

Radio
Station
WOW

RADIO NEWS TOWER

5000
Watts
590 Kc.

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

Complete Radio Program News From Radio Station WOW

VOL. V—No. 11

OMAHA, NEBRASKA, AUGUST 1, 1941

PUBLISHED MONTHLY

WOW PLANS 1941 FOOD SHOW

Nebraska Fair Specials On WOW

WOW is planning an unusual series of broadcasts from the Nebraska State Fair, August 31 through September 6. The schedule will be worked out with the cooperation of the Extension Service of the Agricultural College of the University of Nebraska and 4-H Club officials.

George S. Round, Extension Editor, will have charge of some of the broadcasts. Already scheduled is a broadcast of the Farm Community Chorus on Sunday, August 31, from 2 to 2:30 p. m., and a series of programs from 4:45 to 5 p. m., consisting of 4-H Club news and events.

Plans are also being made for Foster May to broadcast some of his "Man on the Street" programs from the fair grounds.

"Ellen Randolph" in Bowery Setting

With the locale of "Ellen Randolph," heard on WOW at 8:15 a. m., Mondays through Fridays, changing to a Bowery Mission and its welfare activities, the new role of the sympathetic pastor in charge of the organization has been assigned to House Jameson.

Mr. Jameson is well known to radio listeners for his portrayal of Sam Aldrich of the "Aldrich Family" program. Gertrude Warner is starred in "Ellen Randolph."

NEW LULLABYS

Evelyn Ames, young Oklahoma contralto, is to be the new Lullaby Lady for the Monday night "Carnation Contented" program, heard at 8 p. m. over WOW.

Miss Ames comes from Jennings, Okla., where her father still owns the farm which was homesteaded in the Cherokee strip by her grandfather.

CRACK MARKSMAN

Realism Note.—When Ed Byron, producer of "Mr. District Attorney," chose Leora Thatcher to play the role of a crack rifle shot in a recent drama, he little knew how perfectly he was casting to type. Leora is one of the best markswomen in the country—learned to shoot in her childhood days on her dad's farm near Salt Lake City.

NOW A REGULAR

Jerry Lester, young radio comedian, isn't considered company at Bing Crosby's KMH soirees any more.

Lester, after a series of guest appearances on the "Kraft Music Hall," became a regular member of the cast with the broadcast of Thursday, July 17, at 7 p. m., over the NBC Red network and WOW.

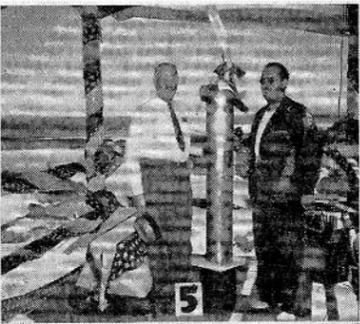
REAL GREETER

Budd Hulick, zany "captain" of the "Quizzer Baseball" broadcasts on the NBC Red network and WOW at 7 p. m., Wednesdays, really means it when he welcomes guests to the theater for the programs. Hulick invariably descends from stage to audience and shakes hands with all occupants of the front-row seats.

FISHING 'TACKLE'

Maestro Ray Block brought some fishing tackle equipment with him to the "Johnny Presents" rehearsal recently. "Ah!" quipped Johnny the Call Boy, "Block and tackle."

WOW VISITS HUGE TRI-COUNTY PROJECT



The WOW photographer snapped these photos on the recent trip in which the Kingsley Dam dedication ceremonies were broadcast:

1. Lyle DeMoss, Harry Burke and Tri-County officials at the Jeffrey Canyon Reservoir east of Brady, Neb.
2. A view of Kingsley Dam from the dedication speakers' stand. DeMoss is interviewing K. Sewell Wingfield, director of the power division of the PWA.
3. Earl Flannagan of Hastings, Tri-County draftsman; Chief Engineer W. I. Kotera and Harry Burke of WOW inspect the Diversion Dam east of North Platte.
4. Nobody was looking, so DeMoss tossed out a plug in the irrigation canal near Moran Canyon.
5. Chief Engineer George E. Johnson and DeMoss with the time capsule in which valuable records were buried as part of the dedication ceremony.
6. DeMoss interviewing Winfield Johnson and George Carter, resident engineer at Kingsley Dam.
7. Program Manager Harry Burke of WOW shot a movie of the Jeffrey Canyon Power Project and the ditch below it.



LATE NEWS FLASHES

One of America's best-known and most consistently advertised products is now appearing throughout the country in a new and streamlined form. As a leading nationally-known trademarked product since 1883, Ivory Soap, combining advertising and quality, has won friends among millions of Americans.

WOW's Lyle DeMoss will journey to Scottsbluff, Neb., August 17, to be master of ceremonies at a radio talent show to be presented before the State Food Dealer's Association. More than 200 grocers will attend the convention.

On August 18, DeMoss is scheduled to appear at Geneva, Neb., for a 4-H Club party at the Fillmore County Fair.

Jimmy McClain, young quizmaster on Mars' "Dr. I. Q." show, received a rating well above average when he was given an official "I. Q." test recently at Toledo University. The Dr. "I. Q." show has just been renewed for another 52 weeks on the Red NBC network and WOW.

Tentative plans have been made for a new NBC Red network (WOW) Sunday afternoon show, featuring Harold Peary, known as "Mr. Gildersleeve," of the "Fibber McGee and Molly" cast. The show is to be titled "The Great Gildersleeves" and is to be sponsored by Kraft (Parkay).

The United States army has requested WOW to participate in organizing the "Keep 'Em Happy Club." The club is for girls, and its objective is to keep the girls true to their, boy friends, who are away from them in the army.

Each girl member of the "Keep 'Em Happy Club" is asked to sign a pledge to be true to her man.

Brigadier General Frederic E. Uhl, commandant of the Seventh Corp Area, believes in answering the general public's questions all at once. On July 9 he faced WOW's WOW's microphones in an "Inquiring Reporter" program, and answered many questions about army life which were sent to him by civilians.

William Shirer and John Gunther, famous news commentators, will substitute for Walter Winchell while he is on his vacation. William Shirer will broadcast on August 3 and 17, and John Gunther on August 10 and 24.

Orchard & Wilhelm's "Home Beautiful" program, featuring Mrs. Guy U. Purdy, will be heard thrice weekly after August 1—Mondays, Wednesdays and Fridays, at 11:30 a. m.

The "Aldrich Family" program will return to WOW after a brief summer vacation, on August 21.

NEW STORZ FEATURE

"Stars of the Air" is the title of a new "friendly music" program recently started on WOW, Tuesdays, 9:15 p. m. to 9:30 p. m., under sponsorship of the Storz Brewing Co. of Omaha.

The new program features listenable music of popular and semi-classical type (transcribed), with WOW's Ray Clark as master of ceremonies. On each program Harry Burke, WOW's Program Manager, will give a short, interesting talk about interesting features in the manufacture of fine beer.

NEW SOLOIST

Evelyn Lynne, southern singing beauty, has been signed as soloist for "Uncle Walter's Doghouse" and "College Humor" broadcasts, succeeding Virginia Verrill, who has been featured vocalist on both programs. Miss Lynne will make her debut on "College Humor," Tuesday, August 5, at 8:30 p. m., and on "Uncle Walter's Doghouse," Friday, August 8, at 7:30 p. m., on WOW. Both programs are NBC Red network presentations.

IN CHARACTER

Hi Brown, director of the new "Thin Man" series, has been working so hard that he's lost weight recently. Now the actors want to know if he's playing the lead in the program.

Electric Cooking School Plans Are Set

Thousands of midwestern housewives and their families will be given another opportunity to see famous radio stars in person at the 1941 Omaha Food Show.

For the fourth successive year WOW has accepted the task of providing entertainment, and this year's show is expected to equal or exceed last year's show, which was attended by more than 40,000 persons.

The dates of this year's Food Show are September 22 to 27, inclusive.

One feature already arranged is an all-electric cooking school, under the direction of Miss Martha Bohlsen, who conducts the Homemakers' Club of the Air on WOW, and Mrs. B. E. Marsh, Residential Sales Manager of the Nebraska Power Company.

Assisting Miss Bohlsen also will be Miss Alice Ward of Nebraska Power Company's Home Service Department, and others. Contests and prizes and many new innovations in cooking-school management are planned.

In general, the series of daily schools will include a complete cooking program, including valuable information on marketing, food storage, food preparation and food presentation.

As this is written, WOW's General Manager John J. Gillin, Jr., is in Chicago making arrangements for talent, of network caliber, to appear at the Omaha Food Show. The alignment of talent will be announced in the September News Tower.

Last year WOW arranged for the Alka-Seltzer "National Barn Dance," Ralph Edward's "Truth or Consequences" and the Avalon "Showboat" cast to come to Omaha for the Food Show.

Louis Kavan, Secretary of the Independent Grocers and Meat Dealers of Omaha, said that advance interest in the Food Show this year is greater than ever. Most of the 63 booth spaces at the auditorium have already been assigned to leading food manufacturers, jobbers and distributors.

General Chairman of this year's Food Show is Elmer Gross. Directors of the Food Show Committee include John Herdzina, James Pros, A. D. Short, Ben Newman, Ben Perelman, Harry Kulakofsky, Frank Bosanek, Fred Jepsen, Mark Polonsky, Sam Rosenblum and Louis Albert.

HELPS UNCLE SAM

During May and June radio stations of the United States used more than 150,000 one-minute spot announcements boosting the sales of defense bonds. The U. S. Treasury Department credited radio with the success of the first two months of the drive, in which \$707,000,000 worth of bonds were sold. Thirty big-name radio stars gave their talent up to June 30.

SEVENTH SUMMER

Broadcasts of the Rev. R. R. Brown's World Radio Congregation on Sundays, August 3 and 10, will be from the summer Bible and Missionary Conference at Arnolds Park, Iowa, on Lake Okoboji. This is the Reverend Brown's seventh summer Bible Conference at Arnolds Park. The conference begins August 1 and continues through August 10.

ON NBC HOOKUP

WOW's Studio Orchestra, directed by Freddy Ebener, is scheduled over a 55-station NBC hookup on Mondays and Tuesdays, 11 to 11:30 p. m.

Check Your News Tower 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 8/41, which means August, 1941.

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!

WOODMEN CHIEFS CARRY ON

Society On Top Financially in U. S. A.

President De Emmett Bradshaw, and other officers and directors of the Woodmen of the World, which owns and operates Radio Station WOW, were unanimously re-elected to their posts in a vote of confidence given by the national convention of the Society in San Francisco, July 1.

Those who are attached to the Omaha headquarters, and who are widely known in Omaha business, civic and social circles, who were re-elected include: Colonel T. E. Patterson, Vice President; Farrar Newberry, Secretary; R. E. Miller, Treasurer; William Ruess, Chairman of Auditors, and W. C. Braden, Auditor. Reappointed were V. J. Pakes, Assistant Secretary; Rainey T. Wells, General Attorney, and Drs. A. D. Cloyd and Herbert B. Kennedy, Medical Directors.

President Bradshaw reported to the Sovereign Camp convention that the Woodmen Society has enjoyed a fine, steady increase in membership and a consistent improvement of its financial position in the insurance field.

Mr. Bradshaw reported the Society had \$130,138,401.03 in gross assets (as of December 31, 1940). During 1940 the Society's membership showed a net increase of 17,741, he reported.

Illustrative of the strong financial position of the Woodmen of the World was President Bradshaw's assertion that "For every hundred dollars liability of this Society, it has on hand admitted assets of \$121.91. That is at least \$12.50 per hundred more than any company valuing on our high standard.

"Our Society financially stands at the top of all organizations granting life insurance in America," Mr. Bradshaw said.

Woodmen officials on their return from the California meeting declared it to be one of the most successful sessions in the history of the Society.

OMAHANS CHOSEN FOR W. O. W. POSTS



De Emmett Bradshaw

De Emmett Bradshaw, who was re-elected President of the Woodmen of the World Life Insurance Society. He reported the Society now has over \$130,000,000 in gross assets and financially "stands at the top of all organizations granting life insurance in America."

DOES RUSH ACT

Bandleader Peter Van Steeden is glad he was a sprinter in college. He conducts two successive half-hour programs in widely separated studios—rushes from "Quizzer Baseball" to "Mr. District Attorney."



T. E. Patterson Vice President



Farrar Newberry Secretary



R. E. Miller Treasurer



W. C. Braden Auditor



Rainey T. Wells General Attorney



William Ruess Chairman of Auditors



V. J. Pakes Assistant Secretary



Dr. Herbert B. Kennedy Medical Director



Dr. A. D. Cloyd Medical Director

WOW Assists War Veterans Sessions

Radio Station WOW is lending a helping hand to assure the success of the National Encampment of the United Spanish War Veterans in Omaha, August 16 to 22. This convention will bring 25,000 persons to Omaha, some from every state in the Union.

Under the generalship of Colonel T. E. Patterson, Vice President of the Woodmen of the World and Executive Vice President of the convention corporation, and of John J. Gillin, Jr., general manager of WOW and Chairman of the Conventions Bureau of the Omaha Chamber of Commerce, plans are going forward rapidly to house and entertain the visitors.

Bill Wiseman, Promotion and Publicity Manager of WOW, has been assisting with advance publicity for the sessions.

Special invitations to veterans to come to Omaha have been issued by Governor Dwight Griswold, Mayor Dan B. Butler, Father Flanagan's Boys Home, Ak-Sar-Ben, President Jeffers of the Union Pacific and many other civic groups and firms.

Miss Betty Bassett, National President of the Spanish Veterans' Auxiliary, will deliver a "Call of Welcome" over WOW on August 16, and several other special broadcasts are planned.

EARN VACATION

Carlton E. Morse, author of NBC's "One Man's Family" (Sundays, 6:30 p. m., NBC and WOW), was ready to enjoy his vacation when he left July 16 on a tour of the northwestern states and Canada. For three weeks Morse had been unlocking his office door before 6 a. m., and working all day behind locked doors in order to write enough "One Man's Family" scripts to keep the Barbours busy all summer. The NBC author will remain away from Hollywood until September.

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

KNOCK... KNOCK! MAY I COME IN?

My column will be, in the future, devoted to the members of the Sunshine Chain, as some of them are unable to hear our daily morning chat at 6:15.

During the past two weeks I have been fortunate in securing secretarial help and have been able to take care of some of the stale mail that has been stacked for two months. In addition to the mail, our files were corrected and brought up to date so far as we have accurate information. Many names were removed from the membership list. Some people have passed on and a good many have recovered. There were a goodly number who never wrote to anybody, so we had to take their names off the files to make room for others.

During the inventory I discovered there were a good many things I do not know about some of you folks, so we proceeded to ask questions. If you have not yet had this I. Q., please give me a reply to the questions I am going to ask in this column when you send in your report for August.

We might head this query with THINGS I WOULD LIKE TO KNOW ABOUT YOU. First, what church are you a member of? Do you take the News Tower? If so, upon what date does it expire? What was your age on your last birthday? And give date of birth. Do you understand why you are asked to send in a report? I will answer that last question for you.

Just try to imagine that I hold in my hands many strings. These strings are attached to each of you and also to hundreds and hundreds of things I must do. It is impossible for me to watch each string closely, so I cannot follow you and know all about you that I want to know and should know in order to make a constant check upon the work being done.

I want to know how much mail you receive and from whom. If you are not getting your share of letters, your name is put on a request list for more attention. In this way one shut-in does not receive a deluge of mail while another has none.

When you mention that you heard from Mrs. Smith or Mrs. Jones, I know who is active in the Sunshine work.

I like to know your condition, what progress you have made in the past month toward recovery.

If there is anything you are in need of for greater comfort, I will make an effort to supply that need.

We have lists now ready of shut-ins who are around your age, so if you want to become acquainted with some more of your brothers and sisters, I will be glad to send you the list. It is not necessary for my children to send postage to me.

When you write to other members, please pass along any information you may have received, so they may keep in touch with the work if they do not hear the program.

I would like to know, too, if you are with me at 6:15 every morning.

THE LITTLE DOGHOUSE remains at the same time—6:45 Saturday morning, but WINDOW PICTURES has shifted to Friday night at 11 o'clock.

Well, my dear children, there's no more ink in the pen, so-o-o-o-o 'Bye for now!

YOUR AUNT SALLY.



WARM-UP TALKS

Announcer Harry von Zell gives the "warm up" talk to the studio audience each week before the "Reg'lar Fellers" broadcast, 5 p. m., Sundays, on WOW, explaining to the visitors how the program is produced, etc. However, he is encountering a bit of hazard in 7-year-old Dickie (Dinky Dugan) Monahan, who persists in blowing a clarinet during the speech.

WOW

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

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

Subscription price is 50 cents per year.

Bill Wiseman, editor.

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

Rev. R. R. Brown's Chat

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

We are now in the height of vacation season. Many radios are silent for the summer, but we are grateful for the reports received from listeners telling of their sustained interest in the broadcasts of WOW the year round.

Vacations should be times for re-creation. Too often, however, they prove to be occasions for dissipation. It sometimes requires considerable time for some to recover from the ill effects, instead of enjoying the benefits of a change.

In our recreations we should avoid the things that are evil in their tendencies, because such things are evil in themselves. We should not be satisfied with things that give physical exhilaration, but those which we are sure contribute to our mental and spiritual lives.

Too many of us never give our worries, cares, hates and prejudices a vacation. A little poem by Ruth Smeltzer that has a timely and practical message has come to my attention:

VACATION

"I find it quite impossible To hie away and rest, Away from cares and troubles To distant mountain crest. So I shall stay at home this year And send my cares away Upon a long vacation, While I enjoy each day!"

It is necessary to find some place for our cares. We cannot send them away unless we are sure that important things can be better handled by someone else. The New Testament gives us this timely word: "Casting all your care up to Him, for He careth for you." It would be a glorious thing if the world could send all of its hatred, covetousness and war spirit on an extended vacation.

To some of us the first 10 days of August will mean a change as to our location, but also strenuous activity in our chosen vocation. August 1 to 10 will find us occupied with our Annual Conference at Arnolds Park, Iowa, on Lake Okoboji. The Conference will be held again in the big tabernacle tent on the public school campus at Arnolds Park. Our chapel service will be broadcast from the tent on Sunday mornings, August 3 and 10. Listen for the announcements of other special broadcasts.

Cliff Nazarro, NBC's double-talking comedian, is teaching John Barrymore, the Great Profile, the secrets of doubletalk.

? Your Last Copy ?

Yes, sir! Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "8/41" means August, 1941. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

NATIONAL AMATEUR STARS ON AIR

"Nebraska" Airs Dailey Sports Parade

The nation's greatest "simon pure" golf stars will be heard on WOW during the week of August 25 to 30, when the National Amateur Golf Tournament will be in progress at the Omaha Field Club.

The Nebraska Clothing Company, the state's largest men's store, has arranged to make it possible for WOW listeners to hear all the details of this, one of the nation's outstanding annual sports attractions.

Beginning in mid-August, the Nebraska Clothing Company will sponsor the All-American Sports Parade, featuring Tom Dailey, on WOW now at 10:15 p. m. except Sundays. Arrangements for sponsorship of this popular feature, for at least 13 weeks, were completed recently between WOW and Nebraska Clothing Company and Bozell & Jacobs, Inc., advertising agency.

Dailey is making plans to secure interviews with all the important golf figures who come to Omaha for the National Amateur.

In addition to the big golf tournament, details of the World's Series, football games, hockey and basketball will be aired on the Dailey program in the coming months.

President W. Otto Swanson of the Nebraska Clothing Company said he planned to make the "All-American Sports Parade" even more popular in the future.

"We want our program to give sports news service to listeners who are interested in every type of sports," Mr. Swanson said.

"At the same time, the program must contain sports features of interest to everybody. The Nebraska Clothing Company will do its part, and I am sure this news sponsorship will be of increased value to all WOW listeners."

General Manager John Gillin, Jr., in welcoming Nebraska Clothing to WOW's imposing list of local sponsors, said he was extremely pleased about the new association.

"The Nebraska Clothing Company is a fine institution, with a long record of outstanding service in the men's clothing business for the people of the WOW territory. We are very happy that Nebraska Clothing Company has accepted sponsorship of the "All-American Sports Parade," and WOW will do everything in its power to make this sports feature of interest and value to its listeners," Gillin said.

Dailey will also continue to be heard at 5:40 p. m. in a five-minute sports revue Mondays through Saturdays.

Dennis Day, singing star of the Jack Benny radio program, has been signed for another year.

Didja Know? . . .

By BILL WISEMAN

HERE'S A SALES TALK FOR YOU . . .

You really owe it to yourself, your family and your friends to have a superquality radio set in your automobile.



Bill Wiseman

After the first 100 miles of your summer vacation trip conversation will begin to lag, and that's when you begin to really appreciate a good car radio. A hush comes over your party, and you listen intently to good music, drama, news or what have you.

Then, just watch the miles roll by! Driving boredom will be forgotten and you'll enjoy your ride—no matter how long it takes.

You can buy a good car radio, installed properly, for around \$50. It doesn't pay to buy a cheap one.

Even if you're not taking an auto trip this year, you'll enjoy your radio on every pleasure drive.

What would be sweeter than sitting in the moonlight in the cool of the evening beside a river or lake and listening to soft, sweet music? Nothing, we say!

—wow—

ADD TO YOUR VOCABULARY . . .

In a piece in "Variety" on "How to Diagnose Your Radio Program," Researcher Horace Schwerin writes: ". . . the gestalt of this program is one of highly personal, serious, sentimental and almost sacred memories." The word "gestalt" is defined as "the total pattern of emotional and intellectual reactions which the listener experiences while listening to a radio program." (And now, school's out for the day!)

—wow—

BRIGHT SAYINGS . . .

Motorist (at night): "Brother, can you spare a dim?"

White bear to black bear: "Amapola."

Technician: "He has semi-circles under his eyes . . ."

Foster May: "I wonder if the general had shorts on, too?"

—wow—

THE NEWS TOWER LOSES AN EDITOR . . .

Miss Dee Cattermole, the writer's secretary, and as such an assistant editor of the News Tower, will be married in mid-August to L. F. Williamson, manager of the American Floor Surfacing Machine Company in Omaha. Miss Cattermole is a former resident of Storm Lake, Iowa.

—wow—

WE LEARN SOMETHING EVERY DAY . . .

Sooner or later a man's past catches up with him. Thus it is with Tom Dailey, WOW's sports editor. Word reached this department recently that prior to his coming to Omaha he was well and favorably known in Tulsa by the nickname of "Stinky" Dailey!

—wow—

FAX AND FIGURES . . .

The Ice Cream Review reports that 51.25 per cent of you prefer vanilla ice cream, 16.38 per cent chocolate and 7.95 per cent strawberry.

A shoe industry publication says that 450,000,000 pairs of shoes will be produced this year—20 per cent more than ever before.

The Department of Commerce (?%!*&:*!?) reports Dan Cupid snared 3,000,000 persons (1,523,000 marriages) in 1940, which is 11.8 marriages per 1,000 population.

—wow—

CHILD STAGES . . .

Jerry Devine gets most of his ideas for "Regular Fellers" from close observation of real-life children at play. These he classifies according to stages—the "da-da" stage, the toddling-forward-and-falling-over-backward stage, and the wheeze-and-chug-like-a-steam-engine stage.

PHIL GETS KISSED « » TRIES NEW COOLER



Genial Phil Harris was a marked man when he visited Omaha recently. He was kissed by a dozen Omaha beauties. Notice the lipstick on his cheek! (P. S.—Yes, he did send this picture to Alice Fay.)



Miss Helen Tagg, at the Baum Drug Store, shows how to make the delicious new drink of half Welch's Grape Juice and half ginger ale. Her dog, Scottie, was an interested spectator.

Radio Workers Highest Paid of Any Industry in the Nation

Men and women who work in broadcasting are the highest paid of any industry in the United States.

The Federal Communications Commission has just announced that in 1940 the broadcasting industry paid its 21,646 employees a weekly average wage of \$47.13. This was an increase of \$1.17 per week average over 1939.

The industry has an annual payroll of approximately \$56,000,000, with about 50 cents of every expense dollar going for wages and salaries.

Eliminating those drawing executive salaries, the average broadcast industry employee earned \$41.68 weekly.

Broadcasting Magazine, semi-official trade publication of the industry, reported that no other industry exceeds broadcasting's average pay. The magazine reported that the average wage in the nation's tool industry is \$41.73; automotive man-

ufacturing, \$40.64; insurance, \$37.34; brokerage, \$37.32; aircraft manufacturing, \$35.02; iron and steel manufacturing, \$32.71.

In a typical week, broadcasting employees (other than executives) received \$800,000 of the \$1,000,000 payroll of the industry.

During that week, executives of broadcasting (2,197 of them in 765 stations) received \$186,070, or an average of \$84.69 per week.

The average station manager received \$118.99 a week; outside salesmen, \$55.59; producers, \$41.03; staff musicians, \$48.01; research and development engineers, \$40.49; writers, \$32.43; announcers, \$34.63; promotion and merchandising directors, \$38.97.

The figures were announced by the Federal Communications Commission Accounting Department, and were based on a study of a typical broadcast week starting October 13, 1940.

MELTON TO CANADA JOINS 'HAP HAZARD'

James Melton, the tenor star, will combine business with pleasure when he travels to Toronto, Canada, to sing in concert, Thursday, August 14. He'll stretch his visit to include a week-end of fishing in the St. Lawrence River, then fly back to New York for his Monday "Telephone Hour" broadcast.

It's a reunion after seven years, in almost identical roles for Ransom Sherman, star of "Hap Hazard," and Elmira Roessler, who plays his secretary, Miss Mink on the "Hap Hazard" series. In 1934, both were featured in "Laugh Clinic" at Station KMOX, St. Louis, Mo., and Elmira played Ransom's dim-witted stenog.

Thirty-three compacts open as one after every "Hour of Charm" rehearsal. Reason is Phil Spitalny's ban on any make-up retouching during practice sessions.

Tip.—There'll be a new male singer and ork leader when Edgar Bergen and "Charlie McCarthy" return in the fall.

WOW NEWS SCHEDULE

The regularly scheduled newscasts on WOW are as follows:

- 6:00 A. M.—Farm News Daily except Sun.
- 7:00 A. M.—News Tower Daily except Sun.
- 10:00 A. M.—News Tower Sun.
- 12:15 P. M.—News Tower Sun.
- 12:30 P. M.—News Tower Daily except Sun.
- 12:45 P. M.—Man on the Street (Semi-News Feature) Daily except Sun.
- 1:15 P. M.—H. V. Kaltenborn Sun.
- 2:15 P. M.—Upton Close Sun.
- 3:00 P. M.—Highlights of the Week's News Sun.
- 4:20 P. M.—Associated Press News—NBC Sun.
- 5:15 P. M.—News of the World—NBC—Alka-Seltzer Mon., Tue., Wed., Thu., Fri.
- 5:30 P. M.—Four-Bell News and Sports Daily except Sun.
- 6:25 P. M.—Weekend Business Review Sat.
- 9:00 P. M.—Associated Press News Sun.
- 10:00 P. M.—News Tower Daily

Irene Rich Offers Hot Weather Tip

Irene Rich, via her Sunday night "Dear John" program on WOW, is offering an excellent tip on one way to help beat the heat these hot days. Miss Rich discovered recently that Welch Grape Juice mixed (half and half) with any good ginger ale makes a cooling and refreshing summer beverage.

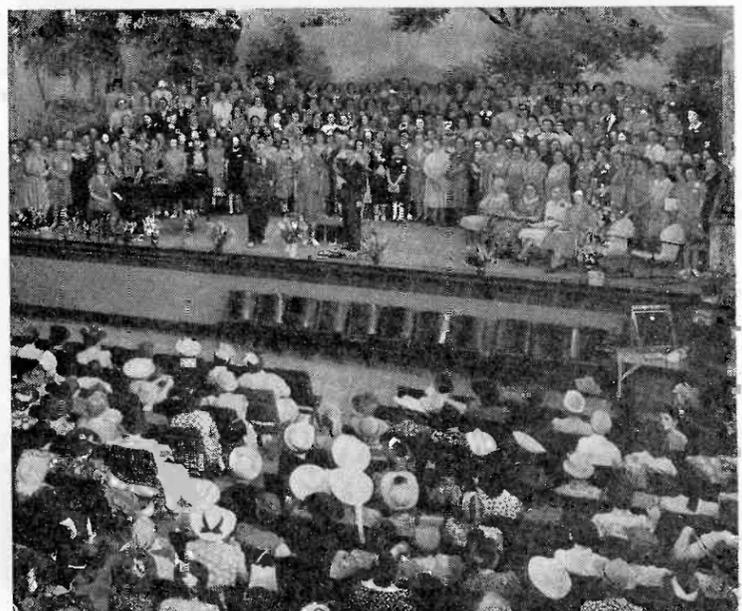
The new beverage is available at good soda fountains, or may be mixed easily at home.

Welch's recommend no particular type or brand of ginger ale. Incorrectly, a News Tower story last month left the impression that Welch's make ginger ale. The beverage is a fine drink with any good ginger ale if Welch's is used with it.

SHOP EARLY

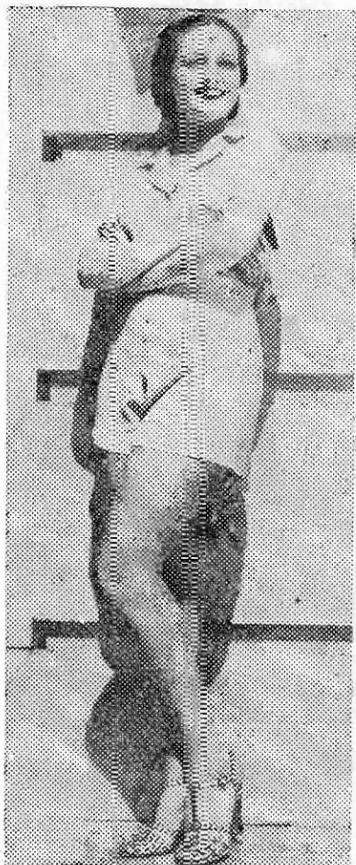
Santa Claus will be doing his bit for national defense, too, if a suggestion from Author Carlton E. Morse of NBC's "One Man's Family" catches public fancy. He will have Cliff Barbour, a character in "One Man's Family," propose that American's give defense bonds this year as Christmas presents.

LYLE DEMOSS VISITS HASTINGS



Lyle DeMoss and George Round appeared before a great crowd at the annual convention of the Nebraska Council of Home Demonstration Clubs at Hastings recently. More than 2,000 women participated.

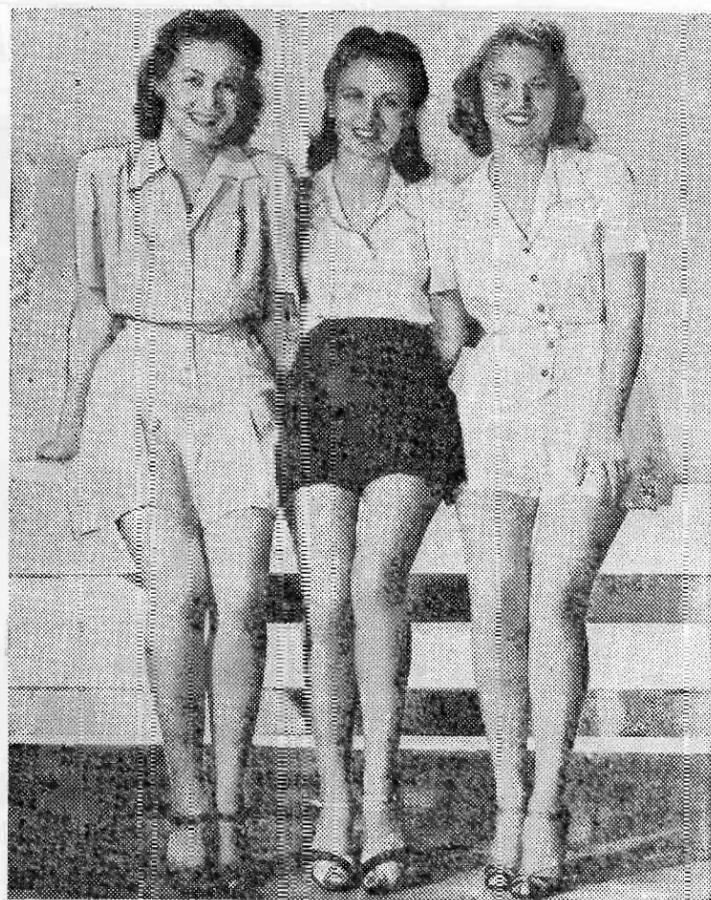
AIR STARS CROWD SUMMER RESORTS



Lovely Dotty Lamour, of Chase & Sanborn Hour fame, dons nifty shorts and just stands around and looks beautiful.



Liltin' Martha Tilton, who makes WOW Sunday morning listeners happier, wears honeybeige play slacks with white pearl links and bright green saddle stitching while she relaxes on the beach.



Ann, Pat and Judy, tuneful trio of the Alka-Seltzer "National Barn Dance," snapped on a Chicago beach at Lake Michigan. In the picture, they are, RIGHT to left: Virginia (Ann) Speaker, Patricia (Pat) Clayton and Kathleen (Judy) Carnes.



The whole flock of Chicago radio artists frolic at the Wilson Avenue beach every day. In this group are, LEFT to right: Maceline Lee, Helen Wood, Jean Rouverol, Kathleen Wilson and Marion Talley.



Fibber McGee is spending this summer in Hollywood making a movie and a speed boat, while . . .

★



Molly McGee is making the rounds of Hollywood social affairs. She's shown here with a bouquet she received at a women's club meeting, where she was guest of honor.



Patsy (Army) Garrett and Donna (Navy) Dae, with Fred Waring, snapped recently when the Waring crew observed Army and Navy Week. They are vacationing at Waring's Upstate New York camp.



Authoress Fayette Krum, who writes "Girl Alone" and other shows, took her typewriter with her to a dude ranch.

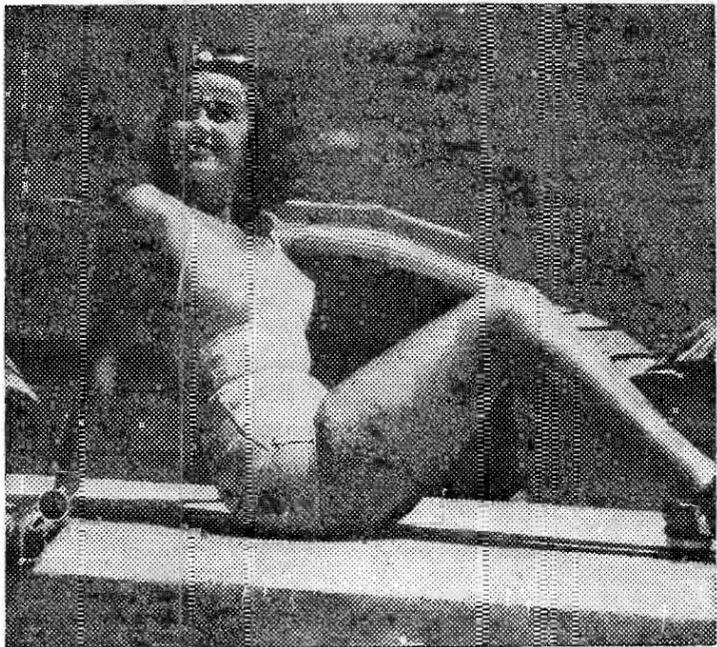


Zany Bob Hope tackled domestic duties while vacationing and tried to build a chicken coop.



Gorgeous Connie Boswell gets no KMH vacation, but she spends her spare time horseback riding.

AND BEACHES FOR THEIR VACATIONS



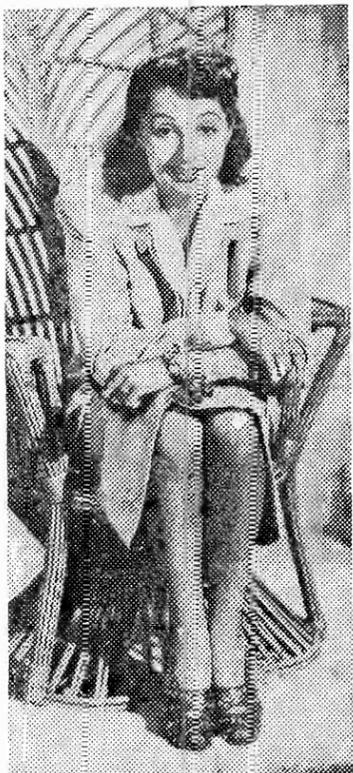
Gals don't have to be bathing beauties to be radio stars, but this one certainly is. She is Delores Gillin, a star of "Mary Marlin" and other serial shows heard on WOW.



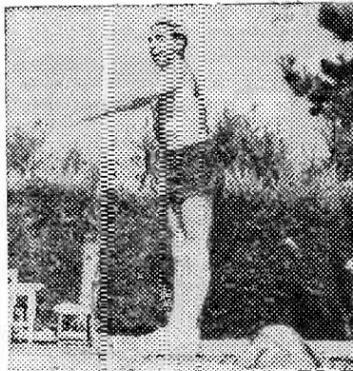
Tenderleaf Tea's "One Man's Family" cast is off to the ranch for the summer. In this group: Bernice (Hazel) Berwin, Kathleen (Claudia) Wilson, Winifred (Teddy) Wolf and Dick (Pinky) Svhus.



Margaret Spears gives her lovely voice a rest while she vacations in the mountains.



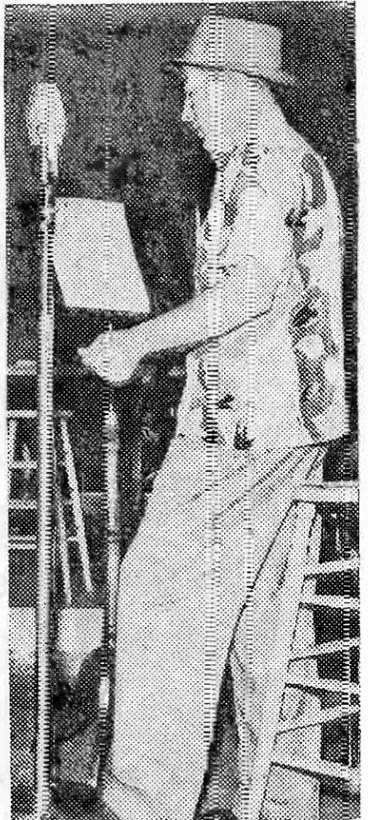
Mary Livingston (Mrs. Jack Benny) snapped while she is relaxing at a resort hotel in Honolulu.



Eddie Cantor is no bathing beauty, but he has fun on the beach just the same while vacationing from his "Time to Smile" program.



Rudy Vallee's "Sealtest" program stays on all summer. He finds greatest relaxation with his Great Dane dog, Lady.



Camel's "Uncle Ezra" is spending much of his summer vacationing in his garden.

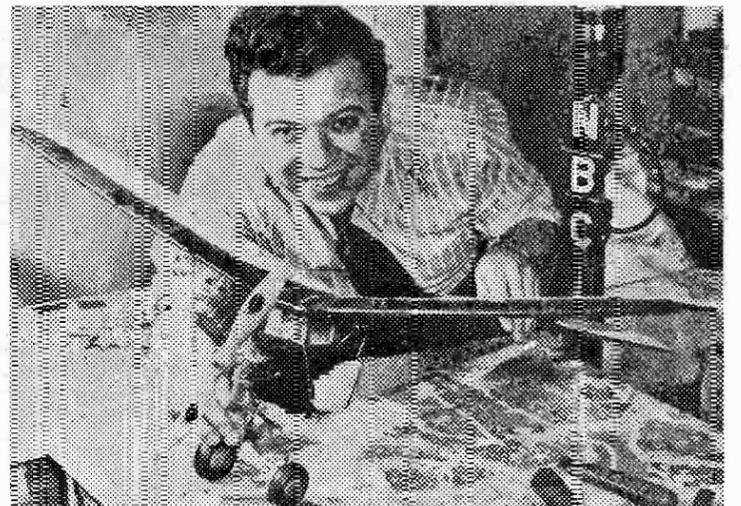
Bing Crosby is playing tournament golf, making records and looking out for his horses at his own race track.



Vivian Fridell, star of "Backstage Wife," and Ken Griffin are veteran sailors. They own a sloop called "Revenge," which they sail every day on Lake Michigan.



Radio's orneriest brat, "Baby Snooks," posed for this picture on roller skates. Fanny Brice says it's great for her figure.



Ezra Stone, juvenile star of the "Aldrich Family," pursues his model airplane-building hobby while he relaxes at his home in New Bedford, Mass.

UNITED PRESS WAR NEWS MAP



This new United Press War News Map (reprinted by special permission) shows the present theater of war on the Eastern Front. Keep this near your loudspeaker as you listen to War Newscasts on WOW.

C. S. Hammond & Co., N. Y.

DEMOSS SUBS ON "STREET" SHOW

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

I am old, marked and beaten; my white coat has disappeared. I've been hacked, hooked and loved by a man that's to be feared.



Tom Dailey

It was on a Sunday morning that he first did tee me up, And I blessed the moment dearly that I landed in the cup. "Looked up," said my owner, as he whacked me out of bounds.

The caddy heard me crying—picked me gently from the ground.

"Four Iron," said my owner when he found me in the rough. I closed my eyes and prayed for my hide, that was not tough.

On Number 12 he kissed me; called Darling Sweetie Pie. When he marked himself a birdie, he knew it was a lie.

On Number 5 he sliced me and I landed in the weeds; His brassie shot was beautiful. No wonder. I was teed!

"The niblick," screamed my owner when he shot me in the sand. I got the screaming jitters when he got it in his hand.

"Too bad!" said his opponent, when he missed me with a lurch, And the things my owner said to me would not sound good in church.

I thought the world had ended when I was topped on Number 10, And even while unconscious I murmured: "Please don't again!"

On 14 I went crosseyed when he shanked me with an eight; The things he threatened to do with me should be no one's fate.

Yes, I'm old and beaten now, in the evening of my life, And it would take a dozen pages to tell of all my strife.

When he lost me on the last hole I was cut from ear to ear, And I hid myself away from the man that I should fear.

Couldn't someone else have bought me on that Sabbath Sunday morn, Instead of that old chunker, who shouldn't have been born?

Look at all the good club swingers, such as Snead, Shute and Jones. What a pleasure when they hit me! All they do is break my bones.

But this Sunday morning golfer, who should be chopping wood, One hundred ten he hit me—and still he thinks he's good!

What a blessing that he lost me way out here in the wheat! I am sleeping now in comfort, with my wounds, and life is sweet.

(P. S.—It isn't that you won or lost, but how you played the game.)

Would-Be Singer Gets a Tart Reply

A would-be songstress insisted upon singing for Phil Spitalny, having crashed his office, bragging that she was "just as good as Vivien," soprano featured on Phil's "Hour of Charm."

Spitalny listened patiently—and painedly, and after she'd finished she approached the maestro and said: "I play the piano and the guitar. What would you suggest I have accompany me when I sing?" "The safest thing," retorted Spitalny, "would be a bodyguard."

KYSER TO 'FRISCO

Kay Kyser and his radio orchestra will play the featured date at the Sacramento State Fair in September. Last year Kyser broke the all-time attendance record for the fair.

THE "DIZ" WITH FALSTAFF



A recent photo of Dizzy Dean with Tom Dailey, WOW's sports editor, snapped at an exhibition game early this spring in Topeka, Kans.

"Dizzy" Dean, Now a Radio Man, Will Make Omaha Visit

Jerome Hanna "Dizzy" Dean, one of the greatest figures in American baseball and now a baseball broadcaster for Falstaff, will be in Omaha August 3 as a guest of Omaha Falstaff executives.

Dean broadcasts play-by-play National League ball games for Falstaff in St. Louis. He was signed for his new type of work by Harvey Beffa, First Vice President of Falstaff.

Dean will take part in an exhibition game to be played in Council Bluffs under the sponsorship of the Rainbow Post of the American Le-

gion. He will be the guest of honor at a breakfast which is being arranged by Charles Schmidbauer, Falstaff's manager in Omaha.

Dean is reported to have signed a contract under which he will earn \$25,000 in two years as a Falstaff broadcaster. Mr. Beffa told WOW that after the baseball season ends Dean may come to Omaha for a week or two to get acquainted with sports fans in this territory.

Tom Dailey, WOW's sports editor, will be a co-host with Mr. Schmidbauer when Dean comes to town.

Trotter Finds New Use For Batons

John Scott Trotter, NBC "Kraft Music Hall" bandleader, has found a new use for the batons he has around his home. Last Christmas Bing Crosby gave Trotter a dozen iced tea glasses, which were so tall Trotter could not find a stirring spoon. Now he gives each guest a baton to stir the iced tea.

? Your Last Copy ?

Yes, sir! Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "8/41" means August, 1941. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

Bohlsen Makes Omaha Food Show Plans

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

Food Show cooking school sessions. Foods will be presented in complete menu plans rather than in individual dishes. Selection and preparation hints will be of tremendous value to all homemakers. The sessions will be fast-moving and crowded with beneficial information to all who attend. In spite of our more serious attitude toward the importance of healthier diets, there will be time devoted for new and clever tricks for the dinner party—the bridge club, the buffet supper parties, and teas and receptions, so that every one interested in any phase of a food program will find a wealth of information available at the Food Show cooking school. And, finally, we can't neglect this personal note: It will be a pleasure to greet this organized group of homemakers again, the same Homemakers' Club of the Air that has enjoyed so many get-togethers during the past few years.

Salad Wafers On Four-Bell News Roundup

The Merchants Biscuit Company of Omaha will become one of the co-sponsors of WOW's Four-Bell News Roundup, starting August 18. Messages of this firm will be heard at 5:59 p. m., Mondays through Fridays.

L. P. Reed, Vice President and General Manager, said that special emphasis will be placed on the Supreme Salad Wafer crackers, and that recipes of special interest to women will be given on these broadcasts from time to time.

"Merchants Biscuit Company is proud to be able to share in bringing this fine roundup of news to WOW listeners," Mr. Reed said.

"News is of vital interest to everybody. Our company feels that it is joining in a real public service in participating in the sponsorship of the Four-Bell News Roundup on WOW."

WOW's Four-Bell News Roundup goes on the air week days at 5:30 p. m. and consists of a full half hour of news. First, 10 minutes is devoted to local and regional news; then five minutes of baseball scores and other sports news is given by Tom Dailey; the third phase of the Four-Bell News Roundup is national news, usually presented by Foster May, and the balance of the period is given over to international news and the war situation.

The Merchants Biscuit Company messages are also heard on WOW at 7:14 a. m., Mondays through Fridays.

Miller is New Contented Hour Soloist

William Miller, well-known radio and concert tenor, has been signed as permanent soloist for the "Carnation Contented" program, heard Mondays at 8 p. m. over WOW and the NBC Red network. Miller has been guest star on the program for the past few weeks.

Miller, a native of Akron, Ohio, made his debut on a local station immediately after his graduation from the University of Akron. After a year and a half of radio work, he went to Europe for a lengthy season, where he studied voice and appeared at the music festivals at Munich and Salzburg. He made his American concert debut in Chicago; has appeared with the Chicago Symphony Orchestra on numerous occasions and was formerly associated with the Alex Templeton program as soloist and director of the chorus.

Miguelito Valdez, the Cuban Bing Crosby, featured in "Cugat Rhumba Revue," heard on WOW Thursdays at 9:30 p. m., is now studying clarinet, and after only a few lessons he's pretty good. Cugat calls Miguelito a musical "natural," who, with his natural sense of rhythm, could master virtually any instrument he might want to take up.

Kingsley Dam Fete From Ogallala

As this issue of the News Tower went to press, Foster May, WOW's regular "Man on the Street," was scheduled to return to his work after a two-week vacation. During his absence Lyle DeMoss, WOW Production Manager, conducted the Chevrolet program.



Lyle DeMoss

A change in Foster's vacation plans made it impractical for him to transcribe his "Man on the Street" program as had been previously planned. Many special events away from Omaha are projected for the next few weeks. Included will be trips to the Nebraska and Iowa State Fairs and several visits to Chevrolet dealers' showrooms at various points in the WOW territory.

One of the most unusual "Man on the Street" special events of the year took place July 22 when a WOW crew journeyed 360 miles westward to cover the dedication of the huge Kingsley Dam, near Ogallala.

Lyle DeMoss, Harry Burke, Bill Wiseman and Chief Engineer Bill Kotera were escorted over the Tri-County project by Jack Kintzi, public relations director for the project, and Earl Flanagan, chief draftsman for the project at Hastings.

The WOW special events crew first visited the Jeffrey Canyon power house and reservoir east of Brady, Neb. The trip then proceeded to the Snell, Target, Cottonwood, Box Elder and Morgan Canyon reservoirs and to the Upper Diversion Dam just east of North Platte.

En route, the WOW men visited Fort McPherson, national military cemetery east of Maxwell.

George E. Johnson, chief engineer and general manager of the Kingsley Dam project; George Carter, resident engineer of the Tri-County project, and K. Sewell Wingfield, director of the Power Division of the PWA, were interviewed on the "Man on the Street" broadcast.

Ceremonies were conducted from a platform overlooking the dam, which is three miles long, the equivalent of 16 stories high, and the second largest earthen dam in the world.

Mr. Wingfield's address before the official ceremonies was also broadcast by WOW.

During Foster's absence, DeMoss developed several spirited discussions—some of a serious nature, but many in a lighter vein.

DeMoss asked one group of listeners for their suggestions on "How to have fun." Answers were interesting and varied. One lady said she would like to get in her Chevrolet and go to the mountains.

On another occasion the "Man on the Street" audience decided 7 to 2 that Lieutenant General Lear was not justified in punishing those draftees who flirted with some girls on a golf course. On the serious side, discussions were projected on the United States occupation of Iceland; the war economy versus fixed prices on food stuffs, and several phases of the Lease-Lend controversy.

One street audience decided 5 to 2 that radio listeners enjoy radio entertainers more after having seen them in person.

The University of Nebraska received fine national publicity on a recent program of Brown & Williamson's "College Humor" (Raleigh Cigarettes).

"Dean" Wallace, master of ceremonies, announced that Cornhusker students had selected "Number Ten Lullaby Lane" as the hit song of the week, and this song was dedicated to University of Nebraska students.

Francina White, "The Telephone Hour" soprano, is a great cat fancier. She has owned as many as eight at one time.

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RADIO NEWS TOWER

WOW'S AUGUST NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "8/41" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:15	World News Alka-Seltzer	World News Alka-Seltzer	World News Alka-Seltzer	World News Alka-Seltzer	World News Alka-Seltzer	5 P. M.—Defense for America	5 P. M.—Reg'lar Fellers—Jell-O
5:30	4-Bell News—Sports Burlington Falstaff Yucatan Gum Be. 8/18—Salad Wafers	4-Bell News—Sports Falstaff Yucatan Gum Be. 8/18—Salad Wafers	4-Bell News—Sports Burlington Falstaff Yucatan Gum Be. 8/18—Salad Wafers	4-Bell News—Sports Falstaff Yucatan Gum Be. 8/18—Salad Wafers	4-Bell News—Sports Burlington Falstaff Yucatan Gum Be. 8/18—Salad Wafers	4-Bell News—Sports Falstaff Yucatan Gum Be. 8/18—Salad Wafers	Fitch Bandwagon
6:00	Telephone Hour Bell Telephone System	Johnny Presents Philip Morris	Adventures of the Thin Man Woodbury Products	Holland Housewarming	Cities Service Concert Gas and Oils	Latitude Zero NBC	What's My Name? Royal Desserts
6:30	Voice of Firestone Concert	Horace Heidt Turns Treasure Chest	Plantation Party Bugler Tobacco	Dramatic—NBC Beg. 8/21—Aldrich Family—Postum	Information Please Luckies	6:30—Business Review 6:35—Palladium Orch.—NBC	One Man's Family Tenderleaf Tea
7:00	Dr. I. Q. Mars Candy Bars	Battle of Sexes Molle	Quizzer Baseball Sal Hepatica and Ipana	Kraft Music Hall	Waltz Time Phillips Milk of Magnesia	National Barn Dance Miles Laboratories Alka-Seltzer	Manhattan Merry-Go-Round Dr. Lyons
7:30	NBC	Hap Hazard Johnson Wax	Mr. District Attorney Vitalis		Uncle Walter's Doghouse Raleigh Pipe Tobacco		American Album of Familiar Music Bayer Aspirin
8:00	Contented Hour Carnation Milk	A Date with Judy Pepsodent	Kay Kyser Kollege of Musical Knowledge	Rudy Vallee Sealtest	Wings of Destiny King-Size Wings	Cedar Point Orchestra—NBC	Hour of Charm General Electric
8:30	Du Pont Cavalcade of America	College Humor Raleigh Tobacco and Cigarettes	Lucky Strike	Barrel of Fun Falstaff	Auction Quiz Standard Oil	Open House NBC	Deadline Dramas NBC
9:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Sophisticated Rhythm	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Truth or Consequences P. & G. Ivory	9 to 9:05—Associated Press News—NBC
9:15	Musical Program	Falstaff Party Norman Ross	Falstaff Party Norman Ross	Stars of the Air Storz Brewing Co.	Falstaff Party Norman Ross		9:05—McAlpin Hotel Orchestra
9:30	Rainbow Room Orch. Beg. 8/11—Williamson Candy	NBC Orchestra	Pleasure Time Fred Waring Chesterfields	Cugat-Rhumba Review Camels	Chez Paree Orchestra NBC	Chatterbox Orchestra NBC	Dear John Welch Grape Juice
9:45	Stanley Davies Golf		Chez Paree Orchestra NBC				Walter Winchell Jergens Lotion
10:00	C., B. & Q. WOW News	C., B. & Q. WOW News	C., B. & Q. WOW News	C., B. & Q. WOW News	C., B. & Q. WOW News	C., B. & Q. WOW News	WOW News Tower Union Pacific
10:15	Sports Nebraska Clothing Company—Beg. 8/25	Sports Nebraska Clothing Company—Beg. 8/25	Sports Nebraska Clothing Company—Beg. 8/25	Sports Nebraska Clothing Company—Beg. 8/25	Sports Nebraska Clothing Company—Beg. 8/25	Sports Nebraska Clothing Company—Beg. 8/25	Musical Program
10:30	Edgewater Beach Hotel Orch.—NBC	Palladium Orchestra NBC	Palladium Orchestra NBC	Edgewater Beach Hotel Orch.—NBC	Palladium Orchestra NBC	Edgewater Beach Hotel Orch.—NBC	Edgewater Beach Hotel Orch.—NBC

Keep This Page Near Your Radio at All Times . . . Check Your Daily Newspaper for Last Minute Changes

MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies Daily except Sun.	12:00 Noon—Aunt Jenny—Lever Bros., Spry Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—Early Morning News Tower Daily except Sun.	Gordon Jenkins Orchestra Sat.
6:15 A. M.—Aunt Sally Mon., Tue., Wed., Thu., Fri.	Local Musical Program Sun.
6:30 A. M.—Markets (Remote) Daily except Sun.	12:15 P. M.—Markets Mon., Tue., Wed., Thu., Fri.
6:45 A. M.—Lyle and Eddie—Nutrena Mon., Wed., Fri.	WOW News Tower—Rock Island Sun.
Lyle and Eddie—Block Drug Tue., Thu., Sat.	12:30 P. M.—WOW News Tower—Peter Paul Ten Crown, Haskins Soap Co. Daily except Sun.
7:00 A. M.—WOW News Tower—Roberts, Peter Paul, Mid-Continent Daily except Sun.	University of Chicago Roundtable—NBC Sun.
News from Here and Abroad—NBC Sun.	12:41 P. M.—Transcriptions Daily except Sun.
7:11 A. M.—Transcriptions Daily except Sun.	12:45 P. M.—Man on the Street—Chevrolet Dealers Daily except Sun.
7:15 A. M.—Musical Clock Mon., Wed., Fri.	1:00 P. M.—Against the Storm—P. & G. Ivory Mon., Tue., Wed., Thu., Fri.
Morning Stars—Wimsett Tue., Thu., Sat.	Farm Facts and Fun Sat.
Deep River Boys—NBC Sun.	Lavender and New Lace—NBC Sun.
7:30 A. M.—Clifton Utley—Skelly Mon., Tue., Wed., Thu., Fri.	1:15 P. M.—Ma Perkins—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.
Local Transcribed Music Sat.	H. V. Kaltenborn—NBC Sun.
Words and Music—NBC Sun.	1:30 P. M.—Guiding Light—P. & G. Camay Mon., Tue., Wed., Thu., Fri.
7:45 A. M.—Your Musical Laundry Man—Kimball Mon., Tue., Wed., Thu., Fri.	Golden Melodies—NBC Sat.
"Hank" Lawson and Orchestra Sat.	Sammy Kaye's Sunday Serenade Sun.
8:00 A. M.—Bess Johnson—Colgate "Klek" Mon., Tue., Wed., Thu., Fri.	1:45 P. M.—Vic and Sade—P. & G. Crisco Mon., Tue., Wed., Thu., Fri.
The Balladiers—NBC Sat.	2:00 P. M.—Backstage Wife—Watkins Products Mon., Tue., Wed., Thu., Fri.
Highlights of the Bible—NBC Sun.	Associated Press News—NBC Sat.
8:15 A. M.—Ellen Randolph—Colgate Supersuds Mon., Tue., Wed., Thu., Fri.	Chautauqua Symphony Sun.
8:30 A. M.—Bachelors Children—Old Dutch Cleanser Mon., Tue., Wed., Thu., Fri.	2:02 P. M.—Weekend Whimsey—NBC Sat.
Chapel Service, Rev. R. R. Brown Sun.	2:15 P. M.—Stella Dallas—Phillips Milk of Magnesia Mon., Tue., Wed., Thu., Fri.
8:45 A. M.—Road of Life—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.	2:30 P. M.—Lorenzo Jones—Phillips Chemical Mon., Tue., Wed., Thu., Fri.
Little Doghouse Sat.	Let's Take Five—NBC Sat.
9:00 A. M.—Mary Marlin—P. & G. Ivory Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Young Widder Brown—Bayer Aspirin Mon., Tue., Wed., Thu., Fri.
Lincoln Highway—Hecker Products Sat.	3:00 P. M.—Home of the Brave—Gen. Foods, Swans Down Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—Pepper Young—P. & G. Camay Mon., Tue., Wed., Thu., Fri.	World Is Yours—NBC Sat.
9:30 A. M.—Lone Journey—P. & G. Dreft Mon., Tue., Wed., Thu., Fri.	Highlights of the Week's News Sun.
Police Bulletins Sat.	3:15 P. M.—Portia Faces Life—Gen. Foods, 40 Per Cent Bran Flakes Mon., Tue., Wed., Thu., Fri.
Gordonaires—NBC Sun.	3:20 P. M.—Local Musical Program Sun.
9:45 A. M.—David Harum—B. T. Babbitt, Bab-O Mon., Tue., Wed., Thu., Fri.	3:30 P. M.—WOW Orchestra Mon., Tue., Wed., Thu., Fri.
Markets Sat.	NBC Recital Period Sat.
Musical Meditations—Omar Wonder Flour Sun.	Roy Shields Orchestra—NBC Sat.
9:50 A. M.—U. S. Government Reports Sat.	3:45 P. M.—Light of the World—Gen. Mills, Gold Medal Flour Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—The Other Woman—Butter-Nut Coffee Mon., Tue., Wed., Thu., Fri.	Vagabonds Quartet—NBC Sat.
WOW News Tower Sun.	Upton Close, Commentator—NBC Sun.
10:15 A. M.—Words and Music—NBC Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—The Mystery Man—General Mills Betty Crocker Vegetable Noodle Soup Mon., Tue., Wed., Thu., Fri.
Bonnie Stuart—NBC Sat.	Headlines Ahead Sat.
Desi Halban, Soprano Sun.	Catholic Hour—NBC Sun.
10:30 A. M.—Judy and Jane—Folger Coffee Mon., Tue., Wed., Thu., Fri.	4:15 P. M.—Valiant Lady—General Mills, Bisquick Mon., Tue., Wed., Thu., Fri.
Homemakers of the Air—Nebraska Power Co. Sat.	Piccadilly Hotel Orchestra—NBC Sat.
Down South—NBC Sun.	4:25 P. M.—Associated Press News—NBC Sat.
10:45 A. M.—Musical Program Mon., Tue., Wed., Thu., Fri.	4:30 P. M.—Arnold Grimm's Daughter—Gen. Mills, Kix Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—As the Twig Is Bent—Gen. Foods, Grapenuts Mon., Tue., Wed., Thu., Fri.	Art of Living—NBC Sat.
Call to Youth—NBC Sat.	Dr. I. Q., Jr.—Mars, Inc., Forever Yours Sun.
Silver Strings—NBC Sun.	4:45 P. M.—Musical Program—NBC Mon., Tue., Wed., Thu., Fri.
11:15 A. M.—WOW Varieties Mon., Tue., Wed., Thu., Fri.	5:00 P. M.—Defense for America—NBC Sat.
Billy Grant—NBC Sat.	
11:30 A. M.—Mrs. Guy Purdy—Orchard & Wilhelm Co. Mon., Wed., Fri.	
America the Free—Anacin Sat.	
Charles Dant and Orchestra—NBC Sun.	
11:45 A. M.—Helen's Home—Lever Bros. Rinso Mon., Tue., Wed., Thu., Fri.	