

Radio  
Station  
WOW

# RADIO NEWS TOWER

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

5000  
Watts  
590 Kc.

Complete Radio Program News From Radio Station WOW

VOL. IV—No. 7

OMAHA, NEBRASKA, APRIL 1, 1940

PUBLISHED MONTHLY

## WOW SETS SPRING SPECIALS

### Conference Here On Children's Programs

WOW will be host on April 1 to Mrs. Edwin C. Lewis, vice chairman of the newly-formed Radio Council on Children's Programs. Mrs. Lewis is also president of the National Society of New England Women and is nationally known for women's club activities.

The Radio Council on Children's Programs is the outgrowth of efforts of the National Association of Broadcasters, women's clubs and many other groups to provide more entertaining and educational programs for children.

While in Omaha, WOW will bring together leading educators and women's club leaders from the middle west to survey children's programs now on the air, and to listen to suggestions and criticisms.

Mrs. Lewis was formerly connected with a radio station and an advertising agency, and is well qualified by background and temperament for her position.

Program Manager Harry Burke of radio station WOW was preparing the guest list for a luncheon in Mrs. Lewis' honor at the time this News Tower went to press. Among those to whom invitations were extended are the following: Miss Blanche Ross Farrar, Teachers' College, Lincoln; May Ingles, Technical High School, Omaha; Robert E. Johnson, Omaha; W. F. Ollaman of the State Teachers' Federation, Omaha; Mrs. L. B. Ireland, public welfare chairman, Lincoln; Mrs. M. S. McDuffie, Norfolk; Dr. Homer A. Anderson, superintendent of schools, Omaha, the Rev. Father Leo Mullaney, Creighton University; Roland Haynes of Municipal University, Omaha; Mrs. John Hanon, president of the Omaha Women's Club; Mrs. C. R. Caley of Springfield, president of the Nebraska State Federation of Women's Clubs; Henry Eaton, superintendent of Douglas County schools, and the Rev. Father J. H. Ostidick, director of the Catholic parochial schools.

The luncheon and conference will be held at Hotel Fontenelle.

### 'Telephone Hour' On NBC Network Soon

"The Telephone Hour," first network program of the Bell System, will make its bow over WOW and the NBC Red network, Monday, April 29, from 6 to 6:30 p. m., Omaha time, presenting James Melton, tenor; Francis White, lyric soprano, and Ken Christie mixed chorus of 14 voices with Don Voorhees' Bell Symphonic Orchestra. The program will be devoted to semi-classic, light operatic and popular music.

### A NEW ONE

Fred Allen, who in his weekly interviews has uncovered odd professions ranging from the sublime to the ridiculous and back again, will unveil one of the most unique occupations to date when he interviews Richard Hart, head window washer on the tallest building in the world, as his "Person You Didn't Expect to Meet," Wednesday, April 3, at 8 p. m., over WOW and the NBC Red network.

### NICKY JOINS UP

Captain Nicholas Lacey (Wallace Patterson) of the "One Man's Family" cast (also Reggie York of "I Love a Mystery"), is now a full-fledged citizen of the United States. He is a native of Australia.

### LOCAL GAL GIVE-AND-TAKE THRILL EXPERT

They carried Marvel Maxwell to Omaha in a clothes hamper. She was wrapped in swaddling clothes. Her impressions of Clarinda, Iowa, her birthplace, or of Omaha, where she lived for a time, are unknown, but she was probably thrilled, for her life has been one succession of hair-raising thrills.

Greatest thrill of all for this local girl, who has made good in the "big time," was when she landed on Ted Weems' coast-to-coast "Beat the Band" program, heard at 5:30 every Sunday afternoon on WOW for General Mills' Kix.

At the tender age of 2½ years, Marvel's dress caught fire in the basement of her Omaha home. She barely escaped death in the flames. A few years later she found herself in the powerful grip



of the tide in Tampa Bay, and only the strong arm of a coast guard man kept her from meeting her Maker prematurely.

Near her 15th birthday, in Omaha, a gang of armed bandits pursued the car in which Marvel was riding for 10 miles, firing shots all the way. Marvel escaped.

Thus, Marvel Maxwell, native of Clarinda, Iowa, former resident of Omaha, who made her debut on an Omaha theater stage at the age of 3, apparently leads a charmed life.

Incidentally, perhaps the surest measure of Marvel's success and of the entire "Beat the Band" program, comes in the news that this feature has just been renewed on the NBC network and WOW for another 52 weeks.

This will thrill many a WOW listener.

### Election, Races, Spike Days on Soon

The spring rush is on at WOW! Special events crews are jumping about the territory. Authors are musing their hair looking for elusive inspiration. Production men and talent are rehearsing at all hours.

Why? Because an unusual lineup of "spring specials" is in the offing. Listeners who criticize haphazardly little realize the hours of labor behind a 15-minute "show" on the air. And dozens of such "shows" are now in the making at WOW for their pleasure during the next couple of months or so.

On the "coming soon" calendar at WOW are included the following:

The 17th anniversary of the station, April 2.

The primary election, April 9, courtesy Storz Beer.

The Omaha Good Will Tour, April 29-May 5.

The time change (April 28).

Golden Spike Days, May 15-18.

Ak-Sar-Ben Races, May 30-July 4.

The Woodmen Society's Jubilee, June 6.

These events (at this writing) are on the "come-up lists."

But things happen so fast in radio that what today may be considered a future event, tomorrow is just a memory.

For instance, a few hours before this was written Tom Dailey and a large crew returned from St. Louis and the broadcast of the first semi-playoff of American Hockey Association hockey. Six hours later the same crew en-planed for St. Louis for the second game. Thus, at this writing, plans must be made for the crew, or someone, to "cover" the final play-off games at St. Paul late this week-end—if Omaha plays there. Situations like this must be faced immediately as they arise and without delay.

WOW's Storz election coverage plans are fairly well set up. WOW will maintain its own crew of 30 expert tabulators and helpers. First results will be aired soon after 8 p. m. on April 9.

The annual Chamber of Commerce Good Will Tour this year calls for participation by the WOW Rangers, Lyle De Moss and again Bill Wiseman, covering the trip for the Omaha National Bank. The trip will start April 28 and will cover 80 towns in southern Nebraska. De Moss will represent Butter-Nut Coffee.

Schedule changes caused by daylight time going into effect in the east will keep WOW's traffic department burning the midnight oil for three more weeks. It's a terrific job, this rescheduling, when all network programs move ahead one hour. The complete new schedule will be in the May 1 News Tower.

Detailed plans for WOW's coverage of Ak Races will also be announced next month.

### WHISTLER'S BOY

A seven-pound boy looks like the next whistling star with Ted Weems' orchestra. His name is Elmo Tanner, Jr., and he arrived at Woodlawn Hospital, Chicago, at 8:40 a. m., Omaha time, March 13. His father is whistler and singer with Weems on "Beat the Band" each Sunday at 5:30 p. m., over WOW and the NBC Red network.

### PERU CHOIR ON

Arrangements have been completed for a special concert by the Peru (Neb.) State Normal School Chorus on WOW, Saturday, April 6, at 3:30 p. m. G. H. Steck is the director.

### Brenda Gets Chance As Network Vocalist

Blanche Stewart, who sang "Happy Birthday" to Jack Benny recently, made her radio debut as a singer on that program. Although she used to sing in vaudeville, Miss Stewart had never sung on the air until she appeared with the singing telegram. Miss Stewart is heard as Gladys Zabisko on Benny's Jell-O program and Brenda La Frenzie on Bob Hope's Pepsodent NBC show.

### USEFUL YOUNG MAN

Just 12 years from the day he arrived in Hollywood, an unknown singer, Bing Crosby was selected by the United States Junior Chamber of Commerce as the young man not over 35 years of age who contributed the most to his community in 1939.

### THEATERS WIN TOO

"Pot o' Gold" popularity of Horace Heidt and his orchestra has been increasing theater attendance wherever Heidt's troupe has played in its tour from west to east. At the Orpheum in Minneapolis, a week of Heidt grossed \$19,300.

### MAYS IN MEXICO

Mr. and Mrs. Foster May left Omaha for a Mexico City, Mexico, vacation March 25.

### FLASHES

Beginning April 4, the "I Love a Mystery" dramas will be heard once a week for a half hour at 7:30 p. m., Thursdays, on WOW (replacing "Those We Love"). Sponsorship will remain the same—Fleischmann's Yeast.

Renewal: Kay Kyser, for Luckies for 13 weeks, effective April 3. This marks the start of the third year of this feature for the same sponsor. On May 16, Kyser's crew moves to Catalina Island.

Fred Allen celebrates his 30th anniversary in show business this April—the anniversary of first appearance as a juggler, when his fee was whatever was put in a hat.

"Avalon Time," featuring Cliff Arquette, folds May 1. "Home Town," now heard in the east, will be the replacement, beginning Wednesday, May 8, on WOW.

Ed Prentiss, heard in "Guiding Light," was nudged gently by an automobile while on the way to the studio recently, but not seriously hurt.

WOW originated special broadcast of the music of Guy Lombardo and his orchestra from the Chermot ballroom in Omaha, March 28.

### 'I. Q.' Ups Prizes for Biogs to \$250 Plus

Dr. I. Q. (Lew Valentine), the mental banker, boosted the cash prize offered listeners who submit the biographical sketch used each Monday night on the WOW-NBC Red network program from \$50 to \$250, effective with the March 25 broadcast.

The reward for the interviewee in the theater audience who identifies the subject of the sketch on the first clue also will be boosted from \$50 to \$75. Thus, it is possible for the person who submits the winning biographical sketch each week to win a total of \$325 if the interviewee fails completely.

### NEW WRITER

Janet Huckins, 29-year-old novelist, newspaper woman and big game hunter, has taken over the scripting of "Arnold Grimm's Daughter," popular daily serial, starring Betty Lou Gerson. Miss Huckins replaces Margaret Sangster, who plans to devote most of her time to magazine writing.

### VALLEE SONG A HIT

The introduction of the song, "I've Got a Job to Do," on Rudy Vallee's Sealtest program recently, brought requests from 15 service organizations asking to use the song as their theme for the year.

### CHECK YOUR EXPIRATION DATE NOW...PAGE 8

Now you can check up—right this minute—on the date your News Tower subscription expires! Check NOW! This may be your last issue.

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 4/40, which means April, 1940.

If your WOW News Tower subscription expires soon, wrap 50 cents in a piece of paper, with your name and address. Your renewal will start when your present subscription expires. CHECK NOW!



# OVER 12,000 JOIN W. O. W. SOCIETY

## Fiftieth Birthday Drive Shows Interest

The Golden Anniversary of the Woodmen of the World Life Insurance Society, the parent company of radio station WOW, has brought with it a great influx of new members, according to an announcement recently by De Emmett Bradshaw, president of the Society.

Mr. Bradshaw said that in the first two and one-half months of 1940 a total of 12,000 new members had been enrolled in the Society, many of them from WOW's territory here in the middle west.

The list of new members includes many from "WOW states."

The number of new members from WOW states is slightly over 5,000. These states include Nebraska, Kansas, Iowa, Missouri, Minnesota and South Dakota. Nebraska led the list in new members during the current drive, with the other WOW states in the order named.

"The new members of the Woodmen Society enrolled between January 1 and March 15 procured certificates of insurance amounting to \$12,221,960," Mr. Bradshaw said.

"The officers of our Society wish to express their gratitude and approval of the ever-increasing acceptance of the principles of Woodcraft," Mr. Bradshaw said. "We are especially happy to receive so many new members into our Society from the middle west and from the territory near our national headquarters in Omaha."

Woodcraft leaders ascribed a part of the Society's tremendous growth to a revival of patriotic thoughts and ideas, due to the troubled world conditions.

"Americanism and fraternalism are the keystones upon which our Society is founded," Mr. Bradshaw continued. "Those two isms, along with the humanitarian work of protecting homes by improved social relations, are fundamentals which have attracted many persons to our Society."

The observance of Woodcraft's 50th anniversary has been marked

## PLEASED



De Emmett Bradshaw

by hundreds of special meetings of individual societies throughout the 44 states in which the Society operates.

In Omaha, station WOW has repeatedly called its listeners' attention to the benefits of Woodcraft. WOW is arranging a gala observance of the anniversary, to take place on June 6, the actual day on which Woodcraft was founded 50 years ago.

The tremendous total of insurance applications reflects a greatly improved business condition in the states where the Society operates, it was said.

## BOND FOR YUCATAN

One of NBC's ace announcers, Ford Bond, is the "voice" on the new transcribed series of the American Chicle Company for Yucatan Gum, heard on WOW. McKesson & Robbins, Inc., is Omaha distributor for Yucatan.

## Welcome Newest Omaha Clothing Firm

WOW joined in Omaha's welcome to the new Foreman & Clark Clothing Store recently by presenting a special program direct from the store's spacious quarters at 15th and Douglas Streets, upstairs.

The program featured brief interviews with W. R. Foreman, president; Terrill Foreman, Bill Foreman and Jack Jensen, Omaha manager, with Lyle De Moss asking the questions.

The Foreman & Clark Co., originators of the slogan, "Trade Upstairs and Save Ten Dollars," invested \$25,000 in fixtures and remodeling at the new Omaha store. Twenty Omaha men and women were given employment.

Jensen, for 21 years in the clothing business in Omaha, and formerly with Hayden Bros., was selected as manager of the Omaha store. The company operates 15 stores—six in the middle west, including Des Moines.

Mr. W. R. Foreman was born and raised at Adele, Iowa, and Des Moines, and his son, Terrill, was born in the latter city. Bill Foreman, a nephew, is manager of the company's Chicago store.

The new store features a line of 6,000 suits, topcoats and overcoats at \$15, \$20 and \$25, and hats at \$2.75.

## EXECS IN NEW STORE



Operators of the new Foreman & Clark men's clothing store in Omaha, shown being interviewed by Lyle De Moss. Left to right are Terrill Foreman, St. Paul-Minneapolis; W. R. Foreman, president; Bill Foreman, Chicago store manager; De Moss and Jack Jensen, veteran Omaha clothier and manager of the new Omaha institution.

## IT'S EASY NOW!

Yes, sir! Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed there. "4/40" means April, 1940. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

## Lincoln Highway is New Shinola Show

Lincoln Highway, the most colorful road in the world, stretching approximately 3,100 miles from Philadelphia to Portland, Ore., is the setting of the new series of weekly dramatic programs heard every Saturday from 9 to 9:30 a. m. over WOW and the NBC Red network, under sponsorship of the makers of Shinola Shoe Dressing.

While the scene remains constant, each week's broadcast will be a story complete in itself and will feature a different guest star of major importance in the leading role.

## COAST TO COAST

Youthful citizens of Father Flanagan's famous Boys Town, on the outskirts of Omaha, Neb., contributed their share to the Easter observances over WOW and NBC networks, Sunday, March 24. The a capella choir of Boys Town was heard in a 15-minute broadcast of Easter music. "The Lord Is Risen," by Stults; the chorale from Sibelius' "Finlandia"; "Christus Ressurexit," by Melvil; and "Cherubim Song," by Bortniansky.

The program originated in the WOW studios and was broadcast coast to coast.



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

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

Subscription price is 50 cents per year.

Bill Wiseman, editor.

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

## Rev. R. R. Brown's Chat

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

There comes a time in most of our lives when we want to forget birthdays . . . we are getting up into the high numbers. But there are other milestones which, to those who are involved, have impressive significance. Myself and associates will end our 17th year of unbroken relationship with WOW and continuous ministry of the air on Sunday, April 7. The station began its official broadcasts on April 2. We presented the first religious services ever given over the station on the first Sunday, and it has continued without interruption for these 17 years.



Rev. Brown

We feel that we must offer our united thanks to God and our deep gratitude to the officials of radio station WOW for maintaining this religious service as an institution of the station so continuously. We cannot express too fully our appreciation of the listening audience. You have been kind, restrained in your criticism, generous and helpful in your suggestions. Our associates have rendered a faithful and efficient service. We not only thank WOW, but we extend to them our congratulations for their long-continued and well-balanced programs which they have given to this mid-western area.

We thought that it might be appropriate to share a few comments from our recent communications in this, our anniversary program.

A listener from Nebraska wrote recently: "The programs rate 'tops' with us as regards the fundamentals on the subject of religion and denominational stand—never rampant on certain 'isms.' In other words, well balanced from month to month."

A letter from Minnesota: "We always listen to your Sunday morning broadcasts and receive much blessing and inspiration. We would miss our breakfast rather than miss your morning broadcast."

Another Minnesota listener wrote: "It has been many years since we tuned you in for the first time, but you don't grow 'stale.' The entire service, music and all, prove a real blessing to us."

From an Iowa listener: "The Sunday service is the highlight of the day. We thank God and WOW."

Another listener says: "I think WOW is the most wonderful station in the world."

These are but a few culled from the hundreds of letters and cards that come to us regularly. They are not considered flattery, but sincere testimony from interested listeners.

Don't fail to be tuned-in to our anniversary program Sunday morning, April 7, at 8:30 o'clock.

Visitors are welcome to the audience room, where they may see as well as hear the service, in our new chapel studio at the Omaha Gospel Tabernacle, 2006 Douglas Street, from which the programs have originated since February, 1939. The management of WOW is always happy to have you visit the main studio and executive offices of the station in the Insurance Building at 17th and Farnam Streets. May we invite you also to the great Bible rally at the Tabernacle on Sunday afternoon and evening, April 7?

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

KNOCK . . . KNOCK!  
MAY I COME IN?

Perhaps you did not miss me in this little strip last month, but I was far away trying to rest after a trip to the hospital, where I went after a little car in which I was riding tried to do a fancy jump over a fence.



Aunt Sally

People usually rest in the hospital, but being unaccustomed to so much attention, the nurses wore me out waiting on me, and there were so many visitors that it was decided I should take myself far away, where no one could find me. The place selected was a bath resort, that I might heal the injured nerves by bathing in the magic water, so to a spa I journeyed.

If you have never been to a spa, your education has been sadly neglected. You just haven't been any place or seen anything until you take the baths.

A spa is a place where fashionable people go who can afford to be ill in a swanky manner. Usually they allow their maladies to reach a crisis in the springtime, when they can boil out after a strenuous winter. I like the word BOIL. It is so definitely expressive. One boils, also steams and bakes at the spa.

Some people refer to this bathing treatment as taking the cure.

Innocent as a babe, I entered the huge bath house, approached the desk and paid for my book of tickets. (If those little tickets had only confided in me!)

A young lady at the desk snatched my purse, and when I was about to protest she replied: "You can't take it with you in the tub, lady." So I relinquished the purse and for it received a small key. I was then directed to a door where a sign read: "ENTRANCE TO THE BATHS." It might well have been the little green door to the chamber of execution.

Inside the door I was met by a colored maid, who guided me to a booth, where one removes clothing and is wrapped in a sheet. I knew that at some time they would cover me with a sheet, but I had not anticipated the event so soon. Here one walked around in sheets that were cleverly draped and tied, so that if one stepped in a breeze the sheet would not be GONE WITH THE WIND.

I was then sent to another room and told to ask for Elizabeth. My advice to you, dear readers, is never to ask for anything unless you are fully aware of what you are asking for. I asked for Elizabeth . . . and Elizabeth came forth. She was my attendant. There she stood, big and powerful. She wore a red rose in her hair and a mitten on her hand. Her expression seemed to say: "Now, don't you give me no sass, lady!" But she opened lips that reminded me of the Hollywood Bowl and said: "You all git in the tub!" I looked around hurriedly to see how many more were going to get in the tub, but I seemed to be alone . . . alone with Elizabeth of the red rose and the queer mitten. I suddenly wished I had made my will before I left Omaha.

Then Elizabeth deposited me in the tub with the parting remark: "Now you-all soak yo'se!" . . . and I soaked. I understand they soak everybody well who comes from Omaha. You might read that two ways.

The mitten was left to soak with me, and, as I lay there, I studied that mitten at my leisure. Study is meant to improve the mind, but experience is the greatest teacher of all.

One side of that mitten was like a wash cloth, but the other side, in which I was deeply concerned, seemed to be made of steel wool . . . and then my attendant returned and I learned about mittens from her.

She pounced upon me with her weapon of torture, scraping up one side of me and down the other, and I was afraid to look in the tub, for I knew I would see shreds of me floating on the crimson water. For some reason I lived through it.

After the first two layers of skin were scratched off, I was put in the steam room to parboil. If the patients need more heat they remain in this room until quite done.

In the boiler room I was given hot towels for my sprained back. All around me I could hear screams: "O-o-o-o-o! That's too hot!" And the attendant would reply: "Hush yo' noise! 'Tain't nuther too hot, Ain't you want to get rid a what yo' is got?"

After I was properly boiled I was placed under a cold shower, so icy that any little ragged edges which were not burned off were frozen off. I was then wrapped in my sheet and told to rest up for the next day.

This was the spa . . . I was taking the cure!

Well, 'bye for now.  
YOUR AUNT SALLY.

# Didja Know? . . .

By BILL WISEMAN

## A WORD ABOUT THE HAVANA TREATY

Within the next few months you will hear a good deal about "The Havana Treaty" . . . and its effect on your listening pleasure.



Bill Wiseman

Late in 1937 each North American government signed an agreement designed to better distribute the wave lengths of radio stations of this continent, including the stations in Mexico, Cuba, Canada and Central America.

The Federal Communications Commission said that the treaty will force a change in the wave lengths of 730 of the 820 stations in the United States.

This means that about August 1 almost every station will be found at a different point on your dial. Probably the difference will be ever so slight.

This impending wave length change is just another of the little worries of station managers, along with television, ASCAP fees, musician troubles, daylight savings time changes, etc.

—wow—

## SUCH IS LIFE FOR A NEWSMAN!

Soren Munkhof, WOW's assistant news editor, sticks close to his desk—rarely gets an opportunity to gallivant about the WOW territory.

Recently, WOW was invited to send a newsman on the Missouri Pacific's luxurious new daylight streamliner, "The Eagle," on its initial run between Omaha and Kansas City. Soren was selected. He looked forward to a thrill of his life, for he'd never ridden a streamline train. He got a haircut, shaved off his Golden Spike Days beard, got his Sunday suit pressed.

Came 8:40 a. m.—time for departure. On the way to the train Soren's taxicab got a puncture. He missed the train!

—wow—

## A TIP TO ADVERTISERS

Last year (1939) Coca-Cola's net earnings were slightly over \$27,000,000.

Chicago admen asked Price Gilbert, Jr., Coca-Cola's advertising manager: "How do you do it?"

To which Mr. Gilbert replied: "We just keep knocking at the customer's door, every day, every week, year in and year out, day in and day out."

It's as simple as that!

—wow—

## FRIEND INDEED!

Herb Lee writes that he has his radio set soldered to WOW so he can't get anything else on it. "Because," he says, "why should I want to listen to any other station?"

We can't prove it on account of we haven't seen the radio, but he CAN keep up a running criticism of every WOW program from the 6-o'clock news right through the "Musical Clock," and all the a. m. skit shows to the 12:30 news, at which time he leaves for work.

—wow—

## B-R-R-R-R-R!

Riding right in on the wave of "Confucius Says," Johnny Green, maestro of the "Johnny Presents," Philip Morris program, on WOW, has evolved a "Musical Confucius." Among the gems of wisdom he generated and calls Oriental are:

Guitarist always in the plink of condition.

Musician must keep in tune with times.

Fresh trumpet player have a lot of brass.

Bad tuba player never get to first base.

Much swing music a lot of noise in a hurry.

Al Lewis and Hank Garson, veteran scripters, were recently added as gag writers on the "Quaker Party."

# SPORTS STARS FETE DAILEY

## HOCKEY HOT-SHOTS SALUTE GOOD SPORT



For 30 minutes the Ak-Sar-Ben Knights-St. Louis Flyers hockey rivalry was postponed when this group of hockey hot shots helped welcome Falstaff's Tom Dailey to WOW.

In the photo are (left to right) "Hub" Nelson, Flyer goalie; "Hap" Emms, Knights' player-coach; Dailey and "Fido" Purper, star Flyer wingman, at the WOW studio party.

## Greet Falstaff Spieler With Open Arms

A red-letter day for lovers of sports was March 18, when Tom Dailey took up his duties as WOW's sports editor. Leading sports figures throughout the nation joined with Omaha sports celebrities in a gala "welcome" program for Dailey.

The program marked the beginning of a year's contract for sponsorship of an all-embracing sports broadcasting campaign on WOW by the Falstaff Brewing Corporation of Omaha.

Dailey's nightly broadcast, "Sportstime With Falstaff," on the air every night except Sunday at 10:15, has already developed a tremendous following and has brought forth thousands of congratulatory letters and telegrams from listeners and sports enthusiasts throughout the middle west. After April 28 (the daylight savings time change) "Sportstime With Falstaff" will be heard at 9:15 p. m.

Tom Dailey, the new Falstaff sportscaster on WOW, is now a regular columnist for the WOW News Tower Magazine. Turn to page 4 of this issue and read "The Sports Eye" by Tom Dailey.

## Here 'n' There

Dr. I. Q., quiz program aired from the stage of leading motion picture theaters throughout the country, will move to the Palace Theater, Dallas, Tex., Monday, April 8, at 8 p. m., Omaha time, over WOW via the NBC Red network. Currently, the broadcasts originate in Grauman's Chinese Theater in Hollywood.

Peter Van Steeden has trouble with his musicians during the Fred Allen shows. Not that they aren't the best in the business and well disciplined, but often they laugh so hard at Allen's jokes that they can't control themselves when time comes to play. Peter is considering providing them with earmuffs.

Because Jack Benny likes to get genuine spontaneous laughs from Phil Harris' orchestra on the air, he never lets the musicians sit in on script rehearsals prior to air time. Thus the gags are as fresh to them as to the radio audience.

Because one of the most difficult things about popular songs is selecting a provocative title, NBC Conductor Johnny Green has a file of a half-hundred names that need only music and lyrics written under them.

The Chinese knew voice control before it became a subject of study in Europe and America, according to Joan Blaine, star of "Valiant Lady," who is a close student of the human voice and its history.

Station WOW helped open the annual Omaha Builders' Exposition at the City Auditorium by presenting a special "Man on the Street" program, conducted by Lyle De Moss, the opening day.

Fred Allen will spend approximately six weeks in Hollywood when he goes there for a picture with Jack Benny. Peter Van Steeden, the band leader, will go along.

James Fleming will handle the announcing chore on "Light of the World."

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## THE SPONSORS MEET TOM



Dailey's sponsors were on hand, too, to wish him well. Left to right are Sid Hamilton of the Sherman K. Ellis Advertising Agency, Chicago; Charlie Schmidbauer, general manager of the Falstaff plant, Omaha, and Tom Dailey.

## Newsreel Air Copy of Weekly News Mags

Someone was bound to do it—to issue a weekly radio newsreel summary, like the weekly news magazines.

It remained for 20th Century Radio Newsreel, Inc., to do the job. Only instead of hard, cold type, the firm gets the spot news of the week, by transcription, so that listeners may hear the actual voices of the people in the news.

For instance, one weekly edition included a hero's story of a thrilling fire rescue; an interview at a training camp with a star "holdout" baseball player; a first-person story by a famed war news hawk just back from the front.

The new series offered as "The Brandeis Radio News Reel" has been a Sunday night WOW feature for several weeks. It is aired at 10:15 each Sabbath eve, right after Walter Winchell.

The series is designed to acquaint listeners also with the new line of General Electric Refrigerators.

Frankie Carle, pianist in Horace Heidt's "Pot o' Gold" Orchestra, has a new hit, "Lovers Lullaby," which was composed while he was in the hospital for an appendix operation. Sammy Kaye introduced it on his "Sensation" program and it is already clicking.

## KOIL, KOWH, TOO!



Fellow sportscasters from KOIL and KOWH spoke words of welcome into WOW mikes at the WOW Welcome Dailey Party. Left is Hugh Higgins of KOIL and right is Ronnie Ashburn of KOWH.

## FALSTAFF FEATURES

The "Sportstime With Falstaff" feature is the nucleus of an intensive and extensive campaign by Falstaff in Omaha. Falstaff will also sponsor on WOW a series of special event programs under the general title of "Parade of Progress." These programs will come from time to time as important events take place in Omaha.

Leading radio and sports trade journals, papers and magazines hailed the new Dailey-Falstaff sports set-up on WOW as big news.

Big names in radio who sent personally transcribed greetings and telegrams included Graham McNamee, Clem McCarthy, Bob Brown, Ted Husing and many others. In addition to the congratulatory messages from his fellow radio commentators, leading figures in the sports world were also among Dailey's well-wishers. Representative of these messages were the following:

"Dear Tom: Congratulations and best of luck in your new spot at WOW.—Your pal, (Signed) Jack Dempsey."

"Congratulations, my laddie! You're a master when it comes to teeing off with golf news. My best to all of you at WOW.—(Signed) Tommy Armour."

"Heartiest congratulations on your selection as sportscaster for WOW, and wish you the best of luck on your play-by-play descriptions of the fastest game on earth.—(Signed) Will F. Grant, President American Hockey Association."

"Delighted to learn that WOW has appointed a great sportsman as their new sportscaster.—(Signed) Vinnie Richards." (One of America's great tennis players.)

A number of nationally-known Falstaff sportscasters in other cities sent words of congratulations. These included Johnny O'Hara and Johnny Neblett, St. Louis, and Red Dupree from New Orleans.

WOW's main studios were crowded to capacity with sports celebrities on the night of the "Welcome to Dailey" program. Among those who took part in the program were Coach Hap Emms of the Ak-Sar-Ben Knights hockey team; the great "Fido" Purper and Hub Nelson, star wingman and goalie, respectively, for the St. Louis Flyers; J. J. Isaacson, activities director and promoter for Ak-Sar-Ben; "Squire" Max Clayton, wrestling and fights promoter; Ernie Bihler, secretary of the Nebraska Wild Life Association, and others.

Also among the welcome in the studio were Ralph Wagner, WOW's sportscaster, who will work with Dailey; Foster May, manager of WOW's news and special events department; John Gillin, Jr., general manager of WOW; Hugh Higgins, sportscaster for station KOIL, and Ronnie Ashburn, news and sportscaster for KOWH, appeared in person to add their words of welcome to Dailey.

Representing Falstaff at the welcome broadcast was Charlie Schmidbauer, general manager of the Omaha Falstaff plant, and Sidney Hamilton, account executive for the Sherman K. Ellis Advertising Agency of Chicago.



# WOW SPECIAL EVENTS AND NEWS

## NEWS EDITOR'S COLUMN

By FOSTER MAY  
WOW News Editor

For the second of our series of little character sketches of famous interviews, we present . . . Mrs. Eleanor Roosevelt.



Foster May

A couple of years ago the president's special train was routed through Iowa and Nebraska as the president and his family were en route to the west coast for a short vacation. We decided to join the train in Iowa and attempt to arrange an interview with either Mr. Roosevelt or some member of his family.

There is quite a "behind-scenes" story in connection with this little expedition, which space here forbids telling, because I want to tell you about our impressions of the lady we interviewed . . . Eleanor Roosevelt.

All our contacts with the First Lady of the Land were relatively brief, but a woman with a personality as brilliant and deep as hers produces a profound impression, even upon brief acquaintance.

### "Gracious" Lady

I recall that the president himself was honestly sorry he was unable to appear on the rear platform of the train when we arrived in Omaha and give us an interview, but health regulations prescribed that he be in bed before the train arrived in Omaha. When we explained our purpose and requested Mrs. Roosevelt to pinch-hit for her illustrious husband, she very graciously agreed to do so. That word "gracious" is one word above all else, which describes Mrs. Roosevelt—gracious and complete poise. I think I have never in my life met a person as completely poised as she is. Her bearing, her manner, her voice—everything about the First Lady of the Land simply shouts "poise."

Knowing as we all do the personal history of Eleanor Roosevelt, we can even more appreciate her accomplishments. It seems there was a time in her life when she was everything but poised and gracious. The "awkward duckling" period for Eleanor Roosevelt lasted much longer than for the ordinary girl, and it has been more during the past few years that she has blossomed into such a gracious person.

As she chatted briefly in the parlor of her private car as the train was approaching Omaha, Eleanor Roosevelt displayed a most unusual grasp of local conditions for a woman living thousands of miles away from the midwest. She seemed to know about relationship of drought to hog production, and about rainfall and lawn failures. She talked about Omaha almost like an old resident.

### Always Busy

Many who have heard her on the radio feel she has a such a peculiar eastern accent that it is almost affected. I do not believe this is true, however. She is simply the product of environment, the same as those who live south of the Mason-Dixon line or in the midwest. She talks like those around her talk, and, no doubt, our accentless conversation in the midwest sounds as strange to her as her broad a's and slurred r's do to us.

One of the things which impressed me was the constant attention of her hands to some task. She seems to knit incessantly. I wonder if she doesn't knit while she sleeps! As she converses her eyes flick from the knitting up to you and then back, always with the needles flashing and the yarn twisting.

As the train approached Omaha, that night in the fall of 1937, she quietly folded her knitting in a special bag, began touching her hair and performing those little gestures which indicate a woman is preparing herself to be seen, and walked

## Allis-Chalmers Offer Farm Records

Farm records tell an important story. Records serve as a guide to the farmer, advising him how much and what to plant, and many other vital facts necessary to increase farm incomes.

One of the most complete set of farm records yet compiled is offered by the Allis-Chalmers Co., co-sponsors of the noon news on WOW.

The offer, with no strings attached, includes four beautifully-illustrated and printed books, entitled:

- Family Farming
- Safer, Surer Farming
- Family Harvesting
- Daylight Farming

Oscar Cooke, Omaha branch manager, reports an ever-increasing demand from farmers for free copies of the record books. Copies may be obtained free from Allis-Chalmers dealers or by writing to Mr. Cooke or WOW.

slowly back into the private section of her car. The next time I saw her was when she came out on the observation platform, where I was waiting with the microphone.

As the crowd roared and pressed in closely, her calm poise never wavered for a second. She turned to the microphone and for five minutes talked to us in that calm, matter-of-fact way she has. But, at the same time, oddly enough, she managed in some way to let the crowd know she was aware of their presence and accepted their homage. Then, when she turned from the microphone to them, it wasn't as though we were imperiously dismissed, but rather, pleasantly told, "Excuse me just a moment, please!"

The only time I ever saw her assume an air of complete detachment when meeting the public, was when, standing in a receiving line and shaking hands with long queues of people, it was obvious that she had to rush them on with no delay, and I watched her very closely as certain individuals attempted to get into conversation or hold the position before her a little longer than the rest. She detached both her hand and her personality from the offender as efficiently and completely as one would hang up a telephone and turn away, and then to the next admirer to be greeted she flashed her pleasant smile and her brief welcome, and, if you hoped to get a tight hand squeeze, you were due for a let-down. She simply touches hands briefly, with no pressure whatsoever. And, after all, wouldn't you do the same thing with perhaps a million hands to shake?

## Home Ec' Expert



Julia Lee Wright, home economist, who came to Omaha to introduce the new Julia Lee Wright bread, available through Safeway stores.

## GIFT O' GAB



Introducing one of America's great news commentators, Gabriel Heatter, who is heard on the Mounds Candy Bar news spots, has been given a movie role by Twentieth Century-Fox. He shares the Mounds announcement honors with Edwin C. Hill on WOW.

## H. V. Kaltenborn Covers News Via NBC

H. V. Kaltenborn has been signed by the National Broadcasting Company for a series of commentaries to be heard over WOW and the NBC Red network on Saturdays from 6:45 to 7 p. m., and on Sundays from 2:45 to 3 p. m., beginning Saturday, March 30. His Sunday programs will embody unusual last-minute features, since they immediately follow



Kaltenborn will continue on this schedule until he sails for Rome on April 27. While traveling extensively abroad to study the progress of the war, he is to be heard frequently over NBC.

On Tuesday, May 28, the radio analyst will begin a thrice-weekly series over many stations of the same network under sponsorship of the Pure Oil Company.

## Safeway's Food Authority in Omaha

WOW listeners were treated recently to a personal introduction over the air to Miss Julia Lee Wright, famed west coast home economist, who came to Omaha to introduce the new Julia Lee Wright bread through Safeway stores.

Miss Wright is director of the Safeway Stores Homemakers' Bureau and food editor of "The Family Circle" magazine. Her writings on food topics are widely read and she has been featured on several NBC programs coast to coast. Her offices and testing laboratories, which employ 20 women cooks, are located at Oakland, Calif.

Invitations for WOW listeners to acquaint themselves with the new bread have been heard week days at 12:45 p. m. and 1 p. m. on WOW.

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## Mr. District Attorney to Return

"Mr. District Attorney" moves into the Thursday night Vitalis, 7 o'clock, WOW spot, replacing the Georgie Jessel "Celebrity Hour" on April 4, with twice the amount of emphasis placed on crime that it has ever had before, according to Producer Edward Byron, who will be at the helm of the series.

Ever since it has been heard on the air, it dealt with two different "rackets," as viewed from the district attorney's office each month, one crime story and one murder mystery or "whodunit" a month. But letters from listeners have urged fewer stories dealing with rackets and more with outright crime solutions. Listeners write that they want stories of how the district attorney's office deals with jewel thieves, bank robbers, hold-up men and similar cases. So there will be just twice as many tales of this type in the new series, Producer Byron has decided.

Playing the role of the "D. A." will be Jay Jostyn, who landed the role in face of stiff competition. He started in radio in Hollywood after several years of stage work. He was born in Milwaukee.

Len Doyle, who is said by dramatic critics to do the outstanding comedy job on Broadway this year in his role as "Kit Carson" in William Saroyan's hit, "The Time of Your Life," will continue to play the role of Harrington, the district attorney's assistant. The role of the secretary will continue to be played by Vickie Vola, young dramatic actress from the west coast, who was starred in several daytime serials before she took over this role. The rest of the cast will be chosen from the best of Radio Row's actors and actresses. Mood and bridge music will be supplied by an orchestra under the baton of Peter Van Steeden.

## EVEN STEPHEN

Tactfully, Julia Sanderson and Frank Crumit announce that men and women are equally intelligent. At the end of the 77th of their "Battle of the Sexes" programs for Mollie and Energine, they announce the men have won 39 contests, the women 38.

## YALE FOR HARVARD

Rudy Vallee may be as loyal as any other alumnus, but he has chosen Eliot Daniel, Harvard, '29, as orchestra leader and accompanist on his Sealtest program.

Fibber McGee and Molly are planning a week-end in Honolulu come May 1.

## Meet the D. A.



Jay Jostyn, one of the better "whodunit" actors, who has been assigned the leading role in "Mr. District Attorney" when this popular show returns to WOW April 4.

## THE SPORTS EYE

By TOM DAILEY  
Falstaff Sportscaster, on WOW, 10:15 P. M., Week Days

Hello, good sports!

At the outset of this month's "Sports Eye" column, allow me just a few phrases in which to tell of the impression a newcomer gets of one of America's great radio stations. I have only been with WOW for about three weeks now, but during this time I have been able to see this fine organization from the inside, as you might see it if you were to join the staff.



Tom Dailey

Johnny Gillin, our genial manager, has made me acquainted with several members of the Woodmen of the World Life Insurance Society. And, believe me, when you meet these gentlemen you, too, will understand why this fine insurance society is one of America's solid institutions.

### WOW Staff Members

I think the greatest impression I have received from the WOW staff is the fact that there are no "mistresses." Johnny told me the very first day that we're all one family, working together to give listeners the best we can in radio enlightenment and entertainment. This friendly spirit behind the scenes is certainly one of the reasons WOW is "tops" among the big stations of America. With all this fine cooperative spirit surrounding me, I am quite sure the sports department will succeed.

And now that I've had my say regarding my new position with WOW, how about a few mile-a-minute slants on sports from here, there and yonder?

### Baseball

Possibly the funniest remark from the major league spring training camps this year was uttered by Vernon "Lefty" Gomez, with the New York Yankees at Sebring, Fla. Lefty quipped: "Confucius say pitcher who throw fast ball to Charlie Keller already behind one run." And speaking of the Yankees, America's No. 1 baseball aggregation, we might remind you here that they're for sale . . . in case you'd like to buy them. How much? Well . . . just some pocket change in the amount of seven and a half million bucks. But they'll throw in a couple of things . . . just to make the deal interesting for you. In addition to the fence busters and now-you-see-it, now-you-don't pitchers, you get the Yankee stadium, located in the Bronx. Gotta have something else? All right! How about the nine farm clubs of the Yankee organization? But that's about all they offer for that price of \$7,500,000. Incidentally, the Yanks are being sold to satisfy inheritance taxes on the late Colonel Ruppert's estate.

Other news from the major league training camps tells us that things are shaping up for one of baseball's biggest years in history. Most all the holdouts are in the folds, except one or two important ones, but it's expected they'll pen the dotted lines ere long. First games of the season will be around April 15 to 17.

### Hockey

Omaha's first year's experience with ice hockey, "the fastest game on earth," has been thrilling, interesting and popular. Lady Luck frowned on the local skaters during most of the 1939-40 AHA season, but down towards the last many an opponent's goalie saw "bright moon over left shoulder" . . . meaning another score for the Knights. As a result, Omaha's Knights got into the play-off bracket.

We think this year's success was due largely to the young, aggressive personnel of the team, headed by Hap Emms, fireball coach of the Knights. Of course, everything is supposed to grow and get better with seasoning thrown in by Pappy (Continued on page 5, column 3)



# GENERAL FOODS ADDS 2 NEW SHOWS

## Visiting Nurse Stars in New Day Serial

Every WOW listener will be happy to hear "Kate Hopkins, Angel of Mercy," new serial story which begins April 1, under the sponsorship of Maxwell House Coffee.

The "Kate Hopkins" show will be heard at 5:30 p. m., Mondays through Fridays.

Feminine star of the new series will be Margaret McDonald, who started in radio's infancy as a youthful operatic aspirant, and has since done everything from a fashion commentator to her present role of a widowed small-town visiting nurse.

Miss McDonald's role makes her the mother of Bud Collyer, a willful lad who causes her great concern. Other characters include the demure Helen Lewis, who plays the role of Louise Leverett. Miss Lewis is a discovery of the great movie producer, Max Reinhardt. Still another star will be Templeton Fox, whose name is already known to millions of listeners as a radio

## NURSE KATE



A visiting nurse pauses for a portrait. It's Margaret McDonald, star of "Kate Hopkins, Angel of Mercy," new WOW serial, sponsored by Maxwell House Coffee.

actress. Miss Fox plays the role of a young heiress named Trudy Reynolds.

"Kate Hopkins, Angel of Mercy," is one of two new General Foods programs on WOW. Details of the other show, "Portia Blake," are related elsewhere on this page.

## PRESIDENT TO SPEAK

President Franklin D. Roosevelt's fifth annual Pan-American Day address before the governing board of the Pan-American Union will be brought to WOW radio listeners Monday, April 15, via NBC.

The chief executive, introduced by Secretary of State Cordell Hull, chairman of the union board, will speak in the hall of the Pan-American Union Building. Exact hour of speech not yet announced.

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## Benny Renews With Jell-O For 1940-41

Jack Benny has signed a contract to continue his broadcasts another season for his present sponsor. The contract will go into effect after his usual summer vacation.

The new series for the 1940-41 season will mark the beginning of Benny's ninth year in radio, his seventh for his current sponsor, General Foods Corporation, in the interest of Jell-O.

Jack's present three-year contract, the first long-term non-cancellable agreement ever signed in radio history, ends in June.

By continuing another year on the Sunday night air spot, the Waukegan jester extends a record unequalled in radio. Three times he has lifted his comedy shows to the top of the list in the official popularity surveys (Crossley). For seven successive years the nation's radio editors have named him their favorite comedian, and five times, including the current season, the gentlemen of the press have hailed him as their favorite of all programs.

Benny has maintained this pace by presenting consistently fresh material, introducing new features and by making himself the much abused—but never crushed—underdog while giving the best gags to his stooges.

After a successful career in vaudeville and the Broadway stage, Jack Benny, the thwarted violinist, first faced a microphone in the NBC studios in April, 1932, as guest of his close friend, Newspaper Columnist Ed Sullivan.

"This is Jack Benny, folks," he started with considerable nervousness, then added, "and who cares?"

Apparently a number of people cared, because within a week a sponsor, Canada Dry, had signed him to a contract, and now between 30 and 40 million Americans listen to his whimsical humor each Sunday night.

From that first night, Jack has taken an intense and serious interest in radio, and studied it from every angle more carefully than any other entertainer on the air.

## THE SPORTS EYE

(Continued from page 4)

Time. And next season we look forward to an even better ice hockey organization—presented by Ak-Sar-Ben to Nebraska hockey fans.

### Wrestling

Most every sport presents an outstanding personality—one who will always be remembered for what he's done for the game and for his work in actual competition. A few days ago, perhaps you listened to our broadcast of "Sporttime" at 10:15 p. m. If so, you heard Stanislaus Zybyszko, now somewhere between 60 and 70 years of age, and a man who has held the championship of the world on three different occasions. He is still in excellent health and is still active in the sport of wrestling. He brought along a new protege of his, discovered in the hills and wilds of Poland. His name is Vladislav Talun. He weighs 303 pounds, stands 6 feet 10 inches and wears a shoe size 18½. Zybyszko predicts he'll be champion of the world some day. And with his size and strength and gazelle-like grace, we concede our match to him now. He wins from us by default.

### Sign Off

In closing our "Sports Eye" column for this month, let us tell you again that we're mighty happy to be associated with station WOW. We invite you to listen in each week day night at 10:15 for "Sporttime with Falstaff." In days to come we are looking forward to meeting many of you personally. You will do us a great favor by writing to us, offering pointers and suggestions regarding this column as well as our work on the air.

'Til next month, don't forget: "It isn't that you won or lost, but how you played the game."

## PORTIA BLAKE



Lucille Wall, brilliant young veteran of more than 500 radio roles, plays the lead in "Portia Blake," the new quarter-hour, five-day-a-week, daytime series, which will be heard regularly over station WOW, beginning Monday, April 1, at 11:30 a. m.

## Wilson Begins 17th Year as a Mikeman

Don Wilson celebrated the 17th anniversary of his entry into radio a fortnight ago. A member of the Jack Benny cast since the spring of 1934, Wilson made his debut over KOA, Denver, in 1923. Two years later, as a member of a featured vocal trio, he became a professional radio performer. He turned to announcing in 1929 at KFL, NBC affiliate in Los Angeles, and in 1933 he was called to New York to broadcast sports events for NBC.

## RED WHISKERS

Cliff Arquette, comedy headliner of "Avalon Time," has a 10-day growth of violent red beard straggling around the lower half of his face. Although he broadcasts from Chicago, he is growing the beard on orders from Hollywood. He will fly out there later for a few days of movie work.

Doctor I. Q. (Lew Valentine) estimates he has traveled 70,000 miles during the past year in presenting his NBC quiz program from different theaters throughout the country.

## Lucille Wall to be Lawyer in New Show

"Portia Blake Faces Life," a unique new dramatic series, based on the life of a brilliant woman attorney and her battle against the forces of crime, injustice and civic corruption, will be launched as a quarter-hour, five-day-a-week feature over station WOW on Monday, April 1, at 11:30 a. m.

As the story opens, Portia Blake is married to a young lawyer, who meets with sudden tragedy while in the midst of a hard fight against a powerful and unscrupulous political boss in the small city of Parkers-town. Portia is left to care for herself and young son. A member of the bar herself, she returns to active law practice, courageously taking up the battle where her husband left off.

A number of strongly-drawn, real-life portraits will contribute greatly to the unusual drama.

"Portia Blake Faces Life" is presented in the interests of Post Toasties, a product of General Foods.

## BAD GIRL



Radio's bad girl is "Baby Snooks" (Fannie Brice), heard Thursdays, 8 p. m., on the Maxwell House "Good News" show—another General Foods feature which rates top billing.

## BAD BOY



Radio's bad boy is Henry Aldrich (Ezra Stone). You hear him on Fridays at 6:30 p. m. for Jell-O Desserts. This feature is another popular member of the General Foods family.

## DR. MALONE STARS



"Young Doctor Malone" (Alan Bunce) and Nurse Ann Richards (Elizabeth Reller), stars of the Huskies show, heard on WOW Mondays through Fridays at 11:45 a. m. Another General Foods feature.

## SERIOUS BENNY'S



You've seen lots of photos of Jell-O's Jack Benny and Mary Livingstone, but here's one that's different! It's a rehearsal scene, with both the famous stars in a serious mood.



# BIBLE IN PROSE... IS NEWEST SERIAL

## Holy Book Lives in Everyday Language

Radio and religion are linked in "Light of the World," the new WOW program presenting the Bible in modern prose, with Dr. James H. Moffatt of Union Theological Seminary as consultant. The new series is heard at 1 p. m. over WOW via NBC, Mondays through Fridays. A Catholic priest and Jewish rabbi also are to be named to serve as consultants.

The broadcasts, to run through the week from Mondays through Fridays, will have an orchestral accompaniment and will use no slang. The Holy Book will be transmitted in every-day language and the sequences will follow the order of the Old Testament.

"Light of the World," sponsored by General Mills, bears the same relation to the Bible in broadcast form that such books as "The Bible as Living Literature" bear to the Bible in literary format. There are no arbitrary time limits on story sequences, each sequence being given as much time as the producers consider necessary.

Don Becker, vice president in charge of programs of Trans-American Broadcasting and Television Corporation, supervises the programs, which are directed by Oliver Barber. The casts change with the different sequences.

Doctor Moffatt is enthusiastic about the work. "These broadcasts bring the Bible to many people who look upon it, in the words of Emily Dickinson, as an 'antique volume,'" he said. "The broadcasts treat the Bible as an engrossing historical and human romance.

"There is no irreverence about the broadcasts," he continued. "The more human the Bible is made, the more is its divinity evidenced. I can cite Thomas Mann's 'Joseph,' 'Green Pastures' and other books and plays that utilize the rich and virile material of the Bible. Radio is following in the footsteps of literature and drama."

Dr. James H. Moffatt is known throughout the world to those interested in religion. Though nominally retired from Union Theological Seminary, he continues lecturing on church history at that institution. He actively engaged in Bible study as secretary of the Bible committee of the International Council of Religious Education. His translations of the Old and New Testaments into English were published by Hodder & Stoughton in London about 1913. Doctor Moffatt came to Union as professor of church history in 1927, following 15 years as professor of church history at the University of Glasgow. Before that he had been professor of Greek at

### TRANSLATOR



Dr. James H. Moffatt of Union Theological Seminary, who is a translator and consultant for General Mills' new "Light of the World" dramatizations of the Bible.

Oxford. Besides the Bible translations, he is the author of many books on religion and religious history. He is a member of the Church of Scotland.

### Ameche and Trevor on For Old Gold

Don Ameche, star of screen and radio, will be assisted by Claire Trevor as his leading lady; Pat Friday, soloist; Victor Young and his orchestra, and the Six Hits and a Miss, swing singing group, on his new variety program beginning Friday, April 5, at 9 p. m., over WOW and the NBC Red network.

Like Ameche, Miss Trevor got her first dramatic experience in stock companies in the Great Lakes region. She had her first role at the Ann Arbor Theater Festival, then played stock in St. Louis and appeared on the Broadway stage before going to Hollywood in 1933 to start her motion picture career.

Pat Friday, U. C. L. A. co-ed, substituted for Bing Crosby last summer. Since, she has continued her home economics studies at college and made several guest radio appearances during the winter.

Victor Young, leading orchestra director, arranger and composer of the nation, has been featured on programs from Hollywood for several years. The Six Hits and a Miss made their radio debut in 1937.

★ ★ ★

### "Ellen Randolph" Moves into Forenoon

"Ellen Randolph," well-known daytime serial which features Elsie Hitz in the title role, is now heard at a new time, from 9:30 to 9:45 a. m., over WOW via the NBC Red network. In the past it has been heard at 5:15 p. m. on WOW.

Forty stations carry the program for its new schedule. Thirteen new stations in various parts of the country have been selected for the new hook-up.

"Ellen Randolph," a radio feature since only last October, has been attracting considerable attention, winning an ever-increasing audience. Its story touches on a very human phase in the life of a social worker who, after marrying a missionary in China, settles down with him in an American small town. Their struggle, from then on, is centered about the evil influences that are rampant in the community, and their desire to ward them off with faith, kindness and good will. But sinister forces threaten to break up the newlyweds and spirit Ellen's husband back to the Orient.

"Ellen Randolph" is presented in the interests of Concentrated Super Suds.

### TO YOU ALONE



Elsie Hitz, looking directly at you, earned her laurels in radio by virtue of her "speaks to you alone" voice. Listeners find that magnetic quality particularly effective in her radio serial success, "Ellen Randolph." The new time of this program is 9:30 to 9:45 a. m. on WOW.

### WOW HARPIST



### Bob Hope Stuck on, and in His New Gate

An electrically-operated gate installed by Pepsodent Comedian Bob Hope at his new home in Toluca Lake was a beauty to behold, and Hope could hardly wait until the workmen finished. He dashed to the control post and just pushed buttons. The gate opened at one touch, closed at another.

Being Hollywood, came the dawn. In a rush to get to Hollywood Radio City for rehearsal, Hope almost forgot his enthusiasm of the night before. He had only minutes to get to the studios. He gave the button a push. Nothing happened. He tried again. No luck. The gate was stuck, and it would take an army tank to budge it.

Except for a few censored words, Hope was speechless. The gate was stuck and so was Hope. There was no way of getting his car out of the driveway. Hope had to walk back into the house and telephone a cab to meet him outside the gate.

Eileen Palmer, who used to play "Torchy" two years ago in "Girl Alone," is now playing "Dorothea Taylor" in the same show.

### A New Feature Just For the Farmers

By GEORGE S. ROUND

(Note.—The first in a series of regular columns about radio and agriculture written by Mr. Round, who is extension editor at the University of Nebraska College of Agriculture and who is heard on "Farm Facts and Fun" every Saturday afternoon over WOW and five other stations on the Nebraska wireless network.)

Your News Tower editor—like-able Bill Wiseman—just called to ask about the possibilities of a column regularly concerning agriculture and radio. Without thinking, I said "Yes," and now I find myself before the typewriter, but with hardly any idea what Mr. Wiseman wanted or what you readers want. But, we hope, time will tell.



George S. Round

Trying to put together a half-hour farm radio program, or rather the facts part of it each Saturday afternoon for the extension service of the University of Nebraska College of Agriculture, for the Nebraska wireless network of six stations, is rather difficult. There are so many things happening in agriculture and home economics that it's hard to pick out the exact highlights for the particular time.

We've had, as you well know, a variety of farm facts for you in the year and a half that "Farm Facts and Fun" has been on the air. The late Bob Holland started the program back in December, 1939, with the splendid cooperation of WOW and other stations. During the succeeding months, interesting farm people, together with agricultural authorities, have been paraded before the microphone.

Too, we've had splendid cooperation from Freddie Ebener's "Sons of the Soil" and the "Sophisticated Rangers," and particularly Lyle De Moss. Each Saturday they have presented some fine music in keeping with the season.

It is just such programs that the extension service hopes to continue on "Farm Facts and Fun," but we certainly welcome ideas and suggestions from you folks about future programs.

There're plenty of farm people (Continued on page 7, column 1)

### PAT, DON FOR OLD GOLD



Vocalist Pat Friday and Master of Ceremonies Don Ameche are to be starred in the new Old Gold show, which will be heard on WOW Fridays at 9 p. m., starting April 5.



An instrument of rare beauty and musical quality is the new \$2,000 harp just purchased by Miss Louise Seidl of the WOW Studio Orchestra. It is one of the finest instruments of its kind obtainable, and has been a welcome addition to the "WOW Family Party" and other programs.

### FAMILY TRAINING

Family hymn sings have launched more than one star on the road to fame. Joe Emerson, organizer of the radio program, "Hymns of All Churches," developed his love for hymns from an Emerson family custom when the family gathered around the piano and sang hymns every evening.

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### STUDEBAKER CHAMPIONS



Stuart Allen, popular young baritone, sings the new popular ballads on the programs of the Studebaker Champions, with Richard Hember and his orchestra.



This is Richard Hember, whose music you hear Mondays at 6:30 p. m., Fridays at 9 p. m. and Sundays at 9:30 p. m. This is one of radio's oldest programs.



# "ROAD OF LIFE" RETURNS TO WOW

## "Dr. Jim" Back to Tell About His Patients

WOW listeners became reacquainted with the amazing experiences of "Dr. Jim Brent" and his associates when Irna Phillips' dramatic serial, "Road of Life," returned to WOW, via NBC, Monday, March 25, under sponsorship of Procter & Gamble's Chipso.

The "Road of Life" relates the experiences of a specialist and his relations with his patients. In addition to the human interest angles, the story is replete with reliable information about health measures and facts of general and helpful nature of value to all listeners.

The serial moved into the time (10:15 a. m.) formerly occupied by "Houseboat Hannah," which on the same date switched to 9:15 a. m. Both serials are heard Mondays through Fridays.

The "Road of Life" is one of the "veteran" serial stories on the air. It will soon round out its third continuous year on NBC networks.

Because the continuity of the story includes a series of unrelated experiences, the thread of thought of the "Road of Life" may be picked up easily by the listener at any time.

## JUST FOR FARMERS

(Continued from page 6)

with ability along hobby lines as well as farming. Take the case of E. K. Anderson of Knox County. Remember, he's the one who drew the pictures of Lyle and Harry Burke in charcoal. First, he sketched off Lyle, and Harry was so jealous that Mr. Anderson kindly consented to do one of Mr. Burke. Both were exceptionally good and had much of that Dale Nichols' touch to them.

Then, remember the interesting story of how farmers in the North Loup Valley are irrigating their farm land as told by Archie Geweke and Carl Dale of Valley County? That they told the story well was indicated the other day when a woman called to ask more about that broadcast . . . and, it happened last fall!

E. D. McGregor, Gibbon telephone man and farmer also, added a bit of spice to "Farm Facts and Fun" when he recently told the possibilities of capon production. And, County Agent Leonard Wenzl and Otis Applegate were on hand to help out. Also, a roasted capon helped the boys in the band enjoy the broadcast.

But many people ask if we actually have the food in the studio during the broadcasts . . . such as the roast turkey last fall when the Thayer County men appeared. Yes, the food's there all right at the beginning of the 30 minutes, but it's gone before 1:30 p. m.

Facts on future programs: A woman in southern Nebraska who canned more than 400 quarts of vegetables last year . . . the latest information about the possibilities of growing soybeans in Nebraska . . . and, many interesting farm people. We hope you'll be listening!

Wes Fry, progressive Gage County farmer, keeps in tune with things while milking early in the morning by tuning in a radio which he purchased for \$1. He gets the news and music he likes, as well as that which his good Guernseys enjoy.

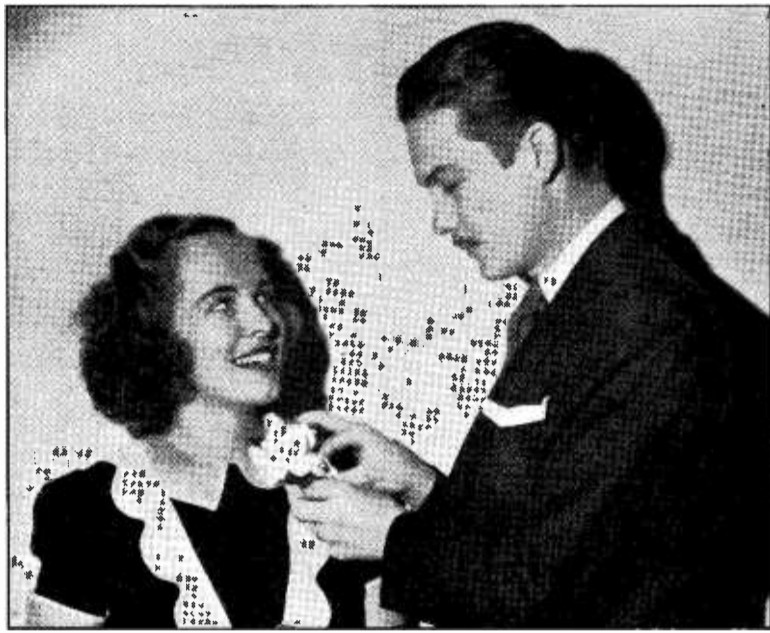
And so, until along about this same time next Saturday, so long!

Phil Spitalny's All-Girl Orchestra recently became the first orchestra ever to be inducted bodily into the Camp Fire Girls of America at a ceremony during rehearsal.

### IT'S EASY NOW!

Yes, sir! Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed there. "4/40" means April, 1940. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

## OTHER WOMAN TROUBLE



There is great anxiety among WOW listeners to Folger's "Judy and Jane" program (1:45 p. m., Mondays through Fridays). Donald has taken a second woman (Nan Burgess) under Jane's roof. Is his interest platonic? Humanitarian?

## Listener Interest Rises in This Folger Serial

How many women should there be in each home?

The "Judy and Jane" program reaches a new high point of interest as Jane tries to solve this intriguing problem.

Jane has always been known for her generous heart.

When little Nan Burgess appeared in court to be convicted for vagrancy—not having any home and sleeping on a park bench, Jane insisted that Donald, her husband, help the girl, bring her home and give her a new start.

Sleeping on park benches has often been part of the success story of many great American men, but it doesn't fit into any popular female formula. Jane resented this. And now she has only herself to thank for the complications that have arisen. For Nan (shown above with Donald) has been ruthlessly clever in being attentive to Donald while Jane's illness keeps her in the background.

These are the interesting problems to be heard every day on the "Judy and Jane" program on station WOW, at 1:45 p. m., Mondays through Fridays.

The "Judy and Jane" program has long been a favorite with radio listeners in WOW's territory.

## RUDY ALARMS EDITORS

Many radio editors recently received via Western Union boys large cream-colored alarm clocks from Rudy Vallee and his sponsors, National Dairy Products. The alarm was set for 8:30 o'clock, Thursday night, starting time of Rudy's new program for Sealtest Products. In the center of the dial is a photo of Rudy, with an inscription under it, "Your Time Is My Time." General Manager John Gillin, Jr., and Bill Wiseman of WOW each received one.

## Sensation Fans Vote For Swing Music

Prompted by the seasonal trend toward popularity polls, Sammy Kaye, maestro of NBC's popular "Sensations and Swing" program, broadcast Mondays at 9:30 p. m., over WOW and the NBC Red network, conducted his own poll during a recent broadcast.

The survey, in the form of a questionnaire, was among 168 studio visitors to the program, and revealed among other things that 75 per cent of them approved of swinging the classics. Of the total voting, only 42 objected.

## Appetizer is the Build-up to a Feast

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

If the appetizer to your dinner is so important that it may either spell the success or failure of the dinner, and in some cases it does, because it is at this first point of the meal that the impression is made on new guests at your table, considerable attention should be given to this first course. Right now, that so many seasonal fruits and vegetables are making their appearance on the market, is an ideal time to create larger varieties in your line of appetizers. Cocktails and salads as a first course are very delicious and colorful, and I would suggest that you take advantage of some of these seasonal foods during the summer, such as strawberries, firm tomatoes, asparagus, fresh vegetables, raw fruits, melons, etc.



Martha Bohlsen

In a vegetable cocktail the ingredients should either be raw or cooked, according to the nature of the food, and should be served with a highly-seasoned sauce. Usually the vegetables are cut in small, even pieces, and very often are arranged separately on lettuce leaves and the sauce placed in a lettuce leaf cup. The sauce may be made of mayonnaise, to which spicy seasonings have been added.

A fruit cup or cocktail may be a single fruit or a mixture of several varieties, cut in pieces, marinated in a dressing, and served in dessert or cocktail glasses. The selection and preparation of the ingredients is most important if the cup is to be one of distinction instead of the hackneyed, uninteresting mixture which too often appears as a first course. Bland fruits should be combined with those of more pronounced flavor and the soft varieties are used to best advantage with those of firmer texture. Thought should be given also to the color scheme. Cut the fruit into attractive, even pieces and chill it thoroughly. A rich and well-flavored dressing is usually required, and the fruits should stand in it for some time before being served.

An ideal first course at your dinner is the tomato supreme. This is the salad type of an appetizer and does so much to furnish color and crispness to your table.

### Tomato Supreme

- Six very small tomatoes.
- One-half cake cream cheese.
- Two tablespoons cream.
- One tablespoon chili sauce.
- One tablespoon paprika.
- Salt and pepper.

Scald tomatoes, remove skin and centers. Sprinkle inside of tomato with salt and chill in chiller. Turn tomatoes upside down during the chilling. Mix cheese, cream, chili sauce, catsup, paprika, salt and pepper together into a thick smooth cream. Fill tomatoes with this mixture and return to cabinet until ready to use. Top with mayonnaise dressing. Serve on small lettuce leaf or shredded lettuce for first course at luncheon or dinner.

### Strawberries and Grapefruit Cup

- One pint fresh strawberries.
- One grapefruit.
- One-half cup salted almonds.
- One-half cup sugar.
- Two teaspoons lemon juice.

Separate grapefruit into sections, being careful to leave none of the white fiber, or use canned grapefruit with a little more lemon juice. Stem and wash the strawberries and mix with grapefruit, sugar and lemon juice. Arrange in cocktail glasses and sprinkle with halved almonds over the top. Serves eight.

## VALLEE'S BIRTHDAY



Rudy Vallee, who's celebrated many an anniversary during a busy life in radio, celebrates another—the start of a new program—with a group of friends who cut their broadcasting eye-teeth on Vallee's programs. The alumni who gathered around a Hollywood Radio City microphone to honor Rudy with a combination dinner party and broadcast are (left to right) Eddie Cantor, (Vallee), Gracie Allen, Ken Murray, Bob Burns, Arthur Q. Bryan and George Burns. The new Vallee program is heard over WOW and the NBC Red network every Thursday at 8:30 p. m.

## ALLEN JUGGLES CHINA



For 10 years Portland Hoffa argued at Fred Allen to persuade him they ought to live in an apartment instead of hotel rooms. Finally he capitulated. When he came out to the kitchen one night to offer to help with the dishes, she thought it was a grand idea—but she'd apparently forgotten that in vaudeville days Fred was known as "The World's Worst Juggler." Now, when he tries his tricks on the best china, she's not sure that keeping house with her own dishes is such a good idea.

## Production Chief is Rush's Third Lieutenant

The favorite fictional character of young Rush Gook in the WOW-NBC serial, "Vic and Sade," is Third Lieutenant Clinton Stanley, for whom Rush's fictional hero in the script is named. The real-life Stanley is a production director in the NBC Chicago studios, and is a close friend of Paul Rhymer, author of the "Vic and Sade" show.

And Production Director Stanley is so delighted with Third Lieutenant Stanley that he is collecting "Vic and Sade" scripts mentioning exploits of the officer.

Listeners have heard Rush quote Lieutenant Stanley frequently. What "Vic and Sade" fans don't know is that there is a real Clinton Stanley, hero of some 98 volumes of stirring adventure.

## FANFARE FOR WIFE

It's a rarity when Johnny Green's wife drops in to see a "Johnny Presents" rehearsal. She's Betty Furness, former film star, and when she visited the studio recently, she was greeted with a fanfare from the trumpet section of her husband's orchestra.

# WOW'S APRIL NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "4/40" Means This Is Your Last Issue!

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:45	Mounds WOW News Interstate Bus	Mounds WOW News Interstate Bus	Mounds WOW News Interstate Bus	Mounds WOW News Interstate Bus	Mounds WOW News Interstate Bus	Mounds WOW News Interstate Bus	5:30—Beat the Band Kix
6:00	Chesterfields Fred Waring	Chesterfields Fred Waring	Chesterfields Fred Waring	Chesterfield Fred Waring	Chesterfield Fred Waring	Art for Your Sake NBC	Jack Benny
6:15	WOW Orchestra	WOW Orchestra	WOW Orchestra	WOW Orchestra	WOW Orchestra	WOW Orchestra	Jello
6:30	Studebaker Champions	Twilight Trail Big Ben Tobacco	Plantation Party Brown-Williamson Bugler Tobacco	Twilight Trail Big Ben Tobacco	Aldrich Family Jell-O	Stanley Davies Golf	Fitch Bandwagon
6:45	Musical	Toasty, Krispy, Fresh Miller Cereal		Irene Rich, Welch's Grape Juice		News—NBC Kaltenborn	Fitch's Hair Tonic
7:00	NBC	Johnny Presents Philip Morris	Hollywood Playhouse Woodbury Soap	Mr. District Attorney Vitalis	Cities Service Concert Gas, Oils	Drama—NBC	Charley McCarthy Chase & Sanborn Coffee
7:30	Voice of Firestone Concert	Horace Heidt Tums Pot of Gold	Avalon Time Brown-Williamson Avalon Cigarettes	I Love a Mystery Standard Brands		7:45—Toasty, Krispy and Fresh	One Man's Family Tender Leaf Tea
8:00	Dr. I. Q. Milky Way Candy	Battle of Sexes Molle	The New Fred Allen Show Bristol-Myers	Maxwell Good News	Waltz Time Phillip's Milk of Magnesia	Youth vs. Age Sloan's Liniment (April 20 last)	Manhattan Merry-Go-Round Dr. Lyons
8:30	Alec Templeton Time Alka-Seltzer	Fibber McGee and Molly Johnson's Wax		Rudy Vallee Sealtest	What's My Name? Oxydol	Death Valley Days Pacific Coast Borax	American Album of Familiar Music Bayer Aspirin
9:00	Contented Hour Carnation Milk	The Pepsodent Show Bob Hope Garland	Kay Kyser Kollege of Musical Knowledge Lucky Strike	Kraft Music Hall Kraft Cheese	Old Gold Program P. Lorillard	Bob Crosby Camel Caravan	Hour of Charm General Electric
9:30	Sensation and Swing Sensation Cigarettes	Uncle Walter's Dog House			Calvacade of America Du Pont	Studebaker Champions	Studebaker Champions
10:00	Beechnut WOW News Safeway	Beechnut WOW News Safeway	Beechnut WOW News Safeway	Beechnut WOW News Safeway	Beechnut WOW News Safeway	Beechnut WOW News Safeway	Walter Winchell Jergens Lotion
10:15	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	20th Century News Reel (Brandeis)
10:30	NBC Orchestra	NBC Orchestra	NBC Orchestra	NBC Orchestra	NBC Orchestra	NBC Orchestra	Rock Island Lines 10:30—WOW News
10:45							NBC

CHECK NOW! (See Expiration Date on Your Address Above) Send your Renewal NOW!

## MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—March Time.....	Daily except Sun.	12:00 Noon—Markets.....	Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—Early Morning News Tower.....	Daily except Sun.	Netherland Plaza Orchestra.....	Sat.
6:15 A. M.—Time and Tunes.....	Daily except Sun.	Music for Moderns.....	Sun.
6:30 A. M.—Markets.....	Daily except Sun.	12:15 P. M.—Midday Melodies—Quaker Petroleum.....	Daily except Sun.
6:45 A. M.—Time and Tunes.....	Daily except Sun.	WOW News Tower—Quaker Petroleum.....	Sun.
7:00 A. M.—Organ Recital Period.....	Sun.	12:30 P. M.—WOW News Tower—Manchester and Allis-Chalmers.....	Daily except Sun.
WOW News Tower—Roberts, Skinners.....	Daily except Sun.	Hollywood Today.....	Sun.
7:15 A. M.—Blue Ribbon Melodies—Omar.....	Daily except Sun.	12:45 P. M.—Man on the Street.....	Daily except Sun.
7:30 A. M.—Jake and Lena.....	Sun.	Farm Facts and Fun.....	Sat.
Musical Clock—Paxton & Gallagher.....	Daily except Sun.	Smoke Dreams—La Fendrich (April 7 last).....	Sun.
8:00 A. M.—Coffee Pot Inn—Butter-Nut Coffee.....	Mon., Tue., Wed., Thu., Fri.	1:00 P. M.—Light of the World—General Mills.....	Mon., Tue., Wed., Thu., Fri.
Allen Roth.....	Sat.	1:15 P. M.—Arnold Grimm's Daughter—Gen. Mills—Kix.....	Mon., Tue., Wed., Thu., Fri.
Four Showmen.....	Sun.	1:30 P. M.—Valiant Lady—General Mills—Wheaties.....	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—Friendly Neighbors—Alka-Seltzer.....	Mon., Tue., Wed., Thu., Fri.	Music Styled for You.....	Sat.
No School Today.....	Sat.	Chicago Roundtable Discussion.....	Sun.
Magic Story Circle.....	Sun.	1:45 P. M.—Judy and Jane—Folger's Coffee.....	Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Hymns of All Churches—General Mills.....	Mon., Tue., Wed., Thu.	2:00 P. M.—Mary Marlin—Procter & Gamble—Ivory Flakes.....	Mon., Tue., Wed., Thu., Fri.
Betty Crocker, General Mills.....	Fri.	Golden Melodies.....	Sat.
U. S. Government Reports.....	Sat.	WOW Family Party.....	Sun.
Chapel Service—Reverend Brown.....	Sun.	2:15 P. M.—Ma Perkins—Procter & Gamble—Oxydol.....	Mon., Tue., Wed., Thu., Fri.
8:45 A. M.—P. & G.—Dreft—Kitty Keene.....	Mon., Tue., Wed., Thu., Fri.	2:30 P. M.—Pepper Young—Procter & Gamble—Camay.....	Mon., Tue., Wed., Thu., Fri.
Little Dog House.....	Sat.	Del Brissett Orchestra.....	Sat.
9:00 A. M.—The Man I Married—P. & G.—Oxydol.....	Mon., Tue., Wed., Thu., Fri.	European News Summary.....	Sun.
Lincoln Highway—Shinola.....	Sat.	2:45 P. M.—Vic and Sade—P. & G.—Crisco.....	Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—Houseboat Hannah—P. & G.—Lava.....	Mon., Tue., Wed., Thu., Fri.	WOW News Tower.....	Sun.
Police Bulletins.....	Sat.	3:00 P. M.—Backstage Wife—Dr. Lyon's Toothpowder.....	Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Ellen Randolph—Colgate Supersuds.....	Mon., Tue., Wed., Thu., Fri.	Dr. Pepper Playhouse.....	Sat.
Betty Moore—Benjamin Moore Paint.....	Sat.	3:15 P. M.—Stella Dallas—Milk of Magnesia Products.....	Mon., Tue., Wed., Thu., Fri.
Robert Stewart, Tenor.....	Sun.	Meadowbrook Orchestra.....	Sun.
9:45 A. M.—Woman in White—Pillsbury Flour.....	Mon., Tue., Wed., Thu., Fri.	3:30 P. M.—Lorenzo Jones—Phillips—Milk of Magnesia.....	Mon., Tue., Wed., Thu., Fri.
Markets.....	Sat.	KSTP Presents—NBC.....	Sat.
Ross Trio.....	Sun.	World Is Yours.....	Sun.
10:00 A. M.—David Harum—B. T. Babbitt—Bab-O.....	Mon., Tue., Wed., Thu., Fri.	3:45 P. M.—Young Widder Brown—Bayer Aspirin.....	Mon., Tue., Wed., Thu., Fri.
Arm Chair Quartet.....	Sat.	4:00 P. M.—Girl Alone—Quaker Oats and Aunt Jemima.....	Mon., Tue., Wed., Thu., Fri.
WOW News Tower—Bathasweet.....	Sun.	Meadowbrook Orchestra—Tommy Dorsey.....	Sat.
10:15 A. M.—Road of Life—P. & G.—Chipso.....	Mon., Tue., Wed., Thu., Fri.	Three Cheers.....	Sun.
Smilin' Ed McConnell—Acme Paint and Lin-X.....	Sat.	4:15 P. M.—Midstream—Procter & Gamble—Teel—Drene.....	Mon., Tue., Wed., Thu., Fri.
Eddie Butler, Organist.....	Sun.	Bob Becker's Chats About Dogs—John Morrell & Co.....	Sun.
10:30 A. M.—Against the Storm—P. & G.—Ivory.....	Mon., Tue., Wed., Thu., Fri.	4:30 P. M.—Kitty Keene—Procter & Gamble—Dreft.....	Mon., Tue., Wed., Thu., Fri.
Homemakers' Club of the Air—Nebraska Power.....	Sat.	Little Man.....	Sun.
Music and American Youth.....	Sun.	4:45 P. M.—The O'Neills—P. & G. Ivory.....	Mon., Tue., Wed., Thu., Fri.
10:45 A. M.—Guiding Light—P. & G.—Naptha.....	Mon., Tue., Wed., Thu., Fri.	Headlines Ahead.....	Sat.
11:00 A. M.—Toby and Susie—Peter Pan Bakers.....	Mon., Tue., Wed., Thu., Fri.	5:00 P. M.—Meet Miss Julia—Stanco—Mistol—D. & R. Cold Cream.....	Mon., Tue., Wed., Thu., Fri.
Creighton University.....	Sat.	Kaltenmeyer's Kindergarten.....	Sat.
The Story of Us All.....	Sun.	Catholic Hour.....	Sun.
11:15 A. M.—Adopted Daughter Jennie—J. C. Penney Co.....	Mon., Tue., Wed., Thu., Fri.	5:15 P. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.
Magic Story Circle.....	Sat.	5:30 P. M.—Kate Hopkins—General Food.....	Mon., Tue., Wed., Thu., Fri.
Vernon Crane's Story Book.....	Sun.	Religion in the News.....	Sat.
11:30 A. M.—Portia Blake—General Foods—Post Toasties.....	Mon., Tue., Wed., Thu., Fri.		
Call to Youth.....	Sat.		
On Your Job—NBC.....	Sun.		
11:45 A. M.—Young Dr. Malone—Gen. Foods—Post Bran.....	Mon., Tue., Wed., Thu., Fri.		
Junior Roundtable—Uncle Sam Breakfast Food.....	Sat.		

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