

Radio
Station
WOW

RADIO NEWS TOWER

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

5000
Watts
590 Kc.

Complete Radio Program News From Radio Station WOW

VOL. VI—No. 2

OMAHA, NEBRASKA, NOVEMBER 1, 1941

PUBLISHED MONTHLY

WOW SET FOR HOCKEY THRILLS

13 of the First 15 Shows Now on WOW

Thirteen of the "first 15" evening radio programs on the air are NBC Red network shows carried by WOW.

The C. E. Hooper national ratings, issued October 16, covering the entire United States, listed the "first 15" as follows:

Charles McCarthy, for Chase & Sanborn, rated 28.3, at the top of the list.

Fibber McGee and Molly, the Johnson Wax show, rated 27.7, and was second.

Third place went to General Foods' "Aldrich Family," with a rating of 25.6.

Bob Hope's show for Pepsodent rated 25.4.

Others on the list following in order are Maxwell House "Coffee Time," "Lux Radio Theater," Walter Winchell, Jack Benny, Eddie Cantor, "One Man's Family," "Mr. District Attorney," Major Bowes, Burns and Allen, Rudy Vallee and Kay Kyser.

It should be pointed out that the Bob Hope rating was based only on his second broadcast of the season. The same is true of the Jack Benny program, which did not resume this fall until October 5, and, therefore, had little opportunity to build a program rating before the mid-October Hooper survey was made.

Only two non-NBC shows are included in the "first 15," and both of these are on CBS. No Mutual or Blue network shows were rated in the "first 15."

This report on the Hooper ratings is reported in the October 20 issue of "Broadcasting" magazine.

Ford Pays Tribute to Boys Town Team

Whitey (the Duke) of Paducah Ford, master of ceremonies and earthy comedian, dedicated his discussion of "Football" to Father Edward Flanagan's Boys Town (Neb.) football team on "Plantation Party," Wednesday, October 29, at 7:30 p. m., over WOW and the NBC Red network. Ford was entertained by Father Flanagan's boys during a recent personal appearance in Omaha at the Food Show.

MOST POPULAR

The "Aldrich Family," sponsored by General Foods and starring Ezra Stone, has been adjudged the "most popular program" in a nation-wide survey taken by the magazine "Young America." "Most popular individual stars" were given as Bob Hope and Jack Benny of the Pepsodent and Jell-O programs. About 5,000 urban, suburban and rural school students voted in the poll.

CHRISTMAS RADIOS

Omaha radio set dealers and wholesalers are having some difficulty in securing delivery of 1942 radios. They suggest that anyone who is considering the purchase of a new set for Christmas, place his order now to be sure of the arrival of the set on time.

WAR HEADLINES

A new pre-dinner "War Headlines" edition of the news will be heard on WOW starting November 1, under sponsorship of Plough, Inc., manufacturers of St. Joseph Aspirin and other drug products. The new news period will be from 5 to 5:05 p. m., Mondays through Fridays.

James Melton Sings at Ak-Sar-Ben Ball



WOW listeners had a special interest in Ak-Sar-Ben coronation festivities this year. First, James Melton, tenor singing star of "The Telephone Hour," heard on WOW Mondays at 7 p. m., shown with retiring Queen Gwen Sachs in a 1905 Brush "jalopy," was the feature attraction.

Melton, who has the nation's largest collection of antique automobiles, was met at the airport by Ak-Sar-Ben officials with this "jalopy." Secondly, WOW broadcast a description of the coronation ball, under the sponsor-



ship of the Nebraska Clothing Company, of which W. Otto Swanson, Ak-Sar-Ben Governor, is President. Mr. Swanson and De Emmett Bradshaw, President of the Woodmen of the World, are shown above with two lovely Ak-Sar-Ben princesses, Margaret Hurtz and Ann Patrice Prime.

Photo above shows His Majesty, King W. B. Millard, Jr., Executive Vice President of the Omaha National Bank, placing the crown on his queen, Alice Jeannette Meyer, daughter of Mr. and Mrs. C. Louis Meyer.

LATE NEWS FLASHES

Ninety field representatives of National Refining Company visited the WOW studios recently when they were in Omaha for a sales convention. The delegation was headed by R. D. Sprague, H. R. Weissenger and H. J. Vickers.

Red Skelton, new Raleigh Cigarette maestro, has employed four new top-notch gagsters. A Los Angeles court restrained Skelton from using the services of Jack Douglas, Bob Hope gagwriter.

WOW joined with grocers in Omaha recently in the observance of the annual Omaha Folger's Coffee Week, October 27 to November 1.

John Masefield, England's poet laureate, will be a guest on Sandra Michael's radio drama, "Against the Storm," on Monday, November 3. Mr. Masefield was last heard in the United States in 1937, when he read a poem composed in tribute to King George VI.

Groves Laboratory, Inc., makers of Groves Bromo Quinine, will hereafter salute American druggists on its "Sherlock Holmes" program, heard on WOW, 9:30 p. m., Sundays.

Walter Cassel, Omaha baritone, was a guest soloist recently on a coast-to-coast special NBC Navy Day program.

Clifton Utley, Skelly news commentator, heard on WOW at 7:30 to 7:45 a. m., Mondays through Fridays, has forsaken hats in favor of a beret.

Charles Abbott recently completed his 100th song for Frank Crummitt and Julia Sanderson, stars of Molle's "Battle of the Sexes."

Jimmy McClain, Mars, Inc., "Dr. I. Q.," heard on WOW at 8 p. m., Mondays, turned away 2,000 persons at a personal appearance recently at Birmingham, Ala., his home town.

"PROFESSORS"

It is "Professor" Soren Munkhof and "Professor" Harry Burke nowadays here at WOW!

Munkhof, who is Assistant News Manager of WOW, is an instructor in Journalism at Creighton University in his spare time.

Program Manager Harry Burke is teaching several courses on radio at the Municipal University of Omaha.

HUSKER GAME

The Roberts Dairy Company of Omaha made possible WOW's presentation of the Missouri-Nebraska football game via KMBC, Kansas City, on October 25. During lulls, details of the Creighton-Drake game were given by WOW's Tom Dailey.

MORE INFO

The American Tobacco Co. has renewed "Information Please," that record-breaking brain teaser of the airwaves, heard Friday nights from 7:30 to 8 o'clock, over WOW and 107 other NBC Red network stations, for another 13-week period.

Falstaff to Air All 'Ak' Tilts Via WOW

WOW will again bring its listeners all the thrills of ice hockey broadcasts by courtesy of Falstaff Brewing Corporation of Omaha.

Every game played by the Ak-Sar-Ben Knights, both at home and on the road, will be broadcast by WOW. The home games will be described directly from the Ak-Sar-Ben Coliseum and the away-from-home games will be broadcast via a complete leased wire from the rink-side into WOW's studios.

The broadcast of each hockey game will begin at 10:30 p. m.

Each broadcast will start with a complete summary of the first two periods of the game and conclude with the actual thrill-by-thrill description of the final period.

At Home

- Wed., Nov. 5—Minneapolis
- Sat., Nov. 8—Kansas City
- Sat., Nov. 15—Tulsa
- Wed., Nov. 26—St. Paul
- Sun., Nov. 30—St. Louis
- Wed., Dec. 3—Kansas City
- Wed., Dec. 10—Ft. Worth
- Sat., Dec. 13—Dallas
- Wed., Dec. 17—Kansas City
- Tues., Dec. 30—Dallas
- Sat., Jan. 3—St. Louis
- Sat., Jan. 10—St. Paul
- Wed., Jan. 14—Ft. Worth
- Sat., Jan. 17—St. Louis
- Sat., Jan. 24—Tulsa
- Wed., Jan. 28—Minneapolis
- Sat., Feb. 7—Ft. Worth
- Wed., Feb. 11—Tulsa
- Sat., Feb. 14—Dallas
- Sat., Feb. 21—St. Louis
- Tues., Feb. 24—St. Paul
- Sat., Feb. 28—Minneapolis
- Sat., March 7—St. Louis
- Tues., March 10—St. Paul
- Sat., March 14—Minneapolis

Away

- Sun., Nov. 9—Kansas City
- Tues., Nov. 11—Dallas
- Wed., Nov. 12—Ft. Worth
- Sun., Nov. 16—St. Louis
- Sat., Nov. 22—St. Paul
- Sun., Nov. 23—Minneapolis
- Sat., Nov. 29—Tulsa
- Sun., Dec. 7—Kansas City
- Sun., Dec. 21—St. Louis
- Thurs., Dec. 25—Minneapolis
- Sun., Dec. 28—St. Paul
- Thurs., Jan. 8—Tulsa
- Tues., Jan. 20—Dallas
- Wed., Jan. 21—Ft. Worth
- Sun., Jan. 25—St. Louis
- Sat., Jan. 31—Minneapolis
- Sun., Feb. 1—St. Paul
- Fri., Feb. 6—St. Louis
- Tues., Feb. 17—Ft. Worth
- Wed., Feb. 18—Dallas
- Sun., Feb. 22—Kansas City
- Thurs., Feb. 26—Tulsa
- Sun., March 1—Minneapolis
- Wed., March 4—St. Paul
- Sun., March 8—St. Louis

Dailey returned to Omaha a week ago, after several days in Minneapolis, where the Ak-Sar-Ben Knights and all other hockey league teams were in pre-season training. His regular News Tower column, on page 7, gives complete details about the Ak-Sar-Ben Knights team this season and its prospects.

"SILVER TIP"

Sealtest's Rudy Vallee has named his new Hollywood home "Silver Tip," after the silver-tipped evergreens that surround the place.

"THE FREE WILL WIN"...BRADSHAW

But Nations to be "Bled Almost White"

Free governments of the world will win the war, but in doing so they will be "bled almost white."



De E. Bradshaw

This was the assertion of De Emmett Bradshaw, President of the Woodmen of the World Life Insurance Society, in an address recently over Stations WFAA and KGKO in connection with Fraternal Day at the Texas State Fair.

The address, titled "Fraternalism and Its Relationship to Defense," attracted national attention and provoked editorial comment throughout the south.

"We'll win the war," Mr. Bradshaw said. "Free governments will succeed, but they will be bled almost white. The European countries have been destroyed one after another. Germany itself will topple, and Russia will suffer untold disaster. England will be largely reduced to ashes. I shall be surprised if Rome itself does not suffer the fate of many other cities."

Following this prediction, Mr. Bradshaw painted a brighter word-picture of world conditions at the end of the war.

"There are those who insist that when peace is declared there will be general desolation. One would think, from hearing them talk, that everything would disappear; that we would have no more street cars, buses, automobiles, refrigerators, airplanes, streamlined trains or radios, but that is a mistake. We have learned to use these things as necessities, and we will not surrender them. Behind the making of all these things there will be the same power which is behind them now, and that is sufficient capital to construct them and give them to those who are willing to work in order that they may have them."

Mr. Bradshaw warned, however, that "...we cannot hope to succeed and build up a competency by working shorter hours a week and fewer weeks in the year."

As a future course of action, Mr. Bradshaw asserted that we should be working now on plans to utilize all manufacturing plants now producing war material for those things which can be used during peace times.

He admonished: "Let us continue our faith and make it stronger that our hope may be enlarged; that our purposes may be to serve our neighbors and to serve our fellow men, and to serve the members of foreign nations and to do good everywhere and at all times, and that thereby we may express to all the over-shadowing power of fraternalism, and that this fraternalism shall spring from the deep wells of the hearts of every individual, making him realize that as God is the Father of us all, so are we all brothers."

EASY ASSIGNMENT

A part of speech and diction courses at many colleges and high schools this fall is the "Sherlock Holmes" radio program.

Professors in voice say that Basil Rathbone, who plays the part of Sherlock Holmes, has the most perfect diction on the air. His speech is clean cut; his pronunciation perfect; his inflection tops.

Sherlock Holmes, now a tradition of the air, is an easy assignment, because the stories are thrilling mysteries that never grow old. The program was one of the first regularly broadcast dramatic programs.

The fall series, featuring Basil Rathbone as Sherlock Holmes and Nigel Bruce as Doctor Watson, is heard weekly over WOW and the NBC Red network from 9:30 to 10 p. m., Sundays.

GOVERNOR JOINS W. O. W.



Governor Dwight Griswold and De Emmett Zerbe, grandson of President De Emmett Bradshaw of the Woodmen of the World, were two of the 75 candidates of the R. E. Miller class initiated by Seymour Camp No. 16, Woodmen of the World, recently. The governor and young Zerbe are pictured shaking hands, as R. E. Miller, W. O. W. Treasurer, and Bradshaw watch. More than 300 attended the ceremonies.

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

**KNOCK . . . KNOCK!
MAY I COME IN?**

Dear Readers:

This space is given over to my big family of shut-ins who hear our morning chat at 6:15 via WOW.

Some of our members do not subscribe to the News Tower, but we hope in a short time to send a yearly subscription to each and every one. When they have at some time received copies, they expressed great pleasure at being able to get all the latest radio news. The radio is the shut-in's best and closest friend. The WOW News Tower is the key to radio.

My dear children, when this letter reaches you, we will be approaching the great event of the fall, our annual party. You have wanted to know all about it, and I'm sorry I will have to wait until next month to tell you.

Mae Crable will enter the hospital immediately after the party for a stay of 8 or 10 months. Now, can you imagine anyone being overjoyed at entering the hospital? Well, that's exactly the way Mae feels—just too happy for words. She says she has been in bed such a big part of her life that a few months more won't matter, and from now on it will be with recovery in view and the hope of walking out of that hospital.

Mae's heart is full of gratitude for the chance she has been given by the Sunshine Chain of Radio WOW and to the grand surgeon who is to donate his services over a period of months—so long as the patient needs his attention.

There will be no loneliness for this girl. The Sunshine Chain takes care of its members when they need special attention, and all of her Chain brothers and sisters will see



Aunt Sally

that she gets plenty of mail. Listeners from all over the western states will also stand by Mae Crable and see her through the long months of her hospital stay. There will be callers and gifts and flowers, and these things all help make the days pass more quickly for one who is doing time in casts and turnbuckles.

We have no doubt about Mae as to how she will handle the situation. We feel sure she will be the same brave soldier that we found in Joy Brown and Judy Simpson, who were in the hospital for months with much the same treatment.

Don't forget that we are sending out a list of the members who are selling Christmas cards or any hand work, and if you want your name on this list, please send the information at once.

If you would like a birthday list each month, it will be necessary for you to mention it when you send your report. It is impossible for me to keep so many hundreds of things in my head, and notes and reminders simply clutter my desk constantly, so I am finding more ways and means for other people to help in this way.

I wish I had time and space to tell you all the wonderful things being done by our workers, both local and distant! These grand women find time to take away from their household duties to write letters, send cards, flowers and make calls.

You all know what these kindly attentions mean to the shut-in, and when you experience this pleasure remember that, although these workers do not care for thanks, they do get a thrill in hearing from you and, consequently, inspiration to work harder. So be sure to keep all names and addresses, and reply, if only with a postcard. Remember, too, that I am always interested in you and enjoy your letters, although I am not permitted the pleasure of a reply because of lack of time.

Well, 'bye for now!

YOUR AUNT SALLY.

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

Religion has occupied a big place in the news within the past few weeks. This has come about by the

statement of President Roosevelt concerning religious freedom and the status of the church in Russia. Everyone who has studied the constitution of the U. S. S. R., and who knows the history of the Soviet's attitude toward religion, was surprised at the President's utterances.



Rev. R. R. Brown

Discussing this situation, Monsignor Sheen of the Catholic University of Washington, D. C., gave a most illuminating analysis in a recent radio talk. He showed that although the constitution of the Russian government permits religious worship, it does not permit religious teaching or propaganda. Yet, it gives full freedom to anti-religious propaganda. Because religious preaching and teaching have been prohibited, children and young people have been denied this vital training. While the anti-religious and anti-God groups have carried on their destructive propaganda, many faithful have been either put to death or banished for their devotion to their convictions. The anti-God museum in Russia contains the most blasphemous exhibits to be found anywhere. That the President of the United States is sympathetic toward such an attitude we cannot believe. To him, religious freedom implies all of the traditional heritage of our glorious country.

In our country there is no attempt to force men to accept the belief or forms of any of the many prevailing religious groups. Nor, on the other hand, do we deny to anyone the right to preach or teach the things they believe. In New York City, the great metropolis of our country, we heard one person preach the Gospel of Christ to an outdoor audience, while only a short distance away another proclaimed his atheism and Godlessness. Both had equal protection. One of the strange circumstances of this war is that we should be involved with a country that has tried to push God out of its thought and government. If, as some religious leaders have declared, the President should be successful in having Russia give true religious freedom to her people, it would indeed be a beneficent result of this bloody conflict. It is our deep conviction that our

nation has no right to recognize any government that would deny its citizens the privileges of religious freedom, when we grant such liberties to their subjects when they come to our shores, whether they be citizens or not.

As a nation, we should remember that faith in God is more a part of our American life than faith in our government, for, after all, democracy is a product of the faith of those who came to our shores in search of religious freedom. We need to safeguard this most priceless heritage. America can no more expect to get along without God than we can exist without rain and sunshine.

It seems that it takes a world crisis like the present one to create a deep sense of spiritual need. But religion must be something more to us than a Sunday cloak or a one-day-a-week responsibility. It will be lamentable if the world feels that it can recover itself by political and economic means and ignore the value and the necessity of a great spiritual awakening.

Radio is playing a great part in making men and women God-conscious. We hope that we may build up a defense of faith as well as physical armament, so that the Godless religious philosophies of dictator countries shall never take root in our land.

Remember WOW will have its Thanksgiving service on the traditional Thanksgiving Day, which will be November 27.

WOW

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Bill Wiseman, editor.

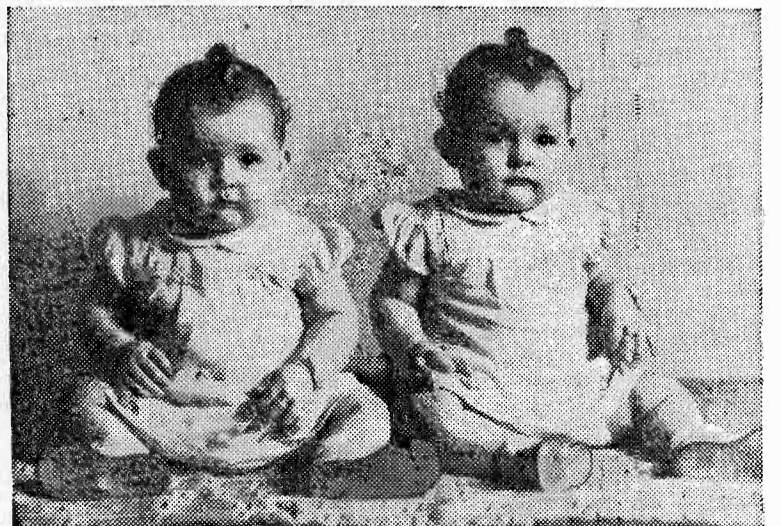
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IT MIGHT BE SO

Ezra Stone says that when a girl is fishing for compliments she needs a good line and a lure.

MEET "JUDY and JANE"



Introducing "Judy and Jane," twin daughters of Mr. and Mrs. J. M. Clemings of Oswego, Kans. Their folks are fans of Folger's "Judy and Jane" program, so they named their babies after the radio stars heard on WOW at 1:45 p. m., Mondays through Fridays.

LISTENERS TO SIT AT PEACE TABLE

Didja Know? ...

By BILL WISEMAN

A ROSE BY ANY OTHER NAME ...

Chances are radio announcers will continue to be called radio announcers.

An eminent committee of judges has decided that all other suggested substitutes for the word "announcer" fail to hit the mark.

It was all started by Dick Stark, whose delightful voice you hear on General Electric's "Hour of Charm." He induced 800 listeners to send in suggestions. The committee liked the terms "airmaster," "host" and "mikemaster," but admitted all three were mediocre.

Popular with listeners, but also discarded, were such terms as "herald," "proclaimer," "loquator," "vocalator" and "chronicler."

On the lighter side some suggested "barker," "soothsayer" and "gabman."

—WOW—

DON'T MISS THIS ONE ...

We've just received a copy of Bob Hope's autobiography. It's marvelous—very funny. Don't fail to get your copy. All it takes is a Pepsodent box top and a dime—sent to Pepsodent, Chicago.

—WOW—

TEN BEST STILL ON AIR ...

Wartime conditions have had no effect on radio's major sponsors. All 10 of the evening network programs, which had the highest rating a year ago, have been renewed for this fall and winter. All of the 10 leaders are on WOW except one.

—WOW—

WISEST WORDS OF THE MOUTH ...

"He who sits on top of the world has a lofty perch, but a long way to fall."

"It is but a short step from out of sight to out of mind."

"Only the savage neglects to cultivate his crops when his stomach is full."

"The business that rests on its oars has a long pull ahead."

(These wise words appeared on the cover of Printer's Ink in an advertisement of N. W. Ayer & Son, Inc.)

—WOW—

WHY YOU SING IN THE BATH TUB ...

Both the porcelain tub and the walls act as amplifiers, making your voice sound better—or at least louder—than it really is.

—WOW—

BET YOU DIDN'T KNOW THIS ...

Radio announcers' watches are "off" more often than your alarm clock. They develop "microphonitis"—run slow, fast or not at all.

Frequently the magnetic pull of the microphone completely desensitizes the "works." Then they have to be taken to jewelers (as often as three or four times a year) to be demagnetized.

Time is all important to the announcer. If he's as little as 20 seconds off, he may be in trouble. Usually the boys depend on studio or control room clocks for cues.

Slicing Knife Offer to Expire on November 8

WOW listeners have a few more days in which to take advantage of Butter-Nut Coffee's unusual slicing knife offer.

The Paxton & Gallagher Co., roasters of Butter-Nut and sponsors of "The Dramatic Story of Robert Clayton" are offering a genuine Cattaraugus Vanadium Steel Knife, with a guaranteed retail value of \$1.25, for only 25 cents and the metal key strip or jar label showing the purchase of their product.

The knife is light in weight and easy to use. It has a 9-inch blade, hardened, tempered, ground and hand-honed. Its handle is of vulcanized rubber.

This special offer began on WOW on October 27 and will end Saturday, November 8, at midnight.

"The Dramatic Story of Robert Clayton" (formerly known as "The Other Woman"), is heard over WOW at 8:15 a. m., Mondays through Fridays.

You Are Invited to Annual Sunshine Party

WOW listeners are invited to Aunt Sally's annual fall Sunshine Party, which will be held at 1 p. m., November 7, 10th floor, Brandeis Store. A feature of the party will be a review of Dr. A. J. Cronin's book, "Keys to the Kingdom," by Mrs. James DeVol.

Proceeds from the party will be used to provide hospitalization and treatment for Mae Crable, Sunshine Chain invalid. Tickets (30 cents, including tax) are available from Aunt Sally at WOW.

Wiseman to Address Southwestern Editors

Bill Wiseman, Promotion Manager of Radio Station WOW and Editor of WOW's News Tower Magazine, has accepted an invitation to speak on "The House Organ in Radio Promotion" for the annual convention of the Southwestern Association of Industrial Editors at Stillwater, Okla., November 7.

WOW's publication was awarded a plaque at the St. Louis NAB convention, pointing out the News Tower as the outstanding radio house organ in the industry.

POSTPONED

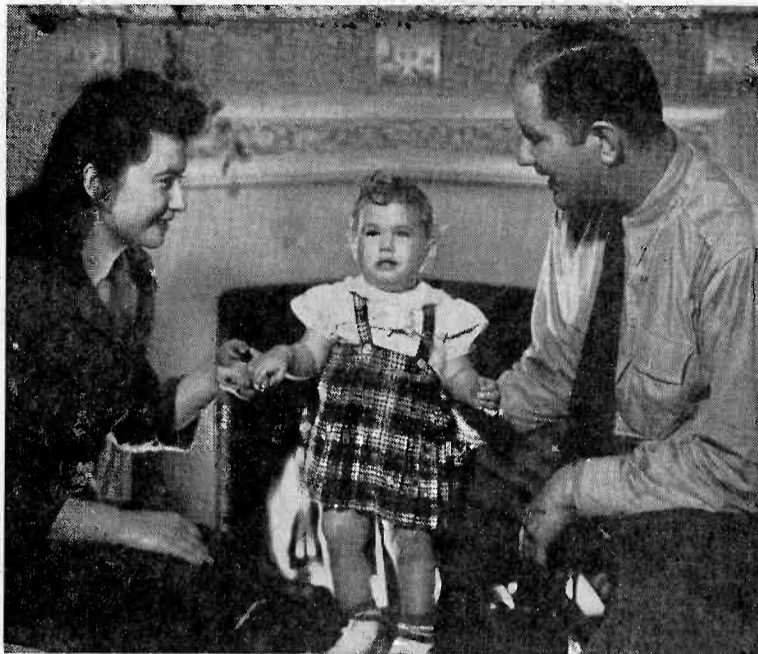
Plans for a second Johnson Wax show, featuring Ransom Sherman as "Hap Hazard" and Martha Tilton, songstress, scheduled for 6:30 p. m., Wednesdays, have been indefinitely postponed.

GRINSTER



This is Comedian Frank Fay, who began his new show for Tums on NBC and WOW recently. His half-hour variety show is heard on Thursdays at 9:30 p. m. on WOW. Fay's writers have named him as America's No. 1 radio "grinster," and assert he's certain to make you grin.

LOCAL FOLKS MAKE GOOD



Pauline Hopkins "Kathy" and Owen Vinson, former Omahans, who made good in radio.

"Tony and Babe" Now Write and Produce Big NBC Shows

Life has been good to the Vinsons. This is their story—the story of a young Omaha couple who made good in radio in a big way.

The Vinsons are Pauline Hopkins and Owen Vinson, who in private life are Mr. and Mrs. Owen Vinson. "Vinson" is their comparatively new legal name. In Omaha they were known as Mr. and Mrs. Max Vinsonhaler, which name they discarded by court action.

Radio listeners perhaps remember Pauline and Owen best as "Tony and Babe," for that was the name of their most popular radio serial in these parts back in 1937. Prior to that Owen had been stage manager for a stock company in the Brandeis Theater.

It was here in Omaha, at Station KOIL, that they spoke their first words over a radio microphone. It was here that Owen discovered his aptitude for direction, gave up acting and turned toward production of radio programs. It was here that Pauline turned out her first radio

script and discovered her talent for writing dialogue. Right here in Omaha she developed the flair which has placed her in the forefront of radio script writers in the nation.

After leaving Omaha, the Vinsons went to WLW in Cincinnati as actors, script writers, producers and what-not. A few months later Owen was appointed director of all dramatic programs for that station, and in July of 1938 he was made program director.

Pauline, in the meantime, was turning out scripts at her usual furious rate. The most successful of these programs which Owen produced were "The Mad Hatterfields," the story of a family filled with insane geniuses, which ran for two and a half years; "His Father's House," and "Midstream," which is still heard on a coast-to-coast NBC network. In addition, Pauline was turning out scripts for "First Nighter," "Grand Hotel" and other network shows, which welcomed her fine style and command of dialogue and situations.

When "Midstream" was sold to Procter & Gamble for sponsorship on the NBC network from Chicago in May of 1939, the Vinsons moved their lares and penates to the Windy City. In addition to authoring "Midstream," Pauline has also written the Irene Rich program, "Dear John," numerous "Knicker-

(Continued on page 4)

New Nancy



Charming Joyce Hayward, radio starlet, is the newest member of the cast for "Portia Faces Life." She plays "Nancy" in this General Foods serial, heard at 4:15 p. m., Mondays through Fridays, on WOW.

BING BACK



"Bingston" Crosby has returned from that long South American vacation. He went to the Argentines in search of promising horse flesh for his Del Mar Horse Stables and Race Track. He's directing activities on the "Kraft Music Hall" at 8 p. m., Thursday nights, on WOW.

Chances Better It Will Stick This Time

"Because the American people will sit at the peace table by radio, the world has a better opportunity now to form a permanent and lasting peace than ever before in its history," according to Neville Miller, President of the National Association of Broadcasters. Neville Miller spoke before a luncheon of 1,000 business executives and broadcasters in Omaha in connection with the 10th District NAB meeting, October 15 and 16.

"Peace is going to come to this world some day," Mr. Miller said. "The making of a permanent peace will be a more difficult task than the prosecution of the war. We cannot forget the noble, but vain, efforts of Woodrow Wilson 20 years ago to establish a permanent peace."

"Radio now offers the world a great opportunity because peoples throughout the world will know instantaneously detailed progress of the peace negotiations. With an informed world citizenry, the peace made after this war is over has a greater opportunity of being a permanent peace."

Miller was introduced by Judge Rainey T. Wells, General Counsel of the Woodmen of the World Life Insurance Society, operators of Radio Station WOW, who has been a long-time friend of Miller in Louisville, Ky.

Forty broadcasters from 20 stations in Missouri, Iowa and Nebraska attended the 10th District meeting. Other speakers included Frank Pellegrin, Director of the Bureau of Advertising of NAB and a former Omahan; John Gillin, Jr., a member of the National Association of Broadcasters' Executive Committee and Director of the 10th District; Carl Haverlin of Broadcast Music, Inc., and representatives of major music and transcription companies. Tom Connolly, CBS Promotion Expert, addressed the Sales Managers sectional meeting, and Jack Harris of the War Department conducted a special session for program managers and newscasters. Miss Holly Shively, Research Director for John Blair & Co., Chicago, national representatives, also attended.

Those who were present at the 10th District convention were Sam H. Bennett, KMBC, Kansas City, Mo.; Milton Blink, Standard Radio, Chicago, Ill.; Hale Bondurant, WHO, Des Moines, Iowa; George Burbach, KSD, St. Louis, Mo.; Leonard B. Callahan, SESAC, New York City; Craig Campbell, WOC, Davenport, Iowa; A. B. Church, KMBC, Kansas City, Mo.; George Crocker, KFNF, Shenandoah, Iowa; F. C. Eighmey, KGLO, Mason City, Iowa; Harold Fair, WHO, Des Moines, Iowa; Harold W. Fulton, WHO, Des Moines, Iowa; John J. Gillin, Jr., WOW, Omaha, Neb.; Douglas B. Grant, WMT, Cedar Rapids, Iowa; Gustav M. Hagenah, SESAC, New York City; Jack Harris, War Department, Washington, D. C.; Carl Haverlin, BMI, New York City; Sheldon B. Hickox, Jr., NBC Red network, New York City; C. W. C. Hutchings, Associated Music Publishers, Inc., New York City; Merle S. Jones, KMOX, St. Louis, Mo.; Lawrence Craig, KSO-KRNT, Des Moines, Iowa; Mrs. W. I. LeBaron, KGNE, North Platte, Neb.; Edmund Linehan, KSO-KRNT, Des Moines, Iowa; Beryl Lottridge, WOC, Davenport, Iowa; J. V. Lowman, KOIL-KFAB, Omaha, Neb.; J. O. Maland, WHO, Des Moines, Iowa; Neville Miller, NAB, Washington, D. C.; Willis B. Parsons, NBC Radio Recording, New York City; Frank E. Pellegrin, NAB, Washington, D. C.; D. C. Peterson, KSO-KRNT, Des Moines, Iowa; Howard Peterson, WOW, Omaha, Neb.; J. C. Rapp, KMA, Shenandoah, Iowa; William B. Quarton, WMT, Cedar Rapids, Iowa; Holly Shively, John Blair & Co., Chicago, Ill.; Vernon H. Bing Smith, KOWH, Omaha, Neb.; Don

(Continued on page 4)

TOP RADIO STARS IN THE NEWS

"VOICE OF FIRESTONE"



Careful preparation characterizes each of the broadcasts of the "Voice of Firestone" concerts, heard on Mondays over WOW and the NBC Red network. Here Margaret Speaks, lovely soprano star of the program, checks over a score with Alfred Wallenstein, conductor. The Firestone program is one of the oldest on the air.

Girl of Parts



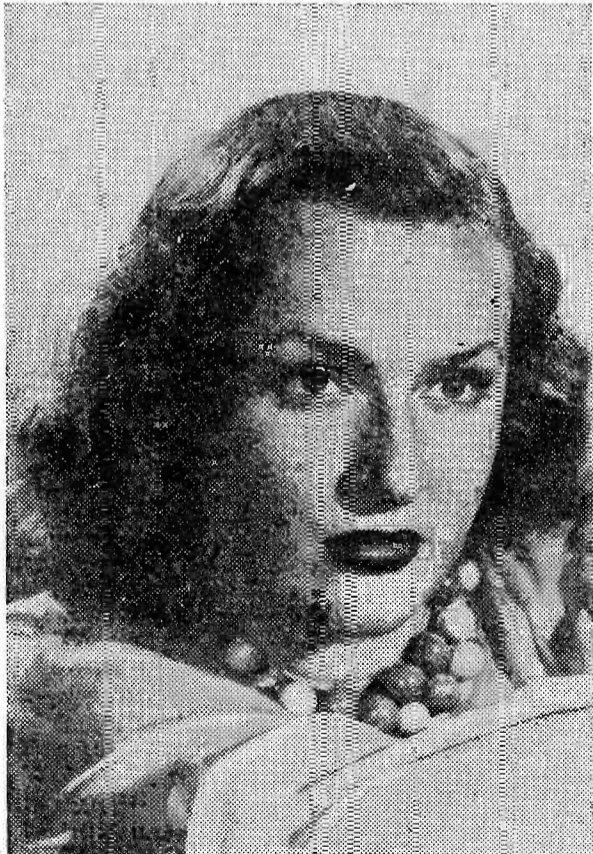
Meet Louise Fitch, Council Bluffs girl of parts, viz: Leads in "Arnold Grimm's Daughter," "Guiding Light" and now "That Brewster Boy"—all WOW shows!

"FAMOUS JURY TRIALS"



Given plenty of pulchritudinous encouragement by his client, played by Joan Banks, the defense attorney, portrayed by Ted de Corsia, makes a stirring court room plea for acquittal in a scene from "Famous Jury Trials," heard Saturday's at 9:30 p. m., over WOW, for O'Henry Bars.

One of De Mob



One of the most versatile players in radio, Kaye Brinker has successfully portrayed all kinds of roles from gangster's moll to the ingenue victim of a swindle on Wednesday night's WOW and NBC Red network show, "Mr. D. A.," for Vitalis.

"FIBBER and MOLLY"



A new photo of Jim and Marian Jordan, considerably better known as "Fibber McGee and Molly," who have returned to their old Tuesday at 8:30 p. m. spot on WOW and the NBC Red network for Johnson's Wax.

Signs With Sealtest



Lauded for her acidulous verbal encounters with John Barrymore on the "Rudy Vallee Sealtest Show," quick-witted Film Actress Edna May Oliver has been signed as a guest on WOW and the NBC Red network Thursday evening program once a month.

NAB CONFAB

(Continued from page 3)

Searle, KOIL, Omaha, Neb.; John T. Schilling, WHB, Kansas City, Mo.; Miss Elizabeth Sammons, KSCJ, Sioux City, Iowa; Morgan Sexton, KROS, Clinton, Iowa; Anson E. Thomas, KGFV, Kearney, Neb.; R. Bruce Wallace, KOIL, Omaha, Neb.; Arthur J. Weaver,

KOIL-KFAB, Omaha, Neb.; Ralph Wentworth, Langworth, New York City; Bill Wiseman, Promotion Manager, WOW, Omaha, Neb.; Woody Woods, WHO, Des Moines, Iowa.

Lionel Barrymore has been signed to make one appearance per month with Brother John on the Rudy Vallee, Sealtest, show.

THE VINSONS

(Continued from page 3)

bocker Playhouse" scripts and other network shows. Owen has produced "Road of Life," "Woman in White" and other big-time shows.

At present the Vinsons have their own radio production office in downtown Chicago. They jointly write "Midstream" on NBC; write and

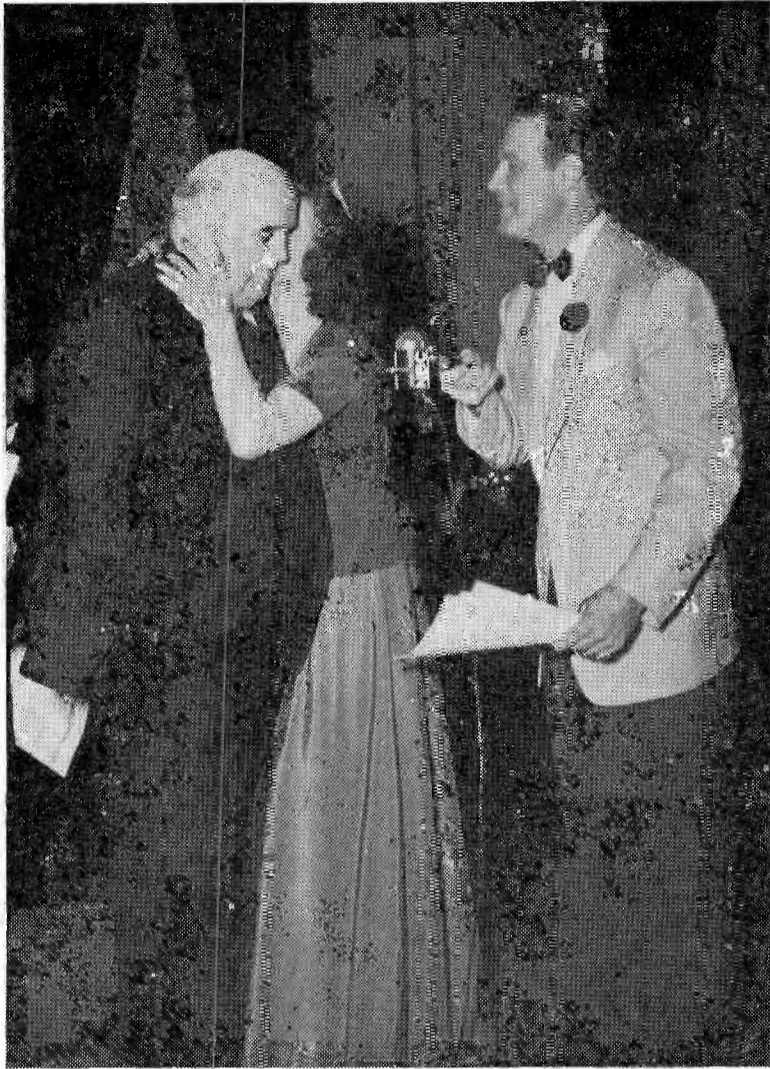
produce "That Brewster Boy," which is heard every Monday night on the same network, and select the scripts, edit and produce "Knickerbocker Playhouse," heard on NBC for Drene every Saturday night.

Though they live in one of the smarter suburbs of Chicago, they spend their week ends, when they can get away from the press of work, on their 170-acre farm near

Sycamore, Ill., where they are raising Berkshire hogs and Ayrshire cattle. The pride and joy of their lives is little Kathleen Elizabeth, named after the heroine of "Smilin' Through," the play in which they met for the first time some 13 years ago. And the pride and joy of Kathy's life is Heidi, the Great Dane, that weighs exactly 26 pounds more than Pauline herself.

FAMOUS FOLKS VISIT RADIO WOW

A KISS FOR MAYOR DAN



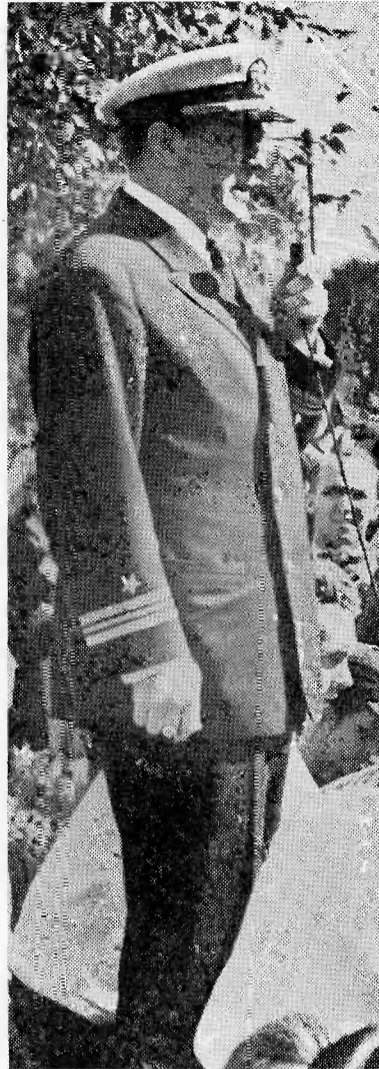
Fifty million radio listeners heard a "smack" when Donna Wood, petite singer of Horace Heidt's Tums "Treasure Chest" program, planted an affectionate kiss on the cheek of Omaha's bachelor Mayor, Dan B. Butler. It happened when the Heidt troupe originated its Tums NBC show via WOW. Note expression on Mayor Dan's face!

ADVERTISING EXECs HERE



No movie star is the attractive lady in this photo. She is Miss Holly Shively, Research Director of John Blair & Co., advertising representatives, and an important advertising executive in the radio industry. Equally distinguished is the chap at her left, Sheldon Hickox, Director of Station Relations, Red network, of the National Broadcasting Company. Both visited WOW during the recent NAB convention. Left is John Gillin, Jr., General Manager of WOW.

LIEUT. TUNNEY



"Fightingest" good will ambassador of Uncle Sam's navy, Gene Tunney, who broadcast over WOW recently. Creighton students snapped this picture at a Creighton football rally attended by Tunney.

MISS DEFENSE



When you look at this morsel of feminine pulchritude you are supposed to get the urge to make a trip to Venice, Calif. She is Alma Carroll, who was labeled "Miss America for National Defense" just to give her nation-wide tour a motif. With her is Foster May and Captain Lawrence Nelson, Seventh Corp Area.

IS ZAT SO? CHARLIE ASKS!



The world's most famous wooden doll, Charlie McCarthy, with his mouthpiece, Edgar Bergen, both of Chase & Sanborn fame, visited Omaha recently. They are shown with Foster May in the WOW studios.

DISCUSS CHILDREN'S SHOWS



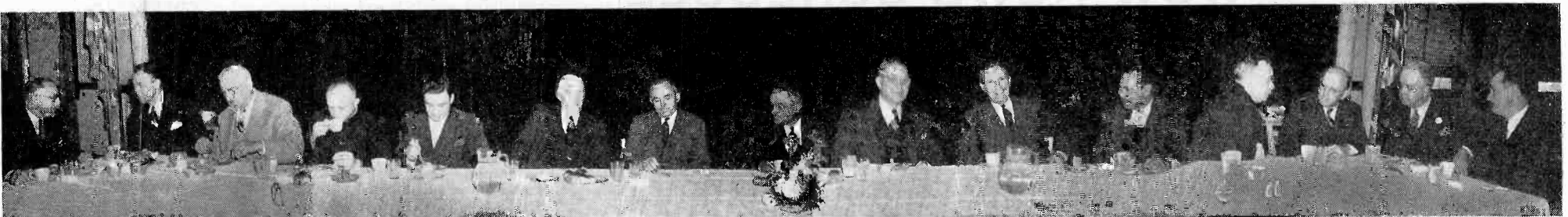
Presidents of five Omaha women's clubs honored Dorothy Lewis, Vice President, Radio Council on Children's Programs, New York, in Omaha recently. Right to left in this photo are Dorothy Lewis; Mrs. Joseph C. Lawrence, Omaha Women's Club; Mrs. J. H. Johnson, Sermo Club; Mrs. A. E. Riser, South Omaha Women's Club; Mrs. J. R. Wickersham, Omaha North Side Women's Club; Mrs. H. O. Yontz, Omaha-Benson Women's Club and Mrs. Walker F. Ottman, Radio Chairman, Nebraska Federation of Women's Clubs.

GAME COMMISSIONER STORZ



Arthur Storz, Vice President, Storz Brewing Company, and new member of the Nebraska Game Commission, with Harry Burke, gave tips to nimrods on a recent Storz program.

NAB PRESIDENT FETED BY OMAHA BUSINESS AND CIVIC LEADERS



Educators and radio folks sat at the speakers' table when Neville Miller was honored at a Chamber of Commerce Public Affairs luncheon recently. Left to right are Berry Ferris, INS executive, New York; Bing Smith, Manager, KOWH; William Ruess, Personnel Director, WOW; Rev. Joseph P. Zuercher, President, Creighton University; Frank Pellegrin, NAB, Washington; Judge Rainey T. Wells, General Counsel, Woodmen of the World Life Insurance Society; Neville Miller, President, NAB; Coe Buchanan, Buchanan-

Thomas Advertising Agency; De Emmett Bradshaw, President, Woodmen of the World; J. M. Harding, Associate Publisher, Omaha World-Herald; Don Searle, General Manager, Central Stations Broadcasting Company; Roland Haynes, President Municipal University of Omaha; Charles R. Docherty; Leon O. Smith, Assistant Superintendent, Omaha Public Schools; Wendell O'Neal, Beaumont & Hohman Advertising Agency.

"THIN MAN" IS NEW DRAMA TWIST

Laughs, Chills and Romance in New Series

Note.—This is the first of a series of special articles giving details about new shows on WOW this fall and winter.—The Editor.

"The Thin Man" is fast developing into one of the most popular dramatic features on the air.

"The Thin Man" gives a new twist to the old-time "whodunnit." First, it is a mystery story; second, it is a comedy, and last, it includes a romance. Its format is derived from the famous movie which starred William Powell and Myrna Loy. Its author is the man who wrote the famous movie, Dashiell Hammett.

Leading characters in "The Thin Man" are Lester Damon, a young New York actor who sounds a lot like William Powell, and Claudie Morgan, a niece of Comedian Frank Morgan and a daughter of the distinguished actor, Ralph Morgan. "The Thin Man" is heard on WOW via the NBC Red network at 7 p. m., Wednesdays.

Each episode of "The Thin Man" is complete in itself, but the same two leading characters, "Nick Charles" and his wife, "Nora," are heard every week. The other members of the cast are changed from week to week to suit the story.

"The Thin Man" is one of the 1941 summer substitute shows that has proved to be so popular that it was continued for this fall and winter.

DOG HAS HIS OWN MIKE



Claudia Morgan and Lester Damon as "Mr. and Mrs. Thin Man" always start a new mystery case by bringing a present to their wire-haired terrier. The pup, who is heard regularly on the program, now has its own microphone, a gift from Claudia and Lester.

CLAUDIA . . .

Claudia Morgan, who springs from one of the profession's most distinguished families, was given the nod for the much-desired part only after long and careful consideration by Script Writer Dashiell Hammett and Himan Brown, who directs the series. In announcing the choice, both agreed on Hammett's description that "Miss Morgan is a perfect characterization of 'The Thin Man's' charming but impulsive helpmate."

Despite her youth, Claudia has appeared in 32 plays and currently is starring in the Broadway success, "The Man Who Came to Dinner." No stranger to radio, she has been featured in many drama broadcasts and has made numerous guest appearances on popular variety programs.

Daughter of the distinguished actor, Ralph Morgan, and niece of Comedian Frank Morgan, Claudia was born in New York, attended school in Connecticut and studied dramatics at Yale. When she was only 17, she appeared in her first stage play opposite her famous father and Margaret Anglin.

Since her debut, Miss Morgan has played opposite such stars as Burgess Meredith, Pauline Lord, Florence Reed, Melvyn Douglas, the late Osgood Perkins and scores of others. She had the honor of playing the lead in the last play directed and produced by the late David Belasco.

LESTER . . .

Born in Providence, R. I., in 1908, Lester Damon attended Brown University and then studied architectural design at the Rhode Island School of Design. In the summer of 1933, just eight years ago, he entered the theatrical profession in stock at Stockbridge, Mass. That fall and during the spring of 1934, he played in Shaw and Shakespeare at the Old Vic in London.

Returning to the United States, he replaced the ailing Joe Downing as the gangster, "Babyface Martin," in the Broadway hit, "Dead End." After a summer stock assignment in 1938 at Surrey, Me., he joined the first road company of the John Steinbeck hit, "Of Mice and Men," playing the nasty part of "Curley."

It was while the Steinbeck show was playing Chicago in the fall of 1938 that Damon got his first shot at a radio show, guest-starring for one performance on "Backstage Wife" over WMAQ. He liked radio right off the bat.

When the road tour ended, he returned to Chicago and went into radio with a vengeance. In less than three years, Les Damon has been the male lead in nearly 15 network series. The curious thing is this: Whereas he usually played the heavy, the rat, the gangster, in stage shows like "Night Must Fall" and "Blind Alley," and in a number of radio shows, he will be the hero, the sleuth, who tracks down criminals and rats in "Adventures of the Thin Man" series.

WOW NEWS SCHEDULE

The regularly scheduled newscasts on WOW are as follows:

- 6:00 A. M.—Farm News..... Daily except Sun.
- 7:00 A. M.—News Tower..... Daily except Sun.
- 10:00 A. M.—News Tower..... Sun.
- 12:15 P. M.—News Tower..... Sun.
- 12:30 P. M.—News Tower..... Daily except Sun.
- 3:00 P. M.—Associated Press News..... Sat.
- 5:00 P. M.—War Headlines.—Plough, Inc... Mon. thru Fri.
- 5:15 P. M.—Football Scoreboard—Falstaff..... Sat.
- 5:30 P. M.—Four-Bell News and Sports.... Daily except Sun.
- 6:15 P. M.—News of the World—NBC—Alka-Seltzer..... Mon., Tue., Wed., Thu., Fri.
- 6:25 P. M.—Weekend Business Review..... Sat.
- 10:00 P. M.—News Tower..... Daily except Sun.
- 10:30 P. M.—News Tower..... Sun.

Una Merkel to Star in New Radio Series

Radio has drafted another Hollywood celebrity. Una Merkel, famous as a comedienne on the dizzy blonde side, has signed to play the lead role in "Nancy Bacon Reporting," a new feature of Philip Morris' "Johnny Presents" series on Tuesday nights at 7 p. m. Una does her first journalistic stint November 4.

"Nancy Bacon Reporting" is a newspaper drama series. Miss Merkel's reporter, however, will veer slightly to the left from the usual heroic newshawk, for the high purpose of low comedy. The new drama series will share spotlight honors on "Johnny Presents" with Ray Block and his orchestra, the Swing Fourteen and Vocalists Beverly and Audrey Marsh.

It is highly probable that Una Merkel started her dramatic career with pretty serious intentions, but she has made her name as a female fall guy. Born a Kentuckian, she started her professional training in a New York dramatic school. Her numerous Broadway appearances included "Coquette," "The Poor Nut," "Two by Two" and "Pigs." Her Hollywood triumphs are too numerous to list.

Miss Merkel is 5 feet 4, an authentic blonde with blue eyes and weighs 112 pounds. Her chief hobbies are reading and swimming. Although she has made numerous guest appearances before the microphone, her "Johnny Presents" commitment brings her into her first regular radio series.

SOB-SISTER



Una Merkel . . . Newshawk

REXALL PARADE

Latest entrant in the race for radio's popularity stakes is the Rex-all "Parade of Stars," talent-packed series of quarter hour programs which will be heard over Station WOW, Sunday afternoon, November 2, at 2:30 p. m.; Tuesday morning, November 4, at 8:30 a. m.; Thursday morning, November 6, at 8:30 a. m., and Saturday morning, November 8, at 11:45 a. m.

WRITES BALLADS

Mineta Ellen, Mother Barbour on Tenderleaf Tea's "One Man's Family," has written six new ballads which will be published soon.

JOAN IS A FARMER

Joan Blaine, star of General Mills "Valiant Lady," purchased a farm and has moved her residence to Redding, Conn.

Fall Is Here So Martha Tells How Corn Bread Should Be Made

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

This is the season for introducing our fall foods, and certainly one of the favorites is a really good cornbread. So many homemakers are looking for a good recipe for cornbread, with the emphasis on the "good," that we feel it quite in order to present one in this column.

Cornbread is no longer a food which belongs to the south, even though it is present at practically every meal that is served.

At certain seasons, right now, for instance, we realize how perfectly this golden bread blends with our meals. Wild game, baked ham, baked beans, and many other dishes, seem somewhat deserted if not accompanied with cornbread. But the cornbread must be good or your family will be very much disappointed. There really aren't many secrets I can give you for a good cornbread.

The proportions in the recipe are very important. Because cornmeal is quite a little heavier than flour, we find it advisable to use more baking powder than is ordinarily recommended for quick bread mixtures, in order to have a fluffy and light product. Using an equal amount of cornmeal and white flour also produces a smooth and light mixture. Either sour milk or sweet milk may be used. There are a number of forms of cornbread which have become very popular.

The southern spoon bread, for instance, is delightful as a luncheon bread. Then there are the fancier varieties of cornbreads, such as the corn sticks, cornmeal gems, cornbreads baked in fancy pans to represent ears of corn, and perhaps many others. A lovely variation from the ordinary cornbread is the bacon cornbread, in which diced bacon, which has been crisped, is

added to the batter. Here is a good foundation recipe for cornbread.



Martha Bohlsen

You will find it interesting to make as many varieties as you like from this recipe:

CORNBREAD

- One cup cornmeal.
- One cup white flour.
- Two tablespoons sugar.
- Four teaspoons baking powder.
- One-half teaspoon salt.
- One egg.
- One cup milk.
- Two tablespoons shortening.

Mix and sift dry ingredients. Beat egg, add milk and combine the two mixtures. Add melted shortening and turn into a greased shallow pan, and bake in a moderate oven—400 degrees for 20 or 25 minutes.

Bacon Cornbread

Use foundation recipe given above, adding one-fourth cup of diced bacon. Fry the bacon until crisp and fold into the batter. Bake either in muffin tin or in a shallow pan.

TORCH-IST



Lovely Harriet Hilliard, personality singer, is now featured with Ozzie Nelson (her hubby) and orchestra on the new Red Skelton Raleigh show, heard every Tuesday (9:30 p. m.) night over WOW and the NBC Red network.

COMIC MARSHALL

Herbert Marshall enjoyed being a comic so much on the Jack Benny program last spring that he bobbed up in the guest star spot on Eddie Cantor's "Time to Smile" program over WOW and the NBC Red network, October 29, at 8 p. m. After inveigling Maurice Evans, the Shakespearean star, into singing "Daddy," Cantor had no difficulty having the suave, dignified actor do back-flips for the edification of Dinah Shore, Harry von Zell and Bert "The Mad Russian" Gordon.

PLAYS SPONSOR

That "sponsor" heard on Jack Benny's opening program of the season was none other than House Jameson, who serves time as Henry Aldrich's father on Thursday evenings. The Mr. Mortimer he impersonated is Charles G. Mortimer, General Advertising Manager of the General Foods Corporation, sponsor both of The Aldriches and Jack Benny.

"BIG NAMES" ON MAN-ON-THE-STREET

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Hello, Good Sports!

Many fans have written to say that we haven't said much about ice hockey lately, and they have requested that we do more talking about the fastest game on earth, for, after all, the season opens against Minneapolis on November 5 at the Coliseum. It's all set now, and we can assure you that Omaha will have a flashy, fast and championship team in 1941-42. Omaha will have just about the same team that we had last year, except for that in center position will be Ace Hudson. In our opinion, he is the league's best. He played with Kansas City last year and with St. Louis the two years previous. You'll remember him as the fellow who always wore the baseball cap. He's a great playmaker, and he's a left-hander.



Tom Dailey

Champ Player
Hudson has played on two championship clubs during the past four years, and has averaged 50 points each season for the past four he's played. Omaha's great need for some time now has been for a good center ice man, and in Ace Hudson we have the finest. We don't know what players will be put on the forward line along with Ace, but if it's Ronnie Hudson, and maybe Adam Brown, you'll see some red lights flashing . . . and plenty!

Champ Player

Hap to Play
Hap Emms is definitely going to be playing manager this year, because information from Barrie, Ontario, tells us that he's physically fit and rarin' to go. And when Ol' Hap rares, that's something.

Hap to Play

For a time this summer hockey officials were a bit worried over whether or not hockey players would be allowed to cross the Canadian boundary line for a winter in the U. S. But that's all settled. The general league set-up this year seems to be very strong. In fact, every club in the league is stronger this year, except, perhaps, for the St. Louis Flyers. The Flyers have lost Fido Pupur, their goalie Hub Nelson and Ace Hudson from that great championship team of two and three years ago.

Hockey Special

Dallas and Fort Worth, Tex., entering the association this year, have lots of money behind the clubs, and they're going all out for players, no matter what the price. The Tulsa Oilers will make you sit up and take notice this year. They will be completely rejuvenated, since the entire club of Vancouver, British Columbia, will be moved to Tulsa. Let us explain that Vancouver was a member of the Pacific Coast Conference that folded up toward the end of last season, and the caliber of players in that league is as high, if not higher, than the American Hockey Association.

New Members

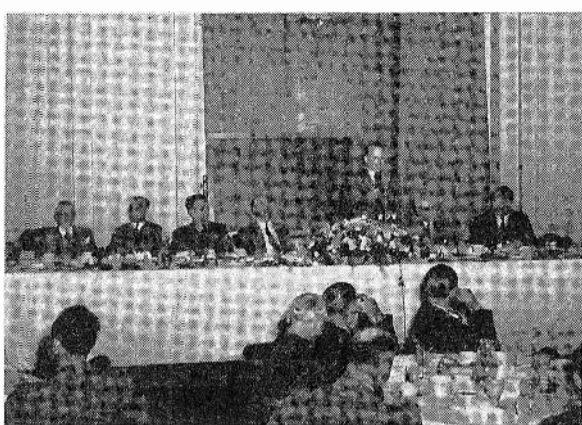
St. Paul opens the season at Fort Worth this year. And when the team goes down, a special train will be sent along with fans and Governor Stassen of Minnesota. Present at the game will be the governor of Texas, Amon Carter, and other notables, with news reel cameras and other gala decorations. Fort Worth's rink is located in the beautiful Will Rogers Memorial Building, and is said to be one of the finest ice rinks in the world. It's going to be another great season here in Omaha and the entire league.

We'll be greeting you on the air with all games . . . for Falstaff! "It isn't that you won or lost, but how you played the game."

RE-HASH GRID TILTS «» MAY and HIS BOSSES



Sports celebs re-hash each Cornhusker grid battle at 6 p. m. over WOW, Saturdays. Photo shows Link Lyman, Nebraska line coach, and Harry Burke, WOW Program Manager (seated left to right), with Tom Dailey, WOW's Sports Editor, and Lyle DeMoss, standing. Broadcasts originate in Lincoln.



Several hundred Chevrolet dealers who gathered in Omaha recently for an annual meeting saw and heard their "hired hand," Foster May, do a Chevrolet "Man on the Street" broadcast. Photo shows May at the microphone, with executives of the Chevrolet Zone Dealers' Association at the speakers' table.

Chevrolet Men Take Part in Own Show

Another impressive parade of celebrities faced Foster May's Chevrolet "Man on the Street" microphone during the last fortnight or so.

The list included Edgar Bergen, Horace Heidt, Gene Tunney and many others.

Of wide interest was an interview on October 8 by Mr. May with Leland Herman, Wayne, Neb., who won the Grand Champion 4-H Club Baby Beef Award at the Ak-Sar-Ben Stock Show. Also on this program were Wayne Gosch of Ida Grove, Iowa, who showed the Angus Reserve Champion at the show, and two other champion steer raisers—13-year-old Margaret Deeder of Vail, Iowa, and Evelyn Yager, Platte County, Nebraska.



Foster May

Club Women Seek Better Radio Law

The Nebraska Federation of Women's Clubs' session October 15, at McCook, went on record as favoring a delay in the enforcement of new Federal Communications regulations effecting radio broadcasting. The resolution was introduced by Mrs. W. F. Ottman of Omaha, State Chairman of Radio.

The Federation asserted that the new FCC regulations should not be put into effect until full and open hearings by the senatorial and congressional committees have been concluded. The consensus was that from these hearings there might develop a better law or radio act covering some of the disputed points in the FCC's new rulings.

The second part of the regulation recommended that any new personnel for the FCC should include a person or persons with radio experience.

The FCC's new regulations effect clear channel stations, newspaper-owned stations, and network and affiliate relationships.

NEW VOICE



Bruce Grant of Des Moines, new WOW announcer.

A New Announcer Joins WOW Staff

The newest member of WOW's announcers' staff is 26-year-old Bruce Grant of Des Moines. He took up his new duties October 15.

Grant has been with KSO and KRNT, the "Register and Tribune" stations in Des Moines; WMT in Cedar Rapids, and at WNAX in Yankton for the past six years.

At Yankton he was widely known for his news commentary program called "This Will Happen" broadcast under the name of "Hill Sanders."

Grant has a fine baritone voice. He is a former Drake University student. His wife and three stepchildren—Harold, 12; George, 11, and Richard, 7—have taken up residence in Omaha.

Changes His Name to Fit Radio Role

Launching a "one-man movement" to simplify the nomenclature of the acting profession, Eddie Firestone, Jr., young radio actor and Northwestern University student, served notice through his attorney, Michael A. Romano, that he is legally changing his name to Joey Brewster, the role by which he is known to the radio audience.

Young Firestone-Brewster, who plays the role of Joey Brewster in the WOW-NBC Red network comedy drama, "That Brewster Boy" (Mondays, 8:30 p. m.), explained that he is tired of being called Joey by half his acquaintances and Eddie by the other half. Since Joey Brewster is the role by which he is known to most people (if the radio audience is included), he has decided to adopt that name legally.

Refugee Speaks

A French refugee, Mademoiselle Lillete Holbert of Manchester, Iowa, who spent seven months in occupied France, gave a very interesting interview from the Chamber of Commerce Tribe of Yessir meeting on September 30. The interview with Edgar Bergen was one of the most interesting ever heard on WOW. Included was a three-way argument between Charlie, Mortimer Snerd and Mr. Bergen.

"Man on the Street" listeners learned practical advice on how to keep fit from no less than Lieutenant Commander Gene Tunney, who was in Omaha to assist in recruiting for the navy.

Magician

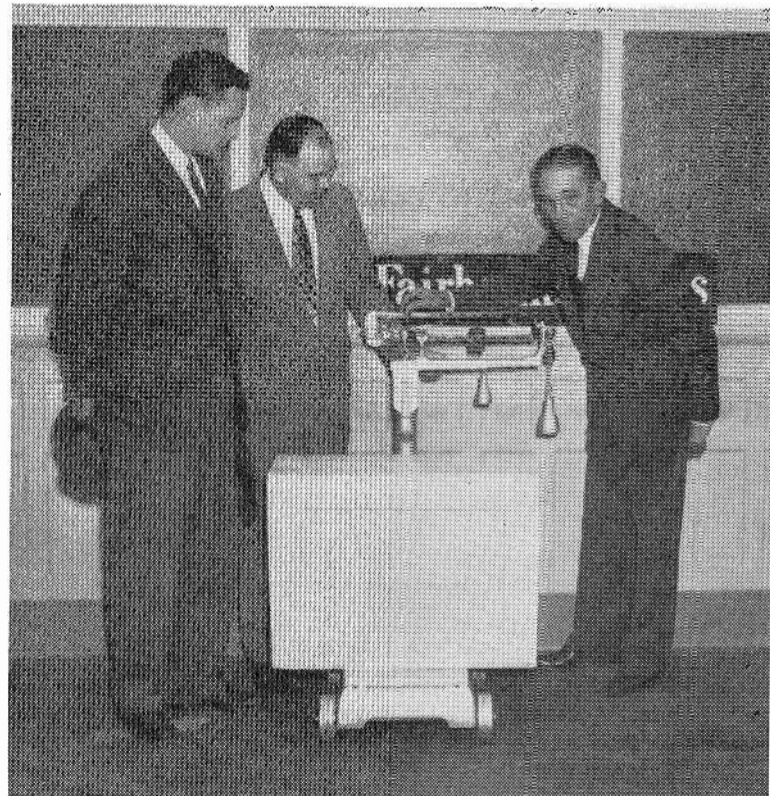
Another unusual interview was with "The Great Tarbell," world-famous magician.

Unusual special broadcasts on the "Man on the Street" recently included the annual Fall Festival from Gothenburg, Neb.; a program made at Blanchard, Iowa, with one of Foster's feet in Missouri and one in Iowa; a description of the mutt dog show in Benson and a broadcast from the Popcorn Festival at Ida Grove, Iowa. Several "Man on the Street" broadcasts have been arranged tentatively, including an interview with Sir Phillip Gibbs on November 4.

HE WOULD

Hal Peary, the "Great Gildersleeve," pulled one of the best practical jokes of the year at his Encino, Calif., ranch. Peary had artificial papier-mache walnuts as big as footballs hung from all of his walnut trees, and then invited the California Walnut Growers Association to visit his ranch.

BIG BLUE BARREL BAR



During the recent Food Show, 6,000 persons guessed the weight of a bar of soap displayed by the Haskins Soap Company. Guesses ranged from 999,000 pounds to one pound, two ounces. Later the bar was weighed up by James P. Newton, Jr., of the soap concern (left); Louis Kavan, Secretary of the Retail Grocers' Association, and J. L. Herum of the Fairbanks Morse Company (right). The correct weight: 247 pounds, seven ounces. Nearest correct guess was that of Mrs. Ruth Wages, 2751 South 12th Street. Her entry of 247 pounds, eight ounces, won her \$15.

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Radio Station WOW,
Omaha, Neb.

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Page Eight

RADIO NEWS TOWER

WOW'S NOVEMBER NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "11/41" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:15	Music Well Done Falstaff	Music Well Done Falstaff	Music Well Done Falstaff	Music Well Done Falstaff	Music Well Done Falstaff	Football Scoreboard Falstaff	Catholic Hour (5 to 5:30)
5:30	4-Bell News—Sports Vicks—Burlington Bus Yucatan Gum Salad Wafers—Falstaff	4-Bell News—Sports Vicks—Burlington Bus Yucatan Gum Bauer Candy Salad Wafers—Falstaff	4-Bell News—Sports Vicks—Burlington Bus Yucatan Gum Salad Wafers—Falstaff	4-Bell News—Sports Vicks—Burlington Bus Yucatan Gum Bauer Candy Salad Wafers—Falstaff	4-Bell News—Sports Vicks—Burlington Bus Yucatan Gum Salad Wafers—Falstaff	4-Bell News—Sports Tri-States Yucatan Gum Salad Wafers—Falstaff	The Great Gildersleeve Kraft Cheese
6:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Link Lyman	Jack Benny General Foods Jell-O
6:15	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	Football Chat	
6:30	Dinner Music	Burns and Allen Swan Soap	Dinner Music	Cugat Revue Camels	Stars of the Air Storz Brewery (to 6:45)	Auction Quiz Standard Oil	Fitch Bandwagon
7:00	Telephone Hour Bell Telephone	Johnny Presents Philip Morris	The Thin Man Woodbury Products	Maxwell House Coffee Time General Foods	Cities Service Concert	Knickerbocker Playhouse P. & G. Drene	Charlie McCarthy Chase & Sanborn Coffee
7:30	Voice of Firestone Concert	Horace Heidt Tums Treasure Chest	Plantation Party Bugler Tobacco	Aldrich Family General Foods Postum	Information Please Lucky Strike	Truth or Consequences P. & G. Ivory	One Man's Family Standard Brands
8:00	Dr. I. Q. Mars Candy Bars	Battle of the Sexes Molle Shaving Cream	Time to Smile Sal Hepatica Ipana	Kraft Music Hall	Waltz Time Phillips Milk of Magnesia	National Barn Dance	Manhattan Merry-Go-Round Dr. Lyons
8:30	That Brewster Boy Quaker Oats	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis	Bing Crosby	Uncle Walter's Doghouse Raleigh Pipe Tobacco	Alka-Seltzer	American Album of Familiar Music Bayer Aspirin
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Show	Rudy Vallee Sealtest	Wings of Destiny Wings Cigarettes	Sports Newsreel Colgate Shaving Cream (9 to 9:15 only)	Hour of Charm General Electric
9:30	Cavalcade of America Du Pont	Red Skelton & Co. Raleighs	Lucky Strike	Frank Fay Tums	Grand Central Station Rinso	Famous Jury Trials O'Henry Candy	Sherlock Holmes Bromo Quinine
10:00	C., B. & Q. WOW News Tower National Biscuit	C., B. & Q. WOW News Tower National Biscuit	C., B. & Q. WOW News Tower National Biscuit	C., B. & Q. WOW News Tower National Biscuit	C., B. & Q. WOW News Tower National Biscuit	C., B. & Q. WOW News Tower National Biscuit	Dear John Welch Grape Juice
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Walter Winchell Jergens Lotion
10:30	Falstaff will sponsor broadcasts of all Ak-Sar-Ben Knights hockey games, starting at 10:30 p. m. Consult your hockey schedule.			NBC	NBC	NBC	Defense for America
11 & 11:55	AP News	AP News	AP News	AP News	AP News	AP News	WOW News Tower Kilpatrick's Dwarfies

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

MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies.....	Daily except Sun.	11:30 A. M.—As the Twig Is Bent—Gen. Foods—Grapenuts..	Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—Early Morning News Tower.....	Daily except Sun.	Call to Youth, NBC.....	Sat.
6:15 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.	Emma Otera, Soprano.....	Sun.
6:30 A. M.—Markets (Remote).....	Daily except Sun.	11:45 A. M.—Helen's Home—Lever Bros.—Rinso.....	Mon., Tue., Wed., Thu., Fri.
6:35 A. M.—Time and Tunes.....	Daily except Sun.	12:00 Noon—Aunt Jenny—Lever Bros.—Spry.....	Mon., Tue., Wed., Thu., Fri.
6:45 A. M.—Lyle and Eddie—Nutrena Mills.....	Mon., Wed., Fri.	12:15 P. M.—Markets (Remote).....	Mon., Tue., Wed., Thu., Fri.
7:00 A. M.—WOW News Tower—Roberts, Mid-Continent, Peter Paul. Daily except Sun.	Daily except Sun.	Billy Grant, NBC.....	Sat.
7:05 A. M.—Organ Music, NBC.....	Sun.	WOW News Tower—Kilpatrick's, Dwarfies.....	Sun.
7:11 A. M.—Transcriptions.....	Daily except Sun.	12:30 P. M.—WOW News Tower—Peter Paul—Haskins.....	Daily except Sun.
7:15 A. M.—Ideal Melodies—Wilson & Co.....	Mon., Wed., Fri.	The Music Hour—Schmoller & Mueller.....	Sun.
7:30 A. M.—Morning Stars—Wimsett.....	Tue., Thu., Sat.	12:45 P. M.—Man on the Street—Chevrolet.....	Daily except Sun.
7:30 A. M.—Clifton Utley—Skelly News.....	Mon., Tue., Wed., Thu., Fri.	Singing Canaries—Hartz Mountain Products.....	Sun.
Musical Clock.....	Sat.	1:00 P. M.—Light of the World—General Mills—Gold Medal Flour.....	Mon., Tue., Wed., Thu., Fri.
Gypsy Ensemble.....	Sun.	Farm Facts and Fun.....	Sat.
7:45 A. M.—Musical Laundry Man—Kimball Laundry.....	Mon., Tue., Wed., Thu., Fri.	Sammy Kaye's Sunday Serenade.....	Sun.
AP News.....	Sat.	1:15 P. M.—The Mystery Man—General Mills—Wheaties.....	Mon., Tue., Wed., Thu., Fri.
8:00 A. M.—Musical Program.....	Daily except Sun.	1:30 P. M.—Valiant Lady—General Mills Bisquick.....	Mon., Tue., Wed., Thu., Fri.
Happy Jack Turner, NBC.....	Sat.	University of Chicago Roundtable, NBC.....	Sun.
European News—Roundup, NBC.....	Sun.	1:45 P. M.—Judy and Jane—Folger Coffee.....	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—Robert Clayton's Life—Butter-Nut Coffee.....	Mon., Tue., Wed., Thu., Fri.	2:00 P. M.—Against the Storm—P. & G. Ivory.....	Mon., Tue., Wed., Thu., Fri.
Morning Melodies.....	Sat.	Upton Close, Far East.....	Sun.
Deep River Boys, NBC.....	Sun.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Musical Program.....	Daily except Sun.	H. V. Kaltenborn, NBC.....	Sun.
Dramatic Story of Hank Lawson and His Knights of Road.....	Sat.	2:30 P. M.—Guiding Light—P. & G. Naptha.....	Mon., Tue., Wed., Thu., Fri.
Chapel Service, Rev. R. R. Brown.....	Sun.	Golden Melodies, NBC.....	Sat.
8:45 A. M.—Reveille Roundup—Groves Bromo Quinine.....	Mon., Wed., Fri.	Listen America.....	Sun.
Little Doghouse.....	Sat.	2:45 P. M.—Vic and Sade—P. & G. Crisco.....	Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Bess Johnson—Colgate Supersuds.....	Mon., Tue., Wed., Thu., Fri.	3:00 P. M.—Backstage Wife—Watkins Products.....	Mon., Tue., Wed., Thu., Fri.
Police Bulletins.....	Sat.	Associated Press News, NBC.....	Sat.
9:15 A. M.—Bachelor's Children—Colgate Dental Cream.....	Mon., Tue., Wed., Thu., Fri.	The Week's News—Kilpatrick's—Dwarfies.....	Sun.
Markets (Remote).....	Sat.	3:02 P. M.—Weekend Whimsey, NBC.....	Sat.
9:20 A. M.—United States Government Reports.....	Sat.	3:15 P. M.—Stella Dallas—Phillips Milk of Magnesia.....	Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Helpmate—Cudahy Dutch Cleanser.....	Mon., Tue., Wed., Thu., Fri.	Tony Wons' Scrap Book—Hall Bros.....	Sun.
America the Free—Anacin.....	Sat.	3:30 P. M.—Lorenzo Jones—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
Tom Terriss, NBC.....	Sun.	A Boy, A Girl, A Band, NBC.....	Sat.
9:45 A. M.—Road of Life—P. & G. Oxydol, Chipso.....	Mon., Tue., Wed., Thu., Fri.	The World's Most Honored Music—Longine's Watches.....	Sun.
Musical Meditations—Omar Wonder Flour.....	Sun.	3:45 P. M.—Young Widder Brown—Bayer Aspirin.....	Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Mary Marlin—P. & G. Ivory.....	Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—When a Girl Marries—General Foods—Swans Down.....	Mon., Tue., Wed., Thu., Fri.
Lincoln Highway—Shinola.....	Sat.	The World Is Yours, NBC.....	Sat.
WOW News Tower—Kilpatrick's, Dwarfies.....	Sun.	Metropolitan Auditions—Sherwin Williams.....	Sun.
10:15 A. M.—Pepper Young—P. & G. Naptha.....	Mon., Tue., Wed., Thu., Fri.	4:15 P. M.—Portia Faces Life—General Foods—Bran Flakes.....	Mon., Tue., Wed., Thu., Fri.
Reformers Club—Coryell 70.....	Sun.	4:30 P. M.—Musical Program.....	Mon., Wed., Thu., Fri.
10:30 A. M.—Lone Journey—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.	Creighton University.....	Tue., Thu.
Homemakers' Club of the Air—Nebraska Power Company.....	Sat.	NBC Recital Period, NBC.....	Sat.
10:45 A. M.—David Harum—B. T. Babbitt, Bab-O.....	Mon., Tue., Wed., Thu., Fri.	Five in a Family—Vicks Vapo-Rub.....	Sun.
Sunday Down South, NBC.....	Sun.	4:45 P. M.—Arnold, Grimm's Daughter—General Mills—Kix.....	Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Home Beautiful—Orchard & Wilhelm.....	Mon., Tue., Wed., Thu., Fri.	Headlines Ahead.....	Sat.
Creighton University of the Air.....	Sat.	5:00 P. M.—War Headlines—Plough, Inc.....	Mon., Tue., Wed., Thu., Fri.
Music and American Youth.....	Sun.	Rhythmaires.....	Sat.
11:15 A. M.—Toby and Susie—Peter Pan Bakers.....	Mon., Tue., Wed., Thu., Fri.	Catholic Hour, NBC.....	Sun.
Consumer Time.....	Sat.	5:05 P. M.—Musical Melodies.....	Mon., Tue., Wed., Thu., Fri.