICAL FAMILY

Preparatory musical study for Genevieve Rowe, "Johnny Presents" soprano, was homework—literally. Her father is dean of music at the College of Wooster and her mother is professor of musical theory at the same school.

## FUTURE STAR

Add future stars: Master Kalman Juvelier Kahan, born July 5 at Grant Hospital, Chicago, weighing in at eight pounds. Kalman's mother is Jeanne Juvelier, who plays the part of Mme. Babette in "Arnold Grimm's Daughter," and is heard in character roles in "Houseboat Hannah."

KAY



Kay Kyser

The old professor, Kay Kyser, conductor of Lucky Strike's "College of Musical Knowledge" Wednesday nights on WOW, a few years ago was just another leader of a traveling band playing one-nighters. Kyser and his band barnstormed throughout the United States before they settled down in Chicago. He nursed the present program idea for several years before he was granted a test series on an unimportant Chicago station. The idea clicked like a million.

Kyser has also made good in the movies, largely because he refused to portray any role except that of a band leader—a role in which he could "be myself." Gossipers say that his star songstress, "Ginny" Simms, will one day soon be Mrs. Kyser.

## Students Fete Harry Babbitt in Home Town

Harry Babbitt, young St. Louis singer who returned home with Kay Kyser and his orchestra, was honored with special ceremonies at the Fox Theater recently. The De Moley chapter of Maplewood District, where his parents reside, turned out in his honor the first night, while the next night the class of 1931 at Roosevelt High School threw a dinner for him at the Melbourne Hotel.

MEREDITH



Meredith Willson

Another top-notch, who now has his own show, "Meredith Willson's Musical Revue." His forte is fancy arrangements.

The Radio Bandman Must Be a Showman With a Sense of Humor and a Speaking Voice

to the fame that these men have attained. Director Black says that any personality who desires to succeed, with the aid of music, in radio, must make certain that his early musical training is thorough and complete. He points out that even dance maestros, who specialize in the crudest types of swing and who succeed at it, are able to do so only because they know the fundamentals of music.

The qualities necessary to the fame such as the men pictured here have attained, other than musical knowledge, may be acquired in a comparatively short time. Van Steeden, John Scott Trotter and many others are examples.

But first comes the knowledge of music. Boys and girls who read this, and who aspire to radio careers, will do well to continue to practice their music lessons every day.

HORACE



Horace Heidt

Before radio started, Horace Heidt was a famous band leader, but within the last year, when he became associated with Lewis-Howe & Co., advertising Tums on the radio, his fame climbed to the greatest height of his career. The large Heidt troupe, known as Horace Heidt and His Musical Knights, now present the "Tums Treasure Chest" at 6:30 each Tuesday night on WOW.

Heidt's band has appeared in Omaha many times. About a year ago he originated a coast-to-coast program in the ballroom of the Hotel Fontenelle.

## RABIES SERUM

Actress Fran Carlton, Ruth Lardner of the "Girl Alone" show, was given the Pasteur treatment recently as a precaution against rabies infection. Her Sealyham pup contracted the disease from an undiscovered source and was disposed of. While Miss Carlton was not bitten by the pup, the Pasteur routine was advised by her physician.

## WINS HIS SPURS

Don Ameche has won his spurs, literally. Recently, during spare moments on the bridge path, he was wearing a handsome pair of silver spurs—won from the crew of his broadcast as a birthday gift.

Garry Moore, "Beat the Band" m.c., claims he knows a gent "so dumb he thinks a gumdrop is a loose upper plate."

## ? Your Last Copy ?

Yes, sir! Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed there. "8/40" means August, 1940. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

RUDY



Rudy Vallee

Everybody knows this former soda squirt, who was smart enough to elevate himself from a crooner to an impresario of the first order in radio. Surveys show that Vallee's new production on Thursday nights, for Sealtest, is rapidly growing in popularity. The Vallee Sealtest show is reported to be Rudy's own idea, and he himself is author, director and the star.

Although Vallee has been in several movies as an actor, he now has his mind made up to be a movie director. When Vallee makes up his mind, it means he usually accomplishes what he starts out to do. In his spare time he is learning to be a motion picture photographer. Much of his success is due to his ability to evaluate the talent of others.

## Artie Meets Gracie and All is Well

Artie Shaw had vast experience with comedians, jitterbugs and anti-jitterbug music lovers, but he is facing a combination of all three. When he was introduced to Gracie Allen, Shaw learned where the word "jitter" really originated. Gracie didn't know what kind of music Shaw's orchestra played when she and George returned to NBC after an absence of two years—and she didn't care. She had seen pictures of the handsome orchestra leader, and that was enough for her. What he plays, she likes; so does George.

Skinnay Ennis, the Bob Hope maestro, has finally discarded the back brace he's been wearing since that riding accident last winter.

ABE



Abe Lyman

Dean of American dance maestros is Abe Lyman, who presents "Waltz Time" at 7 o'clock every Friday night on WOW for Phillips Milk of Magnesia. His popularity has never waned.

# AND THEY SERVE IT TO YOU VOCALLY

FRANCIA



Franca White

There was a time when a coloratura soprano on the radio, regardless of her talent, had little chance for popularity with the masses of American radio listeners. Then came vastly improved radio sets and a tremendous increase among the masses in musical appreciation.

Now such sopranos as the thoroughly delightful Franca White, who is heard with Jimmy Melton on "The Telephone Hour" every Monday night on WOW, rate among radio's greatest, most popular stars.

## Pat's Heart Belongs to Her Kitchen Duties

Domestic, School Girl Pat Friday, warbler on the "Old Gold" show proved to the cast of that show that her heart really belongs to her kitchen. She came to work recently with a huge chocolate cake baked by her own little hands for Don Ameche, major-domo of the show. Ameche sampled the cake before going on the air, and after the program he invited the entire cast across the street to the Hollywood Tropics, where John Cartis had it served to the assemblage in typical college "grub-fest" style.

Mindful of her own early struggle toward the stardom she now enjoys, Lucille Manners, lovely Cities Service soprano, is sponsoring the career of a young and promising baritone, Frank Richards.

PATSY



Pat Friday

She is a Bing Crosby find. Pat Friday is a coed at the U. C. L. A. Despite her stardom on the Old Gold show with Don Ameche, she insists that radio is a hobby, and refuses to let an air career interfere with her education.

## Girls Must Have Beauty and Brains

Feminine Stars Often Go Broke Trying to Retain Youthful Beauty—Which Is So Necessary

It is more difficult for girls to reach radio stardom than boys. Even a homely chap can get by, but a girl without "looks" has two strikes on her before she starts.

Pictured on this page are a number of the hundreds of feminine radio stars who in one way or another have reached the top. Like the men on the opposite page, each has had thorough musical education and background.

Another unfortunate feature about women in radio is that they must retain their youth. Like movie stars, they spend half their incomes keeping their waistlines slim, their complexions clear and their hair-dos just right. Their budget for appearance often keeps many of the newer radio stars on the verge of bankruptcy.

At most, the young feminine singer may expect to remain "on top" for about 10 years. This means that if their careers are to be finan-

RACHEL



Rachel Carley

Although young in years, Rachel Carley has been a top-notch star on the "Manhattan Merry-Go-Round" program for more than four years. She represents a distinctive type, specializing in songs of the French connotation. Her "Oo-la-la" thrills millions every Sunday night.

### PATRIOT MELTON

"America, the Beautiful," patriotic air being heard frequently these days, can find no better champion than James Melton, "The Telephone Hour" tenor. It was Jimmy's rendition of the song, a little louder and a bit better than his fellow freshmen at the University of Florida, that started him on his present career. The dean noticed it and told him he'd make a better singer than lawyer.

### SHOW GOES ON

The spirit of "the show must go on" was demonstrated recently by Raymond Paige on his "Musical Americana" broadcast. While directing the very first number on the program, with a forceful gesture Paige crashed his hand against the music rack and broke his finger. He conducted the entire broadcast and a doctor was not summoned until after the first show.

Wisteria-voiced Dinah Shore, responding to a concerted demand from distributors and coin machine moguls, has just recorded "Smoke Gets in Your Eyes" and "How Come You Do Me Like You Do, Do Do" for Bluebird.

DONNA



Donna Dae

There is no more popular songstress on the airwaves than the Omaha girl whom Fred Waring designates as "Adorable" Donna Dae. Donna has everything. She will never make the Metropolitan, but she has enough voice, grand sense of showmanship and enough natural beauty and charm for seven or eight girls.

Her stardom for many years to come is assured in the tremendous publicity build-up which has been given her by Chesterfield.

### Waring Folks Rent Their Own Lodge

Fred Waring's Pennsylvanians have rented a large lodge at Shawnee-on-Delaware, Pa., as a week-end and vacation club for the whole Waring gang.

### SEEKS OLD SONG

A hitherto unpublicized treasure hunt is the one Bob Crosby has been conducting for several months. The "Camel Caravan" maestro is trying to find a copy of "Shadow Rag," a New Orleans jazz classic mentioned by music historians, but never put on the air.

MARY



Mary Martin

Maxwell House's lovely Mary Martin has skyrocketed to radio fame all within the last year. She is also making a movie named for herself. Mary came up via the night-club route. She first gained recognition by singing the song called "My Heart Belongs to Daddy."

Girls, Too, Must Have Musical Knowledge—Plus a Host of Other Very Exacting Qualifications

cially successful, they must command extremely high salaries.

Feminine singers such as are pictured on this page are all in the big-money bracket. Like movie stars, they must put their careers ahead of romance and marriage. Although most of the top-notch feminine stars on the air have husbands somewhere in the far distant background, few have families.

It is a rare thing to see top-notch radio stars married to each other. Many feminine stars refuse to permit the general public to know they are married, because they feel it might detract from their glamour.

Strangely enough, the women stars of the airwaves, according to surveys, are more popular with women listeners than with men listeners.

Biggest fear of feminine star-discoverers is romance. Many a budding star has nipped a promising career in the bud simply by one direct hit from Cupid's bow.

BARBARA



Babs Johnson

Babs is the feminine star of the singing group known as "The Smoothies." This group appears with the new Gracie Allen-George Burns show for Hormel, Inc., on WOW, Monday nights at 8:30. Beauteous Babs is a singing star in her own right. Her first name is Barbara.

### YVETTE RECALLED

Yvette, NBC's popular "Creole," has been called back for another stay at La Martinique. The honey-haired vocalist, booked for two weeks, finished a five-week engagement. She was called back the next evening by popular demand. Her return stay is indefinite.

### OUT OF TURN

In a pre-show warm-up period the other night, Whitey (Duke of Paducah) Ford delivered a discourse to the studio audience on the art of handling babies. Much to his amazement, resounding boos met his observations. It turned out that there were 35 nurses from the maternity division of a Chicago hospital in the audience.

### ? Your Last Copy ?

Yes, sir! Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed there. "8/40" means August, 1940. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

MARVEL



Marvel Maxwell

Here's another local girl who made good in the big time. Marvel Maxwell, who sings with Ted Weems' "Beat the Band" program for Kix, spent much of her childhood in Omaha, and Clarinda, Iowa, is the city of her birth. In many respects she is like Donna Dae.

Marvel also has a good speaking voice and reads lines well. She made her debut on an Omaha theater stage at the tender age of 3.

### 'Ginny' Simms Selects Presents For Herself

"Ginny" Simms, pretty vocalist with the Kay Kyser outfit, fell completely for a bit of family hokum the other day. They asked her to help select gifts for a cousin who was graduating from college. Following an all-day shopping tour, "Ginny" attended a party that night and received all the gifts she had helped select for the relative. It was her own birthday, and the family had double-crossed her.

### ON BEING SLIM

A simple note on how to help keep your figure is the one sounded by Mary Martin, songbird of "Good News." She never takes an elevator—always uses leg power to get her up and down buildings, unless, of course, it happens to be something more than six stories.

GENEVIEVE



Genevieve Rowe

The orchestra men call her Gorgeous Genny. She, too, has beauty, talent, charm and a definite air personality. Millions wait for her songs every Tuesday night, when she appears with the "Johnny Presents" program for Philip Morris.

# WOW'S AUGUST NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "8/40" Means This Is Your Last Issue!

| TIME  | MONDAY   | TUESDAY  | WEDNESDAY   | THURSDAY   | FRIDAY   | SATURDAY  | SUNDAY   |
|-------|--|--|---|--|--|---|--|
| 5:45  | Yucatan<br>WOW News                                | Yucatan<br>WOW News                                  | Yucatan<br>WOW News                                       | Yucatan<br>WOW News                                | Yucatan<br>WOW News                                | Yucatan<br>WOW News   | 5:30—Fitch<br>Bandwagon                              |
| 6:00  | The Telephone Hour<br>Concert                      | Johnny Presents<br>Philip Morris                     | Hollywood Playhouse<br>Woodbury Products                  | NBC  | Cities Service Concert<br>Gas and Oils             | Glen Island<br>Orchestra                                      | The Bishop and the<br>Gargoyle                       |
| 6:30  | Voice of Firestone<br>Concert                      | Horace Heidt—Tums<br>Treasure Chest                  | Plantation Party<br>Bugler Tobacco                        | Aldrich Family<br>Jello                            | NBC  | Stanley Davies, Golf<br>Salute to Industry<br>6:45—(Falstaff) | One Man's Family<br>Tenderleaf Tea                   |
| 7:00  | Dr. I. Q.<br>Mars Candy Bars                       | Battle of Sexes<br>Molle                             | Abbott and Costello<br>Sal Hepatica                       | Kraft Music<br>Hall                                | Waltz Time<br>Phillip's Milk of<br>Magnesia        | Barn Dance<br>(Miles Laboratories)                            | Manhattan<br>Merry-Go-Round<br>Dr. Lyons             |
| 7:30  | Show Boat<br>Brown & Williamson                    | Meredith Willson<br>Musical Revue<br>Johnson Wax     | Mr. District Attorney<br>Vitalis                          |  | What's My Name?<br>Oxydol                          |   | American Album of<br>Familiar Music<br>Bayer Aspirin |
| 8:00  | Contented Hour<br>Carnation Milk                   | The Pepsodent Show<br>Tommy Dorsey<br>Summer Pastime | Kay Kyser Kollege of<br>Musical Knowledge<br>Lucky Strike | Rudy Vallee<br>Sealtest                            | Old Gold<br>Don Ameche Show                        | Uncle Ezra<br>Camel Cigarettes                                | Hour of Charm<br>General Electric                    |
| 8:30  | Burns and Allen<br>Hormel, Inc.                    | Uncle Walter's<br>Doghouse<br>Raleigh Pipe Tobacco   |   | Grand Park Concert<br>NBC                          | Quiz Kids<br>Miles Laboratories                    | Truth or Consequences<br>P. & G. Ivory<br>(Begins Aug. 17)    | Transcriptions<br>8:45                               |
| 9:00  | Pleasure Time with<br>Fred Waring<br>Chesterfields | Pleasure Time with<br>Fred Waring<br>Chesterfields   | Musical   | Pleasure Time with<br>Fred Waring<br>Chesterfields | Pleasure Time with<br>Fred Waring<br>Chesterfields | Wardman Park<br>Orchestra                                     | Associated<br>Press News                             |
| 9:15  | Tom Dailey<br>Falstaff Sports                      | Tom Dailey<br>Falstaff Sports                        | Tom Dailey<br>Falstaff Sports                             | Tom Dailey<br>Falstaff Sports                      | Tom Dailey<br>Falstaff Sports                      | Tom Dailey<br>Falstaff Sports                                 | Glorious One<br>Irene Rich<br>Welch's Grape Juice    |
| 9:30  | Hotel Astor<br>Orchestra                           | Musical Americana                                    | Hotel Biltmore<br>Orchestra                               | Arthur Godfrey<br>P. Lorillard                     | U. S. Antarctic<br>Expedition<br>Salute—NBC        | Rainbow Room Orch.<br>NBC                                     | Dancing<br>Campus Capers<br>Sustaining               |
| 9:45  |  | Westinghouse   |   | Chez Paree<br>Orchestra                            |  |   |  |
| 10:00 | C., B. & Q.<br>WOW News                            | C., B. & Q.<br>WOW News                              | C., B. & Q.<br>WOW News                                   | C., B. & Q.<br>WOW News                            | C., B. & Q.<br>WOW News                            | C., B. & Q.<br>WOW News                                       | Walter Winchell<br>Jergens Lotion                    |
| 10:15 | Detroit Statler Orch.<br>NBC                       | NBC  | Pleasure Time with<br>Fred Waring<br>Chesterfields        | Camel Caravan                                      | Musical Program                                    | Musical Program   | 10:15—Arthur Godfrey<br>P. Lorillard                 |
| 10:30 | Eastwood Park<br>Hotel Orchestra                   | Meadowbrook Orch.<br>NBC                             | Roseland<br>Ballroom                                      |  | Roseland<br>Ballroom                               | Edgewater Beach<br>Orchestra                                  | WOW News   |
| 10:45 | Assoc. Press News                                  | Assoc. Press News                                    | Assoc. Press News   | Assoc. Press News                                  | Assoc. Press News                                  | Assoc. Press News   | 11:00—Ambassador<br>East Hotel<br>Pump Room          |
| 10:48 | Eastwood Park Orch.                                | Meadowbrook Orch.                                    | Roseland Ballroom   | Roseland Ballr'm Orch.                             | Roseland Ballroom                                  | Hotel Edison Orch.  |  |
| 11:00 | Beverly Hills Club<br>Orchestra                    | Sally Dee<br>Window Pictures                         | Westwood<br>Gardens                                       | Meadowbrook<br>Orchestra                           | Hotel Astor Orch.<br>NBC                           | Edgewater Beach<br>Ballroom                                   |  |

## MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies..... Daily except Sun.  
 6:00 A. M.—Early Morning News Tower..... Daily except Sun.  
 6:15 A. M.—Aunt Sally..... Daily except Sun.  
 6:30 A. M.—Markets..... Mon., Tue., Wed., Thu., Fri.  
 6:35 A. M.—Time and Tunes (Rangers) to 7:00..... Mon., Tue., Wed., Thu., Fri.  
 6:40 A. M.—Markets..... Sat.  
 7:00 A. M.—WOW News Tower—Roberts Milk..... Mon., Wed., Fri.  
 WOW News Tower—Skinners Raisin-BRAN..... Tue., Thu., Sat.  
 7:12 A. M.—Transcriptions..... Mon., Tue., Wed., Thu., Fri.  
 European Situation..... Sun.  
 7:15 A. M.—Musical Clock—Paxton & Gallagher Foods..... Daily except Sun.  
 Tom Terris..... Sun.  
 7:30 A. M.—Sunday Drivers—NBC..... Sun.  
 7:45 A. M.—Local Musical Program..... Daily except Sun.  
 8:00 A. M.—The Man I Married—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.  
 Lincoln Highway—Shinola..... Sat.  
 Highlights of the Bible..... Sun.  
 8:15 A. M.—Houseboat Hannah—P. & G. Lava..... Mon., Tue., Wed., Thu., Fri.  
 8:30 A. M.—Ellen Randolph—Colgate Supersuds..... Mon., Tue., Wed., Thu., Fri.  
 Local Musical Program..... Sat.  
 Chapel Service, Rev. R. R. Brown..... Sun.  
 8:45 A. M.—By Kathleen Norris—General Mills Wheaties..... Mon., Tue., Wed., Thu., Fri.  
 Little Doghouse..... Sat.  
 9:00 A. M.—David Harum—B. T. Babbitt—Bab-O..... Mon., Tue., Wed., Thu., Fri.  
 Police Bulletins..... Sat.  
 9:15 A. M.—Lone Journey—P. & G. Dreft..... Mon., Tue., Wed., Thu., Fri.  
 Sports School—NBC..... Sat.  
 9:30 A. M.—Against the Storm—P. & G. Ivory Soap..... Mon., Tue., Wed., Thu., Fri.  
 U. S. Government Reports..... Sat.  
 National Music Camp..... Sun.  
 9:45 A. M.—Guiding Light—P. & G. Naptha..... Mon., Tue., Wed., Thu., Fri.  
 Markets..... Sat.  
 10:00 A. M.—Woman in White—P. & G. Camay..... Mon., Tue., Wed., Thu., Fri.  
 WOW News Tower—Bathasweet..... Sun.  
 10:15 A. M.—Road of Life—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.  
 Guitarist—NBC..... Sat.  
 10:30 A. M.—Right to Happiness—P. & G. Crisco..... Mon., Tue., Wed., Thu., Fri.  
 Homemakers' Club—Nebraska Power..... Sat.  
 Wings Over America..... Sun.  
 10:45 A. M.—Life Can Be Beautiful—P. & G. Dreft..... Mon., Tue., Wed., Thu., Fri.  
 11:00 A. M.—Meet Miss Julia—Stanco..... Mon., Tue., Wed., Thu., Fri.  
 Howard Roper, Baritone..... Sat.  
 The Gordonaires..... Sun.  
 11:15 A. M.—Adopted Daughter—J. C. Penney Stores..... Mon., Tue., Wed., Thu., Fri.  
 Local Musical Program..... Sat.  
 11:30 A. M.—Portia Blake Faces Life—Post Toasties..... Mon., Tue., Wed., Thu., Fri.  
 Magic Story Circle..... Sat.  
 Silver Strings..... Sun.  
 11:45 A. M.—Woman of Courage—Colgate Vel..... Mon., Tue., Wed., Thu., Fri.  
 Junior Rountable—Uncle Sam Cereals..... Sat.  
 12:00 Noon—Markets..... Mon., Tue., Wed., Thu., Fri.  
 Local Musical Program..... Sat., Sun.

12:10 P. M.—Transcriptions..... Mon., Tue., Wed., Thu., Fri.  
 12:15 P. M.—Friendly Neighbors..... Mon., Tue., Wed., Thu., Fri.  
 WOW News Tower..... Sun.  
 12:30 P. M.—WOW News Tower—Manchester—Allis Chalmers..... Daily except Sun.  
 Chicago Roundtable..... Sun.  
 12:40 P. M.—Transcriptions..... Daily except Sun.  
 12:45 P. M.—Man on the Street—Chevrolet Dealers..... Daily except Sun.  
 1:00 P. M.—Mary Marlin—P. & G. Ivory Flakes..... Mon., Tue., Wed., Thu., Fri.  
 Dancing Campus Capers..... Sat.  
 Charles Holland, Tenor..... Sun.  
 1:15 P. M.—Ma Perkins—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.  
 1:30 P. M.—Pepper Young—P. & G. Camay..... Mon., Tue., Wed., Thu., Fri.  
 Dol Brissett Orchestra..... Sat.  
 Yvette..... Sun.  
 1:45 P. M.—Vic and Sade—P. & G. Crisco..... Mon., Tue., Wed., Thu., Fri.  
 H. V. Kaltenborn..... Sun.  
 2:00 P. M.—Backstage Wife—Dr. Lyon's Toothpowder..... Mon., Tue., Wed., Thu., Fri.  
 Library Congress Chamber Concert..... Sat.  
 Chautauqua Symphony Concert..... Sun.  
 2:15 P. M.—Stella Dallas—Milk of Magnesia Products..... Mon., Tue., Wed., Thu., Fri.  
 2:30 P. M.—Lorenzo Jones—Phillips Milk of Magnesia..... Mon., Tue., Wed., Thu., Fri.  
 NBC..... Sun.  
 2:45 P. M.—Young Widder Brown—Bayer Aspirin..... Mon., Tue., Wed., Thu., Fri.  
 3:00 P. M.—Girl Alone—Quaker Oats..... Mon., Tue., Wed., Thu., Fri.  
 Meadowbrook Country Club Orchestra..... Sat.  
 World Is Yours (through Aug. 18)..... Sun.  
 3:15 P. M.—Kitty Keene—P. & G. Dreft..... Mon., Tue., Wed., Thu., Fri.  
 3:30 P. M.—Midstream—P. & G. Teel..... Mon., Tue., Wed., Thu., Fri.  
 WOW News Tower..... Sun.  
 3:45 P. M.—O'Neills—P. & G. Ivory Soap..... Mon., Tue., Wed., Thu., Fri.  
 3:45 P. M.—Dance Music—NBC..... Sun.  
 4:00 P. M.—Light of the World—General Mills Softasilk..... Mon., Tue., Wed., Thu., Fri.  
 El Chico Spanish Revue—NBC..... Sat.  
 Catholic Hour..... Sun.  
 4:15 P. M.—Arnold Grimm's Daughter—General Mills Kix..... Mon., Tue., Wed., Thu., Fri.  
 4:25 P. M.—Associated Press News—NBC..... Sat.  
 4:30 P. M.—Valiant Lady—General Mills Wheaties..... Mon., Tue., Wed., Thu., Fri.  
 Art of Living..... Sat.  
 Beat the Band—General Mills Kix..... Sun.  
 4:45 P. M.—Hymns of All Churches—General Mills Flour..... Mon., Tue., Thu.  
 Betty Crocker—General Mills..... Wed., Fri.  
 Headlines Ahead..... Sat.  
 5:00 P. M.—Three Romeos..... Mon., Tue., Thu., Fri.  
 Local Musical..... Wed.  
 Kindergarten Kapers—NBC..... Sat.  
 European Situation..... Sun.  
 5:15 P. M.—European News..... Daily except Sun.  
 5:30 P. M.—Kate Hopkins, Angel of Mercy—General Foods—Maxwell House Coffee..... Mon., Tue., Wed., Thu., Fri.  
 Ambassador Hotel Orchestra..... Sat.  
 Fitch Bandwagon..... Sun.  
 5:45 P. M.—WOW News Tower—Yucatan..... Daily except Sun.