Your program schedule
and Souvenir Album
for 1944
From AMERICA'S TALLEST RADIO TOWER
YANKTON SO. DAKOTA
570 on the dial
WNAX Talent...

Louisiana Lou (center), with Ethel (left) and Mac (right).

Willie Pearson, Cora Deane, Dick Klas.

Aunt Marian Matthews.

Harold Arg.

Wynn Hubler, "Your Neighbor Lady."

Jack and Audrey.

Warren Hull and the gang help.
Midwest FARMER DAY Scenes . .

“Vox Pop” interviews Les Chinlund of Iowa.

Dave Grant, “Vox Pop” program director, in action.

Parks Johnson and Warren Hull prepare to give away money.

“Vox Pop” interviews Mr. and Mrs. John Hartman of Spencer, Nebraska.

Warren Hull interviews the Hartman’s before broadcast.

“Vox Pop” interviews “Typical Midwest Farmer of 1944.”
Midwest FARMER DAY Scenes

Warren Hull presents gifts to "Typical Midwest Farmer of 1944."

Parks Johnson interviews John Harrison of South Dakota.

Fun before the "Vox Pop" broadcast.

Parks Johnson presents gifts to Edwin Anderson, Typical Farmer from Iowa.

Parks Johnson interviews Les Chinlund before broadcast.

Parks Johnson interviews Otto Baumhoefner, Welcome, Minnnesota.
Midwest FARMER DAY Scenes ..

More fun before the broadcast of "Vox Pop."

I'll say it's fun.

"Vox Pop" ready to announce "Typical Midwest Farmer."

Warren Hull shows the Sergeant how it's done.
Midwest FARMER DAY Scenes

WNAX entertainers ready to go into action.

Willie Pearson and Cora Deane (that's Dick Klas in the background).

Dick Klas takes off.

Happy Jack O'Malley in action.

Louisiana Lou, Mac and Ethel, the Pine Cabin Girls.

Harold Arp entertains.
Midwest FARMER DAY Scenes...

Here's the boy behind the gun—Cousin Mal Murray.

With Gene Löffler, they fall of.

Jack and Audrey entertain.

Dick Klasi and the gang really send 'em.

Your Neighbor Lady and Al Constant present quilts to the scholarship winners.

Really lovely! (The quilts, I mean.)
They start unloading the horses from Winner.

The "Lone Ranger's" honor guard from Winner, South Dakota.

George B. German tells Governor Sharpe how good the coffee is.

The "Lone Ranger" and Major General Danielson and their tribal dance.

General Danielson and two Sioux Braves.
Midwest FARMER DAY Scenes

The "Lone Ranger" is mobbed.

The WAC Band from Fort Des Moines.

Honored guests appear in the afternoon.

The great Sioux Falls Air Base Band.

U.S.A. RATIONS
FOOD SERVICE BRANCH
SEVENTH SERVICE COMMAND
OMAHA, NEBRASKA

Major General Danielson arrives by plane, met by Senator Gurney.

Food display.
Governor M. Q. Sharpe, South Dakota.

Honored guests arrive.

The "Lone Ranger."

The WAC Band in action.

Gardner Cowles, Jr., owner of WNAX, speaks.
The "Lone Ranger" speaks.

Ordnance Display from Fort Omaha.

Sioux Falls Air Base Band in action.

The "Old Sarge." J. Norman Lodge, AP correspondent.

Gray Gordon and his Band.

Major General C. H. Danielson.

Captain Ralph W. Ilmanen.
Midwest FARMER DAY Scenes...

Kenneth W. Simons, Editor of Bismarck Tribune.

Ed Thye, Governor of Minnesota.

Major General James A. Ulio in ceremonial headdress.
George B. with Olof Hanson, North Dakota representative.

George B. with Mr. and Mrs. Oscar Olson and daughter. South Dakota representative.

George B. with Mr. and Mrs. Robert Shafer, Nebraska representative.

George B. with the "Typical Midwest Farmer of 1944." Mr. and Mrs. Anton Ettesvold, of Morris, Minnesota.

George B. with Mr. and Mrs. Elwin Anderson and family, Iowa representative.

Miss Anderson, featured singer with Gray Gordon.

Jack Paige greets Mr. and Mrs. Otto Baumhoefner, "Typical Midwest Farmer of 1943."
Yankton Studio ADMINISTRATIVE PERSONNEL

Cliff Todd, Chief Engineer

Gene Loffler, Program Director

Don E. Inman, Vice President and Treasurer

Jack Paine, Director of Public Relations

Eleanor Zwiefelhofer, Accountant and Officer Manager

James H. Allen, Promotion Director

Marjorie Cles, Continuity

Rex Hays, Musical Director

Geo. B. German, Farm Director
Sioux City PERSONNEL

Ed LaGrave, Account Executive

Tom Lathrop, Account Executive

Jim Corbett, News

Arthur J. Smith, Sioux City Studios Manager

Whitley Larsen, News Analyst

Russ Van Dyke, 7:15 a.m., 12:35 news, and sports
SUNDAY MORNING

7:00 - Back to the Bible
7:30 - Salt Lake City Tabernacle
8:00 - Gospel Fellowship
8:30 - Scandinavian Fellowship Hour
9:00 - The World Passes By
9:30 - Iowa Speaks
9:45 - Ben Adam's Family
10:00 - NEWS
10:05 - Navy Choir
10:30 - FIRST EDITION NEWS
10:45 - Christian Crusaders
11:30 - Lutheran Hour

AL GOODMAN
"Texaco Star Theatre"

DOUGLAS EDWARDS
"World News Today"

KATE SMITH

PHIL BAKER
"Take It or Leave It"

ANDRE KOSTELANETZ
"Pause That Refreshes"

NED CALMER
"News"

JAMES MELTON
"Star Theatre"
SUNDAY AFTERNOON
12:00 — Radio Bible Class
12:30 — Sunday Callers
12:45 — SUNDAY HEADLINE NEWS
1:00 — Dangerously Yours
1:30 — WORLD NEWS TODAY
2:00 — New York Philharmonic
3:30 — Pause That Refreshes
4:00 — Family Hour
4:45 — William L. Shirer
5:00 — Silver Theatre
5:30 — Toasties Time

SUNDAY EVENING
6:00 — Kate Smith Hour
7:00 — Blondie
7:30 — Crime Doctor
7:55 — BOB TROUT "JUST NEWS"
8:00 — Radio Reader's Digest
8:30 — Texaco Star Theatre
9:00 — Take It Or Leave It
9:30 — Hollywood Theatre
10:00 — JIM CORBETT NEWS
10:15 — Old Fashioned Revival Hour
11:15 — Musical Nile Editor
12:00 — NEWS
12:05 — Sign Off
MONDAY MORNING

6:00 — Good Morning Music on the Farm
6:25 — FIRST EDITION NEWS
6:30 — Good Morning Music on the Farm
6:55 — Home Harmonies
7:00 — Early Birds
7:10 — Markets
7:15 — RUSS VAN DYKE NEWS
7:30 — Louisiana Lou Group
7:45 — NEWS OF THE WORLD
8:00 — Lincoln Hatchery
8:15 — Tune Crackers
8:30 — Songs by Harold
9:00 — Valiant Lady
9:15 — Light of the World
9:30 — Judy and Jane
9:45 — Bachelor's Children
10:00 — STANLEY DIXON NEWS
10:10 — Opening Markets
10:15 — The Goldbergs
10:30 — Bright Horizon
10:45 — Aunt Jenny
11:00 — Kate Smith Speaks
11:15 — Big Sister
11:30 — Romance of Helen Trent
11:45 — Our Gal Sunday

MONDAY AFTERNOON

12:00 — Dinner Bell Round-Up
12:15 — Markets and Livestock News
12:35 — RUSS VAN DYKE NEWS
12:50 — Inquiring Farm Reporter
1:00 — Joyce Jordan, M.D.
1:15 — Two on a Clue
1:30 — Young Dr. Malone
MONDAY AFTERNOON
(Continued)

1:45 — Bernadine Flynn
2:00 — Mary Marlin
2:15 — Ma Perkins
2:30 — Life Can Be Beautiful
2:45 — Rosemary
3:00 — This Changing World
3:15 — Al's Scrapbook
3:25 — Your Neighbor Lady
4:00 — Afternoon Recess
4:45 — Road of Life
5:00 — Off the Record
5:15 — STANLEY DIXON NEWS
5:30 — Jack Armstrong
5:45 — WORLD TODAY
5:55 — NEWS

MONDAY EVENING

6:00 — Novelty Boys
6:15 — WHITEY LARSEN NEWS
6:30 — Lone Ranger
7:00 — Vox Pop
7:30 — Gay Nineties (until Nov. 15)
(Beginning Nov. 22 Frank Sinatra Show at 7:30)
7:55 — BILL HENRY NEWS
8:00 — Lux Theatre
9:00 — Screen Guild Players
9:30 — Thanks to the Yanks
10:00 — WHITEY LARSEN NEWS
10:15 — I Love a Mystery
10:30 — Hedda Hopper
10:45 — Army Program
11:00 — NEWS
11:05 — Musical Nite Editor
12:00 — NEWS
12:05 — Sign Off
TUESDAY MORNING

6:00 — Good Morning Music on the Farm
6:25 — FIRST EDITION NEWS
6:30 — Good Morning Music on the Farm
6:55 — Home Harmonies
7:00 — Early Birds
7:10 — Markets
7:15 — RUSS VAN DYKE NEWS
7:30 — Louisiana Lou Group
7:45 — NEWS OF THE WORLD
8:00 — Lincoln Hatchery
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TUESDAY AFTERNOON

12:00 — Dinner Bell Round-Up
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12:35 — RUSS VAN DYKE NEWS
12:50 — Inquiring Farm Reporter
1:00 — Joyce Jordan, M.D.
1:15 — Two on a Clue
1:30 — Young Dr. Malone
TUESDAY AFTERNOON
(Continued)

1:45 - Bernadine Flynn
2:00 - Mary Marlin
2:15 - Ma Perkins
2:30 - Life Can Be Beautiful
2:45 - Rosemary
3:00 - This Changing World
3:15 - Al's Scrapbook
3:25 - Your Neighbor Lady
4:00 - Afternoon Recess
4:45 - Road of Life
5:00 - Lynn Murray Orch. & Chorus
5:15 - Edwin C. Hill
5:30 - Jack Armstrong
5:45 - WORLD TODAY
5:55 - NEWS

TUESDAY EVENING

6:00 - Novelty Boys
6:15 - WHITEY LARSEN NEWS
6:30 - American Melody Hour
7:00 - Big Town
7:30 - Romance
7:55 - BILL HENRY NEWS
8:00 - Burns and Allen
8:30 - Victory F.O.B.
9:00 - Service to the Front
9:30 - Symphonetta
10:00 - WHITEY LARSEN NEWS
10:15 - I Love a Mystery
10:30 - Passing Parade
10:45 - CBS Talks
11:00 - NEWS
11:05 - Musical Nite Editor
12:00 - NEWS
12:05 - Sign Off
WEDNESDAY MORNING

6:00 — Good Morning Music on the Farm
6:25 — FIRST EDITION NEWS
6:30 — Good Morning Music on the Farm
6:55 — Home Harmonies
7:00 — Early Birds
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7:15 — RUSS VAN DYKE NEWS
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12:00 — Dinner Bell Round-Up
12:15 — Markets & Livestock News
12:35 — RUSS VAN DYKE NEWS
12:50 — Inquiring Farm Reporter
1:00 — Joyce Jordan, M.D.
1:15 — Two on a Clue
1:30 — Young Dr. Malone
WEDNESDAY AFTERNOON
(Continued)

1:45 — Bernadine Flynn
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5:00 — Songs by Harold
5:15 — STANLEY DIXON NEWS
5:30 — Jack Armstrong
5:45 — World Today
5:55 — NEWS

WEDNESDAY EVENING

6:00 — Novelty Boys
6:15 — WHITEY LARSEN NEWS
6:30 — Lone Ranger
7:00 — Jack Carson
7:30 — Dr. Christian
7:55 — BILL HENRY NEWS
8:00 — Frank Sinatra
8:30 — Allen Jones
9:00 — Great Moments in Music
9:30 — Electric Hour
10:00 — WHITEY LARSEN NEWS
10:15 — I Love a Mystery
10:30 — Passing Parade
10:45 — CBS Sustaining
11:00 — NEWS
11:05 — Musical Nite Editor
12:00 — NEWS
12:05 — Sign Off
THURSDAY MORNING

6:00 — Good Morning Music on the Farm
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THURSDAY AFTERNOON

12:00 — Dinner Bell Round-Up
12:15 — Markets & Livestock Service
12:35 — RUSS VAN DYKE NEWS
12:50 — Inquiring Farm Reporter
1:00 — Joyce Jordan, M.D.
1:15 — Two on a Clue
1:30 — Young Dr. Malone
1:45 — Bernadine Flynn
### THURSDAY AFTERNOON

(Continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>2:00</td>
<td>Mary Marlin</td>
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### THURSDAY EVENING

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<td>6:30</td>
<td>Thursday Night Get Together</td>
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<td>7:15</td>
<td>The Story Behind Your Name</td>
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<td>7:30</td>
<td>Death Valley Days</td>
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<td>7:55</td>
<td>BILL HENRY NEWS</td>
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<td>8:00</td>
<td>Major Bowes Hour</td>
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<td>8:30</td>
<td>Corfiss Archer</td>
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<td>9:00</td>
<td>The First Line</td>
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<td>9:30</td>
<td>Larry Douglas and Ray Block's Orchestra and Guest Stars</td>
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<td>10:00</td>
<td>WHITEY LARSEN NEWS</td>
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FRIDAY MORNING

6:00 — Good Morning Music on the Farm
6:25 — FIRST EDITION NEWS
6:30 — Good Morning Music on the Farm
6:55 — Home Harmonies
7:00 — Early Birds
7:10 — Markets
7:15 — RUSS VAN DYKE NEWS
7:30 — Louisiana Lou Group
7:45 — NEWS OF THE WORLD
8:00 — Lincoln Hatchery
8:15 — Tune Crackers
8:30 — Songs by Harold
9:00 — Valiant Lady
9:15 — Light of the World
9:30 — Judy and Jane
9:45 — Bachelor’s Children
10:00 — STANLEY DIXON NEWS
10:10 — Markets
10:15 — The Goldbergs
10:30 — Bright Horizon
10:45 — Aunt Jenny
11:00 — Kate Smith Speaks
11:15 — Big Sister
11:30 — Romance of Helen Trent
11:45 — Our Gal Sunday

FRIDAY AFTERNOON

12:00 — Dinner Bell Round-Up
12:15 — Markets & Livestock Service
12:35 — RUSS VAN DYKE NEWS
12:50 — Inquiring Farm Reporter
1:00 — Joyce Jordan, M.D.
1:15 — Two on a Clue
1:30 — Young Dr. Malone
FRIDAY AFTERNOON
(Continued)

1:45 - Bernadine Flynn
2:00 - Mary Marlin
2:15 - Ma Perkins
2:30 - Life Can Be Beautiful
2:45 - Rosemary
3:00 - This Changing World
3:15 - Al’s Scrapbook
3:25 - Your Neighbor Lady
4:00 - Afternoon Recess
4:45 - Road of Life
5:00 - Songs by Harold
5:15 - STANLEY DIXON NEWS
5:30 - Jack Armstrong
5:45 - World Today
5:55 - NEWS

FRIDAY EVENING

6:00 - Novelty Boys
6:15 - WHITEY LARSEN NEWS
6:30 - Lone Ranger
7:00 - Aldrich Family
7:30 - Thin Man
7:55 - BILL HENRY NEWS
8:00 - It Pays to Be Ignorant
8:30 - That Brewster Boy
9:00 - Moore and Durante
9:30 - Stage Door Canteen
10:00 - WHITEY LARSEN NEWS
10:15 - I Love a Mystery
10:30 - Mildred Bailey Show
11:00 - NEWS
11:05 - Musical Nite Editor
12:00 - NEWS
12:05 - Sign Off
SATURDAY MORNING

6:00 — Good Morning Music on the Farm
6:25 — FIRST EDITION NEWS
6:30 — Good Morning Music on the Farm
7:00 — Early Birds
7:15 — RUSS VAN DYKE NEWS
7:30 — Louisiana Lou Group
7:45 — NEWS OF THE WORLD
8:00 — Songs by Harold
8:15 — Geo. H. Lee Novelty Boys
8:30 — Adventures of Omar
9:00 — Glandaliers
9:15 — Music Time
9:30 — Your Neighbor Lady
10:00 — NEWS
10:05 — Let’s Pretend
10:30 — Fashions in Rations
11:00 — Armstrong Theatre of Today
11:30 — Of Interest to Women

SATURDAY AFTERNOON

12:00 — Dinner Bell Round-Up
12:15 — Geo. B.’s Farm Topics
12:30 — Markets
12:35 — RUSS VAN DYKE NEWS
12:50 — Inquiring Farm Reporter
1:00 — Happy Jack’s Gang
45 — Football (through Nov. 25)
SATURDAY AFTERNOON
(Continued)

2:00 — Saturday Matinee
(starting Dec. 2)
5:00 — Lynn Murray Orch. & Chorus
5:15 — STANLEY DIXON NEWS
5:30 — 4-H Round-Up
5:45 — World Today
5:55 — NEWS

SATURDAY EVENING

6:00 — Novelty Boys
6:15 — WHITEY LARSEN NEWS
6:30 — America in the Air
7:00 — Columbia Country Journal
7:30 — Inner Sanctum
7:55 — BOB TROUT "JUST NEWS"
8:00 — Your Hit Parade
8:45 — Take Off Time
9:15 — Correction Please
9:45 — CBS Talk
10:00 — WHITEY LARSEN NEWS
10:15 — Parade of Features
10:30 — CBS Sustaining
10:45 — CBS Sustaining
11:00 — NEWS
11:05 — Musical Nite Editor
12:00 — NEWS
12:05 — Sign Off