TWELVE NBC STARS FOR FOOD SHOW

LATE NEWS FLASHES

AID DEFENSE

The preceding genius of the classrooms, American educators, will be saluted during the September "Characters" program on Monday, September 8, over WOW and the NBC Red Network. Lee Childs will conduct the "Housemasters' Club of the American school," with various guests as guests of the program.

CATCH OFFER

A "Table-Top Garden" of miniature cactus plants is the unusual offer of White Rose Gardener in a series of announcements on WOW. These cactus plants are from the Rio Grande Valley in southern Texas. Details of the offer can be learned at any National Refining Company Oil Station.

WE'RE SORRY

The September edition of the News Tower will be delivered a few days late this month on account of the triple holiday, August 30 and September 1 and 2. The Editor
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

"Whereas ye know not what shall be the end thereof; for what is done in secret shall be made manifest in公开

Faith in the Bible, the church and its institutions that build lives. We must not only have faith, but faith in the gift of sinners and helpful moral. Such a spirit of bitterness and hatred. Human nature is selfish. It is only as the love of Christ fills our hearts, that we can go against the spirit of evil. The world, in its wisdom, does not do what we ought to do, to bring forth the world of faith in the message we bring. From the depths in the front and from the front, music of a higher order. All of them tell us of the city's story. It is the right kind of place. So simple and quiet. You ought to try it. You have to have a streak. While daisies cool "Hello." There's so much of everything but trees and hills. There's a lot of everything. It's so simple and quiet.. Some day you'll have to try it. The only place to be the place to be the place for everybody.

REV. R. R. BROWN

The skyline of New York is a splendid city. I find Chicago's loop is magical at a sight. The skyline of Cleveland, of "Priscilla" Boston, is so peaceful in the country. It's so simple and quiet. You ought to try it. You have to have a streak. While daisies "Hello." There's so much of everything but trees and hills. There's a lot of everything. It's so simple and quiet.. Some day you'll have to try it. The only place to be the place to be the place for everybody.

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SEPTMBER 2-9 IS IVORY WEEK

Grosers to Join in Tribute to Three Shows

WOW, and grocers throughout the midwest, will pay tribute to the three Procter & Gamble programs during the week of September 2 to 9, inclusive. The show will be sponsored by Ivory Soap, and will be heard on WOW, the NBC network. During the week every effort will be made to acquaint more WOW listeners with the three Procter & Gamble programs, heard on this station for Ivory Soap products. For an example, they are: "The story of Mary Martin," 9 a.m., Mondays through Fridays (6:30 p.m., Saturdays, 7:30 p.m., beginning September 29). These programs are already heard and enjoyed by millions of radio listeners, throughout the United States. Grocers who have not had an opportunity to hear these programs may now WOW in participating in Ivory's Appreciation Week.

During the week grocers throughout the midwest will call on participating grocers everywhere to purchase Ivory Soap products.

Beginning September 5, these grocers will conduct a special 1-cent offer in which they will give WOW listeners every Ivory Soap product purchased a 1-cent discount. These programs are already heard and enjoyed by millions of radio listeners, throughout the United States. Grocers who have not had an opportunity to hear these programs may now WOW in participating in Ivory's Appreciation Week.

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LAUGHS GALORE IN NEW SHOWS

Burns and Allen to Star for Swan

"Gracie Allen will be heard, gen-
tlemen, and make no mistake about that. In an oratorio, I hasten to add, that the nitwits of George Burns recently in an exclusive interview with the New York "Mail" said that the nitwits of the Networks would culminate in an im-
pressive tribute to Gracie Allen, who will be the star of a new series of fall-winter pro-
grams on WOW and NBC Red net-
work.

"Oh, sure, Gracie has spent the summer in quest of her long-
lost Uncle Sam's delirium, No, they had not succeeded in locat-
ing him, but there had been an exchange of hortographs."

What's Wrong?

"Gracie calls those letters—ha-
ha," said Burns merrily, adding (al-
osit planitiously). "What's the mat-
ter? Haven't you got any sense of
humor?"

Would Gracie have engaged in
any new activities since she balmily
dropped into the talkie in the warm
spring of 1941? Burns couldn't think of any.

Not a single new activity? Well, Miss Allen, and there was animation in
his voice, you can be certain that he
doesn't think of any. Not one, mind you, but lots of them. All shapes, sizes, colors and
degrees of servitude.

"You know, that Allen family's
not the only one to be living for days of
radio. Otherwise they might find themselves in another type of
living in the days of the institution.

Not one, mind you, but lots
... of her mind down to
in due time, if Gracie could settle
her matters. Otherwise they might
draftees.

There would have to be a vocal soloist, he supposed,
... And Molly, who will be
... and Molly will be
... that's the story of Joey Brewster, actor
... for the third time and
... return to the air for the third
... in fall.

At a bankers' dinner the other
... the premier of the Gildersleeve
... and Molly's chum, who is known as "T. P." to his
... Fibber McGee and Molly's chum,
... ex-chum of Fibber
... and Molly, who will
... of Joey Brewster, a 'teen-aged
... to Russ Baker, actor of the clan,
... a poet write a bad

MOTHER-SON DAY

At a bankers' dinner the other
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time and
... "Blue Nose" Baker is a great
... and Molly, who will
... of Joey Brewster, actor
... a poet write a bad
By TOM DAINLEY

WOW Summer Quarter

Hello, Good Sports!

If you're been tuned to our "All-American Sports Parade" during the latter part of August, you know that we have a new regular feature called "The 10:15 in Sports" show, presented by the New Broadcasting Company of Omaha, an institution that has engaged in the business of being that the middleman is "well dressed" for almost half a century.

Otto Swanson, Nebraska Clothier's big man, and few over five big — has something more than a fashion-conscious. It would seem that Mr. Swanson has built his own pleasant-looking, appealing personality into the business, and has injected this friendly sort of being into every customer, every employee.

So people are not aware of the fact that there's fun in clothes, which is fun in based-coating when you get up and want to take a soapo in the mirror with something with a snap and verve. Get a fresh shirt, a crisp-looking tie; rub off the shoes and dress up. Then when you walk out of the house, you'll be headed towards that lion-tamers are nothing but sinister.

And in case you didn't know, that idea has a lot to do with Otto Swanson and official of the Nebraska Clothier's association, who has been a part of the All-American Sports Parade for two big reasons: 1. To see that listeners get all the latest news from the great world of sports, and 2. Since there's "fun in clothes" as well as sports, they saw a swell of sports, and the latest news from the great world of sports.

"DIZ" VISITS WOW . . . UTLEY IN OMAHA . . .

Thousands See Chevrolet's Quiz Star

Foster May will take his Chevrolet "Man on the Street" microphone on the "Fair Circuit" again this year. As always, Foster has many personal appearances, but the "Man on the Street" program has been reserved for the first two weeks in September, including St. Paul, Chicago, Cincinnati, Detroit, D., Omaha, Iowa, and other points.

Many notable appeared on these occasions. Chester Morris, Allen Ludden, and many other regulars among the interviewees. In Ten-nessy, Foster made a 14-year-old "Queen of the Annual-Games," Mary Lou McColgan, of Lubbock, Tex., a poll was taken on the question, "Whether the United States should go to war to assist England?" The poll was delayed a week to get an undesecision.

The broadcast from Grand Island included a message from Rear Admiral R. R. Craft, National Diplo- matic Correspondent, who read a message from Sir William George-V. Norris, British Ambassador to the United States. Foster May was, in connection with the annual "God's Acre," religious festival, Mayor P. J. Voyelli of Dwight, who made a statement to Chevrolet dealer, spoke briefly.

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Here's a brand-new map of the far eastern theater of war. It is reprinted here by special permission of the United Press. Keep it near your radio set as you listen to war news every day on WOW.

ATTEND THE FOOD SHOW - OMAHA AUDITORIUM - SEPTEMBER 22-27
LAUGH PARADE SET FOR WOW

The one and only Jack Benny cogitates at his typewriter as he prepares his fall Jell-O series. He returns October 5 at 6 p.m.

Pretty Mary Patton (Kitty Carson in "Hap Hazard") is comedienne, actress and singer. "Hap Hazard" made good this summer and will be heard at 6:30 Wednesday nights on WOW, starting October 15.

"Baby Snooks" (Fanny Brice) and "Daddy" (Hanley Stafford) are signed for another season on the Maxwell House Coffee show, beginning September 4 at 6 p.m.

"Time to Smile," with Eddie Cantor, returns to WOW Wednesday, September 3, at 8 p.m. (Cantor is shown here with Bert "The Mad Russian" Gordon and Mr. "Long Hair" Guffey.)

Edgar Bergen and "Charlie McCarthy" will again be heard for Chase & Sanborn Coffee, as well as Lou Costello (left) and Bud Abbott (right), starting Sunday, September 7, at 6 p.m.

The lovable Fibber McGee, with Molly, Harlow Wilcox and the rest of the cast, returns to WOW September 30 at 8:30 p.m. for Johnson's Wax.

"Baby Snooks" (Fanny Brice) and "Daddy" (Hanley Stafford) are signed for another season on the Maxwell House Coffee show, beginning September 4 at 6 p.m.

Radio's typical American boy, Ezra Stone (now a draftee), has resumed his "Aldrich Family" program on Thursdays at 6:30 p.m. (for Funtum.)

Two of radio's greatest, Bob Hope and Bing Crosby. Hope's Pepsodent show resumes September 23. Crosby will return to KMH October 2 at 8 p.m.

The madman, Jerry Colonna, is set to make you laugh again when the Bob Hope Pepsodent show returns next month.

Toby and Susie, Peter Pan Bakery stars of "Corntassel News," will resume their morning program at 11:15, starting Monday, September 1.
### W.O.W.'s September Night Schedule

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<td>7:00 P.M.</td>
<td>That Brewster Boy’s Quaker Oats</td>
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<td>9:00 P.M.</td>
<td>C. B. &amp; Q. Chorus—September 16—National Barn Dance</td>
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<td>C. B. &amp; Q. WOW News Tower</td>
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<tr>
<td>11:00 P.M.</td>
<td>Sports—Nebraska Clothing Company</td>
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<td>12:00 A.M.</td>
<td>Edgewater Beach Hotel Orchestra—NBC</td>
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<td>11:00 P.M.</td>
<td>Musical Meditations—Omar Wonder Flour</td>
</tr>
<tr>
<td>11:15 P.M.</td>
<td>America the Free—Atlantic</td>
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<tr>
<td>11:30 P.M.</td>
<td>America the Free—Atlantic</td>
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<tr>
<td>11:45 P.M.</td>
<td>America the Free—Atlantic</td>
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