THEY'RE OFF AT AK-SAR-BEN!

WOW Listeners In Best Radio Section
Radio listeners in the middle west particularly those within 200 miles of WOW, will give the television reception than listeners anywhere.

This is the conclusion of WOW's chief engineer, William J. Koters, at the completion of a elaborate field intensity survey. The survey was made to determine specifically, how well WOW's signal is heard 200 miles away from the WOW transmitter.

Probably thousands of WOW listeners have seen the engineering unit conducting this survey, which began last November.

"The survey proves, scientifically, that WOW's signal strength is exactly what it should be," Koters said.

"It proves that WOW's programs can be heard in 99.9 per cent of the Federal Communications Commission area designated for WOW should serve. It proves that WOW's transmitter is extremely efficient. It proves that radio listeners enjoy the radio reception—probably to any group of listeners in the Federal Communications area anywhere.

Koters said that the broadcast of the WOW area (richest in the world for broadcasting) are responsible for this excellent quality reception. In addition to the technical skill of WOW engineers, the station is in this competition because of the broadcast and recording. Maps and charts are now being made, with the graphic picture of WOW's signal strength progressing toward the area. These will be available to advertisers in the near future.

Proved Over Test
The survey confirmed conclusively WOW's claim of the best broadcasting service for stations in a similar survey taken in 1933. It proved that radio lacks who live more than 300 miles away from the station can hear WOW.

Chief Engineer Koters said that WOW's wavelength, 590 kilocycles, makes it possible for WOW to be heard with greater quality than the signal of most stations which have higher wavelengths and much greater power.

Wiseman, DeMoss Return From Trade Trip
Lyle DeMoss, Production Manager, and Art Wiseman, Sales Manager, returned to WOW May 25 after a successful and profitable trip to the 41st annual Good Will Tour of the United States Chamber of Commerce. DeMoss represented Paxton & Galagher's Butler Nut Coffee and Wiseman wrote daily reports on the trip to the Omaha National Bank. Marvin Wright of the Eberle WOW Studio Orchestra was official announcer and entertainer on the trip.

LUX TO WOW
Trade papers report the Lux Radio Theater will switch to the NBC Red network and WOW next fall.

Check Your News Tower Expiration Date Now...
(Question mark)
Now you can check up-right this minute—on the News Tower...

OMAHA, NEBRASKA, JUNE 1, 1941
PUBLISHED MONTHLY

HERE'S A HOT RACE TIP...TUNE TO WOW!

Waffalst to Air Feature Race on WOW

They're off again at Ak-Sar-Ben! More than 800 race horses are participating in the nation's only horse race meet...AK-SAR-BEN...one operated for civic purposes.

As usual, WOW will broadcast direct from the track. This time under the Falstaff colors. At the opening of the gate racing meet General Manager Charles Schmidbauer and Sales Manager Pete Mitchell will be present in the Falstaff broadcast box.

This year a race broadcast will be heard daily at 4:45 p.m., except Sundays and Mondays. WOW's sports editor, Louis Foster, and Survey Foster, one of the official judges for this year's meeting, will handle the broadcast. WOW's General Manager, will be at the microphone.

Trophy Award
The WOW broadcasts will come from two points of all interest. The actual running of the races will be "WOW-Falstaff broadcast stand. Descriptions of the color will be heard on WOW-Falstaff box "J." Other specials will be made from the first of the meet and from the area in front of the judges' stand.

Falstaff has arranged to present a bronze trophy cup to the top jockey in this year's meeting. Each race winner will be given a trophy cup. The special trophies will be posted immediately after each race.

In addition to the broadcast from the races, each day Foster and Dailey will broadcast a resume of each day's races and present interesting personalities at the track, including jockeys, officials, at varied times.

Tavern_thumb
Foster's logos are broadcasted on Tuesdays and Saturdays. WOW is scheduled for Tuesdays and Sundays at 5:30 p.m. The highest court in the land—the United States Supreme Court, on May 26 delivered what may be a

ASCAP Loses in Highest Court in Land

The Supreme Court upheld a law passed by Congress in 1937, prohibiting certain activities by ASCAP and its price-fixing activities in Nebraska.

The Supreme Court upheld a law passed by Congress in 1937, prohibiting certain activities by ASCAP and its price-fixing activities in Nebraska.

Check Your News Tower Expiration Date Now...
Page 8
Now you can check up-right this minute—on the WOW News Tower...

For a list of those stations that have a 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!
President Dr. Kenneth Braddock of the Woodmen of the World believes that "The cry for self-preservation has never been stronger than at this time in our world history." He said, "This is a time when the individual must take responsibility for his own welfare and must not permit this nation to sit idly by in the face of danger."

All of the famous juvenile charac-

"Auction Quiz"

A new and different type of pro-
"Auction Quiz" will start on WOW, June 20, and will be broadcast every Saturday morning after 8:30. It will be transcribed to the studio audience of 300 in hand per dollar of assets on hand per dollar of income.

The "portfolio of investments by the Society is unexcelled by any life insurance organization anywhere," he added. "Pastor -Evangelist of Omaha Gospel Tabernacle, Christian and Missionary Alliance.

"Ranchers’ Month,” which has been publicized to a certain degree over the last year, is the next member of our Chain to enter the hospital shortly to begin her recovery. It is to be hoped that she will be well enough to return to work as soon as possible.

"The Ten in Texas” (1) probably has one of the most interesting histories of any brand. The Farwell Brothers from Chicago formed the Capital Syndicate When they agreed to build the Texas state capitol for $3,000,000. In return, they took as payment $3,000,000 worth of land in 10 different counties in the Texas Panhandle. Hence, the "Ten in Texas" origin. It is being sold in that section of the country.

The "Profit House" (2) from Swainsville, Idaho, and dates back to 1868, before Idaho was a state. This brand has been in the Miller family for over three generations.

The most unusual and appropriate brand in the "Ranchers’ Month" contest is the 
"Mulehead” (2) owned by Mr. George Squires, first governor of the state of Idaho. He was also a member of "The Three Musketeers, take the lead in providing top radio entertainment for the young and old.

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FARM AND CITY FOLKS' TASTES ALIKE

**Didja Know?... by Bill Wiseman**

**UNCLE SAM SHOWS THE WAY!**

It's hard for a radio man not to be aware of every radio man, because every radio man lives and dreams his 24 hours on the air. This is especially true of those of us who have had the long-time privilege of newspaper experience.

We get quite restless at the thought of the other day, the day when the Associated Press, page 1 of the Omaha World Herald (under a top head) de- caried that Uncle Sam has started his 5,000 radio spot announcements, to tell the radio public that $3,000,000,000 worth of defense bonds are up for sale.

In paragraph 3 of the same story is the line that newspaper magazine advertising campaigns are "shot" radio and that it's the bonds that are "The PEOPLE—from the lowest-paid workman to the multi-millionaire."

Radio was selected by Uncle Sam to carry "The Main Selling Load" in what will be the greatest mass selling effort ever attempted.

Isn't that pretty good evidence that radio will sell anything from peanut butter to pianos?—WOW.

**G'BYE NOW**

There are many, many ways to say good-bye. But for now, G'Bye Now.

It's just a moment we're apart; To make certain, So G'Bye Now, G'Bye Now.

On the campus they've a different G'Bye Now; the trip I can't deny, but now G'Bye.

In the movies they linger on a kiss; When you're married it's easily dis- missed the way they do it in the movies.

How do you say adieu? There are many, many ways to say good-bye.

**SELLING LOAD in what will be**

workman to the multi-millionaire.

**PEOPLE— from**

"also" in the making. The bonds range in price from 10

fense bonds to the general public.

"G'Bye Now" is
tioned by Broadcast Music, (on page 1 of the Associated Press"

(right).

This survey, published in a brochure called "Farmers Aren't

This survey was taken in Nebraska and Iowa. The same kind of programs was re-

duced to the local level. Programs among city listeners are "Ma

programs among rural listeners are "Chase & Sanborn," "The Aldrich

family" and "Vic and Sade.

The five highest rated daytime programs are heard on WOW are:


The five highest rated evening programs among city listeners were carried by WOW are:


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"MA PERKINS" STAR IS A CACTIOPHILE!

By George Livingston

"Ma Perkins" is a cactiophile if the definition of a cactiophile is being made love to him, patting his hair, putting a mop for a wig on a bald-spot, and collecting cacti. Virginia Payne, who plays the role of "Ma Perkins" in the Procter & Gamble radio show, admits sheepishly that being a stickler for accuracy in her role as "Ma Perkins" means that she has practically all her own decorations, including a miniature cactus garden of 250 plants. Long ago the garden overflowed four window boxes and the original flower pot, and portions of it now take up most of the kitchen of her house in your home. Today Virginia has a large part of the living room and the bedroom as well.

Virginia Payne . . . a cactiophile!

P. & G. STARS NOW ON WOW

"UNCLE FLETCHER"

Mr. and Mrs. Joe Scribner, who reside at 510 South Jersey Avenue, are the proud owners of a new baby girl, Gail. The baby girl was born to Mrs. Scribner and her husband on June 1, 1941.

"OTHER WOMAN" DIRECTOR OFFERS A LESSON IN CORRECT SPEECH

By MILTON A. RIECK

The tongue is the chief organ of speech. It is composed of numerous muscles, each of which must be properly controlled in correct pronunciation of speech.

Enunciation is practically impossible without the manipulation of the tongue. To demonstrate this fact, hold the tongue flat in the mouth and try to speak; that is, speak without any activity in the muscles of the tongue. For instance, without moving the tongue, try to say the following sentence: "Like light as the tips of the drops rain.

Much thought and attention has been given to breathing, voice placing, etc., in speech formation and in the correction of speech defects, but the chief actor, the tongue, has been neglected. Thirteen of the 21 consonants in the English language, namely, d, g, j, k, l, m, n, r, t, s, x, z, are made with the assistance of the tongue, while the vowels of the language are regulated by the various positions assumed by that organ. We can, therefore, readily understand that the training of the tongue is fundamental to the pronunciation of correct speech.

To a great extent the finish and quality of enunciation, articulation and clear enunciation is dependent upon the strength and flexibility of the tongue muscles. The tongue is the most delicate and fine instrument of any function of the human body. It requires a set of exercises for the development and control of the muscles of the tongue.

By Maurice R. Shulz and Robert E. Shulz, radio producers of "Ma Perkins," this is the story of how to get the best out of your tongue.

M. R. SHULZ, radio producer, "Ma Perkins"

"DR. I. Q." IN DETROIT

The "Dr. I. Q." program, heard on WOW at 1:30 p.m. Mondays through Fridays, is one of the most popular programs on the network. The show features a weekly quiz program, where listeners are asked to answer questions on a variety of subjects, including history, science, and popular culture.

The show is hosted by Dr. I. Q., a character created by the show's producers, who is known for his knowledge and love of trivia.

"CONSEQUENCES" CREW

An action shot of the "Truth or Consequences" program. Ralph Edwards is standing at the extreme right; Bill Meeder at the organ; Melvin Allen, announcer, next to him. Edwards' show made its first public appearance last October at the Omaha Omaha Show.

"DARLING AND NEW JOB ON SAME DAY"

Winfield, the week went to: Glenn Webster, erstwhile "Vic and Sade" performer, who got a bundle and a better job both on the same day. The bundle, a new daughter born to Mrs. Welch, has Webster engaged in studio engineering activities in the main control room at NBC Chicago studio.

KEN IS CARPENTER

Ken Griffin, star of the "Road of Life" program, has his new farm home been presented to him. The house was presented to Mr. and Mrs. Griffin by the Procter & Gamble Company.

"THREE MUSKETEERS"

The "Three Musketeers" program, heard on WOW at 1:15 p.m. Mondays through Fridays, is a popular program featuring three men who share a common interest or hobby.

P. & G. SHOWS ON WOW

The Procter & Gamble shows on WOW at 1:15 p.m. Mondays through Fridays are as follows:

1:15 - "Road of Life" (Oxydol)
1:30 - "Ma Perkins" (Ivory)
1:45 - "Vic and Sade" (Crisco)
2:00 - "Dixie's Daughter and New House" (Drene)
2:15 - "Meeker's Farm" (Dreft)
2:30 - "Other Woman" (P. & G. Naptha)
2:45 - "Dr. I. Q." (Ivory)
3:00 - "Lone Journey" (Dreft)
3:15 - "Pepper Young's Family" (P. & G. Naptha)
3:30 - "Life Can Be Beautiful" (Ivory)
3:45 - "Sadye" (Dreft)
4:00 - "Truth or Consequences" (Ivory)
4:15 - "Kamberthorpe Playhouse" (Dreft)
4:30 - "Good Luck with the New Studio" (P. & G. Naptha)
4:45 - "Rita" (Dreft)
5:00 - "Na, na, ni, no. Ta, ta, ti, to." (P. & G. Naptha)
5:15 - "Rita Ascot" (P. & G. Naptha)
5:30 - "Lone Journey" (Dreft)
5:45 - "Meeker's Farm" (Dreft)
6:00 - "Three Musketeers" (P. & G. Naptha)

"THE HOLE TRUTH"

As light as the tips of the drops rain.

"Good luck with the new studio." Would you like to hear on WOW advertising Schulze Butter-Nut bread? Clever, eh!
Bad Break Was a Good Break For Joan

It was a dance recital, when she was very young, that nearly cured Joan Winters of her love for radio drama. She had been dancing with a small group of girls, and the first time she stepped up in front of the microphone, she was so scared she thought she would faint. But she persevered, and soon she found a passion for the medium. In fact, she decided to pursue a career in radio drama, and she has not looked back since.

Muriel was Born in the Show Business

“I was one of those children who gave a ‘dreary’ at the drop of a hat,” Muriel Brenner says mournfully, “but I reformed.” She was also a prize-winning baby, and admits, reluctantly, that she still has the medal they pinned her. Muriel was practically tagged for show business when she was young, and she was determined to make it happen. Her mother saw to it that Muriel attended Ward Belmont, Sweet Briar, the University of Oklahoma, University of California, and the Pasadena School of the Theater.

First Lady

First time she stepped up in front of the microphone, she was so scared she thought she would faint. But she persevered, and soon she found a passion for the medium. In fact, she decided to pursue a career in radio drama, and she has not looked back since.

Muriel Brenner... born to the biz.

She Does a Broadcast On Just One Foot

When it comes to broadcasting, Gail Henshaw, known as Joan Pexton in “The Road of Life,” claims her feet are her greatest asset. She is frequently heard in Knickerbocker Playhouse, and has the part of Carol Evans in “Road of Life”—instead of the usual broadcast overtops ‘em all. Gail caught her head in a green sail, even in the rain, and was lost for a moment. She has been in Chicago radio every since, except for Christmas, 1939, when she flew to California for a holiday and refused to audition for the mother role in the picture. “I’m not ready,” they kept her out there for the picture. Back in Chicago since, Muriel is currently featured as Helen Goossen in the “Road of Life.”

First Lady

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WOW News Schedule

Here is your news schedule for WOW.

MORNINGS

7:00 A. M.—News Tower.
8:00 A. M.—Knickkbocker Playhouse.
9:00 A. M.—“Lone Journey.”
10:00 A. M.—“Guiding Light.”
11:00 A. M.—“Against the Storm.”
12:00 P. M.—“Truth or Consequences.”
1:00 P. M.—“Ma Perkins.”
2:00 P. M.—“The Road of Life.”
3:00 P. M.—“The Lone Ranger.”
4:00 P. M.—“Radio Dramas.”
5:00 P. M.—“The Guiding Light.”
6:00 P. M.—“The Road of Life.”
7:00 P. M.—“The Lone Ranger.”
8:00 P. M.—“The Lone Ranger.”
9:00 P. M.—“The Lone Ranger.”
10:00 P. M.—“The Lone Ranger.”
11:00 P. M.—“The Lone Ranger.”

AFTERNOONS

1:00 P. M.—“The Road of Life.”
2:00 P. M.—“The Lone Ranger.”
3:00 P. M.—“The Lone Ranger.”
4:00 P. M.—“The Lone Ranger.”
5:00 P. M.—“The Lone Ranger.”
6:00 P. M.—“The Lone Ranger.”
7:00 P. M.—“The Lone Ranger.”
8:00 P. M.—“The Lone Ranger.”
9:00 P. M.—“The Lone Ranger.”
10:00 P. M.—“The Lone Ranger.”

SUNDAY NIGHT SPECIAL

9:30 P. M.—“The Road of Life.”

They Keep Fit For Dramas

Leslie Woods and Henry Hunter, stars of Knickerbocker Playhouse, take a gym workout together after rehearsal. You hear Knickerbocker Playhouse dramas on WOW at 7:30 p.m., Saturdays, for Drene.

TOURS IN STOCK

You can now have delicious lemon juice or sulphur and molasses. For a tonic, Leslie Woods recommends a good dose of lemon. It is a cure for spring fever. The blonde and dynamic young actress, who is frequently heard in Knickerbocker Playhouse, and has the part of Carol Evans in “Road of Life,” has been in Chicago since, and is currently featured as Helen Goossen in the “Road of Life.”

FIRST IS WORST

First time she stepped up in front of the microphone, she was so scared she thought she would faint. But she persevered, and soon she found a passion for the medium. In fact, she decided to pursue a career in radio drama, and she has not looked back since.

She was appearing at the Dallas Community Playhouse, and the young actress was placed in their startup school. An illness sent her back home to Tulsa, Okla., and she was shortly appearing on the radio there. A few months later she married a Chicagoan and moved to the Windy City with her husband.

The vivacious “Chichi Conrad” in “Life Can Be Beautiful” is portrayed by Alice Reinhart. This program began on WOW two weeks ago and is heard at 9:15 a.m., Mondays through Fridays, for Drene.

HOLY GRAIL

“You know what?” said Muriel, “I’m going to have a friend for breakfast.”

First time she stepped up in front of the microphone, she was so scared she thought she would faint. But she persevered, and soon she found a passion for the medium. In fact, she decided to pursue a career in radio drama, and she has not looked back since.

CONEY PEEBLES IS A NOVICE TO RADIO DRAMA

Coney Peebles is a newcomer to the world of radio drama, and she is coming to terms with the medium.

LIVES HIS ROLE

Dakin Johnson, the son of Ma Perkins, is planning to transplant his hobby to radio drama. Among his fans is another radio actress, Lesley Woods, who has been appearing in the role of Helen Goossen in “Road of Life.”

First time she stepped up in front of the microphone, she was so scared she thought she would faint. But she persevered, and soon she found a passion for the medium. In fact, she decided to pursue a career in radio drama, and she has not looked back since.

Yes, sir! Simply turn to page 8, where your name and address is stamped on the margin. This date your News Tower subscription expires is printed here, “Get it means June, 1941. If your subscription expires soon, hello!!!”

First time she stepped up in front of the microphone, she was so scared she thought she would faint. But she persevered, and soon she found a passion for the medium. In fact, she decided to pursue a career in radio drama, and she has not looked back since.

THEY KEEP FIT FOR DRAMAS

Leslie Woods and Henry Hunter, stars of Knickerbocker Playhouse, take a gym workout together after rehearsal. You hear Knickerbocker Playhouse dramas on WOW at 7:30 p.m., Saturdays, for Drene.
PICNIC TIME IS HERE AGAIN...EXPERT EXPLAINS FANCY PICNIC DISHES!

It's picnic season once more. If you're not in the mood for a picnic, you're not in the mood for a picnic, and you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a picnic, you're not in the mood for a 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THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Dear Dad:

Every time spring and summer roll around I find myself thinking of those days back home—and what a swell time you and I used to have with the sports world. And although it is only a few days since the start of the season (April 12), let me again write to you of those pleasant days of my boyhood and those pleasant days they meant to me.

Yes, dad, this is the time of year for fathers to remember to "take the boy out" just as you did.

One of the biggest thrills each spring for me was the trip to Cahaba River, in deep-south Alabama. Good fishing, good times and the war woke me at 2 o'clock in the morning and said: "Time to run the line, son." That's what the fish got. We got off that line each time! And how those feathery things were needed to strike when they'd start leaping into the air! This thing of a light string, bright and early, you'd kindle the fire and fix our breakfasts. That makes me hungry, dad, when I think of that food. I can eat a bushel of bread and some cornbread, and I can have enough for the boys. I remember the way you could snake those fish in mud and bake them. Actually, the happiest thing about going fishing trips was having to leave the river bank.

And say, dad, this 31-year-old "kid" who's now a pretty good speckle siguette, in particular baseball game we attended, between Pearl River West and Amory, dad. You helped me to stay up in the hardware store on the way home that evening. You said you had to have some nails and a square. You did... but when you came to the car you pitched a brand-new ball and glove into my lap. Golly, dad! That ball was sure a lot better than the one I had made in seven years. Egelston, who is an aviation enthusiast, said: "I wouldn't trade it for $100,000," he said at the presentation ceremonies at the Sioux City Municipal Airport the following Sunday. Mr. Kilmer and his son, Kenneth, 11, were equally happy.

Kilmer is an aviation enthusiast and had learned to fly with a friend some time ago. In the spring of 1940 he had saved enough money to buy his own Piper Cub, when the northeast Schickale food wiped out his business, his home and his savings.

Between 16,000 and 18,000 persons were present at the Sioux City airport when Mr. Kilmer was presented with his plane. The presentation was supervised by Monte Randall of the Russell M. Seibert Advertising Agency, representing the Brown & Williamson Tobacco Corporation. It was broadcast over WOW, which interviewed these six ladies, and standing is James Sharp, W.O.W.'s Program Manager, at the microphone. This is the speakers' table, including left to right: John Gillin, Jr. General Manager of WOW; Judith Allen, Art Consultant; Omaha; Mrs. Edith Jarvis Alden, Secretary of the Burlington Advertising Agency, Chicago, is as follows:

Tuesday, 8:00 P. M. - "College Humor" - Raleigh Cigarettes.
Tuesday, 8:15 P. M. - "Private Linn Border" - Raleigh Tobacco.
Wednesday, 6:30 P. M. - "Plantation Past" - Bugler Tobacco.
Friday, 7:30 P. M. - "Uncle Walter's Doghouse" - Raleigh Pipe Tobacco.
Friday, 8:00 P. M. - "Wings of Destiny" - Wings Cigarettes.

The Kilmer family photographed in their home as they appeared when notified by WOW that Mr. Kilmer had won in the Wings contest. With Mr. and Mrs. Kilmer is their son, Kenneth, 11. Mr. Kilmer was flying as an avocation.

16,000 Persons Turn Out at Sioux City to See Winnebago Oil Man Receive Piper Cub Prize

The new Snopes of Brown & Williamson programs on WOW, which are produced by the Russell M. Seibert Advertising Agency, Chicago, is as follows:

B. & W. SCHEDULE NOW ON WOW

The Flying "Wings of Destiny" project contest.

Mr. Kilmer owns his good fortune partly to the fact that he had an attack of "flu." While convalescing, he composed 10 entries in the Wings contest—first entries he had ever submitted in any radio contest. A week later, while tuned to WOW on Friday night at 8 o'clock, he heard his name announced as the Wings winner.

No contest winner ever wanted his prize more earnestly, nor did any ever more fully appreciate his prize than Mr. Kilmer.

"I wouldn't trade it for $100,000," he said at the presentation ceremonies at the Sioux City Municipal Airport the following Sunday. Mr. Kilmer and his son, Kenneth, 11, were equally happy.

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AGRARIANS

Listening at the Proctor & Gamble "Vic and Sadie" radio show from the 145-acre farm at Singyville, Indiana, is a special leasing offer of WOW, by Harry Burke, WOW's Program Manager, at the microphone. This is the speakers' table, including left to right: John Gillin, Jr. General Manager of WOW; Judith Allen, Art Consultant; Omaha; Mrs. Edith Jarvis Alden, Secretary of the Burlington Advertising Agency, Chicago, is as follows:

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Friday, 8:00 P. M. - "Wings of Destiny" - Wings Cigarettes.

This group of leading American railroad women visited WOW recently. Left to right are: Miss Valma McPeek, in charge of women's work, under Vice-President B. Flinn, Chicago; Miss Ennis O. But- lington Tours Agent, Chicago; Miss Max royal, Burlington Travel Consultant, Omaha; Mrs. Edith Jarvis Alden, Secretary of the Burlington Royal Railroad, Chicago; Miss Mary Rose, Burlington City Passenger Agent, Kansas City, and Mrs. Enie York, special travel representative for Texas, Fort Worth. Seated at the end of the table is Lyle DeMoss of WOW, who interviewed those six ladies, and standing is James Sharp, General Passenger Agent in Omaha.

WOMEN RAIL EXECS HERE "SHELLY LEADERS IN OMAHA"

A DREAM COMES TRUE...JIM GETS "WINGS"

THE DEALERS HOST FOR "STREET" SHOW

Crowds Gather at Noonday Sessions

Scores of Chevrolet dealers throughout the middle west are holding "open houses" every noon so that busy folks can come by and listen to the 12 Popular Revue and the Chevrolet "Have a Ball On The Street" via WOW's(AM) program. Each dealer gets two or three hundred people, or more, to gather every noon, according to reports reaching the Radio Committee of the Chevrolet Zone Dealers Association.

During the past month the "Man on the Street" has brought many interesting broadcasts to little groups and to the radio audience in general. Included was a special event from the celebration at Russell, Kansas, on the 70th anniversary of this community, a radio description of the new National Youth Administration workshop at 30th and First Streets; a special broadcast incident to the launching of the defense stamps and bonds by the federal government, and an interview with Brigadier General Frederick E. Uhl, new commanding general of the Seventh Corps Area in Omaha.

The month of May found Foster May every busy making commen- tary addresses and personal appearances in many cities and towns. Among them St. Ed, Blue Hill, Des Moines, Council Bluffs and others.

Foster May also spoke on Journalism Day at the University of Nebraska. Many unusual special events are planned for Foster May and<div class="redactor-invisible-space" role="presentation" translate="no"><div class="redactor-invisible-space" role="presentation" translate="no">the early summer, including an appearance at Ground Island on July 4.</div></div>
### WOW'S JUNE NIGHT SCHEDULE

**To: Radio Station WOW**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program/Artist</th>
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</thead>
<tbody>
<tr>
<td>11:30 A.M.</td>
<td>Mrs. Guy Purdy-Orchard &amp; Wilhelm Co.</td>
</tr>
<tr>
<td>11:15 A.M.</td>
<td>WOW Orchestra.</td>
</tr>
<tr>
<td>9:50 A.M.</td>
<td>U. S. Government Reports</td>
</tr>
<tr>
<td>9:00 A.M.</td>
<td>Mary Marlin-P. &amp; G. Ivory</td>
</tr>
<tr>
<td>8:45 A.M.</td>
<td>Road of Life-P. &amp; G. Oxydol</td>
</tr>
<tr>
<td>8:30 A.M.</td>
<td>Bachelors Children-Old Dutch Cleanser</td>
</tr>
<tr>
<td>6:30 A.M.</td>
<td>Markets (Remote)</td>
</tr>
<tr>
<td>7:45 A.M.</td>
<td>Your Musical Laundry Man-Kimbimal</td>
</tr>
<tr>
<td>7:00 A.M.</td>
<td>College Homor of America</td>
</tr>
<tr>
<td>9:00 A.M.</td>
<td>Pleasure Time-Fred Waring Chesterfield</td>
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<tr>
<td>9:15 A.M.</td>
<td>WOW Orchestra.</td>
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<tr>
<td>9:30 A.M.</td>
<td>Hotel Lincoln Orchestra-NBC</td>
</tr>
<tr>
<td>9:45 A.M.</td>
<td>Stanley Davies Gold-Ash Camerata</td>
</tr>
<tr>
<td>10:00 A.M.</td>
<td>C. C. &amp; Q. WOW News</td>
</tr>
<tr>
<td>10:15 A.M.</td>
<td>Spiffs</td>
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<tr>
<td>10:30 P.M.</td>
<td>Edgewater Beach Orch.-NBC</td>
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</tbody>
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### MORNINGS AND AFTERNOON SCHEDULE

**MONDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program/Artist</th>
</tr>
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<tbody>
<tr>
<td>7:00 A.M.</td>
<td>Junior Roundtable</td>
</tr>
<tr>
<td>7:15 A.M.</td>
<td>Call to Youth</td>
</tr>
<tr>
<td>7:30 A.M.</td>
<td>Music For Everyone</td>
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<tr>
<td>7:45 A.M.</td>
<td>On Your Job-NBC</td>
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**TUESDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program/Artist</th>
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</thead>
<tbody>
<tr>
<td>7:50 A.M.</td>
<td>Call to Youth</td>
</tr>
<tr>
<td>8:00 A.M.</td>
<td>Music For Everyone</td>
</tr>
<tr>
<td>8:15 A.M.</td>
<td>On Your Job-NBC</td>
</tr>
</tbody>
</table>

**WEDNESDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program/Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:20 A.M.</td>
<td>Call to Youth</td>
</tr>
<tr>
<td>8:30 A.M.</td>
<td>Music For Everyone</td>
</tr>
<tr>
<td>8:45 A.M.</td>
<td>On Your Job-NBC</td>
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**THURSDAY**

<table>
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<tr>
<th>Time</th>
<th>Program/Artist</th>
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<tbody>
<tr>
<td>9:00 A.M.</td>
<td>Call to Youth</td>
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<td>9:15 A.M.</td>
<td>Music For Everyone</td>
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<tr>
<td>9:30 A.M.</td>
<td>On Your Job-NBC</td>
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**FRIDAY**

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<thead>
<tr>
<th>Time</th>
<th>Program/Artist</th>
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<tbody>
<tr>
<td>9:45 A.M.</td>
<td>Call to Youth</td>
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<tr>
<td>10:00 A.M.</td>
<td>Music For Everyone</td>
</tr>
<tr>
<td>10:15 A.M.</td>
<td>On Your Job-NBC</td>
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**SATURDAY**

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<tr>
<th>Time</th>
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<tr>
<td>10:30 A.M.</td>
<td>Call to Youth</td>
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<tr>
<td>10:45 A.M.</td>
<td>Music For Everyone</td>
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<tr>
<td>11:00 A.M.</td>
<td>On Your Job-NBC</td>
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**SUNDAY**

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<tr>
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<tr>
<td>11:15 A.M.</td>
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Keep this Page Near Your Radio at All Times... Check Your Daily Newspaper for Last Minute Changes.