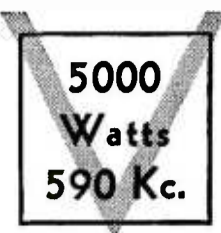




# RADIO NEWS TOWER

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



Complete Radio Program News From Radio Station WOW

VOL. VI—No. 10

OMAHA, NEBRASKA, JULY 1, 1942

PUBLISHED MONTHLY

## NEW SHOWS PEP-UP SUMMER RADIO

### Top-Notch Shows Sign For Year on WOW

Five top-flight NBC network programs—"Time to Smile," "The Aldrich Family," "Mr. District Attorney," "Post Toasties Time" and the "Kraft Music Hall"—have renewed their contracts to continue these features for another year.

"The Aldrich Family" is renewed as of July 2 over 90 NBC stations. Ezra Stone, star of this program, is now a sergeant in the United States army, and is currently casting and directing Irving Berlin's new soldier show, soon to go into production at Camp Upton, where Stone is stationed. General Foods Corporation is the sponsor.

The same sponsor renewed its Thursday night program, starring Fannie Brice, Frank Morgan and Meredith Willson's orchestra, over 94 NBC stations. Currently, the program is titled "Post Toasties Time." Previously it was "Maxwell House Coffee Time."

The Eddie Cantor program is renewed as of July 1 by Bristol-Myers Company, for Ipana and Sal Hepatica over 86 NBC stations. Cantor is on vacation for 13 weeks, starting July 1.

The same sponsor has renewed "Mr. District Attorney" as of July 1 over 87 stations for Vitalis.

Effective July 23, the "Kraft Music Hall," Thursday-night one-hour variety program, has been renewed by Kraft Cheese Company, a division of the National Dairy Products Corporation, for another 52 weeks. Bob Crosby will substitute for his brother, Bing, during the summer.

V...—

### Tenor Mattson Goes to Memphis Opera

Eric Mattson, WOW tenor singing star, is in Memphis, Tenn., for a three weeks' engagement with the Memphis Open Air Theater. Eric was assigned to play leading roles in four musical shows—"Sweethearts," "Irene," "Madam Sherry" and "The Red Mill." He expects to return to WOW about August 10.

V...—

### OMAHA WINS

Margaret L. Knight, 417 North 29th Street, Omaha, was one of the winners in a nation-wide slogan contest sponsored by General Mills' Cheerioats. Miss Knight was awarded \$100 in merchandise, obtainable from the Central Market, 1608 Harney Street.

V...—

### TENNELLY SAFE

Richard Tennelly, NBC Tokio correspondent, is expected to be freed and returned to New York August 17. Two others of NBC's Far East staff, Edward McKay and Bert Silen, are missing. Silen has not been heard of since the fall of Manila.

V...—

### THREE BLIND MICE

New parody of "Three Blind Mice," written by Composer-Conductor Meredith Willson, lists them as follows: "There's Schickelgruber, the paper man . . . and Moto hiding behind his fan . . . Benito the Muscle, an also-ran . . . They're three blind mice!"

V...—

### ANOTHER "ABIE"

Anne Nichols, author of "Abie's Irish Rose," is putting the finishing touches on a sequel to her famous play now being heard over NBC as a weekly radio series. Sequel will be introduced as a play, then rewritten for the air.



I AM OLD GLORY!

So long as men love liberty more than life itself; so long as they treasure the priceless privileges bought with the blood of our forefathers; so long as the principles of truth, justice and charity for all remain deeply rooted in human hearts, I shall continue to be the enduring banner of the United States of America.

## LATE NEWS FLASHES

Sealtest, Inc., sponsors of Rudy Vallee's Thursday night NBC fun sessions, picked up the option on Joan Davis recently. She will be with the show right through the fall.

—wow—

Frank Munn, singing star of Bayer's "American Album of Familiar Music" and "Waltz Time," recently celebrated his 20th anniversary in radio. During his double decade, Munn has never lacked a sponsor.

—wow—

Newcomers to the NBC "Lone Journey" cast are Karl Weber as Lansing Mackenzie and Arthur Kohl as Forrest Rilling.

Radio's "Quiz Kids" can now be reached via Boys Town, Neb. When Father Flanagan, founder of Boys Town, was guest on their program recently, he gave them certificates making them honorary residents of Boys Town.

—wow—

Miss Oriette Schaidler, Lux washability expert and fashionist, in Omaha for consultation work at Herzbergs recently, was interviewed over WOW by Program Manager Harry Burke.

—wow—

Meredith Willson tells of the soldier who dreamed of hand grenades and tossed all night!

Bea Wain, who rides the "Manhattan Merry-Go-Round" on Sundays, rides "may-I-use-your-phoners" the rest of the time. She keeps a bucket of war stamps next to her phone, and when friends make a call they pay first—for a stamp.

—wow—

Michael Stewart, featured basso of Bugler's "Plantation Party," got his Master Music degree recently from the Chicago Conservatory of Music.

—wow—

Latest addition to the "Bachelor's Children" cast is Phil Lord, heard as Mr. Beacham in the NBC weekday serial.

### Check Your News Tower 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 7/42, which means July, 1942.

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!

### Stay-at-Homes to Hear Some Fine Programs

(See pages 5 and 6 for additional summer radio news)

At least a dozen new radio shows, ranging from light American music to heavy dramatics and comedy, will add new interest and variety to WOW's summer schedule.

Some of the new features are substitute shows to permit vacations. One or two are brand-new features and still others are tried-and-true popular shows coming to WOW from other networks, or after long layoffs.

Most elaborate of the summer replacement shows is a big variety program, starring Walter O'Keefe as master of ceremonies and featuring guest artists of top-notch caliber. This feature begins July 5, replacing the Chase & Sanborn program. The first performance will bring top acts of the forthcoming Irving Berlin musical show, "This Is the Army," to the air for the first time.

Two extremely popular shows—Bob Hawk's "How Am I Doin'?" for Camels, and "The March of Time," news dramatic feature—start July 9. The Bob Hawk-Camel show will be heard at 6:30 p. m. on Thursdays (replacing "Al Pearce and His Gang"). "The March of Time," for Time Magazine, will be heard at 9:30 p. m. on Thursdays.

#### Willson Music

Musical highlight of the summer season will be presented as a replacement show for "Fibber McGee and Molly" on Tuesday nights. It will feature Meredith Willson and his orchestra, with narration by John Nesbitt. Willson did a replacement show last summer, which made his brilliant musical organization extremely popular.

There seems to be a trend toward dramatic programs for the summer. In addition to those mentioned, Lever Brothers will present Edna Mae Oliver in her own series for Rinso at 6 p. m., Sundays, starting July 5.

Irna Phillips has written a new serial called "Lonely Women," starring Betty Lou Gerson, Barbara Luddy and Viola Berwick. This is being aired for General Mills at 1:15 p. m., Mondays through Fridays.

The replacement show for Eddie Cantor's "Time to Smile" program is the well-known "Those We Love" serial, which relates the doings of the Marshalls of Westbridge. Stars will be Nan Grey as Kathy and Francis X. Bushman as John Marshall. This program will be heard at 8 p. m., Wednesdays, starting July 1.

The Bob Hope summer replacement show is a comedy-dramatic program called "A Date With Judy" and will be heard at 9 p. m., Tuesdays. Dellie Ellis, teen-aged starlet, will play the title role, and Dix Davis, age 12, will be heard as Judy's wise-cracking brother, Randolph.

On the swing side, Tommy Dorsey has already replaced Red Skelton, and Bob Crosby will take over the "Kraft Music Hall," July 2, to give his brother, Bing, his vacation.

A new and slightly different format will be used for the summer on Alka-Seltzer's "National Barn Dance," which, on July 4, becomes a half-hour Saturday-night feature.

WOW listeners will hear for the first time the popular down-south network show called "Grand Ole Opry" at 9:30 p. m. on Saturdays, beginning July 4. One of the stand-out shows on southern networks, it was so popular among northern soldiers who saw the production in army camps, that the R. J. Reynolds Company decided to test

(Continued on page 6)

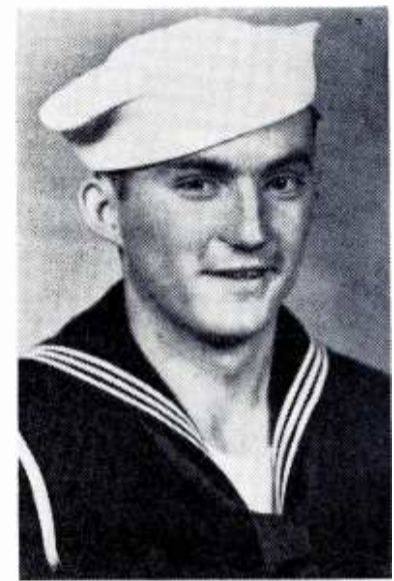


# NEBRASKA BOY GETS G-E NAVY "E"

## Beaver City Gob Wins Vocal Honor

The 30 pretty members of Phil Spitalny's all-girl orchestra recently awarded a radio Navy "E" to Seaman Dudley Lutton of the Jacksonville Naval Air Station when they voted him the winner in the voice competition for service men, heard on the "Hour of Charm" program (9 p. m., Sundays, on WOW) during the past six weeks.

Eighteen years old and a native of Beaver City, Neb., Seaman Lutton beat down some strong competition in winning over a trio of soldiers, a marine and a representative of the U. S. coast guard. As winner, he returned to guest star on the "Hour of Charm" show Sunday night, June 14. In winning, Seaman Lutton secured for the recreation division of his air station at



Jacksonville, Fla., any needed musical or athletic equipment up to the amount of \$500.

Each of the six contestants appeared on the show on separate weeks, and each received an award of a \$100 War Savings Bond for being selected by the orchestra as the best vocalist in their respective bases. In addition to the winner, the other contestants and the bases they represented were:

Pfc. G. M. O'Keefe, Quantico

## VICTORY IS WORTH ANY PRICE

An Editorial by De E. Bradshaw, President of the Woodmen of the World Life Insurance Society

This all-out war must in the end be crowned with all-out victory. For that victory we must pay a price. Churchill told the Britishers it meant blood and sweat and tears. Our Commander-in-Chief has said in effect the same thing. And yet, too many of us have not awakened to the stark necessity of total effort, total sacrifice, which each American must make in order to consummate a military success. Every talent possessed by every citizen, alike in military and civil life, must be directed to the common objective—the utter crushing of the ideology of dictatorship and the final driving of every mad warlord from the face of the earth.



De E. Bradshaw  
W. O. W. President

The national administration is urging the purchase of War Stamps and Bonds. Our Society has just completed a nation-wide membership drive, whose partial purpose was to educate our own people to the habit of securing these valuable government securities. The Red Cross recently asked that 1,000,000 pints of blood be donated by civilians for

emergency use among the wounded. Perhaps not one-half of the amount needed has yet been given. The U. S. O. needs contributions for many purposes to aid the soldier in his training period. The relief of starving millions among the civilians of our allied nations may drain American granaries to the bottom.

Taxes to furnish funds to aid Democracy in its fight for existence will doubtless become a strain most difficult to bear. Our standard of living must be radically lowered. We must give up, we must do without, we may even go hungry many times.

But the alternative is slavery and the driving of freedom out of civilization. It is the utter darkness of barbarism. The effort we make is paltry when we consider this alternative. Whatever of inconvenience, of compulsory saving, of blood-letting, of money contributions, of high taxes or any other sacrifice we make is insignificant. All-out victory is easily worth the price.

## C-H-A-T-S

### With Your Own Aunt Sally of WOW . . .

KNOCK! KNOCK!  
MAY I COME IN?

I'm here with another letter for my shut-in children. By this time you have received the annual letter which is sent to every member on the list.

As it is not possible, of course, for me to write to each one separately, I use the form letter to greet you all, and also to give and get information concerning the work.



Aunt Sally

Although you do not hear from me, I want you to know that your letters are read by me, and that I am interested in you all personally.

The Sunshine files and records have been in very bad shape for the past year, but we are working on them now, and with all the late information from your letters, I hope to bring the files up to date with correct ages, birthdays, addresses and details.

Many of our new members were not aware that a report was necessary from each person on the first of every month. Some of our older members were a bit lazy or forgetful of this report, but now that everybody understands why this is essential, I hope everyone will stay out of the doghouse in the future.

When your letter comes in every month, I feel that I can keep in touch with you and know the state of your health, and if you are receiving any mail or callers. If you are not getting any attention, then I make an effort to send some your way. I want everyone to be happy and well-cared for on this big Sunshine ship.

Some of our members have not been heard from for months, and if no reply comes in from the annual letter, those memberships will be cancelled. We do not want our workers to waste time writing letters, or using postage for wrong addresses, and it is very embarrassing to find a card has been sent to someone who has passed on.

Please cooperate by giving change of address. By carefully preserving the name and address from any package received so that a card of thanks may be sent. By replying to all letters so long as you have postage. Penny postals are better than no reply to your mail.

I am endeavoring to place the WOW News Tower in the home of every one of my shut-in children, for I know what enjoyment this paper brings to you who live so close to radio land. In reply to the annual letter, please state if you are receiving the News Tower and when it expires.

If you have been supplied with a radio from this organization, please advise immediately if it is in need of repairs and it will be taken care of by me. It is not necessary for you to be without your radio more than two or three days. If you live in Omaha, a set will be sent out the same day. I am greatly distressed when I know you are without a radio or without any comfort that can be supplied.

Remember, I'm working with you and for you all of the time, and, considering that I have about 400 children in my family, well . . . I need your help.

'Bye for now!

YOUR AUNT SALLY.

V. . .

### MEMORY TEST

Dr. Frank Black's memory for musicians' faces has to be good. As general music director for NBC, he now batons three organizations—the NBC Concert Orchestra on Friday nights, the NBC Summer Symphony on Saturdays and the We Believe Orchestra on Sundays, with a total of 125 players.

Marine Base; Pfc. Robert Lovell, Camp Blanding, Fla.; Pfc. Frank S. Mule, representing Camp Stewart, Ga.; John Henry MacGowan, U. S. Coast Guard, Manhattan Beach, N. Y., and Corp. Earl Oxford, Fort Bragg, N. C.

V. . .

### BORGE'S ESCAPE

Another of the war's disappointments for Adolph Hitler was Victor Borge's escape to America just a few hours ahead of the gestapo. High on the Nazi blacklist because of columns he wrote for Scandinavian newspapers, the Bing Crosby show comedian was slated for a concentration camp when Germany invaded the low countries. The dreaded Nazi secret police were close behind when he boarded a ship for the U. S. A.

## "America the Free" Ends First Year as Ace-High Musical Hit

The Saturday morning musical program, "America, the Free," sponsored by Anacin, celebrated its first full year on the air June 21 as one of the popular daytime shows on the air. "America the Free" is heard on WOW at 10:30 a. m.

Produced by Top-Notcher Frank Hummert, and under the musical direction of Victor Arden, the program stresses new popular songs, traditional hymns and marches. The combination has proved enormously successful.

Strategic pace and variety are the keynote of the series. The orchestra often performs a medley of Stephen Foster tunes, for example,

and mixes up fast Foster items with ones less brisk. Where other programs might use an all-waltz Foster medley or all fox-trot medley, the Arden orchestra uses a few of each type—"O Susanna" and "Beautiful Dreamer," for instance. Incidentally, "America, the Free" performs a distinct public service in bringing to light, by tremendous research efforts, many heretofore unknown tunes by great native composers. Little-known Foster compositions, such as "Dulcy Jones," "Louisiana Belle" and "She Weeps Beneath the Willow" have been given frequent performance by this program.

Hymns of the "Shall We Gather at the River?" and "Holy, Holy, Holy" variety are an important part of the series. As Bandman Arden explains:

"Hymns are, more or less, martial in mood. Its singers refer exultantly to God, instead of country, by way of expressing great emotion. We try, always, to get as much spirit and 'lift' as we can into our interpretations. I believe that's what hymn composers always have intended."

V. . .

### COOL CASH TALKS

In seven different appearances at New York's Paramount Theater, Tommy Dorsey, who took over the Red Skelton spot for the summer on NBC, played to more than 1,000,000 customers. No bingo, either!

## Courage to Uphold Spiritual Values During Wartime Is Essential to Victory, Says the Rev. R. R. Brown

These days everyone is singing the impressive words from our national anthem, "O'er the land of the free and the home of the brave." Grown-ups and children alike are heard repeating their allegiance to the flag—the symbol of great principles expressed in the words from the national anthem.



Rev. R. R. Brown

Freedom and courage both now have a deeper meaning than ever before. It was a rude and costly awakening that came to us as the result of the vicious attack at Pearl Harbor. Slowly and deliberately we had seen the enemies of our form of government and way of living treacherously plan and steadily move forward to make the whole world recognize their racial superiority and economic supremacy. We hoped against hope that we might be spared the travail of another war. But it has come, and with it we, as Americans, have begun to study and to appraise the meaning of the words "freedom" and "courage."

Liberty has been considered in contrast with the prevailing philosophies in the Axis countries. Freedom has a new meaning to us when we see the populations of older countries losing their right to speak what they think, their right to write

and read what they please, the whole of their lives under the control of a government expressed by the will of one man. The normal processes of government suspended and laws set aside while the dictators assert the right to direct life and destiny.

We have learned that liberty is not license and freedom is not merely getting our rights nor even justice, but the privilege of living so that all men, regardless of race, color or creed may enjoy the full privileges of our God-blessed land and all the opportunities of our democratic institutions. It means an unselfish distribution of resources and opportunities so that all may live respectably. Some man may think that freedom to him is his right to violate social and civil laws by indulging his appetites and unsocial practices that threaten the safety and security of our social institutions as well as ruining his own character and health.

### Home of the Brave

The radio and press tell us of the heroic deeds of the air and naval forces; of the epics of the sea at Coral and Midway islands. We have bowed our heads in humility and prayer to God as we have read of the sacrifices and bravery of the men at Bataan and Corregidor. Courage has also been exhibited by parents who have surrendered their sons to what may mean death. In our own middle west, although it may not be broadcast, yet there is a higher percent-

age of women doing farm work than for many years. They have taken the places of sons, brothers and even husbands who have been called to the colors. All of us will need courage extraordinary to accept the discipline and demands that are certain to be laid upon us if we are to carry through to victory. There can be no freedom where there is no courage. But we need a kind of bravery these days that is not always exhibited on battlefields in times of great crisis, but a moral quantity that gives courage to face the vital issues of righteousness and godliness, which are essential to the preservation of the liberty we so much enjoy. Have we in America courage enough to tell God we have sinned? Are we brave enough to take His grace and surrender our lives to Christ? Do we have the courage to be good? God help us when we sing "O'er the land of the free and the home of the brave" to remember it is not enough to be ready to fight when we are in danger, but to keep an eternal vigilance and courageous consecration to spiritual and moral realities out of which our freedom came.

We are grateful to all of you who continue to listen to us at 8:30 each Sunday morning. Remember, we continue without interruption all summer. Don't forget the great Bible and Missionary Conference to be held at Arnolds Park, Iowa, on Lake Okoboji, August 7 to 16. Radio reunion days, August 15 and 16.

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Bill Wiseman, editor.

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# 360,744 RADIO HOMES IN NEBRASKA

## Didja Know? . . .

By BILL WISEMAN

The flag of the United States of America, in color, appears this month on the front page of hundreds of magazines, including the WOW News Tower.



Bill Wiseman

If you want a real thrill, take a look at the magazine display racks at the nearest newsstand. You'll find Old Glory in color on nearly every July issue.

Just where the idea originated is a little uncertain, but publisher groups everywhere were quick to accept it. Magazine publishers are spending thousands of dollars on the idea. Some of the Old Glory covers are masterpieces of art—well worth saving. Thousands of the Old Glory covers will be used in display windows and in spots where their beauty and inspiration will continue for months to come.

WOW is pleased to present Old Glory in color for the first time in the News Tower. While our part is small, it is a matter of great satisfaction to us to participate in the greatest mass exhibition of Old Glory in color ever attempted.

v. . .

### EXPLANATION . . .

You've probably heard Jack Benny, Fred Allen, Bob Hope, Bing Crosby and many others wisecrack about "The Good Humor Man," and wondered what they were talking about. Our investigation reveals that a "Good Humor Man" is a fellow who peddles ice cream bars from a push cart in Los Angeles. Too often comics gag about things which are purely local and leave their audiences wondering.

v. . .

### SONGS FOR SOLDIERS . . .

Make something out of this if you want to. A recent "Army Hour" show included four musical selections described as "typical American selections offered especially for our boys in the fighting forces throughout the world." The medley started with "Look for the Silver Lining" (for flyers?) and then "Smoke Gets in Your Eyes" (at Pearl Harbor?) and then "Who?" (mebbe for the interceptor squadrons?) and, lastly, "Old Man River" (he just keeps rollin'!).

v. . .

### VACATIONS . . .

Program Manager Harry Burke took a few days and used them at manual labor putting in a new fish pond in his back yard. Production Manager Lyle DeMoss took a week and went fishing in Minnesota.

v. . .

### WISE WORDS . . .

"Mr. District Attorney" (Jay Jostyn): "There are three sides to every story—yours, the other fellow's and the truth."

"Truth or Consequences" (Ralph Edwards): "Pitting husband and wife against each other usually makes a funny consequence."

"National Barn Dance" (Eddie Peabody): "What this country needs is a wallop song like 'Pack Up Your Troubles' or 'There's a Long, Long Trail.'"

"Abie's Irish Rose" (Ann Nichols): "If your message is tolerance, it has to be peppered on, not shoved over."

v. . .

### OFF THE RECORD . . .

Bing Crosby . . .

Plays the accompaniment for a variety unit organized by his brother, Larry, to give free, unpublicized shows for men in uniform—and Bing pays all expenses.

Never accepts a cent of royalties for sacred tunes he records. He collected \$8,000 in December for royalties on "Silent Night" records—gave it all to sweet charity.

## Four NBC Serials Change Time on WOW

"Lone Journey," "Road of Life," "Against the Storm" and "The Story of Mary Marlin" are now heard at new-time spots over WOW and the NBC network, it was announced recently by the National Broadcasting Company and by Procter & Gamble, the sponsors. "Road of Life" replaces "The Bartons" on WOW.

The complete lineup of the Monday-through-Friday Procter & Gamble daytime dramatic programs, effective on June 29, is as follows:

Program	Time
*Lone Journey . . . . .	9:45 a. m.
Road of Life . . . . .	10:00 a. m.
Vic and Sade . . . . .	10:15 a. m.
*Against the Storm . . . . .	10:30 a. m.
*Story of Mary Marlin . . . . .	2:00 p. m.
Oxydol's Own Ma Perkins . . . . .	2:15 p. m.
Pepper Young's Family . . . . .	2:30 p. m.
Right to Happiness . . . . .	2:45 p. m.

\*Indicates shows changing time.

v. . .

## WOW to 300,000 Iowa Radio Homes

There are slightly over 300,000 radio homes in the Iowa counties served by WOW, according to advance United States census information. While not yet official, the census figures revealed so far indicate that there are 617,000 radio homes in Iowa—88 per cent of the total number of homes.

The census figures give 10,487 radio homes for Council Bluffs; 20,664 for Sioux City and 42,318 for Des Moines. Further details on Iowa radio homes are expected in an official announcement soon.

v. . .

### MacVANE ADDITION

John MacVane, NBC correspondent at London, radios the news that the newest of the MacVanes is a boy. MacVane, after playing hide-and-seek with the Germans on the continent, apparently has settled down to quite family life in the British capital.

v. . .

### ANSWER MAN

The General Cigar Company has renewed its "Albert Mitchell, the Answer Man" programs on WOW for an extended period. The program is heard Tuesdays and Fridays at 6:45 p. m.

v. . .

As a sideline, Maestro Tommy Dorsey owns two music publishing firms. He established them for a very laudable reason, too—to market the tunes his own men write and to give talented amateurs a chance to gain fame.

## GIRLS ADMIRE NAVY HEROES



Stenographic efficiency at WOW dropped to zero when these two handsome boys, hero-survivors of the U. S. S. Aircraft Carrier Lexington, were interviewed by Foster May. The sailors—Clifton Querry of Missouri Valley, Iowa, and David Lage—unfolded a graphic story of their rescue. WOW stenos stood by admiringly during the broadcast (see page 7 for details).

## Industry Lauds the Selection of Elmer Davis as Information Chief

Radio Daily comments on President Roosevelt's selection of Elmer Davis as the new chief of the Office of War Information, saying: "It was a choice winning unanimous approval of the people."

Tide magazine reports that gasoline rationing and the tire shortage has helped to keep summer program ratings high. A survey taken in eight eastern cities reveals a gain in radio listening. The same survey in six mid-western cities shows the summer audience to be almost exactly what it was in previous summers.

Advertising Age reports that the Office of Censorship and network executives on it work on proposed changes in the broadcasters censorship code. A full-scale revision of the code is expected to be announced shortly. One of the proposed changes to be made is to lift restrictions against broadcasting certain war information, especially weather news.

Printers' Ink reports that RCA is beginning a non-profit organization to collect phonograph records. The records will be sold and the money raised (\$500,000 anticipated) will be used to complete the record libraries and provide phonograph players for army, navy and marine bases.

Sales Management reports Munsingwear will start an advertising campaign for what it terms "underlovelies."

Broadcasting magazine reports that Camel Caravan units, which provide free shows in army camps, have entertained over a million men in four months.

Rosaline Green reports in The Advertiser that radio broadcasting has given up more men to the service than most industries. She writes that in one whole network, nationwide, there were only two employees who did not have to register for the draft.

v. . .

Pierre Andre, "Hymns of All Churches" announcer, is an OCD block captain, though there are only two houses in his suburban area.

## GENERAL MOTOR CLUB FETES PRESS AND RADIO



A hundred radio and newspaper men were guests recently at the annual General Motors Club party at Hotel Paxton. They heard the story of how General Motors has turned over its entire production facilities to the war effort.

In this group, left to right, are Milton Livingston, radio distributor; C. E. Coker, Club President; Ken Youel, New York; Walter Christensen, Omaha World-Herald; Ben Knuth, Miller-Knuth Company, and Wayne Smith, GMAC.

## Census Figures Prove 85% Have Sets

The U. S. Census Bureau recently announced that there are 305,681 "radio homes" in Nebraska. This is 84.7 per cent of all of the 360,744 homes in the state.

These official figures are based on the 1940 U. S. census. Nebraska was the 12th state completed in the compilation of radio homes by counties throughout the nation.

The census figures show 58,464 radio homes in Omaha, or 94.1 per cent of the total of 62,135 homes.

In Lincoln there are 23,327 radio homes, or 94.7 per cent of the total number of homes, 24,633.

The Census Bureau broke down the figures under the headings of urban homes, rural non-farm homes and rural farm homes. Its table shows that 92.7 per cent of the urban homes of Nebraska have radios, 83 per cent of the rural non-farm homes and 76.7 per cent of the rural farm homes.

WOW provides radio service to 78 of the 93 counties in Nebraska, according to an analysis of mail received from listeners. In these "WOW counties" there are 335,821 homes, with 285,425 radios. The percentage of radio homes in the WOW counties is slightly over 85 per cent.

The list of WOW counties showing the number of homes, the number of radios and the percentage is as follows:

	Homes	%	Radio
		Radio	Homes
Adams . . . . .	6,301	87.8	5,530
Antelope . . . . .	3,569	79.9	2,852
Blaine . . . . .	395	79.5	314
Boone . . . . .	3,117	78.3	2,442
Boyd . . . . .	1,566	75.0	1,175
Brown . . . . .	1,569	76.5	1,200
Buffalo . . . . .	6,646	80.8	5,369
Burt . . . . .	3,450	87.1	3,004
Butler . . . . .	3,658	73.5	2,689
Cass . . . . .	4,964	84.1	4,178
Cedar . . . . .	3,751	85.1	3,190
Cherry . . . . .	2,443	77.5	1,893
Clay . . . . .	3,154	78.2	2,470
Colfax . . . . .	3,038	80.9	2,456
Cuming . . . . .	3,459	85.8	2,966
Custer . . . . .	6,132	77.0	4,723
Dakota . . . . .	2,562	84.7	2,168
Dawes . . . . .	2,789	86.2	2,404
Dawson . . . . .	4,914	81.0	3,982
Deuel . . . . .	929	84.9	789
Dixon . . . . .	2,759	84.8	2,340
Dodge . . . . .	6,829	89.4	6,105
Douglas . . . . .	68,378	93.5	63,967
Fillmore . . . . .	3,319	77.7	2,577
Franklin . . . . .	2,246	71.0	1,594
Frontier . . . . .	1,797	73.3	1,317
Furnas . . . . .	3,022	76.8	2,322
Gage . . . . .	8,023	86.2	6,918
Garden . . . . .	1,249	79.0	987
Garfield . . . . .	895	74.6	667
Gosper . . . . .	1,022	68.2	685
Grant . . . . .	337	83.5	282
Greeley . . . . .	1,655	75.6	1,252
Hall . . . . .	7,825	86.7	6,778
Hamilton . . . . .	2,910	77.9	2,267
Harlan . . . . .	1,999	76.2	1,525
Holt . . . . .	4,228	79.7	3,368
Howard . . . . .	2,305	75.8	1,745
Jefferson . . . . .	4,503	83.7	3,775
Johnson . . . . .	2,468	82.3	2,032
Kearney . . . . .	1,954	83.9	1,640
Keyapaha . . . . .	791	77.8	615
Kimball . . . . .	1,052	84.7	891
Knox . . . . .	4,345	76.7	3,291
Lancaster . . . . .	29,129	92.1	26,842
Lincoln . . . . .	6,759	84.4	5,703
Logan . . . . .	453	71.3	322
Loup . . . . .	459	77.4	355
Madison . . . . .	6,478	87.3	5,653
Merrick . . . . .	2,628	82.8	2,177
Merrill . . . . .	2,313	81.6	1,888
Nemaha . . . . .	3,712	85.1	3,159
Nance . . . . .	1,950	78.6	1,533
Nuckolls . . . . .	2,971	75.2	2,233
Otoe . . . . .	5,371	87.0	4,675
Pawnee . . . . .	2,350	80.1	1,883
Phelps . . . . .	2,512	86.0	2,160
Pierce . . . . .	2,703	82.2	2,222
Platte . . . . .	4,964	81.3	4,036
Polk . . . . .	2,466	83.8	2,068
Red Willow . . . . .	3,298	82.5	2,717
Richardson . . . . .	5,297	83.2	4,409
Rock . . . . .	1,016	78.7	800
Saline . . . . .	4,608	77.7	3,581
Sarpy . . . . .	2,638	87.5	2,308
Saunders . . . . .	5,152	82.9	4,272
Seward . . . . .	4,036	80.4	3,242
Sheridan . . . . .	2,709	80.2	2,173

(Continued on page 6)



# PARKED BEHIND A BANDSTAND PIANO

## Nursed on Parents' Jazz Music Nebraska's Donna Dae Just Naturally Grew Into a Top-Rated Singing Star

DONNA AT 10

DONNA NOW



This is Donna Dae (Donna Rae Cooper) when she sang with "Miss Jane's Kiddies Hour" on WOW. She was 10 years old then.

V...—

### A Word About Two Bees and a Honey

That's Daisy Bernier, young Massachusetts gal who has been featured in Broadway revues; Hal Kanner and Murray Kane, two song-writing lads who met and harmonized when they were studying law at St. Johns College, Brooklyn. But they liked to sing better and never did get around to preliminary clerking in law firms. The three work out their own arrangements in a huddle around the piano, and are so noisy in conference that Mr. Waring assigned them a special sound-proof rehearsal room in his workshop at 1697 Broadway. The "Two Bees" discovered Daisy when she was singing and dancing as one-half of a team—the other half being brother Buddy Bernier, now a lyric writer of some fame. Fred Waring discovered all three of them when they were singing at College Inn, Chicago, a couple of years ago.

Donna Dae comes by her musical talents from her father and mother. Ted Cooper had a band—"Ted Cooper's Harmony Four"—in which Donna's mother, Velma Dimmitt, of Lincoln, Neb., played piano. Donna was born in O'Neill, Neb., and spent much of her babyhood "parked behind the piano" in a clothes basket while her mother and father played dance engagements. She learned to sing and dance as a matter of course and made radio appearances at an early age in both Lincoln and Council Bluffs.

How come the change in names—from Donna Rae Cooper to Donna Dae? Well, at one time it seems that Donna and her family decided that short names are easier to remember, so she used Donna Rae on her theatrical billings. At about this time other people with similar names began to shine in radio and Hollywood—notably Martha Raye, so rather than confuse the last names, Donna changed one letter of her last name, thus becoming Donna Dae. These days she almost wishes she had retained Donna Cooper as her professional name, but it's too late to change.

Hundreds of folks in Omaha, Lincoln, O'Neill, Council Bluffs and elsewhere are close personal friends and former associates of Donna Dae. Among those who know her best are Lyle DeMoss, who once gave her singing lessons; Foster May, WOW's News Editor, and Miss Bonnie Parsons of the Vic Schroeder Company, dance band booking agency. Miss Parsons used to sing and dance professionally with Donna.

Fred Waring "discovered" Donna when she was singing and dancing with Frankie Masters orchestra at the College Inn in Chicago in the summer of 1937.

At that time Fred Waring and His Pennsylvanians were making a personal appearance at a Chicago theater, following the filming of their musical picture, "Varsity Show." Fred, having lost the Lane sisters, Priscilla and Rosemary, to Hollywood, was then augmenting his famous gang for a return to the air—and it was Donna he chose to fill that empty spot. He felt that not only her singing, but her dancing would come in handy, for his band frequently tours the country on vaudeville engagements.

Donna joined Fred at the Para-

### EDITORS NOTE

Donna Rae Cooper, formerly of Omaha and Lincoln, is the outstanding radio star to climb the ladder of success, from WOW's territory, and via WOW. She is heard on the Chesterfield-Fred Waring program at 6:15 p. m., Mondays through Fridays, on WOW. This is the first of a series of special articles on mid-west folks who have succeeded in radio. Next month's article will be on Ray Suber, Omaha dramatic star and "Man of a Thousand Voices."

mount Theater in New York on New Year's Day—1938, and made her debut singing "Little Boy Blue



Donna had just turned 12 when this picture was taken in Lincoln. Within the year she joined "Slats" Randall's orchestra and went on the road.

Come Blow Your Horn." She then went on tour with the orchestra from January till May. From May till October, when the Pennsylvanians returned to the air, Donna studied under Fred's supervision, taking dramatic lessons from Fran-

ces Robinson Duff, who had coached the Lanes when they were with Fred, and singing and "styling" lessons from Fred himself. Waring gets a kick out of developing new talent and believes that Donna is the coming sensation in both radio and moving pictures.

### Lots of Experience

At the age of nine, Donna started singing over WOW and WAAW in Omaha, and was known as "Radio's Nine (and Ten) Year Old Sweetheart." Later she was known as "Cooper's Candy Coated Corn Girl," because of the fact that her father, Ted, owned and ran a popcorn shop on Farnam Street. During this time Donna also sang with various orchestra leaders—Leo Beck, Eddie Jungbluth and Dave Hahn. Her mother usually accompanied her on the piano. Later Donna worked at the Log Cabin Club in Omaha and appeared on WOW in Miss Jane's Kiddie Hour.

Then at Lincoln, Neb., over Station KFAB, she had a sustaining program, which was lots of fun. Later Donna joined Slats Randall's orchestra, which her father managed. The orchestra was on the road most of the time, so her mother went with her to look after her clothes, and act as companion and chaperon. Later Donna joined Frankie Master's orchestra, which her father also managed. They played in New Orleans, Houston and all through the south, then spent six months at the Continental Room, Hotel Stevens, Chicago, and six months at College Inn, Sherman Hotel, Chicago.

Now Donna is appearing as featured soloist with Fred Waring and his Pennsylvanians, heard Monday through Friday nights over the Red network of NBC. She is 19 now, has bobbed her long black curls and wears long hoop-skirted evening dresses to the broadcasts. Fred Waring announces her as "adorable Donna Dae" and she lives up to this verbal picture!

V...—

### FERNE ONLY FEMME

Ferne Buckner, whose solo fiddle medleys have been featured on many a Waring broadcast, is the only woman instrumentalist in the band and one of the few women to hold such a job with a big-name outfit. She got her job with Fred by mailing him a recording of her violin arrangement of "Sophisticated Lady." She is a former pupil of the famous violinist, Zimbalist. She won a scholarship to the Curtis Institute of Music in Philadelphia and returned to California to play on local stations before joining the Pennsylvanians in 1933.



Here's Donna as she appears today—a lovely young lady, nearly 20.

V...—

### Gordon Goodman is a "Strato" Tenor

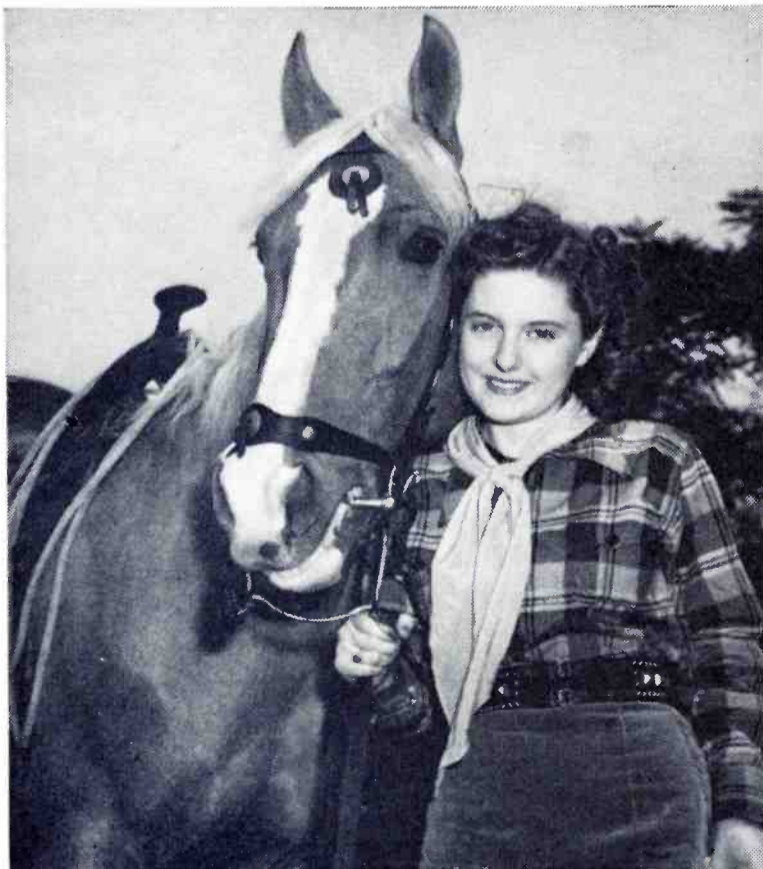
As Stuart Churchill is the featured tenor on classic Waring presentations, Gordon Goodman, "Stratosphere Tenor" is often heard as solosit in popular ballads. Gordon is a Utah lad who is an ex-truck driver. He has sung a good bit in theaters and on radio programs on the west coast. Between engagements, he drove a truck and was driving one when he met Fred in San Francisco several years ago. Gordon dropped in to hob-nob with an old friend, the theater organist. Waring was then playing a personal appearance at the theater, and the organist introduced them. Gordon sang one ballad and was hired on the spot.

V...—

### THE SWINGERETTES

Saucy swing vocalizing in "round robin" arrangements of old favorites, from "Alice Blue Gown" to "Annie Laurie," have given the Chesterfield Swingerettes, who sing in unison, a distinct flavor all their own. They are Donna Dae and Patsy Garrett, the featured vocalists of the show, who team up for this special effect.

### DONNA LOVES TO RIDE



Donna loves all type of sports. At the Waring summer ranch in up-state New York she rides every day. She owns her own horse.

### SHE BOWLS 140



In the winter Donna finds time to bowl regularly. Her top score is 140.

### DONNA'S A SAILOR, TOO!

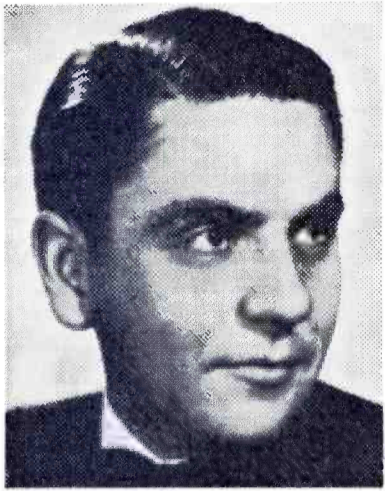


Donna loves to swim and she's a sailor, too. She's shown here with her companion, Patsy Garrett, who is also a Fred Waring singing star.



# NEW SHOWS PEP UP SUMMER RADIO

## Hawk on WOW



Bob Hawk, veteran quizmaster and guest star at Ak-Sar-Ben's stock show last year, who will be heard regularly on WOW, starting July 9, for Camels.

V...—

## Paul Barron Band to Assist Bob Hawk

Paul Barron and his orchestra, which recently completed an unbroken network run of 92 consecutive weeks, will provide the music for Bob Hawk's wacky show, "How Am I Doin'?" when it comes to NBC, Thursday, July 9 (NBC Red network and WOW, 6:30 p. m., Omaha time).

Barron's band has a rhythmic repertoire ranging from the hottest "jim-jam-jumpin'" swing to the smoothest of sophisticated tones. The music-makers have been featured in several motion picture shorts and for four months enthralled dancers and listeners alike at the Essex House, New York's famous Casino-on-the-Park. Vocalists with the organization are dark-haired Bonnie Boyd and Herbie Dell and Paul Gene, both of whom also double on the trumpet.

Barron formed his first band after acting as accompanist and arranger for numerous stars, including Lupe Velez and Jane Froman. He broke into radio as one-half of a piano-playing duo after studying music in this country and abroad.

V...—

BUY DEFENSE STAMPS

## IN ROAD OF LIFE ROLE



Star of many a serial show, Eloise Krummer has just been given a leading role in "The Road of Life," the Procter & Gamble show, now heard at 10 a. m. (new time) on WOW, Mondays through Fridays.

## "How'm I Doin'?" With Hawk on WOW

Bob Hawk, emcee of "How Am I Doin'?" aired over NBC Red network Thursday nights at 6:30 p. m., Omaha time (starting July 9), is a veteran quizzier. When the first man with the mikes started after the first man on the street, Bob relentlessly was polling the public on "Would you rather your husband talked in his sleep or just smiled?" and "Do you like to have your boy friend tell you when your seams are crooked?" This was Chicago in 1936, and the programs were "Foolish Questions" and "Fuz Quiz." In New York in 1938, after ad-libbing his way through most of the stations in Chicago for some 12 years—part of the time without pay, Bob got a little saner on "Quixie Doodles" and "Name Three"—"How much dirt could you dig from a hole four feet wide, five feet long and six feet deep?" "Name three vice presidents who never became president," and so on until January of 1942 he took over the "How Am I Doin'?" quiz for Camels (R. J. Reynolds Tobacco Co.).

Since then, "How Am I Doin'?" has climbed steadily in public favor until it now rests among the tip-top spots of all audience-participation programs on the air. The fact that Bob is enjoying it is apparent in his work Friday nights. "What are you going to do with all these Defense Stamps?" he asked a young lady who had won \$108 one night—much to her surprise. "... Oh, put it in the bank," she replied tucking it in the folds of her blouse. He's had trouble in getting the obvious confirmed, as in the case of the housewife who couldn't tell what kind of boiled dinner New England was famous for, and the policeman who insisted that what runners jumped over in a hurdle race were bushes.

Bob has worked for so many stations in his time that he claims the big reason he got fired so often was that he never could remember who he was working for when he went to give call letters. He is now in his 15th year in radio. Before that he tried teaching school for a year. But either the pupils were too old, or Bob was too young—18. When he left teaching to go to Chicago, his first job in radio was reading poetry.

## March of Time Set on WOW

"The March of Time," which brings to radio listeners dramatizations of important world events, will become an NBC Red network feature on WOW, starting Thursday, July 9, from 9:30 to 10 p. m., Omaha time. It is to be heard thereafter weekly at the same hour.

Sponsored by Time, Inc., "The March of Time" has been regarded as radio's top-flight dramatic news presentation since its debut on March 6, 1931. Written and produced by the sponsor, it will be heard on the coast-to-coast network.



Although "The March of Time" actors change frequently from week to week, Ted De Corsica, veteran radio actor, frequently played a leading role. This popular feature starts on WOW July 9.

## "Those We Love" Replace Cantor Program

With the signing of the former silent screen idol, Francis X. Bushman, to play the important role of John Marshall, father of Kathy and Kit, the cast of Agnes Ridgeway's "Those We Love," is now complete and ready to return to the air as the summer replacement for Eddie Cantor's "Time to Smile" program, Wednesday, July 1 (NBC Red network and WOW, 8 p. m., Omaha time). During the long air run of "Those We Love," extending from January, 1939, to June, 1941, the program was consistently one of radio's leading dramatic shows.

The Marshalls of Westbridge cast is truly an all-star one. Nan Grey, screen lovely, again will play the role of Kathy. Richard Cromwell will continue as Kit. Donald Woods, Ann Todd, Mary Gordon, Helen Wood, Alma Kruger and Virginia Sale are other "Those We Love" regulars. Their respective roles are Dr. Leslie Foster, Amy Foster, Mrs. Emmett, Elaine Dascom, Aunt Emily and Martha, the maid. Anne Stone has been cast as Lydia Dennison, Doctor Foster's nurse, a newcomer to the serial.

The series is to be sponsored by Bristol-Myers in behalf of Ipana and Sal Hepatica.

V...—

## 'Waltz Time' Waltzes On 1,000th Waltz

"Waltz Time," NBC's perennially popular musical, starring Frank Munn and Abe Lyman's orchestra, has just waltzed past another mile-

## One You'll Love



Yes, sir! You'll love "Kathy" as portrayed by Nan Grey when "Those We Love" returns to WOW July 1. Francis X. Bushman will play the role of John Marshall. This feature replaces the Eddie Cantor show.

stone in a career dating back to 1933.

Recently the arranging staff penned its 1,000th waltz, and one of the statistically-minded lads figured it out this way: There are 40 notes to a line, 20 lines to the average music part. With 22 musicians in the band, the total comes to 17,600 notes for each waltz arrangement. Multiply that by 1,000, and you get 17,600,000 notes that have been written for "Waltz Time" listeners.

## "Grand Ole Opry" One of Southland's Most Famous Programs Starts on WOW on July 4th

"Grand Ole Opry," to be heard over WOW via NBC at 9:30 p. m., Saturdays, beginning July 4, is the southland's contribution to American folklore.

The music presented in "Grand Ole Opry" productions goes as far back in American history as Valley Forge and Beacon Hill. The musicians are men and women from the farms of the Carolinas, Kentucky, Alabama, West Virginia and Tennessee. The repertoire consists of old ballads learned in childhood and played by ear, and new compositions by the individual artists.

"Grand Ole Opry" has for years been a radio institution in the south. Originating in the studios of WSM, Nashville, Tenn., the show is heard over the NBC-Southern Red network. But now "Grand Ole Opry" is transmitted by 14 additional stations, and "Grand Ole Opry" units, trouping under the name "Camel Caravan," are touring the army, navy, marine and air corps bases of the nation.

"Grand Ole Opry" units have already traveled to the far corners of the continental United States and to some of the nation's Caribbean outposts. The acid test came when the sponsor (R. J. Reynolds Tobacco Co.) staged free shows for the cross-section of men who make up America's citizen army. Some of them had never heard genuine mountain music, and when they did they yelled for return performances. At present, four units are on the road.

Because of the response among the armed services and the long-standing popularity of the show in the south, "Grand Ole Opry" now embarks on a new phase of its career, to bring the comedy and song it offers to as many enthusiasts as possible.

As a result of the introduction of the show by WOW, you'll get to know some colorful characters.

Youngest of the cast is 18-year-old Rachel Veach, a red-haired, blue-eyed girl who has been playing a banjo ever since she could hold one. Rachel had rarely been away from her farm home in Williamson

County, Tenn., when Singer Roy Acuff discovered her.

Oldest of the performers is Uncle Dave Macon. Exactly how old he is is his own secret, but he admits he's close to 70 summers. Macon toured the fairs and opera houses of

Tennessee for 20 years.

Orchestra Leader Mac McGar is a specialist in the history of American folk music, and can trace the growth and development of old ballads through every war the nation has fought.

## GRAND OLE OPRY STARLET



Lovely Kay Carlisle, perched on a piano, a la Helen Morgan, is a down-south singing star, popular on the "Grand Ole Opry" programs, which starts on WOW July Fourth.



# WOW LISTENERS HEAR V-GIRL FINALS

## Colorado Blonde Named Omar Winner

WOW listeners had front-row seats when Miss Theowne Petty, 19-year-old Colorado Springs girl, was crowned "Miss Midwest V-Girl," June 23, at Hotel Blackstone.

Miss Petty was adjudged the lass with the most personality, vitality, health and beauty among six finalists from as many states.

The V-Girl contest was sponsored by Omar, Inc., in cooperation with the government's wartime nutritional program. Its purpose, as explained by W. J. Coad, Omar President, was to "focus attention on the all-important need of the hour—as near perfect health as possible for every man, woman and child in the nation."

Mr. Coad announced the judges' award and presented the Colorado girl with a \$100 War Bond, a trophy and an all-expense trip for Miss Petty and her mother to Hollywood, where she will be entertained by a group of radio and movie celebrities.

The judges in the final contest were Miss Barbara Hale, Chicago, professional photographers' model; Clair Fry of Minneapolis, Art Director for Brown & Bigelow, and Dr. Irving S. Cutter, former Dean of the University of Nebraska College of Medicine, now Dean Emeritus of the Medical School of Northwestern University and author of the newspaper column, "How to Keep Well."

The judges gave honorable mention to Miss Patty Burke, 16, of White River, S. D. The other contestants were Virginia Jackson, 19, of Marion, Iowa; Shirley Rodgers, 18, of Peru, Neb.; Roselyn Olchansky, 18, of Cheyenne, Wyo., and Alice Frances Brasher, 17, of Santa Rosa, N. M.

Each of the six contestants paraded three times before the judges and an audience of about 500. First they appeared in bathing suits, secondly in street clothes and lastly in formal dress.

As a surprise consolation award, Mr. Coad gave each of the five non-winners a \$25 War Savings Bond.

Master of ceremonies for the final contest was Gene Baker, NBC entertainer and star of Omar's "Musical Meditations" program, heard on WOW, Sunday mornings, at 9:45. Announcer Ray Clark assisted Baker in a 15-minute broadcast description of the final judging.

The contest was conducted by Kenneth Arrington, Advertising Director of Omar, Inc. A special guest in Omaha for the finals was Miss Evelyn Stark of Chicago, Director of Radio for McCann-Erickson Advertising Agency.

## WOW-LAND V-GIRLS SMILE WITH THE CHAMP



The Nebraska, South Dakota and Iowa Omar V-Girl champs pose (and smile with approval) with midwest V-Girl Theowne Petty. Left is Shirley Rogers, Peru, Neb., and right of winner is Virginia Jackson, Marion, Iowa, and Patty Burke of White River, S. D.



President Coad with winner, Theowne Petty, who incidentally is a niece of Artist George Petty.

## Berlin Reporter Dreier For Skelly

Alex Dreier, NBC's former correspondent in Berlin, is the new commentator on the Skelly Oil Company newscasts, heard Mondays through Fridays, via NBC at 7:30 a. m. on WOW.

Dreier, one of the last American correspondents in Berlin, left Germany only a few hours before that country declared war on the United States. The husky ex-Stanford University football player was heard regularly from Berlin until shortly before December 7, when conditions made further broadcasting impossible from the Nazi stronghold. He returned to the United States this past winter after a four-continent hop by Clipper.

Since his return to this country, Dreier has been heard regularly on NBC broadcasts and commentaries, and has written several articles on his experiences in Europe.

In addition to his Berlin background, Dreier has traveled widely in other European countries, and he still has personal "pipelines" in foreign capitals through which he still obtains news for his analyses of foreign affairs.

V...—

## New Summer Shows

(Continued from page 1)

"Grand Ole Opry" on the big NBC network.

Listeners have already heard two new summer patriotic shows, "The Victory Parade" and "Dear Adolf," both Sunday twilight features. Another in this category is called "Commando Mary," which is heard on Sundays from 10:45 to 11 a. m.

The popular "Whodunnit?" called "Famous Jury Trials," sponsored by the makers of Oh Henry Candy Bars, will be heard at 9:30 p. m., starting Monday, July 13.

V...—

## Nebraska Radio Homes

(Continued from page 3)

	Homes	% Radio	Radio Homes
Sherman	2,026	68.3	1,385
Stanton	1,858	79.7	1,480
Thayer	3,436	78.9	2,711
Thomas	434	73.5	319
Thurston	2,445	73.2	1,789
Valley	2,307	76.3	1,758
Washington	3,197	87.2	2,788
Wayne	2,647	88.8	2,350
Wheeler	528	75.2	397
Webster	2,367	72.4	1,713
York	4,287	83.7	3,590

Grand totals—

Homes, 335,821.

Radio homes, 85 per cent.

Radio homes, 285,425.

## Parkay Renews "The Great Gildersleeve"

The Kraft Cheese Company, through Needham, Louis & Brorby, Inc., has ordered the 5:30 to 6 p. m., Omaha time, period on Sundays on the NBC Red network for 44 weeks beginning August 30 for "The Great Gildersleeve" program. The final broadcast in the current series before a summer layoff was heard June 28.

"The Great Gildersleeve," a comedy program, stars Hal Peary in the role of Throckmorton P. Gildersleeve. Product is Parkay Margarine.

V...—

## BEAU GESTE

The male choristers on three NBC musicals, "Waltz Time," "Manhattan Merry-Go-Round" and "American Album of Familiar Music," are sending 1 per cent of their earnings to fellow singers in the service. Roger Kinne, bass, and Gil Noland, tenor, are the recipients thus far. Kinne, incidentally, will be seen in Irving Berlin's all-soldier show due on Broadway, July 4.

V...—

The "Vic and Sade" program started its 11th year June 29. It is heard on WOW at 10:15 a. m., Mondays through Fridays.

## THEY'LL BRING YOU MUSIC, LAUGHTER AND INSPIRATION ON SUMMER SHOWS



The brilliant young American concert director, Meredith Willson, whose concert orchestra has taken over the "Fibber McGee and Molly" program on Tuesday nights for the summer.



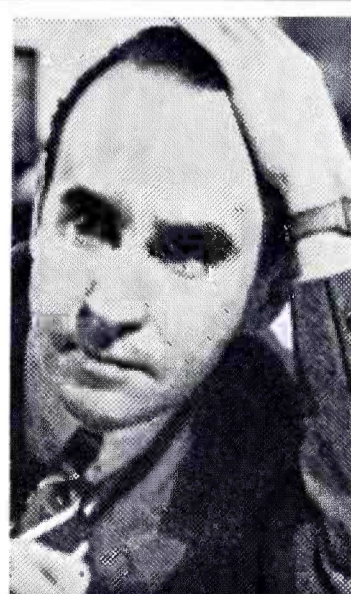
Betty Lou Gerson, "first lady of serials," who will play a leading role in "Lonely Women" for General Mills, on WOW, 1:15 p. m., Mondays through Fridays.



Actress Edna Mae Oliver, noted for her acidulous tongue, who will be starred in a new Rinso show, to be heard on WOW Sundays, 6 to 6:30 p. m., starting July 5.



Top dramatic star, Helen Hayes, will dramatize a letter to Hitler, signed "Housewife and Mother," to be heard on the "Dear Adolf" series on July 12 (Sundays, 4 p. m.).



Comic Walter O'Keefe will have a chance for a radio comeback when he emcees the Standard Brands summer replacement program to give Edgar Bergen a vacation.



# THE SPORTS EYE

By TOM DAILEY, WOW Sports Editor

Hy'ya, Good Americans!

A kaliedoscopic view of a baker's dozen of years in the sports field—a picture which fairly shouts, "The bigger they are, the better they are."



Tom Dailey

It's been our pleasant lot to have come in personal contact with many of the nation's top-ranking stars in the sports world, and we've found that a truly great star is human—appreciative, understanding.

One afternoon, some six summers ago, we gathered enough nerve to hop over the guard rails and made for the New York Yankee dugout. They were playing an exhibition game in a small southern city. We wanted to see Lou Gehrig, the Iron Horse of baseball, and perhaps we would be lucky enough to have a few words with him for broadcast reference.

"Got just a minute, Lou?" "Sure!" smiled the great slugger. "What can I do for you?"

When I explained that I wanted to say "Hello" and ask a couple of questions, he said: "Well, that's swell! Don't know why you should want to talk to me, though. But come in the dugout, where we can sit down. Now, DiMaggio over there. He's the ballplayer on this club. And Keller, Rolfe, Gomez, Dickey. I tell you it's a pleasure to be around such fine players, and ..."

And that was Gehrig, one of the highest ranking stars the game will ever know. "The bigger they are ..."

### Mr. Football

Fielding H. "Hurry-up" Yost is Mr. Football himself. We met him in the lobby of a big Chicago hotel, and asked: "What's the important thing about offensive football, Mr. Yost?"

Arm in Arm we walked to a large rug in the center of the lobby, where Mr. Yost took 30 minutes explaining his theories on football, using the rug as a gridiron. When his feverish lecture ended, dozens of lobbyists had joined us. They, too, knew "The bigger they are ..."

Augusta, Ga., famed golf course has a club house, the white southern mansion type, bathed in years of tradition. On the veranda of this house we talked late one evening with Bobby Jones, the grand slammer.

"This game of golf takes a lot of concentration, and in my matches I've met some of the world's greatest players. I guess I've just been plain lucky. Yep! I've had my share of the breaks."

The wind in the Georgia pines around us seemed to sigh: "The bigger they are ..."

### Joe Louis

The Brown Bomber. Killer in the ring. Chocolate Tiger. Joe Louis, world's greatest champion.

"Joe," we said once, "do you think you could have whipped Jack Dempsey with the two of you in your prime?"

"Jack Dempsey," answered Joe, was a great fighter. Maybe I would have a chance if I could be as lucky as I've been with other boys up to now. It just takes one good lick to put a man down for the count. I have landed more than the other man, that's all."

A group of little boys wanted Joe to show them how he delivered a knockout blow. Into his stance went the champion—shadow-boxed for the youngsters.

"Gee!" they surely thought. "The bigger they are ..."

Will you be a great star some day—either in sports or life? When that day comes along, we fervently hope that you don't realize it. There's nothing sadder than a person who is big in only one mind—his own. Truly great stars, and people, never know they're great.

"The bigger they are, the better they are."

It isn't that you won or lost, but how you played the game.

# MAY AIRS WAR VISITORS

## Newshawk Swing Changes to WOW

Raymond Gram Swing, one of America's great news analysts, will join NBC's staff of commentators and will be heard on WOW next September, it was announced recently by Niles Trammell, President of the National Broadcasting Company.

Swing, whose popular and authoritative commentaries have been broadcast both in the United States and abroad since 1934, will maintain his present weekly broadcasting schedule of four 15-minute analyses of the day's news under the terms of his contract with NBC. His first broadcast for the NBC Red network will be given during the week of September 28, according to Mr. Trammell's announcement. Broadcast time and days have not yet been determined, but a coast-to-coast network will carry Swing's commentaries.

European correspondent for 21 years before he entered radio, Raymond Gram Swing began his journalistic career in 1906 on the staff of the Cleveland Press. Subsequent experience was gained on a small town Ohio weekly and on the old Indianapolis Sun. Ill health, in 1912, sent Swing abroad to recuperate.



Raymond Gram Swing

A year later he became Berlin correspondent for the Chicago Daily News, a post he held until 1917. After war service with the United States government in 1918, Swing returned to the German capital as correspondent for the New York Herald. He later directed the foreign service of the Wall Street Journal and wound up his career abroad in 1934 as London correspondent for the Philadelphia Public Ledger Service.

## JUSTICE MURPHY ON WOW



Associate Justice Frank J. Murphy of the United States Supreme Court (who since accepted active army duty) spoke over WOW recently from Creighton gymnasium, where he addressed the June graduating class.

## U.S.S. Marblehead Dentist Tells of Battle

Interesting and exciting war news direct from the fighting fronts and from home-front leaders was included on Foster May's Butter-Nut Coffee noon-time interviews during the past few weeks.



Foster May

Most unusual of the recent interviews, including a two-program series with Jack Fleischer, formerly a United Press correspondent, who just returned after five months internment in a German concentration camp, and interviews with two survivors of the U. S. S. Lexington, aircraft carrier.

The Lexington survivors were Clifford Querry, son of Mrs. O. O. Querry of Missouri Valley, Iowa, and David Lage, son of Mr. and Mrs. David P. Lage, 4901 Seward Street, Omaha. Both boys, home on a 12-day leave after their harrowing escape from death in mid-Pacific, told one of the most interesting stories ever aired on WOW. Peculiarly enough, they had never met before they appeared at WOW's studios. They were brought to WOW by Lieut. R. L. Mahoney, officer in charge of the Omaha navy recruiting station, and Commander J. J. Freymann, U. S. N. R.

Both Querry and Lage gave a graphic description of the attack in the Coral Sea against the huge airplane carrier. They told how, several hours after the battle, they were ordered to abandon ship, and how they went over the side and spent some time in the water before they were rescued by crews of escort vessels. For a time Querry fired a "pom-pom" gun during the actual battle. Both men were "talkers" on the Lexington. Their assignment was work within the ship's communication system, relaying messages from one part of the ship to another.

Fleischer reported that German morale is deteriorating steadily, but "not to the point" to which Americans have been led to believe. He predicted there will be no serious descension for at least two years.

Another report direct from the fighting front was with Lieut. Conrad H. Brandt, D. C., U. S. N., of Council Bluffs, a dental officer who was aboard the cruiser Marblehead when it was severely damaged by Japanese action in February in the Java sea. Doctor Brandt described how he was knocked off his feet when his ship received two direct hits. He also described in detail the three months journey of the Marblehead on its way around the world when it was homeward bound.

Foster's Butter-Nut program did yeoman service during the past fortnight in soliciting recruits and workers for many phases of the war effort. One interview was with Lieut. Com. J. T. Hancock, new United States Coast Guard enlistment chief in Omaha. Another was with Colonel Edward Noise, who solicited recruits for glider pilots in the army air corps. Mrs. Herman Metz and Miss Anna Lee Yates decried the work of the American Women's Volunteer Service, particularly that phase which supplies personal kits for soldiers.

David B. Sampson of New York, President of the National Real Estate Board, told the Butter-Nut audience latest information on defense and private building operations. M. V. Robbins, United States meteorologist, told the story behind present government policies covering weather news. Chief Joseph D. Scholtz of Omaha's auxiliary police force described the work of that organization in Omaha.

Several programs were devoted to the rubber salvage campaign.

On June 9, Foster's program originated in the new Consumers Public Power Building at Columbus, Neb.

On June 20, Foster journeyed to Dow City, Iowa.

## 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.
- News Summary, NBC.....Sun.
- 7:30 A. M.—Alex Dreier Speaks, Skelly Oil.....
- .....Mon., Tue., Wed., Thu., Fri.
- 7:45 A. M.—Associated Press News, NBC.....Sat.
- 8:00 A. M.—World News Roundup, NBC.....Sun.
- 10:00 A. M.—News Tower.....Sun.
- 12:00 Noon—News Tower.....Sun.
- 12:30 P. M.—News Tower.....Daily except Sun.
- 2:15 P. M.—Upton Close, NBC.....Sun.
- 3:30 P. M.—Week's News.....Sun.
- 5:00 P. M.—War Headlines—Nat'l Biscuit..Mon. Thru. Fri.
- 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.
- 10:30 P. M.—News Tower.....Daily
- 11:00 P. M.—H. V. Kaltenborn, NBC.....Mon., Wed., Fri.
- 11:00 P. M.—News Reports, NBC.....Sun., Tue., Thu., Sat.
- 11:55 P. M.—News Reports, NBC.....Daily

## NEW DEFENSE CHIEF...FALSTAFF GUEST AT RACES



Distinguished guest at a recent Falstaff-WOW race broadcast at Ak-Sar-Ben was Joseph D. Scholtz, new Omaha Civilian Defense Director, and his wife and daughter, Ann, shown front row above with Tom Dailey.

Shown at the microphone is John J. Gillin, Jr., General Manager of WOW, with William Ruess (wearing sun glasses), who is Personnel Director of WOW and Chairman of the Board of Auditors of the Woodmen of the World.



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# WOW'S JULY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "7/42" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:20	Nothing But the Truth Old Ben Coal	Nothing But the Truth Old Ben Coal	Nothing But the Truth Old Ben Coal	Nothing But the Truth Old Ben Coal	Nothing But the Truth Old Ben Coal	Tune Time	Catholic Hour (5 to 5:30)
5:30	4-Bell News—Sports Phillips "66" Penn Tobacco Studebaker Salad Wafers Yucatan—Falstaff	4-Bell News—Sports Phillips "66" C., M. & St. Paul Penn Tobacco Salad Wafers Yucatan—Falstaff	4-Bell News—Sports Phillips "66" Penn Tobacco Studebaker Salad Wafers Yucatan—Falstaff	4-Bell News—Sports Phillips "66" C., M. & St. Paul Penn Tobacco Salad Wafers Yucatan—Falstaff	4-Bell News—Sports Phillips "66" Penn Tobacco Studebaker Salad Wafers Yucatan—Falstaff	4-Bell News—Sports Phillips "66" C., M. & St. Paul Penn Tobacco Salad Wafers Yucatan—Falstaff	Victory Parade
6:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Noah Webster Says Dance Time	Edna May Oliver Rinso
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		
6:30	Hank Keene—Velvet T.	NBC	Jimmie Fidler—Carter	Al Pearce Camels	Hank Keene—Velvet T.	Dinner Music	Fitch Bandwagon
6:45	Answer Man, Van Dyck		Hank Keene—Velvet T.		Answer Man, Van Dyck	Musicana, NBC	
7:00	Cavalcade of America Du Pont	Johnny Presents Philip Morris	The Thin Man Woodbury Products	Post Toasties Time General Foods	Cities Service Concert	Keeping Up With Rosemary	Variety Show Standard Brands
7:30	Voice of Firestone Concert	Horace Heidt Tums Treasure Chest	Uncle Walter's Doghouse Raleigh Pipe Tobacco	Aldrich Family General Foods Postum	Information Please Lucky Strike	Truth or Consequences P. & G. Ivory	One Man's Family Standard Brands
8:00	Telephone Hour Bell Telephone	Battle of the Sexes Molle Shaving Cream	Those We Love Ipana—Sal Hepatica	Kraft Music Hall Bing Crosby	Waltz Time Phillips Milk of Magnesia	National Barn Dance Alka-Seltzer	Manhattan Merry-Go-Round Dr. Lyons
8:30	Dr. I. Q. Vitamin Plus	Meredith Willson Orchestra Johnson Wax	Mr. District Attorney Vitalis		Plantation Party Bugler Tobacco	Grant Park Orchestra	American Album of Familiar Music Bayer Aspirin
9:00	Contented Hour Carnation Milk	Date With Judy Pepsodent	Kay Kyser Show Lucky Strike	Rudy Vallee Sealtest	People Are Funny Wings Cigarettes	Sports Newsreel Colgate Shaving Cream 9:15—Labor for Victory	Hour of Charm General Electric
9:30	Famous Trials Oh Henry Bars	Tommy Dorsey Raleighs		March of Time (Mag.)	Grand Central Station Rinso	Grand Ole Opry Prince Albert	Walter Winchell Jergens Lotion Parker Family—Jergens
9:45							
10:00	Justice Rides the Range—Falstaff	Justice Rides the Range—Falstaff	Justice Rides the Range—Falstaff	Justice Rides the Range—Falstaff	Justice Rides the Range—Falstaff	Dance Time	Dance Time
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Story Behind the Headlines
10:30	C., B. & Q. WOW News Tower Readers Digest	C., B. & Q. WOW News Tower	C., B. & Q. WOW News Tower Readers Digest	C., B. & Q. WOW News Tower	C., B. & Q. WOW News Tower Readers Digest	C., B. & Q. — WOW News Tower	WOW News Tower Kilpatrick's Uncle Sam
10:45	Dance Time	St. Louis Serenade	Stanley Davies	Falstaff Race Resume	Dance Time	Hospitality Time	Dance Time
11:00	H. V. Kaltenborn, NBC	News, NBC	H. V. Kaltenborn, NBC	News Reports, NBC	H. V. Kaltenborn, NBC	News Reports, NBC	News, NBC

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.—Home Beautiful—Orchard & Wilhelm . . . . .	Mon., Wed., Fri.
6:00 A. M.—Early Morning News Tower . . . . .	Daily except Sun.	Melody Time . . . . .	Tue., Thu.
6:15 A. M.—Aunt Sally . . . . .	Mon., Tue., Wed., Thu., Fri.	Ilka Chase, NBC . . . . .	Sat.
Time and Tunes . . . . .	Sat.	Emma Otera . . . . .	Sun.
6:30 A. M.—Markets (Remote) . . . . .	Daily except Sun.	11:45 A. M.—Melody Time . . . . .	Mon., Tue., Wed., Thu., Fri., Sun.
6:35 A. M.—Time and Tunes . . . . .	Daily except Sun.	12:00 Noon—Aunt Jenny—Lever Bros.—Spry and Lifebuoy . . . . .	Mon., Tue., Wed., Thu., Fri.
Markets . . . . .	Sat.	Whatcha Know, Joe? NBC . . . . .	Sat.
6:45 A. M.—Lyle, Don and Stan—Nutrena Mills . . . . .	Mon., Wed., Fri.	WOW News Tower—Kilpatrick's, Uncle Sam's Breakfast Food . . . . .	Sun.
7:00 A. M.—WOW News Tower—Roberts, Mid-Continent, Peter Paul . . . . .	Daily except Sun.	12:15 P. M.—Markets (Remote) . . . . .	Mon., Tue., Wed., Thu., Fri.
News Summary, NBC . . . . .	Sun.	Silver Strings . . . . .	Sun.
7:05 A. M.—Organ Music, NBC . . . . .	Sun.	12:30 P. M.—WOW News Tower—Peter Paul—Haskins . . . . .	Daily except Sun.
7:10 A. M.—Transcriptions . . . . .	Daily except Sun.	NBC . . . . .	Sun.
7:15 A. M.—Musical Clock . . . . .	Mon., Wed., Fri.	12:45 P. M.—Foster May—Butter-Nut Coffee . . . . .	Daily except Sun.
Mor Music—Wilson & Co. . . . .	Tue., Thu., Sat.	1:00 P. M.—Light of the World—General Mills—Cheerioats . . . . .	Mon., Tue., Wed., Thu., Fri.
7:30 A. M.—Alex Drier—Skelly News . . . . .	Mon., Tue., Wed., Thu., Fri.	Farm Facts and Fun . . . . .	Sat.
Musical Clock . . . . .	Sat.	Sammy Kaye's Sunday Serenade, NBC . . . . .	Sun.
NBC String Quartet . . . . .	Sun.	1:15 P. M.—Lonely Women—General Mills—Flour . . . . .	Mon., Tue., Wed., Thu., Fri.
7:45 A. M.—Musical Laundry Man—Kimball Laundry . . . . .	Mon., Tue., Wed., Thu., Fri.	1:30 P. M.—Guiding Light—General Mills—Wheaties . . . . .	Mon., Tue., Wed., Thu., Fri.
AP News, NBC . . . . .	Sat.	Matinee in Rhythm, NBC . . . . .	Sat.
8:00 A. M.—Nothing But the Truth—Old Ben Coal . . . . .	Mon., Tue., Wed., Thu., Fri.	University of Chicago Roundtable, NBC . . . . .	Sun.
Brownstone Front, NBC . . . . .	Sat.	1:45 P. M.—Hymns of All Churches—Gen. Mills—Cake Flour . . . . .	Mon., Tue., Wed., Thu., Fri.
World News Roundup, NBC . . . . .	Sun.	Betty Crocker—General Mills—Cake Flour . . . . .	Fri.
8:15 A. M.—Hank Lawson's Orchestra . . . . .	Mon., Wed., Fri.	2:00 P. M.—Mary Marlin—P. & G. Camay . . . . .	Mon., Tue., Wed., Thu., Fri.
Deep River Boys, NBC . . . . .	Sun.	Nature Sketches, NBC . . . . .	Sat.
8:30 A. M.—Reveille Roundup—Groves Bromo-Quinine . . . . .	Mon., Wed., Fri.	Musical Moments . . . . .	Sun.
Little Doghouse . . . . .	Sat.	2:15 P. M.—Ma Perkins—P. & G. Oxydol and Crisco . . . . .	Mon., Tue., Wed., Thu., Fri.
Musical Melodies . . . . .	Tue., Thu., Sat.	Charles Dants Orchestra, NBC . . . . .	Sat.
Chapel Service, Rev. R. R. Brown . . . . .	Sun.	Upton Close, NBC . . . . .	Sun.
8:45 A. M.—Sweet River—A. E. Staley Starch . . . . .	Mon., Tue., Wed., Thu., Fri.	2:30 P. M.—Pepper Young—P. & G. Camay and Drene . . . . .	Mon., Tue., Wed., Thu., Fri.
Hank Lawson's Orchestra . . . . .	Sat.	Campus Capers and News, NBC . . . . .	Sat.
9:00 A. M.—Bess Johnson—Colgate Supersuds . . . . .	Mon., Tue., Wed., Thu., Fri.	This Is the Army, NBC . . . . .	Sun.
Police Bulletins . . . . .	Sat.	2:45 P. M.—Right to Happiness—P. & G. Naphtha . . . . .	Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—Bachelor's Children—Palmolive . . . . .	Mon., Tue., Wed., Thu., Fri.	3:00 P. M.—Backstage Wife—Phillips Chemical . . . . .	Mon., Tue., Wed., Thu., Fri.
Homemakers' Club of the Air—Nebraska Power . . . . .	Sat.	Pan-American Holiday . . . . .	Sat.
9:30 A. M.—Helpmate—Cudahy Dutch Cleanser . . . . .	Mon., Tue., Wed., Thu., Fri.	3:15 P. M.—Stella Dallas—R. L. Watkins . . . . .	Mon., Tue., Wed., Thu., Fri.
Thrilling Stories of America, NBC . . . . .	Sun.	3:30 P. M.—Lorenzo Jones—Danderine . . . . .	Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Lone Journey—P. & G. Dreft . . . . .	Mon., Tue., Wed., Thu., Fri.	Your Number Please . . . . .	Sat.
Dancing Preview, NBC . . . . .	Sat.	WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food . . . . .	Sun.
10:00 A. M.—Road of Life—P. & G. Duz . . . . .	Mon., Tue., Wed., Thu., Fri.	3:45 P. M.—Young Widder Brown—Phillips Chemical . . . . .	Mon., Tue., Wed., Thu., Fri.
The Creightons . . . . .	Sat.	4:00 P. M.—When a Girl Marries—General Foods—Calumet and Swansdown . . . . .	Mon., Tue., Wed., Thu., Fri.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food . . . . .	Sun.	National Music Camp . . . . .	Sat.
10:15 A. M.—Vic and Sade—P. & G. Crisco . . . . .	Mon., Tue., Wed., Thu., Fri.	Dear Adolf . . . . .	Sun.
Rhapsody of the Rockies, NBC . . . . .	Sun.	4:15 P. M.—Portia Faces Life—General Foods—Bran Flakes . . . . .	Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Against the Storm—P. & G. Camay . . . . .	Mon., Tue., Wed., Thu., Fri.	Musical Moments . . . . .	Sun.
America the Free—Anacin . . . . .	Sat.	4:30 P. M.—Melody Time . . . . .	Mon., Tue., Wed., Thu., Fri.
Musical Moments . . . . .	Sun.	4:45 P. M.—Three Suns Trio, NBC . . . . .	Mon., Tue., Wed., Thu., Fri.
10:45 A. M.—David Harum—B. T. Babbitt, Bab-O . . . . .	Mon., Tue., Wed., Thu., Fri.	Alex Drier, News, NBC . . . . .	Sat.
Commando Mary, NBC . . . . .	Sun.	5:00 P. M.—War Headlines—National Biscuit . . . . .	Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Ma Perkins—P. & G. Oxydol . . . . .	Mon., Tue., Wed., Thu., Fri.	Headlines Ahead . . . . .	Sat.
Civilian Defense . . . . .	Sat.	Catholic Hour, NBC . . . . .	Sun.
Sunday Down South, NBC . . . . .	Sun.	5:05 P. M.—Melody Time . . . . .	Mon., Tue., Wed., Thu., Fri.
11:15 A. M.—O. C. D. Defense Program . . . . .	Mon., Tue., Wed., Thu., Fri.		
Markets and U. S. Government Reports . . . . .	Sat.		