



RADIO NEWS TOWER

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



Complete Radio Program News From Radio Station WOW

VOL. VII—No. 1

OMAHA, NEBRASKA, OCTOBER 1, 1942

PUBLISHED MONTHLY

STAR PARADE GREATEST EVER

Creighton Cites WOW Scrap Effort

WOW has been cited by Creighton University for having performed "most outstanding work in promoting the recent successful scrap metal drive."

The citation takes the form of an elaborate plaque, which is reproduced on page 3 of this issue of the News Tower.

The Rev. Thomas S. Bowdern, S. J., Regent of the School of Journalism at Creighton, described WOW's efforts in the scrap drive "as a patriotic service well done."

Plans are being made for a formal presentation of the plaque in a special broadcast, details of which will be announced on the air.

Competition

The award given to WOW followed an announcement several weeks ago by Creighton of a competition among radio stations and newspapers. The competition was to determine which stations and which newspapers had performed outstanding services in connection with some phase of the war effort.

A similar plaque was awarded to the Holdrege Daily Citizen for its efforts in the scrap drive, and a first honorable mention was given to the Plattsmouth Evening Journal; second honorable mention to the Nebraska City News-Press.

In the weekly field, the first place plaque went to the Blair Pilot-Tribune, and honorable mention citations were given in this order to the Madison Star-Mail, the South Omaha Sun, the Randolph Times-Enterprise, the Crofton Journal and the Omaha Star.

White Spot

The Omaha World-Herald, which did an outstanding job in connection with the scrap drive, eliminated itself voluntarily from the competition for daily newspapers.

In his letter of notification to John J. Gillin, Jr., General Manager of WOW, Father Bowdern said in part:

"Congratulations to you and to all the Nebraska radio officials and newspaper editors and publishers who showed the nation once again why Nebraska is properly called 'The White Spot of the Nation.'"

WOW's efforts in connection with the scrap drive included numerous news stories, interviews, special programs and courtesy announcements. Soren Munkhoff, WOW News Editor, prepared the WOW presentation on which the award was based.

V...—

VACANT CHAIR

Count the members of Tommy Dorsey's band and you'll find 31 musicians. Look at the band's payroll and you'll find 32 names. The extra name is that of a famous trumpet player who died recently, leaving a widow and two children in need of funds. The Dorsey crew recently took over the "Doghouse" spot (Wednesdays, 7:30 p. m., on WOW) for Raleigh Smoking Tobacco.

V...—

RICE AGAIN

Grantland Rice, dean of America's sports authorities, has been signed for his 10th consecutive season as football commentator on the Cities Service program. He returns to the microphone Friday, October 2 (WOW, 7 p. m.).

V...—

Both Bob Hope and Edgar Bergen were transported to and from the Aleutians by army bomber when they went there recently to entertain service men.

LAUGH, DERN YE, IT'LL KEEP YOUR CHIN UP!



Laughs, Music, Drama, News, Aplenty

The most brilliant galaxy of top-flight entertainers in history make up WOW's fall parade of stars.

Sponsors, apparently fully aware of their obligation to keep morale high during war times, are going all-out for the biggest entertainment year in radio's history.

Before sunup every morning until past midnight, WOW's schedule is the fullest in its 15 years' association with NBC.

All of the big NBC stars, without a single exception, have returned (or will soon) to the air.

Great Variety

In addition, new programs will be heard. These offer every form of entertainment—from the corniest hillbilly comedy and melodies to the world's most honored music, instrumental and vocal; news, drama and humor.

Many of the big network shows have added new stars and "dressed up" their formats and routines.

The Red Skelton, Fibber McGee, Jack Benny, Eddie Cantor and Bing Crosby shows are among those who return to the air with their former casts intact.

New "Abie"

"Abie's Irish Rose" returned with a new "Rosemary," Mercedes McCambridge, and also a new "Abie," Dick Coogan.

The "Chase and Sanborn Hour" this season features Don Ameche as master of ceremonies and the lovely new singing starlet, Dale Evans, in addition to the regular cast.

Hattie McDaniel, the colored comedienne, becomes a regular member of Eddie Cantor's "Time to Smile" cast.

Among the new network shows is a new starring vehicle for Lou Abbott and Bud Costello, scheduled to start October 8 for Camels.

Betty Lou Back

Lever Bros. Swan will present Betty Lou and Tommy Riggs on Fridays at 9:30 p. m., starting October 9.

A common man's "Information Please," starring three distinguished jesters—Harry Hershfield, "Senator" Ed Ford and Joe Laurie, Jr.—is entitled "Can You Top This?" and is set for 8:30 p. m. on Saturdays, starting October 3.

Tommy Dorsey's program, which was so popular as a Skelton summer replacement, has become a regular feature, succeeding "Uncle Walter's Doghouse," on Wednesday nights.

Great Music

Grantland Rice, dean of American sportswriters, returns for his 10th year as a football commentator with the October 3 broadcast of "Cities Service Concert."

Longine's "World's Most Honored Music" program has been switched to 10:30 p. m., Mondays, Wednesdays and Fridays—a half hour of pre-bedtime music.

Two popular programs start the fall season with important anniversaries—the Alka-Seltzer "National Barn Dance" and the "University of Chicago Roundtable" each begin their 11th consecutive year of broadcasting during the first week in October.

Many Uncertain

As this issue of the News Tower went to press, several important changes hung in the balance.

A program featuring Dick Powell and guest stars, for Campana, was tentatively scheduled for Saturday nights.

The WOW schedule for H. V. Kaltenborn calls for three broad-

(Continued on page 4)

LAST MINUTE NEWS BULLETINS

Lieut. Mickey Cochrane, former manager of the Detroit Tigers, now coach at the Great Lakes Naval Training Station, will appear Saturday, October 3, on Bill Stern's "Sports Newsreel of the Air" (WOW, 9 p. m.).

V...—

Johnny, the Philip Morris "Call Boy," says he was classified MTL in the draft. "MTL," he explains, "stands for 'Much Too Little.'"

V...—

Asked who designed her hillbilly costumes for Prince Albert's "Grand Ole Opry" broadcasts (Saturdays at 9:30 p. m., WOW), Comedienne Minnie Pearl was outraged. "Shucks!", she huffed. "Them ain't costumes. They're real dresses."

V...—

Sam Wanamaker and Lenore Kingston have taken over the leading roles of Torben and Ebba in the Camay daytime serial, "Against the Storm" (NBC and WOW, Mondays through Fridays 10:30 a. m.).

WOW is making plans to again give its listeners first accurate election returns on the night of November 3. A special effort will be made to give results in the contest between Foster May and Kenneth Wherry and United States Senator George W. Norris. During the next four weeks all leading candidates will broadcast their messages to Nebraska voters via WOW.

V...—

O'Henry's "Famous Jury Trials" (Mondays, 9:30 p. m., on WOW) is one program that uses "live" sound effects. All court room noises—such as murmuring and laughing—are handled by the studio audience, which is required to arrive a half hour before show time to receive cues and rehearse.

V...—

Sammy Kaye's delightful Sunday program has been switched to 10:30 p. m. This ought to put many a WOW listener to sleep in a peaceful, happy frame of mind.

"Easy Does It" is the title of a new program featuring Russ Baker. Its purpose is to put WOW listeners to bed in a relaxed, comfortable frame of mind.

The program will be sponsored by the Metz Brewing Company, and will be heard on WOW, Tuesdays, Thursdays and Fridays at 11 p. m.

V...—

"The Voice of Firestone" (7:30 p. m., Mondays) recently increased its audience by adding 59 NBC stations. This nearly doubles the Firestone network. The sponsor feels his big job is to lift American morale.

V...—

This year it's "The WOW Orchestra" directed by Morton Wells. The band returned recently after a summer in Colorado. Its former leader, Freddie Ebener, accepted active army duty, and is now a Second Lieutenant in the army air corp, already in foreign service.

DEDICATE WOODMEN BLOOD BANK

Dignitaries Launch Omaha Seymour Camp's Unit at Clarkson Hospital

Civic, business, scientific and fraternal dignitaries attended the dedication program of the Clarkson Memorial Hospital plasma bank, which was held recently.

Seymour Woodmen Camp No. 16, sponsors of the blood bank, conducted the festivities, which were held in the hall on the hospital's fifth floor, just outside the plasma room. Cornelius J. Basler, Consul Commander of Seymour Camp, presided.

The exercises were brief but impressive. The dedicatory address was delivered by De Emmett Bradshaw, President of the Woodmen society. The response was given by Bishop Howard R. Brinker of the Nebraska Episcopal Diocese on behalf of the hospital. Rev. Walter M. Crawford, Birmingham, Ala., a National Woodmen Director, pronounced the benediction. Dr. Herbert B. Kennedy, Medical Director, explained the plasma bank to the visitors following the program.

In his address, President Bradshaw said: "One vitalizing force of the living human being is the blood, which courses from the heart, through the arteries and returns through the veins. When this is spilled in quantity, either in war or accident, or when the body is subjected to severe shock, the unfortunate person would die unless the derivative of blood of individuals, or other animals, is readily supplied. The founding of plasma banks and keeping them supplied in various hospitals in different localities throughout the United States have saved the lives of many individuals, who otherwise would have been taken by untimely death."

President Appreciates Interest

After a brief explanation of what constitutes blood plasma, President Bradshaw stated that 60 to 75 units (doses) of plasma are in storage in the plasma bank. He continued with words of praise for Doctor Brinkman, who pioneered the bank; commended the girls in the Woodmen Headquarters, who made and raffled off afghans to raise funds for purchasing the bottles used in the plasma bank, and expressed appreciation for the loan of refrigerators by Stanley Marsh and Dr. Russell Best, Chairman of the Plasma Committee of the Clarkson Hospital, and for the donation of the plaque by James L. Paxton, Jr., and David J. Miller. President Bradshaw also praised Eugene McAuliffe, Executive Vice President of the Clarkson Hospital; Miss Meister, the hospital Superintendent, and Dr. Herbert B. Kennedy, Medical Director of the Society, for their efforts in behalf of the blood bank.

Thanks Camp's Officers

Near the close of his address, President Bradshaw said: "As individuals and as an organization, we are happy to have contributed to the building of this plasma bank in the Clarkson Hospital. We are pleased to have present with us today as visitors those who are operating important manufacturing plants and transportation facilities, and other prominent, deeply-interested and public-spirited citizens.

"If a major accident should occur within a reasonable distance of this city, then those who have been seriously injured and have lost great quantities of blood, or who are suffering from shock, may find here a speedy restoration to health in this hospital."

Bishop Brinker, in his response, expressed appreciation of the hospital staff and authorities for their efforts "to serve the community better." He also

(Continued on page 4)

OMAHA BLOOD BANK DEDICATED TO SAVING LIVES



1. De Emmett Bradshaw, President of the Society, delivering the dedicatory address. 2. Bishop Howard R. Brinker of the Nebraska Episcopal Diocese, responding on behalf of the Clarkson Hospital. Invited guests and members of the Board of Directors of the Society are in the foreground. 3. Consul Commander Cornelius J. Basler of Seymour Camp, who was the presiding officer. 4. Medical Director Herbert B. Kennedy and Nurse Alyce Rastede (both on the left) of our Society explain the plasma process to Lieut. Edna Traeger, U. S. Nursing Corps, who is at present attached to the Army War Show. 5. President Bradshaw reading the bronze plaque which adorns the door of the plasma bank. 6. Colonel G. C. Penberthy, U. S. Army Hospital Consultant (left), listens attentively as Medical Director Kennedy reads the label on a jar of plasma. 7. Interior view of the plasma bank. 8. Some of the units of plasma which are in storage and always available for use in an emergency.

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 at war! Sometimes we wonder whether the significance of this fact has laid hold upon us. Are we giving our full measure of help as required by our government, which in America is you and I? If not, why not? It is time for everybody to get into the game. Some may not be doing their full share because they feel that men in positions of responsibility have made so many blunders. This is to be expected when we think of the fact that we were so suddenly precipitated into a global war. But we have to remember there is the bleacher shortstop, who always knows the play that should have been made instead of the one that proved costly and lost the game. It looked easy from the bleachers. There are also the grandstand quarterbacks and the second-guessers.



Rev. R. R. Brown

But in spite of what seems like inefficiency and sometimes insincerity, let us remember that this war is one of the most vital to the human race ever fought. It will be the most costly in men and money.

Let's Have Teamwork

Furthermore, there are those who hold back because of the confusion in their minds as to what we are fighting for. Unfortunately, in the United States there has been a lot of confusion about what is essentially American and our principles of government and economics. It is a lamentable fact, but nevertheless true, that for the past few years we have been going to the polls to vote for personalities instead of principles. As we approach another election, we might avoid the usual political squabbles if both political parties would again restate and, if necessary, revise their principles and present men who are consecrated to them, so that when we vote, which we should do, it will be for principles and not merely personalities. We still have something in America that needs to be preserved. Don't

fail to do your part in preserving it, not only on the war fronts, but on the home front. We are satisfied that most of us in America are ready to give the "last farthing" of effort for God and country. We don't want the lands that belong to other people, nor do we desire to take from them the right to live as they choose, but we must help make the world safe by stopping the bloody advance of nations who have

(Continued on page 4)

WOW

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Bill Wiseman, editor.

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

KNOCK . . . KNOCK!
MAY I COME IN?

Dear Everybody: I am not really coming in, but I am writing you a letter, and while you are reading it I will be far away enjoying the holiday time. Yes, I'm on vacation, "having a fine time and wish you were here."

This year I decided to listen to everybody who has given me advice to take a real rest, and that's what I'm doing now. Little daughter, Teddy, is with me and we are enjoying every moment.

Chicago was chosen for our playground, and it is doubly interesting to me, as it was my home town for several years when I met and married the best man on this good earth.

It was in this city, on October 1, that I met my husband for the first time and married him 25 days later.

It has been a thrill to pass the apartment where we first lived; where I learned to boil water without burning it; where I struggled

with pancakes and pork chops, and learned how to make big, fat apple pies and pretty chocolate cakes. That little apartment was headquarters for the boys of the press, who had a habit of dropping in with the husband when he came from the late shift. There was always a pie or a cake or a dish of sliced onions in vinegar, with bread and butter and coffee, and that was the favorite midnight snack of Floyd Gibbons, well-known newsman and war correspondent, who at that time was but a cub reporter, the same as my husband.

Teddy and I visited Clarendon beach, now the scene of much activity, but in the years I lived in Chicago it was a wide stretch of sand, almost a private beach for the Northsiders.

Coupled with the good time we are having is a feeling of disappointment, for in returning to these scenes it seems as if the husband should be there, and I find myself thinking that I must tell him of the changes in the once familiar places and of the old friends, and what time has done to their dear faces. That is a feeling that comes to us all in visiting the place a loved one has known and that loved one is not there.

(Continued on page 4)



Aunt Sally

ALLIES HAVE EDGE IN "RADIO WAR"

Didja Know? . . .

By BILL WISEMAN

HOW TO KEEP YOUR RADIO OPERATING . . .

By request we repeat the following:

New radios, like new automobiles, typewriters, washing machines and refrigerators, are fast becoming scarce because of Uncle Sam's all-out war effort.



Bill Wiseman

The radio set you own will have to do—for the duration.

Robert F. Herr, a nationally-known service engineer (Philco), points out that there's plenty of life in any radio if the owner gives

heed to nine rules for its protection. The nine rules, as outlined by Mr. Herr, are easy to observe. They are:

1. Don't place your radio on a radiator or adjacent to steam pipes. Excessive heat may cause breakdown of important parts.
2. Don't place your radio next to a window. Exposure to rain and moisture not only spoils cabinet, but also causes damage to delicate parts.
3. Avoid operating your radio in a damp playroom or cellar.
4. Play your radio, but don't leave it on continuously day and night, thus hastening the end of its usefulness.
5. Don't expose your set to too much sunlight. The heat affects both cabinet and parts.
6. If your set has push-button tuning, make sure that adjustments are set for maximum reception efficiency.
7. Keep your radio at peak performance by having a periodic checkup.
8. If something goes wrong with your set, don't monkey with it. Let a radio expert fix it.
9. Demand a 90-day guarantee on all service work done on your radio.

Robert Herr, who likes his staff to come to work well refreshed after a good night's slumber, offers another commandment which he says belongs in a special category. That is—

Don't play your radio at top volume far into the night. It may keep a defense worker awake in the house next door.

V...—

WAR ON WASTE . . .

Throughout the huge industrial plant of the Miller Company, in Meridan, Conn., are huge signs, reading simply:

"WOW"

The letters are stenciled two feet high on black walls, where employees of the lighting fixture and equipment plant can see it regularly.

The "WOW," by the way, is not an advertisement for this midwest radio station. In Connecticut it means W-ar O-n W-aste!

V...—

THIS HAPPENS REGULARLY . . .

RRRRrrrring! RRRRRrrrring!! A WOW newsmen sleepily picks up what we laughingly call a phone.

"WOW News," he says jeeringly.

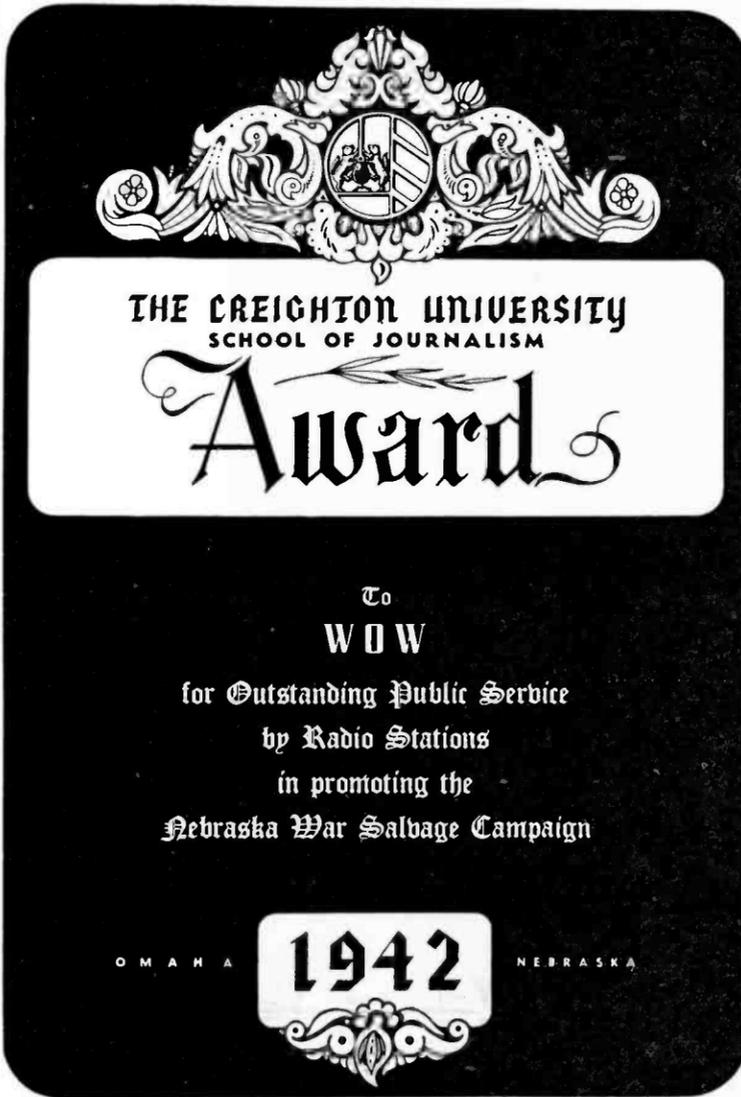
"Say," cracks a faithful listener. "I just got my kids to sleep, and if I turn the radio on they'll wake and set me up for a night of :!*xz' !*::xz (censored). Will you please tell me what the Russian situation is?"

V...—

SLUG THE AXIS WITH SLOGANS . . .

"Bonds and Stamps Will Make Us Champs . . . Keep 'Em Flying . . . Keep 'Em Buying . . . War Bonds . . . Buy U. S. Bonds or Live in Theirs . . . Don't Let Your Dimes Tarry—Beat the Jerry . . . A Dime or a Dollar Will Make a Jap Holler . . . Buy One, Buy Two, or It's Good-bye to You."

WOW WINS SCRAP AWARD



This is a facsimile of the plaque awarded by the Creighton University to WOW in recognition of this station's efforts in collecting scrap metal.

THEY'LL WARBLE AWAY WAR WORRIES



This sextet (and scores of others) will help you forget war blues this fall and winter. Top row: RICHARD CROOKS, Firestone, 7:30 p. m., Mondays; GINNY SIMMS, Philip Morris, 7 p. m., Tuesdays; BING CROSBY, 8 p. m., Thursdays.

Lower row, left to right: LUCILLE MANNERS, Cities Service concerts, 7 p. m., Fridays; CONRAD THIBAUT, "Manhattan Merry-Go-Round," 8 p. m., Sundays, and DALE EVANS, "Chase & Sanborn Hour," 7 p. m., Sundays.

TEXAS MUSIC

Music of The Texas Rangers, one of the most versatile musical organizations in radio, is now heard regularly on Station WOW, at 2 p. m., Sundays, for Roberts Dairy's cheese products. Broadcasting rights for the famous musical group, termed "America's foremost singers of western melodies," have been acquired through the station's purchase of The Texas Rangers' new library.

Long a prime favorite of radio and movie audiences from coast to coast, The Texas Rangers offer western songs in their own unique style. They feature the music of 20 different instruments, a vocal quartet, an instrumental quartet, an Irish tenor soloist, and occasionally all join in to form an eight-man choir in their own a capella arrangements.

Members of The Texas Rangers' musical ensemble are Clarence "Idaho" Hartman, bass violin; Joe Strand, accordion and piano; Herbie "Arizona" Kratoska, guitar and banjo, and Gomer "Tenderfoot" Cool, violin. The Rangers' vocal quartet consists of Dave "Rod" May, Fran "Irish" Mahaney, Ed "Tookie" Cronenbold and "Captain" Bob Crawford. "Irish" Mahaney is entrusted with the solo parts.

V...—

FOOTBALL SCORES

Tens of thousands of WOW listeners are grateful for the Falstaff "Football Scoreboard," heard on WOW every Saturday afternoon from 5:15 to 5:30 p. m. Announcers John Leslie and Bill Warner give first complete football scores at this time each week.

V...—

FREE CATALOGUE

With impending gasoline rationing and the tire conservation program, Spiegel, Inc., Chicago mail order company, has turned to WOW with an intensive advertising schedule. Spiegel offers an elaborate mail order catalogue to WOW listeners.

More Stations, More Sets on Our Side

The United Nations have a distinct advantage over the Axis powers in the "war by radio."

This was the assertion of Sheldon B. Hickox, Jr., Manager of Station Relations of the National Broadcasting Company, in a talk on "WOW-Night" before the Omaha Advertising Club recently.

Hickox declared that there are eight times as many radio stations, and twice as many radio sets, in



SHELDON B. HICKOX, JR. . . . Station Relations Manager, National Broadcasting Company, photographed in the WOW studios as he told "Noonday Forum" listeners about radio broadcasting's part in the war.

united and neutral nations as there are in enemy nations.

In all the world there are 2,481 radio stations and 108,000,000 radio sets.

In the Axis nations there are 271 radio stations and 33,000,000 sets.

In the united and neutral nations there are 2,210 radio stations and 75,000,000 radio sets.

Hickox declared there are nearly four times as many United States radio stations as in all Axis nations combined. Similarly, the United States has nearly twice as many radio sets—56,000,000, as compared with 33,000,000 in the Axis powers.

Hickox then described the role radio has played in the United Nations' war effort. He declared that radio has done an excellent job in—

1. Telling the country that "This is war."
2. Telling the nation of the progress of the war.
3. Improving international relations.
4. Mobilizing the nation's manpower.
5. Gearing civilian life to a war economy, and, lastly, keeping the world informed as to the United Nations' war aims and efforts.

Preceding his discussion of radio's part in the war, Mr. Hickox described this country's \$5,000,000 broadcasting industry, and especially the dominance of the National Broadcasting Company. Hickox was introduced by William Ruess, Personnel Director of WOW and Chairman of the Board of Auditors of the Woodmen of the World Life Insurance Society. Harry Burke, Program Manager of WOW, and Ray Clark, WOW's chief newscaster, were at the speakers' table.

During the progress of the meeting, WOW gave Ad-Clubbers the first flash of the selection of William Jeffers as National Rubber Czar.

V...—

VISITS OMAHA

Mrs. Dorothy Lewis, Coordinator of Listener Activities of the National Association of Broadcasters, will visit in Omaha. A luncheon in her honor has been arranged for October 2 at Hotel Paxton. Representatives of many parent and teacher organizations have been invited to attend. Arrangements are being made by Harry Burke, Program Manager of WOW, who is in charge of promoting educational broadcasting in the middle west.

WOW WITH NBC FIFTEEN YEARS

Executives Greet WOW on Milestone

Radio Station WOW passed an important milestone in its history recently. September 5 marked the end of 15 years association of WOW with the National Broadcasting Company.



Niles Trammell

The anniversary brought several telegrams from NBC officials.

Included was one from Niles Trammell, President of the National Broadcasting Company:

"We have ridden together over the rough spots and I didn't want this day to go by without expressing my appreciation of the support and cooperation you have always given us."

Similarly, Frank Mullen, Vice President and General Manager of NBC, wired:

"Let me say thanks for all you and WOW have done during the past 15 years in helping to build NBC to its present position."

William S. Hedges, Vice President; Sheldon B. Hickox, Jr., Manager Station Relations, and Easton C. Woolley also wired congratulatory messages to John J. Gillin, Jr., General Manager of WOW.

WOW joined NBC when the nation's first network was extended west of Chicago. It was one of the first 21 stations in the network, which now includes 135 of the nation's most important broadcasters.

Even prior to 1927, WOW (then WOAW) had on several occasions joined in a "chain broadcast." Prior to 1927, NBC was the only national network. It is significant that 15 years ago the Cities Service Company and General Mills, Inc., were already NBC advertisers. Both concerns have used WOW continuously for that entire period.

The American Tobacco Company, Firestone Tire & Rubber Co. and General Electric Company have used WOW and NBC for 14 consecutive years.

General Foods, Inc., and the Kraft Cheese Company have been on NBC and WOW for 13 years.

The record of other continuous WOW advertisers includes, 12 years: The Bayer Co., Bristol-Myers Co., Colgate-Palmolive-Peet Co., Procter & Gamble Co. and Standard Brands, Inc; 11 years: Carnation Company and the Pepsodent Company; 10 years: Hecker Products Corp., Benjamin Moore & Co. and R. L. Watkins Company.

Surveys have shown consistently that the National Broadcasting Company has the largest audience and the best programs. One recent survey proved that the National Broadcasting Company carries seven out of 10 of the most popular programs. Another survey showed that NBC has the highest number of the best program ratings. Another showed that NBC clients during 1941 averaged eight years on the network.

Still another survey showed what the NBC—and other networks—are doing in the war effort (see page 3, column 5).

V...—

STAR PARADE

(Continued from page 1)

casts at 11:15 p. m. on Mondays, Tuesdays and Fridays.

A new news commentary program, sponsored by Beaumont 4-Way Cold Tablets, was scheduled for 6:45 p. m. on Wednesdays and Saturdays, effective October 7.

Several new daytime shows (details elsewhere in this News Tower) are scheduled. Among these are "Miniature Meditations," for Omar, Inc.; Quaker Oats' "Man on the Farm" and "Aunt Jemima"; four serials—"Just Plain Bill," "Front Page Farrell," "The O'Neills" and "Big Sister."

THESE EMOTERS MAKE YOU WEEP AND SMILE



CLAUDIA MORGAN . . . lovely star of Woodbury's "Thin Man."



MERCEDES McCAMBRIDGE . . . "Rosie" of "Abie's Irish Rose."



HOUSE JAMESON . . . radio dad of "Henry Aldrich."



JAY JOSTYN . . . radio's two-fisted "Mr. District Attorney."



THE BARBOURS . . . the father, J. Anthony Smythe, and Mother Barbour is Minetta Allen.



HAL PEARY . . . you know him better as "The Great Gildersleeve."

AUNT SALLY

(Continued from page 2)

Many years have passed since I knew Chicago as home, but as I stood on the beach, the sharp Lake Michigan breeze blowing across my face and looked out over the green-blue water, it seemed only yesterday. Time rolled itself into a wispy scrap and flew out over that water until—until I heard Teddy say: "Mommie, this air has given me an awful appetite. When do we eat?"

About 10 times a day I hear that young woman ask: "When do we eat?" We're having fun looking for new places to dine or dunk doughnuts, as the mood strikes us.

Everything is fun. Even shopping when it isn't compulsory, and we often go "browsing" in the big stores.

I would like to tell you all about the swanky new clothes we are getting, the breath-taking hats and luxurious furs, but we aren't getting any new clothes. We're going to buy bonds and get this war out of the way this year and buy pretty new clothes later.

If they have any alarm clocks in Chicago, they don't bother us, and it is a real vacation, with no clocks to watch, no appointments, no telephone calls. If we get anywhere on time, well and good, and if not, nobody cares.

The biggest thrill of all is that for two weeks 4 o'clock in the morning is nothing in my life, for I'm off the milkman's route for now. We're having a grand time and a good rest, and I'll be back at that little brown desk in the corner on Monday, October 12, ready to make things buzz and bounce, for there will be so much to be done this year. But I'm not going to think of that now—I'M ON VACATION!

'Bye for now!

YOUR AUNT SALLY.

STALEY MEN



Sam Greenberg (left) of the Phillips Department Store in South Omaha and H. E. Woolsey, Regional Staley Representative, snapped by a huge Staley store display. Staley gives WOW listeners "Sweet River" (8:45 a. m., Mondays Fridays).

V...—

Betty Lou, the little girl with the squeaky voice, exists only in Tommy Riggs' larynx, but she has led her boss to stardom and will bring him back to NBC on Friday, October 9, at 9:30 p. m., Omaha time, in a coast-to-coast radio program.

Lever Brothers Company will be the sponsor.

Staley Company Merchandising Clicks

Thousands of WOW listeners who have become acquainted with Staley starch products via "Sweet River" (8:45 a. m., Mondays through Fridays) have accepted an unusual coupon offer made over the air.

Using an unusual merchandising plan, the Staley Company offered listeners three coupons, two of which were exchangeable for Staley Starch Cubes and Staley Cream Corn Starch. The third entitled the listener to a purse beauty kit offer, which recently expired.

Grocers throughout the Omaha territory were swamped with housewives accepting the coupon offers, according to H. E. Woolsey of Omaha, Staley Starch Regional Representative.

Most grocers put up large displays of Staley products and posted window signs reading "WANTED: Staley Coupons."

V...—

BLOOD BANK

(Continued from page 2)

commended and thanked the officers of Seymour Camp and the officials of the Society for their interest in the blood bank.

More than 100 members of Seymour Camp and a large number of Radio Station WOW employees, including 25 female workers, have given quantities of their blood. The Omaha office of Civilian Defense has the names of more than 7,000 persons who are willing to donate blood. A number of these persons have already contributed to the Clarkson bank.

V...—

HE CAN HAVE IT

Dwight Weist, who plays the role of Hitler regularly on "The March of Time," turned up in a recent "Cavalcade of America" historical drama as Kaiser Wilhelm III.

Noonday Hymns Offered by Omar Inc.

Before your family sits down to lunch, tune in to WOW for five minutes of inspirational music with Gene Baker.

This new program, on the air at 11:55 a. m. to 12 noon, features "A hymn for the day." It is sponsored by Omar, Inc., Omaha makers of Omar Wonder Flour and Omar Pancake Flour.



Gene Baker

The purpose of this program is to give listeners a "lift" just before having their midday meals.

The popular Gene Baker, NBC baritone, who is heard on Omar's "Musical Meditations" program at 9:45 a. m., Sundays, will also conduct the new "Miniature Meditations," week days, except Saturday.

With Baker will be the "Four Gospel Singers," a quartet.

Baker is known to thousands of WOW listeners. He was in Omaha, and throughout adjoining states, last spring, when Omar conducted its "V-Girl" contest. It was Baker who was master of ceremonies of this contest in June at Hotel Blackstone in Omaha.

V...—

Foreign Pickup Problems Solved

A year ago a "remote" broadcast from overseas had about three chances in 100 of being audible to listeners. Wylie Cooper, who produces "The Army Hour" (2:30 p. m., Sundays, on WOW) reports that of 140 remote pickups only three were complete "misses." Hardest spot to-pick up, he added was New Delhi.

"The Army Hour" often works on a close margin of time. For a recent broadcast two channels had been arranged for a pickup from Australia—one by way of San Francisco, the other through London. Before air time, both channels became doubtful. A last-minute choice had to be made. London was chosen and came through as clear as a bell. The decision was made exactly 10 seconds before the program went on.

V...—

RENEW ROUNDUP

"Reveille Roundup," early-morning musical show featuring Louise Massey and the Westerners, vocal and instrumental group, has been renewed for another 52-week period, effective October 5, on WOW and 85 other NBC stations, by Grove Laboratories, Inc., through Russel M. Seeds Company, Inc.

"Reveille Roundup" is broadcast Mondays, Wednesdays and Fridays at 8:30 a. m. Program, which originates in the NBC Chicago studios, is for Grove's Bromo-Quinine Cold Tablets and Grove's Vitamins.

V...—

REV. R. R. BROWN

(Continued from page 2)

no regard for these sacred principles.

While we think of giving our full measure of money and time, and sacrifice our necessary materials for the war effort, let us not overlook the dangers at home that will involve our homes, schools and churches. We must fortify ourselves against invaders, such as lawlessness, moral laxity, intellectual freedom, social license and spiritual deadness. Although we are far removed from the scene of bloody battle, we are liable to serious breakdowns. England is suffering from a wave of juvenile delinquency, and the press reports an alarming increase in bigamy. Let us build faith in God, give devotion to Christ and His church, and restore the place of the Bible in our hearts and homes.

DAYTIME SHOWS KILL WINTER BLUES

"Judy and Jane" Resumes For Folgers

WOW's daytime schedule is augmented and improved this fall by the resumption of several popular serial stories and the addition of several new ones.



Judy O'Grady

Among those returning (September 21) is the ever-popular "Judy and Jane," sponsored by Folger's Coffee. The time is 1:45 p. m., Mondays through Fridays. When "Judy and Jane" left the air last June it ranked first in the Hooper and Crossley ratings as to popularity among daytime shows.

Listeners will recall that the "heroine," Judy O'Grady, was married last June to Jerry John Boggs, after a 10-year courtship. The story resumes when, after a one-day honeymoon, Jerry joins the United States Marines. Two more popular daytime serials have returned to the air under sponsorship of the American Home Products Corporation. These are "Just Plain Bill," for Anacin, heard at 4:30 p. m., Mondays through Fridays, and "Front Page Farrell," for Kolynos Toothpaste and Hills Tablets, 4:45 p. m. (also Mondays through Fridays).

V...—

Clifton Utley Subs For Skelly's Dreier

Clifton Utley, editor of the air edition of the Chicago Sun, has returned as commentator on the Skelly Oil Company news programs for 13 weeks (NBC, Mondays through Fridays, 7 a. m., WOW).

Alex Dreier, who has been heard on the Skelly program since June 22, is preparing to leave for London to replace NBC Commentator Robert St. John for 13 weeks. First step in that direction was taken when Dreier was inoculated for five diseases—typhoid, paratyphoid, tetanus, typhus and smallpox—with in three minutes as a preliminary to getting his passport to England.

V...—

EDITOR'S MEET

Bill Wiseman, Editor of the WOW News Tower Magazine, will preside over a session of the War Conference of the Southwestern Association of Industrial Editors at Stillwater, Okla., October 8, 9 and 10. Last year at this organization's convention the WOW News Tower Magazine received the association's Achievement Award for Editorial Merit. SAIE is associated with the School of Journalism at the Oklahoma A. & M. University.

V...—

300th BROADCAST

When Phil Spitalny and the pretty members of his all-girl orchestra aired their "Hour of Charm" program from Radio City on a recent Sunday night (9 p. m. on WOW), they made their 300th broadcast for General Electric and began their seventh season in radio for the same sponsor.

The "Hour of Charm" will originate its next five broadcasts from the west coast.

V...—

CANTOR'S CAST

Eddie Cantor's stock company has been recruited to air strength with the signing of Harry von Zell, actor-announcer; Edgar (Cookie) Fairchild, orchestra leader, and Bert (Mad Russian) Gordon, stooge who calls the boss, Haddie Camphor. These complete last season's lineup. Dinah Shore, the program's singing star, was signed up last week. "Time to Smile" returned to WOW Wednesday, September 30, after a three-month vacation (NBC, 8 p. m., Omaha time).

QUIZZERS WILL MAKE YOU THINK and LAUGH



RALPH EDWARDS . . . host of Ivory's "Truth or Consequences," on WOW, Saturdays, 7:30 p. m.



JOHN KIERAN . . . "human encyclopedia" of Luckies' "Information Please," on WOW, Fridays, 7:30 p. m.



CLIFTON FADIMAN . . . New Yorker book reviewer and quizmaster for "Information Please."



ALBERT MITCHELL . . . The Van Dyke "Answer Man," heard for General Cigar Company, 6:45 p. m., Mondays and Fridays.



OSCAR LEVANT . . . pianist, wisecracker, musical genius on Luckies' "Information Please."



FRANKLIN P. ADAMS . . . famous newspaper columnist and brain-truster on "Information Please."



WALTER O'KEEFE, emcee, gagster, on Mollie's "Battle of the Sexes," 8 p. m., Tuesdays, on WOW.



JIMMIE McCLAIN . . . "Dr. I. Q." for Vitamin Plus' Monday night, 8:30 p. m., on WOW.



ALEX McQUEEN . . . of Old Ben's "Nothing But the Truth," 7:45 a. m. and 5:20 p. m., Mondays through Fridays.

WOW Girl Gets Her Radio Chance

Mitzi LaMonte, WOW radio actress, has been awarded the Edgar Bergen Scholarship in Radio at Northwestern University, Evanston, Ill.

Dean James H. McBurney of the School of Speech at Northwestern said of the scholarship:

"The Bergen scholarships are reserved for applicants who show evidence of having aptitudes and marked ability in the fields of radio and theater."

Miss LaMonte played the title role in "The Other Woman," a Butter-Nut Coffee serial which was heard on WOW for a long period. She participated in many WOW dramatic presentations prior to leaving Omaha last spring.

V...—

Appointment of Stanley P. Richardson, former Associated Press correspondent, confidential secretary to Ambassador Joseph E. Davies and shortwave coordinator, to the post of manager of the London office of the National Broadcasting Company was announced.

WINS AWARD



MITZI LaMONTE . . . WOW actress, who won Bergen radio scholarship.

"The O'Neills" . . . "Big Sister" Return

On October 5 two more daytime serials will be added to WOW schedules—one is the ever-popular "The O'Neills," sponsored by Standard Brands for Royal Baking Powder. This will be heard from 9:15 to 9:30 a. m., Mondays through Fridays.



Lesley Woods

The lovely and talented Lesley Woods is to be starred in "Big Sister," which will be heard at 8:15 to 8:30 a. m., Mondays through Fridays. "Big Sister" is sponsored by Lever Brothers for Rinso.

Effective September 28, the General Mills program, "Hymns of All Churches," is moving to 11 to 11:15 a. m. in the WOW schedule.

Beginning where they left off last March 27, after a six-year continuous run, "The O'Neills" and their friends will be found in the thick of war activities.

Jane West, author of the serial, will continue to play her role of Mrs. Bailey, Ma O'Neill's sagacious, witty friend. Ma, played by Kate McComb, takes changing conditions in her stride, as every good matriarch should. Her son, Danny (Jimmy Tansey), is now head of a defense plant division manufacturing important air weapons.

Peggy, the married daughter (Joan Banks), still lives across the fence from Ma, with her husband, Monte Kayden (Chester Stratton), and their three children. Janice (Janice Gilbert), 'teen-age adopted daughter, and Eddie (Jimmy Donnelly), the adopted son, will become increasingly involved in dramatic experiences as the scripts go on.

Mr. Levy (Jack Rubin), the old family friend who helped Ma bring up their fatherless children, and Doctor Kingsley (David Gothard) will continue to talk things over with Ma and the children.

David Victor and Herbert Little, Jr., will collaborate with Jane West on the scripts, and Chick Vincent will direct the series. Bill Meeder, organist, will play the background music.

V...—

Tony Asks if the War is Ended!

Major C. C. Doherty, husband of Bernardine Flynn, Sade in NBC's "Vic and Sade," made a flying visit to Chicago last week-end on a 24-hour furlough, his first visit home since his recent enlistment in the U. S. army air transport command.

As he walked into the house, son Tony, age 5, was eating breakfast. Spying his father, Tony exclaimed: "Hi, dad! Is the war over?"

V...—

MIKE FRIGHT

As one of aviation's pioneers, Major Alexander P. de Seversky, NBC's aviation authority, has many times looked death in the face while carrying out hazardous experiments aloft.

But, believe it or not, nothing has terrified Major de Seversky so much as sitting down before a harmless NBC mike each Saturday (NBC, 6:45 p. m., WOW).

V...—

RENEW BARN DANCE

The "National Barn Dance," broadcast Saturdays from 8 to 8:30 p. m., Omaha time, over WOW and 68 other NBC stations, has been renewed for its 10th year of network airing, effective October 3. The program is sponsored by Miles Laboratories, Inc., of Elkhart, Ind., for Alka-Seltzer. Contract, for 52 weeks and calling for the same number of stations, was placed through the Wade Advertising Company.

"Troubled Times" Themes of Sermons

The Rev. John Carter Smyth, Paulist Father, lecturer in sacred eloquence at the Catholic University of America, will deliver four addresses on the NBC "Catholic Hour" during October (Sundays, 5 p. m., WOW).

Under the general title, "Thoughts for a Troubled Time," Father Smyth's subjects will be:

October 4—"The Christian Looks at Trouble."

October 11—"Fruitless Forebodings."

October 18—"Inner Peace and Outer Chaos."

October 25—"Casting Out Fear."

V...—

EXPECT THE STORK

If Fort Pearson, announcer on NBC's "Right to Happiness" sounds nervous these days, blame it on Sir Stork. The Pearsons have a date with the big bird in January. They now have one son, Fort, Jr., 2 years old.

WHEN WILL WORLD WAR II END?

NBC News Men Offer Best Guesses

Three years ago the Nazi legions goose-stepped over the Polish borders and plunged the world into war.

As the third year of conflagration ended, one question troubled all the people of the United Nations: How long before Victory?

To attempt an answer to that question, NBC has called upon its battery of news commentators, men whose job it is to watch world events—to observe, analyze and study. Here is how they look at the forthcoming fourth year of war:

H. V. Kaltenborn: "The third anniversary of this war's beginning is a good time to estimate where we stand in this war. To my mind, the 'principle of mobility' is the one that will give us victory if we learn how to apply it. Speedy transportation to the scene of action. It is the answer to the mistake of dispersion of our forces. You don't need to keep men everywhere if you can quickly send them anywhere. We can win this war with air transport if we will develop enough of it and use it with imagination."

John W. Vandercook: "While the chief feature of the year past has been the tremendous destruction by the Germans of the resources of Russia, Germany, too, on that vast battlefield, has suffered heavily. How much we do not yet know. For that reason, the entry of the United States into the war, within the same fateful year, has, in potential power, more than compensated for that reduction in Russian strength. That is the fundamental fact, the fundamental hope."

Earl Godwin: "The outlook on the war is very dark, at least for the immediate future. This is particularly true in Russia. However, if Russia can keep her armies intact as they withdraw, that huge nation will continue to be a threat to Hitler and will keep the Nazi 'wehrmacht' away from England. Much depends in the coming year of war on whether the Russians this summer maintain an orderly retreat or a wild flight."

Cesar Saerchinger: "The war during the winter and spring of 1942-3 will be mainly a war for the lifelines of the world. The Axis will make a supreme bid, by exploiting its interior position, to cut the main arteries on sea and land by which the United Nations supply their far-flung fronts. The United Nations, similarly, will aim to sever Japan from her conquests, by direct attack on the Pacific Islands and by whittling down Japan's naval power. In Europe our growing air power will strike at land communications as well as ports and industrial centers, to intercept the flow of supplies near their source. The greatest single problem is to increase shipping."

Alex Dreier: "Unless the pressure on Russia is effectively relieved as soon as possible, the war will last not years, but decades, because the advantage is with the Axis. The most vital front in this global struggle is the Russian front. There Hitler's war machine can be made to sputter, to halt, and finally can be smashed. Once the Nazis are able to wheel their armies from east to west, the successful invasion of Europe will no longer be a probability—it will be an extremely remote possibility. The establishment of a second front depends upon maintenance of a first front. If the first front is lost, then a minimum of five fronts would be necessary to smash the aggressive mechanism of the Axis juggernaut."

Upton Close: "The upshot of the war will be determined in this forthcoming fourth year. To win requires (1) a dominant American philosophy of the war, (2) a professional American war command over industry and all fighting forces, (3) a strategy based on an American master plan rather than merely keeping others fighting. In such a strategy the most strategic spots will be the Aleutian Islands, the British Isles, the bulge of China and the bulge of Brazil."

They'll Keep You Well Posted on News and Sports



CLIFTON UTLEY . . . Skelly's ace news analyst, replaces Alex Dreier, 7 a. m., on WOW. Dreier goes to London to relieve Robert St. John.



UPTON CLOSE . . . NBC's Far East expert, father of two sons in the service, now does his Sunday bit, 2:15 p. m., for Sheaffer Pens and Inks.



BILL STERN . . . NBC's sports ace, will continue his Colgate's "Sports Newsreel" Saturdays, 9 p. m., and his "Army Hour" thrillers.

Gag Lines Now a Part of U. S. Speech

More evidence of the effect of WOW radio programs on our daily lives!

When little Johnny wants to contradict his mother nowadays, he says: "That ain't the way I heard it," patterned after Bill Thompson's phrase as the Old Timer with "Fibber McGee and Molly."

Which illustrates the effect radio has upon the language of the people of the United States. Catch phrases from radio are the modern versions of "twenty-three skiddoo" and "you tell 'em, I stutter." Radio's comedians add new phrases to the American language every day, and every hep-cat is judged by his knowledge of the latest line from Hollywood.

Red Skelton's "I dood it," besides making newspaper headlines, has become an every-day phrase in young America's vocabulary, along with his "I would answer that, but it would only lead to woodshed," and "If I do, I det a whippin'."

Jerry Colonna, on Bob Hope's program, made "Greetings, gate," a synonym for "Howdy," "Hello," "Good morning," etc.

"Wonderful world!" was Lum and Abner's most popular contribution to the list, with "I'm wore to a frazzle, just wore to a fraazle" also in the running.

Molly McGee says "Taint funny, McGee," and millions of us stop millions of others cold by telling them, "Taint funny, McGee."

Charlie McCarthy's pet phrase has been a national byword for years: "I'll clip 'em. So help me, I'll mow 'em down."

From Al Pearce comes Elmer Blurt's "I hope, I hope, I hope," and Baby Snook's addition to often-repeated phrases is, "Why, daddy?"

Meredith Willson has millions of listeners copying his "Well, bend me over and call me stupid," and Bing Crosby's colorful slang has added many apt phrases, including "Cinema parlor," Crosbyism for motion picture theater, and "fair hunk of fiddlin'," which translated means "a performance of great virtuosity on the violin."

Dennis Day says "Yes, please," to Jack Benny, and in every town kids from 8 to 80 say, "Yes, please" to every question that calls for an affirmative.

Cliff Arquette as Ben Willet, of "Point Sublime," is responsible for reviving an oldie that most of radio's language-twisters could borrow, "Ain't I the one?"

V...—

ONE-CENT SALE

WOW listeners are being told about an unusual 1-cent sale in a powerful radio advertising campaign sponsored by the Campbell Cereal Company of Minneapolis, makers of Campbell's Cornflakes and Malt-O-Meal. Housewives are to get a full eight-ounce package of Campbell's Cornflakes for only 1 cent when they purchase Malt-O-Meal at the regular price.

V...—

CLOSE, WAR "DAD"

Upton Close, NBC commentator, has contributed more than money to the war effort. He has two sons in uniform, which makes him a charter member of American War Dads.

On September 20 he started a new series of commentaries for Sheaffer pens and inks, called "World News Parade," to be a Sunday feature on WOW at 2:15 p. m.

V...—

STERN RENEWED

Bill Stern's "Sports Newsreel of the Air," broadcast on WOW, Saturdays from 9 to 9:15 p. m., has been renewed for another 52-week period, effective October 3, by the Colgate-Palmolive-Peet Co., through Sherman Marquette, Inc., of Chicago. Program features Stern along with leading personalities of sports world in guest spots. Show "plugs" Colgate's Shave Cream.

THEIR MUSIC HATH CHARM TO SOOTH YOU!



PHIL SPITALNY . . . boss of General Electric's "Hour of Charm" (Sundays, 9 p. m.) girl orchestra, which recently concluded its 310th consecutive program.



MISHEL PIASTRO . . . distinguished leader of the Longine's Symphonette, who presents the "World's Most Honored Music," Mondays, Wednesdays and Fridays, 10:30 p. m.



TOBE REED . . . genial conductor of the Fitch "Bandwagon" (Sundays, 6:30 p. m.), will bring WOW listeners inside information on the world's greatest popular orchestras.



KAY KYSER . . . whose Lucky Strike "Kollege of Musical Knowledge" will continue through the winter, Wednesdays, 9 p. m.



PERCY FAITH . . . youthful genius, conducts and directs Carnation "Contented Hour," 9 p. m., Mondays.



DON VOORHEES . . . new musical director for the "March of Time." He is also musical director for DuPont's "Cavalcade of America" and "The Telephone Hour" programs.

V...—

WHAT'S WHAT?

"What's What Today," a new feature for the ladies, made its bow on WOW, September 26, and will be broadcast each Saturday morning at 8:30. It's presented as a magazine for radio listeners—is edited and presented by Harriett Harris of the WOW staff and consists of various entertaining and informative items of current interest.

Nutrena's "Katie" Keeps 12 Cows Contented

Twelve contented Nebraska cows are rabid fans of Lyle DeMoss' "Katie the Cow" show, heard on WOW at 7:15 a. m., Tuesdays, Thursdays and Saturdays.

This item is relayed to WOW by Ralph Smith, advertising manager of Nutrena Mills, Inc., sponsors of the show.

Smith noted in the Beatrice (Neb.) Times' "Good Morning" column a report from Farmer Jacob Wiebe, R. F. D. No. 3, Beatrice. The Times reported: "Katie the Cow" (on DeMoss' show) is the favorite radio program of the 12 Wiebe cows, who listen to it during milking time. As soon as Katie has finished mooing about the deliciousness of the (Nutrena) feed, the 12 Wiebe bossies nearly tear the roof off the barn with their unanimous moo right back."

JEFFERS IN SPECIAL EVENTS PARADE

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Memo: To Bill Wiseman, Editor of WOW News Tower.

From: Tom Dailey.

Bill: I don't see how the heck I'm going to be able to submit a sports column for the October News Tower, because I can't think of anything to write about. Been sitting here for two days now, with my fingers on the type-writer keys, but nothing happens.



Tom Dailey

Prediction

Maybe the folks would want to know how the World's Series is going to come out—if the Cardinals win the National League pennant. 'Twill be a terrific battle of pitchers, with Cooper, Lanier, Beazley and White pitted against Gomez, Ruffing and Bonham. Gonna be close, but the Yankees should emerge victors after, say—six games. (If I'm wrong, don't print this!)

Wing with Wings

Remember George Secman, Bill? He was quite a star—wingman on Nebraska Huskers football team in the late 30's. He now has his wings in the army air corps. Gosh! He's a swell lad—and played some fine football for the Western Army All-Stars early this fall. When we had lunch today, I spoke of the army air corps and asked Lieutenant Secman how he liked the B-25, B-17, B-26, and so on. His handsome features turned into steel as he praised his work and his equipment. Glad I'm on his side.

Sa'bet

I've decided to take you up on that little wager. You like your alma mater, Missouri, to take the Big Six flag this year. O. K., Tiger! I'll take the Cornhuskers. Glenn Presnell is gonna show those Far-outs some of the neatest tricks the grid world has even known. Wait'll Gazelle Zikmund starts loping with a pass from Bradley or Hopp! Wait'll Howard Debus starts on a line smash! I'll just take you on for a new Arrow shirt from Nebraska Clothing Company that your Tigers lose their skins to the Huskers. How about it, Wiseman?

(Editor's Note.—It's a bet!—BW)

Good Neighbors

I'm planning to write a column soon concerning transportation to football games this fall. People must double up, Bill, because there's no sense in driving all the cars to games over the country. Six or eight people get together and decide to take Charlie's car this Saturday, Jim's next, and so on. Six or eight people will be going, but in only one car. Save rubber! Go to the game! Have fun by being good neighbors is what I say. Incidentally, we're doubling up with Harry this Saturday—and using our car for the Minnesota game. Know that football rule we were arguing about—the one on passing on fourth down? Here's the answer, fresh from the rule book. It says here, in effect: When you pass on fourth down, into the end zone, it isn't a touch-back any more. The ball goes into play for the opposite side at its original position—anywhere outside the 10.

Smooth Sewell

Chatted with Luke Sewell, Browns' manager, on the train this week. I says: "Luke, golly! You've done a great job with the St. Louis Browns this year. Third place! You are to be highly commended for doing such splendid work in getting this team into the first division. You've had them playing top-notch baseball, Luke."

Know what Luke said?
"Was the team—wasn't me."

No Column

So there you are, Bill. Nothing to write about for October, but thought I'd drop you this memo

CAMERA FOLLOWS WOW SPECIAL EVENTS



"BIG BILL" JEFFERS . . . Union Pacific's dynamic President, who addressed WOW listeners a few hours after he was named national rubber czar.



BABY BEEF CHAMP . . . at the Nebraska State Fair, Clark broadcast first news on the 4-H Grand Champion Baby Beef Award, won by Don Meyer, Wayne County, shown here with his calf.



JAMES M. LANDIS . . . right-hand man of President Roosevelt, who is directing national civilian defense with Clark on another Bexel "Noonday Forum" program.



GLENN L. MARTIN . . . America's foremost bomber builder, was another "Noonday Forum" guest interviewee recently. He was in Omaha to visit the Omaha Martin plant.



"E"-DAY SPECIAL . . . WOW's Special Events crew covered the awarding of the Army-Navy E flag at the Omaha Steel Works. Photo shows presentation of flag at ceremonies.



FIVE-O'CLOCK NEWS . . . Newscaster Clark snapped at start of National Biscuit Company's new WOW series. Note eye-level studio clock banked by Premium Cracker packages.



ROBERT BELLAIRE . . . famed UP correspondent, told of his experiences while interned in Japan on a recent Bexel "Noonday Forum" program. His home is in Sioux City.



LONDON SCOUTS . . . these jovial Boy Scouts from London told "Noonday Forum" listeners what to do, and what not to do, when Axis bombs fall.

Big Names in War Effort on WOW

WOW's News and Special Events Department has had a busy month. The parade of stars before WOW Special Events microphones has included some of the biggest names and personalities in the United States.



Ray Clark

Perhaps the most important personality is the No. 1 man in national news—William "Big Bill" Jeffers, President of the Union Pacific Railroad, who was recently named rubber czar for the nation. Mr. Jeffers was interviewed on WOW by Ray Clark soon after his appointment. When Jeffers returned home from Washington, and was welcomed by a large crowd at the Omaha Municipal Airport, it was over WOW microphones that he made his first plea to the country for cooperation with his rubber conservation plan.

Most of the recent special features have been heard on WOW's "Noonday Forum" program (12:45 p. m., Mondays through Saturdays), which is sponsored three days a week by Bexel, the new McKesson-Robbins vitamin product.

The list of "big names" also included:

James M. Landis, National Director of Civilian Defense.

Glenn L. Martin, Baltimore, famous bomber builder.

Robert Bellaire, United Press correspondent, who was until recently interned in Tokyo.

Sheldon B. Hickox, Jr., Manager of Station Relations, National Broadcasting Company.

Those four English Boy Scouts who are touring the United States instructing American Scouts what to do in air raids.

Another most interesting broadcast during recent weeks was the first description on the air of the selection of the Grand Champion 4-H Club Baby Beef at the Nebraska State Fair. The winner of the award, Don Meyer of Wayne, told other farm boys and girls some of his secrets in the important business of raising champion beef stock.

Another unusual broadcast came from the Omaha Steel Works, when army and navy officials presented the coveted "E" flag for production excellence.

Movie stars in Omaha for the film industry's bond sale campaign, and many other interesting persons were heard on WOW during the month.

V. . .

Quaker Oats Offers "Man-on-the-Farm"

WOW listeners will hear "The Man on the Farm" Saturdays at 12 noon, starting October 3. This program is sponsored by the Quaker Oats Company, makers of "Full-O-Pep" Feeds. Although new to WOW listeners, this program is beginning its fifth consecutive year and has been extremely popular.

In addition, Quaker Oats is sponsoring a five-minute series featuring "Aunt Jemima," which will be heard on Thursdays at 8:30 a. m., Fridays, at 7:15 a. m., and Saturdays at 9 a. m., starting October 29 on WOW.

"The Man on the Farm" program will have "Chuck" Acree as master of ceremonies and conductor of "cross-questions and crooked answers," and also other audience-participation stunts.

The weekly broadcasts of "The Man on the Farm" will originate from the Full-O-Pep Experimental Farm in Libertyville, Ill., near Chicago. Also to be heard on this series will be Reggie Cross and his harmonica band.

V. . .

"The Aldrich Family" expanded its coverage to include the full NBC network facilities of 125 stations recently.

and let you know. Don't forget our bet on the Missouri-Nebraska game. I'll have my picture made—wearing that new Arrow! Will you print same in News Tower of a later date? The loser of this big wager should remember: It isn't that you won or lost, but how you played the game.

WOW'S OCTOBER NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "10/42" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:20	Nothing But the Truth Old Ben Coal	Nothing But the Truth Old Ben Coal	Nothing But the Truth Old Ben Coal	Nothing But the Truth Old Ben Coal	Nothing But the Truth Old Ben Coal	5:15—Football Falstaff	Catholic Hour (5 to 5:30)
5:30	4-Bell News—Sports Phillips "66" Penn Tobacco Studebaker Salad Wafers Beeman—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Readers' Digest Beeman—Falstaff	4-Bell News—Sports Phillips "66" Penn Tobacco Studebaker Salad Wafers Beeman—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Readers' Digest Beeman—Falstaff	4-Bell News—Sports Phillips "66" Penn Tobacco Studebaker Salad Wafers Beeman—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Readers' Digest Beeman—Falstaff	The Great Gildersleeve Kraft Cheese and Cocoa
6:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Noah Webster Says NBC	Jack Benny General Foods Grape-Nuts
6:15	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	Politics	Fitch Bandwagon
6:30	Political	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Abbott and Costello Camels	Politics	Politics	Chas & Sanborn Hour Coffee and Tenderleaf Tea
6:45	Answer Man, Van Dyck		News, 4-Way Cold	Answer Man, Van Dyck	News, 4-Way Cold	News, 4-Way Cold	
7:00	Cavalcade of America Du Pont	Johnny Presents Philip Morris Ginny Simms	The Thin Man Woodbury Products	Maxwell House Coffee Time	Cities Service Concert	Abie's Irish Rose P. & G. Drene, Ivory	One Man's Family Standard Brands
7:30	Voice of Firestone Concert	Horace Heidt and Frankie Carle Tums Treasure Chest	Tommy Dorsey Raleighs	Aldrich Family Postum	Information Please Lucky Strike	Truth or Consequences P. & G. Ivory	Manhattan Merry-Go-Round Dr. Lyons
8:00	Telephone Hour Bell Telephone	Battle of the Sexes Molle Shaving Cream	Time to Smile Ipana—Sal Hepatica	Kraft Music Hall Bing Crosby	Waltz Time Phillips Milk of Magnesia	National Barn Dance Alka-Seltzer	American Album of Familiar Music Bayer Aspirin
8:30	Dr. I. Q. Vitamin Plus	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis		Rudy Vallee Sealtest	Plantation Party Bugler Tobacco	Can You Top This? Colgate Dental Cream
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Show Lucky Strike	March of Time (Mag.)	Betty Lou and Tommy Riggs Lever Swan	Sports Newsreel Colgate Shaving Cream 9:15—Labor for Victory	Walter Winchell Jergens Lotion Parker Family—Jergens
9:30	Famous Trials Oh Henry Bars	Red Skelton Raleighs			C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves
9:45	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	Story Behind the Headlines
10:00	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sammy Kaye's Sunday Serenade
10:15	World's Most Honored Music—Longines	St. Louis Serenade NBC	World's Most Honored Music—Longines	Inter-American Univ. NBC (Beg. 10/15)	World's Most Honored Music—Longines	Hospitality Time NBC	News, NBC
10:30	News Reports, NBC	Easy Does It Metz Brewery	News Reports, NBC	Easy Does It Metz Brewery	Easy Does It Metz Brewery	News Reports, NBC	
11:00							

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.
6:00 A. M.—Early Morning News Tower. Daily except Sun.
6:15 A. M.—Aunt Sally. Mon., Tue., Wed., Thu., Fri.
Time and Tunes. Sat.
6:30 A. M.—Markets (Remote). Daily except Sun.
6:35 A. M.—Time and Tunes. Daily except Sun.
Markets. Sat.
6:45 A. M.—Mor Music—Wilson & Co. Mon., Wed., Fri.
Farm Fun, with Ray Olson—N-R Tablets. Tue., Thu., Sat.
7:00 A. M.—Clifton Utley—Skelly News. Mon., Tue., Wed., Thu., Fri.
News Summary, NBC. Sat., Sun.
7:05 A. M.—Organ Music, NBC. Sun.
7:15 A. M.—Lyle, Don and Stan—Nutrena Mills. Tue., Thu., Sat.
Aunt Jemima—Quaker Oats (Beg. 10/29). Fri.
7:30 A. M.—WOW News Tower—Roberts, Mid-Continent, Peter Paul. Daily except Sun.
NBC String Quartet. Sat.
7:45 A. M.—Nothing But the Truth—Old Ben Coal. Mon., Tue., Wed., Thu., Fri.
Musical Clock. Sat.
8:00 A. M.—Morning Melodies. Daily except Sun.
World News Roundup, NBC. Sat.
8:15 A. M.—Big Sister—Lever Rinso, Vimm and Lipton Tea. Mon., Tue., Wed., Thu., Fri.
Morning Melodies. Tue., Thu., Sat.
8:30 A. M.—Reveille Roundup—Groves Bromo-Quinine. Mon., Wed., Fri.
Aunt Jemima—Quaker Oats. Thu.
What's What Today? Sat.
Chapel Service, Rev. R. R. Brown. Sun.
8:45 A. M.—Sweet River—A. E. Staley Starch. Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Music Room—NBC. Mon., Tue., Wed., Thu., Fri.
Aunt Jemima—Quaker Oats. Sat.
Police Bulletins. Sat.
9:15 A. M.—The O'Neills—Standard Brands Baking Powder and Desserts. Mon., Tue., Wed., Thu., Fri.
Homemakers' Club of the Air—Nebraska Power. Sat.
9:30 A. M.—Helpmate—Cudahy Dutch Cleanser. Mon., Tue., Wed., Thu., Fri.
Thrilling Stories of America, NBC. Sat.
9:45 A. M.—Lone Journey—P. & G. Dreft. Mon., Tue., Wed., Thu., Fri.
Little Doghouse. Sat.
Musical Meditations—Omar Wonder Flour. Sun.
10:00 A. M.—Road of Life—P. & G. Duz. Mon., Tue., Wed., Thu., Fri.
The Creightons, NBC. Sat.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food. Sun.
10:15 A. M.—Vic and Sade—P. & G. Crisco. Mon., Tue., Wed., Thu., Fri.
Rhapsody of the Rockies, NBC. Sat.
10:30 A. M.—Against the Storm—P. & G. Ivory Flakes. Mon., Tue., Wed., Thu., Fri.
U. S. Coast Guards on Parade—NBC. Sat.
Musical Moments. Sun.
10:45 A. M.—David Harum—B. T. Babbitt, Bab-O. Mon., Tue., Wed., Thu., Fri.
Dinning Sisters—NBC. Sat.
11:00 A. M.—Hymns of All Churches—Gen. Mills Softasilk. Mon., Tue., Wed., Thu.
Betty Crocker—Gen. Mills Softasilk. Fri.
Creighton University (Beg. 10/17). Sat.
Sunday Down South, NBC. Sun.

11:15 A. M.—Company's Coming—Vicks Vaporub. Mon., Wed., Fri.
Home Beautiful—Orchard & Wilhelm. Tue., Thu.
Markets. Sat.
11:30 A. M.—OCD Defense Program. Daily except Sun.
Emma Otera, NBC. Sun.
11:45 A. M.—Miniature Meditations—Omar. Mon., Tue., Wed., Thu., Fri.
12:00 Noon—Aunt Jenny—Lever Bros.—Spry and Vimm. Mon., Tue., Wed., Thu., Fri.
Man on the Farm—Quaker Oats. Sat.
WOW News Tower—Kilpatrick's, Uncle Sam's Breakfast Food. Sun.
12:15 P. M.—Markets (Remote). Mon., Tue., Wed., Thu., Fri.
Ted Steele and His Novachord, NBC. Sat.
12:30 P. M.—WOW News Tower—Peter Paul—Haskins. Daily except Sun.
Modern Music, NBC. Sat.
12:45 P. M.—Noonday Forum—Bexel Vitamins. Daily except Sun.
1:00 P. M.—Light of the World—General Mills—Cheerioats. Mon., Tue., Wed., Thu., Fri.
Farm Facts and Fun. Sat.
Defense Program. Sun.
1:15 P. M.—Lonely Women—General Mills—Flour. Mon., Tue., Wed., Thu., Fri.
Salon Interlude—NBC. Sat.
1:30 P. M.—Guiding Light—General Mills—Wheaties. Mon., Tue., Wed., Thu., Fri.
U. S. Marine Band, NBC. Sat.
University of Chicago Roundtable, NBC. Sun.
1:45 P. M.—Judy and Jane—Folger Coffee. Mon., Tue., Wed., Thu., Fri.
2:00 P. M.—Mary Marlin—P. & G. Ivory Snow. Mon., Tue., Wed., Thu., Fri.
Rangers—Roberts Dairy. Sat.
2:15 P. M.—Ma Perkins—P. & G. Oxydol. Mon., Tue., Wed., Thu., Fri.
Saturday Special, NBC. Sat.
World News Parade, NBC—Sheaffer Pen. Sun.
2:30 P. M.—Pepper Young—P. & G. Camay and Duz. Mon., Tue., Wed., Thu., Fri.
Charles Dant's Orchestra and News, NBC. Sat.
This Is the Army Hour, NBC. Sun.
2:45 P. M.—Right to Happiness—P. & G. White Soap. Mon., Tue., Wed., Thu., Fri.
3:00 P. M.—Backstage Wife—Phillips Chemical. Mon., Tue., Wed., Thu., Fri.
Pan-American Holiday, NBC. Sat.
3:15 P. M.—Stella Dallas—R. L. Watkins. Mon., Tue., Wed., Thu., Fri.
3:30 P. M.—Lorenzo Jones—Phillips Cream. Mon., Tue., Wed., Thu., Fri.
Minstrel Melodies, NBC. Sat.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food. Sun.
3:45 P. M.—Young Widder Brown—Phillips Chemical. Mon., Tue., Wed., Thu., Fri.
Matinee Melodies. Sat.
4:00 P. M.—When a Girl Marries—General Foods Diamond Crystal Salt. Sun.
NBC Concert Orchestra. Mon., Tue., Wed., Thu., Fri.
4:15 P. M.—Portia Faces Life—General Foods—Bran Flakes. Mon., Tue., Wed., Thu., Fri.
Music of Americas, NBC. Sat.
4:30 P. M.—Just Plain Bill—Anacin. Mon., Tue., Wed., Thu., Fri.
Three Suns Trio, NBC. Sat.
Britain to America, NBC. Sun.
4:45 P. M.—Front Page Farrell—Kolyons and Hills Tablets. Mon., Tue., Wed., Thu., Fri.
5:00 P. M.—War News—National Biscuit. Mon., Tue., Wed., Thu., Fri.
Joseph Gallichio Orchestra, NBC. Sat.
Catholic Hour, NBC. Sun.
5:05 P. M.—Melody Time—Groves Bromo. Mon., Tue., Wed., Thu., Fri.
5:15 P. M.—Falstaff Scoreboard. Sat.