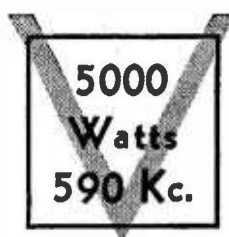




RADIO NEWS TOWER

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



Complete Radio Program News From Radio Station WOW

VOL. VI—No. 11

OMAHA, NEBRASKA, AUGUST 1, 1942

PUBLISHED MONTHLY

ALEX DREIER SPEAKS IN OMAHA

WOW to Cover August 11th Elections

With interest mounting daily in the August 11 primary elections in Nebraska, WOW is making elaborate plans to give its listeners fast, accurate election returns service.

Through the cooperation of the S. C. Johnson & Son Co., sponsors of "Fibber McGee and Molly," WOW has secured permission to broadcast the election returns from 8:30 to 9 p. m., election night (August 11).

In addition, WOW will devote an entire half hour, from 10:30 to 11 p. m., the same night to election returns.

The "Meredith Willson - John Nesbitt" show, usually heard at 8:30 p. m. on Tuesdays, will be carried by delayed broadcast from 11 to 11:30 p. m. Listeners who want to hear the brilliant Meredith Willson program at its usual time, 8:30 p. m., may hear it at that hour from WHO, Des Moines, or WDAF, Kansas City.

By concentrating its election returns service in two half-hour periods, 8:30 p. m. and 10:30 p. m., WOW hopes to be able to give listeners the complete picture on important races without making it necessary to otherwise disrupt the excellent Red network programs heard on Tuesday nights on WOW.

In cooperation with the United Press, WOW and United Press correspondents in all sections of Nebraska will telephone outstate returns, so that positive trends or results can be announced in the two election return periods.

In addition to the outstate setup, WOW, at great expense, is arranging for complete election return service in Omaha and Douglas County.

In addition to the special election return periods, the regular 10 o'clock WOW news period will carry election news. If any races are undecided by 11:30, the service will continue at that time until WOW leaves the air for the night.

The 6 a. m. and 7:30 a. m. newscasts Wednesday morning (August 12) will carry the full information on all races in the elections.

V...—

SKELLY NEWS..7 A.M.

The Skelly "Morning Newspaper of the Air" will be heard at 7 a. m., Mondays through Fridays, starting August 10.

The regular 7 a. m. local news period will shift on the same date to 7:30 a. m.

The change will enable listeners to hear all important war news first at 7 a. m., and a half hour later hear the local and regional news.

V...—

PAT ON THE BACK

Ted's Pen Shop, an advertiser on WOW for more than 15 years, will double its store space and be open for business at its new address, 303 South 16th Street, August 10. Ted Damask and his junior partner, E. L. Zander, both said they credit their long association with WOW as an important factor in the growth of their business.

V...—

MAYBE, A RECORD

Carlton Brickert thinks he's set a record for the men in radio serials. Carlton, who plays David Post in "Mary Marlin," is the only actor of the original cast to have played his part consecutively since the program started—eight years come October.

NBC WAR SPEAKERS ARE WOW'S GUESTS



Alex Dreier, last American radio-news correspondent to leave Berlin, who will speak in Omaha, August 17 and 18. (Effective August 10, Dreier's program will be heard at 7 a. m., Mondays through Fridays, on WOW.)



"Don't Underestimate the Japs" was the thought forcefully impressed on Omaha by Mrs. Irene Kuhn, above, who is now associated with the National Broadcasting Company in New York. She formerly lived in Shanghai.

Brought to Omaha by C. of C. and WOW

Alex Dreier, the last American war correspondent to leave Berlin and who conducts the "Skelly Morning Newspaper of the Air" on WOW (7 a. m., starting August 10), will visit Omaha, August 18 and 19.

Mr. Dreier will speak before a banquet to be given in connection with the Omaha Chamber of Commerce's Merchants Week, August 17 to 19, inclusive.

While in Omaha, Dreier will also speak before a Public Affairs luncheon sponsored by the Chamber of Commerce at noon on Tuesday, August 18. This luncheon will be open to the public.

In addition, Dreier will make either one or two of his network broadcasts from WOW's studios in Omaha. He will also be interviewed on the "Noonday Forum" by Ray Clark.

Dreier has been described by Clifton M. Utley, his predecessor, as follows:

"Probably no man in the United States today knows as much about what the man on the street in Germany thinks of the Nazis as Alex Dreier."

Dreier's visit to Omaha is arranged by John J. Gillin, Jr., General Manager of WOW, at the request of J. D. Alexander, Chairman, and A. D. Spier, Treasurer, both of the Merchants Market Week Committee. Bill Wiseman, Promotion Manager of WOW, is also a member of the committee.

Dreier's visit follows by a fortnight the addresses in Omaha by Mrs. Irene Kuhn, Special Coordinator of Program Promotion and an authority on far eastern affairs. Mrs. Kuhn's talks before the Omaha Rotary Club and at the Municipal University of Omaha, under auspices of the Altrusa Club, were also arranged by WOW.

Spoke from Berlin

Dreier has been heard on the Skelly Oil program since June 22, when Utley was granted a leave of absence.

Few American war correspondents anywhere in the world have participated in as many big news events as Alex Dreier.

Dreier is a graduate of Leland-Stanford University. He was employed immediately after he was graduated by the United Press and sent to Berlin.

Because of his reportorial ability, the National Broadcasting Company asked him to do commentaries on shortwave. During the progress of the war—before America entered into it—he talked to America twice daily, presenting a thorough picture of conditions in Germany.

With Blitz Army

Early in the war against France, Dreier was invited by the Nazis to follow the army on its triumphant march through Belgium, Holland—and finally into France. He observed the speed with which Nazi propaganda was pumped into the people of these countries. He saw their swift regimentation under the Nazi heel.

In 1940, Dreier witnessed the RAF bombings of the Ruhr. He observed the German armament program, and he knows how much chance Germany has in keeping up with war production with the United Nations.

Because Dreier was the last war correspondent to leave Germany, he got the latest inside story. When he refused to read Nazi piffle to his American audience, the Nazis cut short his broadcasts and ordered him out of the country. He slipped through the Nazis' clutches the day before the United States entered the

(Continued on page 3)

LOUDEST VOICE

Estimates just released by the NBC statistical research department reveal that—

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

In the whole world there are 108,000,000 sets, and 56,000,000—more than half—are in the United States.

In the United Nations and neutral countries there are 2,210 stations and 75,000,000 sets—more than eight times as many stations and more than twice as many sets as there are in the Axis countries.

NEE SCHIKELGRUBER

A new catch phrase has appeared. It is "Dear Adolf," title of the NBC program scripted by Poet Stephen Vincent Benet. Radio folk, newspaper men and John Doe are using "Dear Adolf," and it's replacing "Schikedgruber." "Dear Adolf" carries so much more subtle feeling.

V...—

EDNA MAY IS BACK

Fully recovered from her illness brought on by overwork, Edna May Oliver will resume her sharp-tongued, big-hearted role of Josephine Tuttle on the Sunday, August 2, broadcast of "The Remarkable Miss Tuttle" at 6 p. m., Omaha time, over WOW via NBC.

NBC's Irene Kuhn Explains "Madness of the Japanese"

WOW listeners were given a much clearer understanding of the toughness of the Japanese by Mrs. Irene Kuhn, long-time resident in the Orient and now with NBC, during her recent visit to Omaha. Mrs. Kuhn described the Japanese as "mad men gone berserk." Their fanaticism is based on their supernatural conception of individual divinity. This intense feeling, which has assisted their victories, is analogous, too, but much stronger than the Hitler doctrine of racial purity, which, in recent years, has been pumped into Germans.

Mrs. Kuhn spoke before a record-breaking crowd at the Omaha Rotary Club, and under the auspices of the Altrusa Club of Omaha before a thousand persons at the University of Omaha auditorium.

"Fighting the Japanese is much worse than fighting any civilized foe," Mrs. Kuhn said. "The Jap soldier, and only the Jap soldier, is willing to lash himself to a torpedo and blow himself to bits. Only the Jap soldier of all the soldiers in the world would commit hari-kari simply because he accidentally found himself in the presence of the emperor without that divine being's consent."

Despite the fact that our Jap enemies are mad men, Mrs. Kuhn believes that this enemy could be

quickly disposed of. She said that 100 American flying fortresses, from bases in Russia, could completely obliterate Tokyo in one afternoon.

"If we could cut off the head of the Japanese snake, its body would wriggle on for a short time."

Mrs. Kuhn came to Omaha at the invitation of WOW. Prior to her visit here, she addressed the national convention of Business and Professional Women's Clubs in Denver.

Specifically, Mrs. Kuhn is now engaged in Pan-American public relations work for the National Broadcasting Company. She is supervising the program called "Pan-American Holiday," which is heard on WOW, Saturdays at 3 p. m., and is designed to teach Spanish to North Americans. She is also working on similar programs which are shortwaved to South America. In this work she is closely associated with Vice President Henry Wallace. Approximately 150 leading Omaha business men turned out to hear Mrs. Kuhn at the Rotary Club. She was introduced by Rainey T. Wells, General Counsel of the Woodmen of the World. Other guests at the speakers' table included William Ruess, Personnel Director of Radio Station WOW and Chairman of the Board of Auditors; Frank Shopen, General Man-

(Continued on page 3)

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 8/42, which means August, 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!

W. O. W. CHOOSES NEW FIELD EXECS

O. Stiles Retires, Holston Now in Omaha

Important changes in the executive personnel of the Woodmen of the World Life Insurance Society were announced recently following the retirement of Orson Stiles, Manager of the Organization Department.



R. E. Miller

Mr. Stiles was the Woodmen official in charge of Radio Station WOW in its early days. A decade ago he was known from coast to coast in radio circles, but in recent years he has devoted his full energies to directing Field Work of the Society.

National Treasurer R. E. Miller was named Field Manager, succeeding Mr. Stiles. He came to Omaha in 1938, from Dallas, Tex., where he was a former Woodmen State Manager. He was appointed Treasurer in 1941, following the death of United States Senator Morris Sheppard.



S. C. Holston

The third change brings a new citizen to Omaha. He is Sterling C. Holston, a former Nebraskan, who was promoted from State Manager of California to the new position of Assistant Field Manager, with headquarters in Omaha. Mr. Holston became a member of the Board of Directors of the Society in 1937. His title in the Society is National Escort. In 1941 he was President of the California Fraternal Congress.

WOW's Building First in Omaha to Get Air Raid Approval



The Insurance Building, home of Radio Station WOW, was the first Omaha office building to be approved by Civilian Defense officials as having taken proper precautions against air raids. The approval was given after an inspection trip by the group pictured above.

Left to right: Roal A. Carlsen, O. C. D. executive; Walter Johnson, Insurance Building Superintendent; Harry Hunter, Omaha fire department; Forrest Crosson, Chief Air Raid Warden, and De Emmett Bradshaw, President of the Woodmen of the World Life Insurance Society.

"Dr. I. Q." (Jimmy McClain), who has acquired a long list of honorary memberships in his journeys about the country as the "mental banker," recently was made Traveling Secretary of the Fire Fighters Division of the OCD.

C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK!
MAY I COME IN?

My Dear Children: I'm sure our readers of the News Tower won't mind if I devote this space to you, knowing that there are some of you who cannot get up before the robins do to join me for my 6:15 breakfast time chat on the air.



Aunt Sally

The birthday broadcast seemed to find favor. I suppose for the reason that there are plenty of people who are sentimental about birthdays. The requests for this particular broadcast could not be filled, and it occurred to me that you, too, might like to join Aunt Sally as she sipped her coffee and looked back over the years.

v. . .

It was in a little town in Iowa, a funny little country town, and it was upon a summer day, just at the dawn, that I entered this world. They tell me the sun was just coming over the hill as I gave my first cry, my salutation to the dawn. (Not having taken up radio work as yet, I did not give the call letters nor the name of the voice announcing the birth of Sally Dee.) Yes, just as the new day was born, life came to this soul of mine.

It is a question how far back memory will take us, to what early point in our childhood we may recall places, faces and events. Mother said that I was just 2 years old the first time I got lost. It was over in Washington County that I broke away from mother's apron strings and started out on my own. I remember quite perfectly many scenes around grandpa's farm and just how things looked that day, the meadow and the creek and the old lime kiln, and I remember growing weary of my wandering, to come back over the top of the hill, calling my brother's name. No fear registered in my memory of the occasion, simply that my brother was not there and I must call to him to make him appear at the moment he was needed. I seemed to be assured in my baby heart that he would hear my call and come to me, then all would be well.

Many years have passed since I was that baby lost upon the hill, but I am thankful today for the same faith in my Heavenly Father that was instilled within me at that time for my brother.

As I pass another mile post along the journey of life, I know that I may again be lost, lost in the maize of trials and difficulties, and that there will always be hills to climb, but I have only to call to my Heavenly Father for help. I know that He will hear, that all will be well.

At the time I was lost on the farm my mother was terror-stricken, my brother was plainly scared. Life had touched them. Its fears had left a mark. I, the baby, walked unafraid.

I recall another time that I became lost. It was when I was 4 years of age. I started out one day with my little red wagon, perhaps to find the rainbow's end and seek the pot of gold—at any rate I was a vagabond at heart and ever seeking something around the corner. In time I must have tired of my quest, for I curled up in the little red wagon to go fast asleep in the sun. I was awakened by the wild cry of my mother and her instant burst of tears at sight of me. And I remember how she snatched me up and held me very close to her heart. I didn't understand her tears—why a mother should actually weep when she had found her child all safe and sound. But years after, when a mother's heart was mine,

(Continued on page 4)

Rev. R. R. Brown's Chat

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

"There are no atheists in the fox holes of Bataan," were the striking words of an army officer in a recent article, telling the story of the fall of the Philippine Islands. Men prayed in those fox holes. Spiritual values arose to new heights when soldiers were in the "valley of the shadow of death."



Rev. R. R. Brown

Religion must be more than a Sunday morning cloak that we wear to perform our weekly religious duties when you are surrounded by death and destruction. Is it possible that our nation is yet too far removed from the actual war scenes and dangers to awaken us to the need of God in our lives and the affairs of the nation?

Recently we received a letter from one of our listeners who quoted a sentence from a communication received by a mother whose son is somewhere in the Pacific which brought home the serious-mindedness of our boys. He wrote:

"I know you and pop are praying the best you can, but if there are any preachers out there that know how to pray for us boys, tell them they'd better go to it."

There must be no letup in the purchase of bonds and stamps, nor in the surrender of every bit of material that the nation needs and that can be spared for the war effort. But the Church of Jesus Christ dares not fail in making its spiritual contribution. The Master said: "Men ought always to pray and not to faint."

1,000 Sundays

We want to thank President De E. Bradshaw of the Woodmen of the World for his personal message delivered on the occasion of our 1,000th consecutive Sunday morning broadcast, June 28. We are thankful for every telegram and for all of the congratulatory messages received on the occasion. We were deeply moved by one sent by the General Manager of Radio Station WOW. It read as follows:

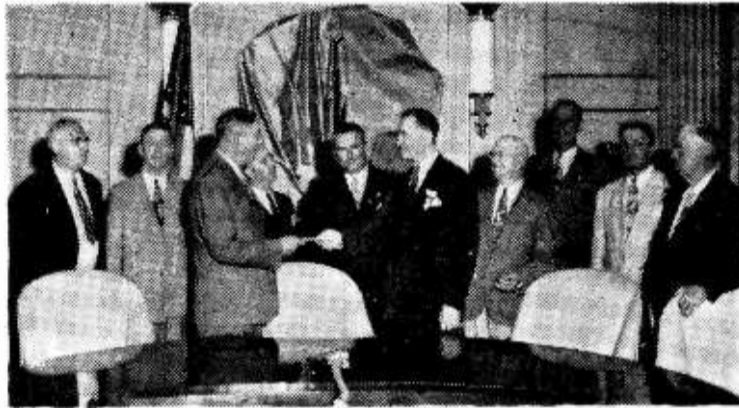
"It is with a sense of deep appreciation that the entire staff of Radio Station WOW, the Hon. De Emmett Bradshaw, President of the Woodmen of the World, and Mr. William Ruess, Director of Personnel of WOW, joins the radio audience to congratulate you this beautiful Sunday morning on the 1,000th consecutive broadcast of the World Radio Congregation of WOW. It is the earnest hope of WOW that this happy and festive religious occasion will be ever continuous. Best wishes for every success.

"JOHN J. GILLIN, JR."

It is undoubtedly true that not only is the chapel service the first non-denominational radio service of America, but the oldest consecutive program of any kind in the country, if not in the world. We thank WOW for keeping it on the air and all of you for helping us to continue.

On August 9 and 16 we hope to give you our chapel service from the big tabernacle tent on the shores of Lake Okoboji, on the public school campus at Arnolds Park, Iowa. We are anxious to give you the benefit of the messages and music of noted speakers and musicians who will be present to participate in the eighth annual Bible

ELK'S RULER JOINS WOODMEN



This is the scene as Judge John S. McClelland, Atlanta, Ga., Grand Exalted Ruler of the Elks, was inducted into the Woodmen of the World Life Insurance Society in the Directors' room of the Insurance Building.

Above: De Emmett Bradshaw, President of Woodmen of the World, is shown at left presenting Judge McClelland with his certificate of membership. Left to right: Director William Ruess, Secretary Farrar Newberry, Mr. Bradshaw, H. C. Fabian, Atlanta, Ga., Woodmen State Manager of Georgia and a member of the Atlanta Elks delegation to their national convention; Dr. Herbert B. Kennedy, who gave the obligation; Judge McClelland, Vice President T. E. Patterson, Director W. C. Braden, Treasurer R. E. Miller and General Attorney Rainey T. Wells.

and Missionary Conference to be held August 7 and 16.

Our radio friends are invited to come and see, as well as hear, the chapel service. Saturday and Sunday, the 15th and 16th, will be reunion days for members of the radio audience. Programs will be furnished on request. Write to the radio minister, Rev. R. R. Brown, 2006 Douglas Street, Omaha, Neb., and a copy will be sent you immediately.

Tune in each Sunday morning at 8:30.

v. . .

FOR THE U. S. O.

James Melton, tenor star of "The Telephone Hour" (Mondays, 7 p. m., WOW, via NBC Red network), is starting a series of concerts for the U. S. O., singing for the men in the army camps. First stop was Fort Francis E. Warren, Cheyenne, Wyo.

WOW

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

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

Subscription price is 50 cents per year.

Bill Wiseman, editor.

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



Didja Know? . . .

By BILL WISEMAN

SWEET AND LOW . . .

May we suggest that you keep the volume level on your radio down—as low as you can, consistent with good listening.



Bill Wiseman

These are times when many folks work nights and sleep days, when others must get their rest when they can.

In summer, when your windows are open and your radio carries for a great distance, it's a simple matter to inadvertently interfere with someone else's sleep.

Let's give our war workers every possible opportunity to get their rest whenever they can. Let's listen as usual, but let's keep the volume turned low.

v . . .

WAR TIME JOBS OF RADIO ADVERTISING . . .

(Based on a study by the Advertising Federation of America at its recent convention.)

IT CAN—

1. Help in the education and training of customers' personnel.
2. Help clear up misunderstandings among the users of your product.
3. Help industry with its ever-growing maintenance problem.
4. Speed technical information (or offer technical service) to the men directly engaged in war production.
5. Help retailers explain shortages and substitutions . . . help them prevent hoarding.
6. Help dealers promote conservation.
7. Keep industry up to date on new products and developments.
8. Keep industry advised of auxiliary attachments, improvements, better methods, new ideas for stepping up production on already-installed equipment.
9. Help retailers build up the service end of their business.
10. Help customers get started on sound planning for the future.
11. Help develop a better understanding of the lesser-known items in your line.
12. Help customers get the most out of what they can get.
13. Explain to customers what your distributors can do to help them.
14. Explain any change in price policy.
15. Help dealers select added lines.
16. Get your story into defense plants from which salesmen are barred.
17. Get your story into new companies which are unknown to you because of war time censorship.
18. Help swing demand from "special" items to more plentiful or standard items.
19. Help get war contracts.
20. Help reduce confusion and delays due to incorrect specifications.
21. Help carry some of the load of over-burdened sales-service departments.
22. Transmit any helpful information from where it is to where it is needed—quickly, accurately and economically.

THIS TIME IT'S FOR KEEPS

Private Norbert Nelson, one of the valuable employees of the Woodmen of the World Life Insurance Society, who enlisted for service in the war, in a recent letter from Camp Barkley, Tex.:

"No one should feel unhappy or sorry for their boys in service wherever they are, because for the most part they are happy in serving. All the boys here say we are going to do a better job this time, and they don't laugh when they say it."

LISTENING SINCE JAP ATTACK

Study Listening Since Pearl Harbor

By A. W. LEHMAN

Manager, Cooperative Analysis of Broadcasting (CAB)

(Reprinted from Broadcasting Magazine)

Until Pearl Harbor, the average radio set owner was more interested in listening to a bang-up prizefight or a good comedy program than to our national or international leaders. But in war, attitudes change—no longer does a Joe Louis or a "Charlie McCarthy" or a Jack Benny hold the blue ribbon for packing the house. Now the public is interested in the destiny of America, but at the same time enough of our Americanism is retained to continue to listen in good measure to regular programs, for the average rating—or volume of listening to the normal bill of fare, as evidenced by the following table—is just about the same as a year ago.

Average Ratings of Nighttime Network Programs* (First Quarter, 1941, vs. First Quarter, 1942)

	1941	1942
78 programs broadcast both Januarys	14.7	14.7
75 programs broadcast both Februarys	15.1	15.6
76 programs broadcast both Marches	14.5	14.8

*Weighted by quarter hours.

At the same time there has been an increase of 9 per cent in the number of programs offered.

Thus, the peak audiences shown in the CAB Index of Listening for the first quarter of 1942, particularly for the months of January and February, are undoubtedly due to an added ingredient—the interest of the radio set owner in war programs and war news. For nighttime listening in the first three months of this year was ahead of the same months of 1941 (then considered as being a high level). January was 4 per cent higher than a year ago, while the February, 1942, CAB Index showed an 8 per cent increase over the same months of 1941. March was almost the same in both years. Daytime listening for both quarters was practically the same.

A Vital Period

The period since Pearl Harbor is one of the most significant in radio's history. During this sombre period it has been demonstrated that the potentials of the medium had not been approached even slightly in previous radio history. Specifically, the addresses of President Roosevelt and Prime Minister Winston Churchill created audiences of such vast dimensions that the most brilliant ratings of years gone by were more than doubled. On Monday, December 8, 1941, the President's appeal for a declaration of war against Japan reached a rating of 65.7 at a time when usually only 15 to 20 per cent of the sets are in operation. Twice since then he has shattered all previous nighttime levels with ratings of 83 per cent.

Comparing six broadcasts of the President since the Japs perpetrated their sneak attack on Hawaii with four of his radio speeches rated during 1941, the CAB records show that the President's audience on the average has increased from 31 per cent to 66 per cent.

Incidentally, as far back as last September we had an actual forewarning of what would happen to radio listening when this country went to war. The famous Greer incident speech of the President, rated at 72.5, augured current listening habits and interests.

How have news broadcasts fared since America has been at war? Considering just three news programs which have had the same competition from other programs for two and one-half months prior to December 7 as for two and one-half months after, we find not only a 20 per cent gain in their set-owner rating, but a 10 per cent gain when sets in use are used as the base. Meanwhile there had been some increase in the number of network news presentations.

(Continued on page 5)

CARROLL ON CAVALCADE



Maintaining its policy of featuring big-name stars straight through the summer months, "Cavalcade of America" has signed up Madeleine Carroll for two broadcasts in August—3rd and 10th, on WOW, Mondays, 7 p. m.

Alex Dreier Recalls Forecast by Axis' Marshall Rommel

(Continued from page 1)

war. He also out-smarted the German authorize by slipping through a storehouse of information about the Nazi regime.

Rommel Forecast

Since he has returned to America, numerous anecdotes about his war experiences have been related.

Many months ago Dreier interviewed Field Marshall Erwin Rommel, now leader of the Nazi drive in Egypt. At that time Rommel was on his way to East Prussia to train German soldiers in the wastelands, keeping them in barracks heated to artificial desert temperatures.

"Give me a year to train my men in East Prussia," Rommel said, "and I'll teach the British what desert warfare really is."

MOLLE EMCEE



Funnyman Walter O'Keefe, credited (with Fred Allen) with starting a revival of vaudeville, has a new assignment in radio. He's now master of ceremonies on Molle's "Battle of the Sexes" show, Tuesday nights, 8 o'clock, on WOW.

"Skippy" Snares Stars For New Program

Gale Page, Ona Munson, Elaine Barrie Barrymore, Benny Rubin, Ray Rogers, Elliott Lewis—are names to conjure with in show business. Here are box office names plus acting ability (a rare Hollywood combination). The cast of the Skippy Hollywood Theater reads like a casting director's dream. This cast, aided and abetted by the cinema city's new boy wonder—actor, writer, director—Kimball S. Sant, makes the Skippy Show a cinch for top radio ratings.

The new program will be heard over WOW, Sundays at 2 p. m. (starting August 30). One of radio's top-ranking announcers handles the commercials.

The commercials introduce a new angle in food radio advertising. In order to show the advantages of Skippy's new exclusive process, the modern grocer is glorified. Analogies are drawn between the old-time horse-and-buggy-days grocery and the modern streamlined variety. These comparisons do the double job of selling the housewife the improvements of the modern Skippy Peanut Butter and the oft-forgotten benefits she enjoys because of the progress of the grocery industry.

Reports and audience reactions received by the manufacturer on the first few Skippy Hollywood Theater programs have been gratifying and prove the radio program has caught on quickly! The impression the program is making on its audience is definitely being reflected in sales, the company reports. Housewives are being pressured by the family to buy the peanut butter, that "tastes exactly like fresh-roasted peanuts"—a result of Skippy's new slogan: "If you like peanuts, you'll like Skippy!"

Skippy, the peanut butter made by the new, exclusive hydrogenization process, is manufactured by Good Foods, Inc., and is handled in this area by the Eldridge Brokerage Company.

v . . .

IRENE KUHN STIRS AUDIENCE

(Continued from page 1)

ager of KOWH, and John J. Gillin, Jr., General Manager of WOW.

Colonel T. E. Patterson, Vice President of the Woodmen of the World; Ray Clark, chief WOW newscaster, and Bill Wiseman, Promotion Manager of WOW, were guests of Frank P. Fogarty at the Rotary luncheon.

Mrs. Kuhn spoke for half an hour for the Rotarians and then spent more than half an hour answering questions from the floor.

Relative to "complacency": Mrs. Kuhn said "Washington is far behind the thinking of the people. People are willing to do anything immediately to help win this war."

The Altrusa Club entertained Mrs. Kuhn at a dinner at the Hotel Blackstone preceding the evening lecture. Special guests included also a number of Omaha advertising women and officials of Radio Station WOW.

At the evening lecture, Mrs. Marion Hasbrouck, President of the Altrusa Club, and the members of the club, were recognized as being asked to stand. Dr. W. H. Thompson, Dean of the School of Arts and Sciences at the University, introduced Mrs. Kuhn.

After the lecture, Mrs. Kuhn was entertained by the Omaha chapter of the Theta Sigma Phi, National Journalistic Sorority, at the home of Dr. and Mrs. Wilfred Payne.

v . . .

CALIFORNIA POST

Nick T. Newberry, former WOW announcer, has been named State Manager for California for the Omaha Woodmen Life Insurance Society. Mr. Newberry has been a field worker for the Society for some time. He is the son of Farrar Newberry, Secretary of the Woodmen of the World Life Insurance Society.

WOW-LAND FOLKS REACH STARDOM

Suber Uses His 1,000 Voices on NBC

Known as "the man with a thousand voices," Ray Suber has had a thousand chances to prove it since he began acting in radio nearly 20 years ago.

In fact, when a script calls for anything from a Chinese student at Oxford to a hillbilly with a lisp, the directors immediately try to get Ray Suber, who, besides being multi-voiced, can imitate everything from a bazoo to a bassoon.

Ray Suber was born in Hawarden, Iowa, August 2, 1904, the son of a farmer, who moved his family to Omaha, Neb., when Ray was 8 years old.

Both in grade—and high school, Ray showed an aptitude for acting, and it was a blow to his pride when the Omaha high school dramatic teacher refused to give Ray a passing grade. But when that same teacher advised Ray to forget acting and become a salesman, young Suber ran away from home and shipped aboard a tramp steamer bound for South American ports. He celebrated his 18th birthday cleaning the intake pipes of the steamer two days out of Panama, and after adventures that were to color his whole life he returned home to finish high school and take an active part in home talent stage productions.

At Creighton

Ray then attended Creighton University in Omaha, where he studied further in dramatics, and to some



Omaha's Ray Suber, as he appears today, a top-notch star in his own right.

extent followed the advice of his first dramatic coach by selling clothing on the side.

About this time he joined the Omaha Community Playhouse, where he played with such present-day stars as Henry Fonda, Lyle Talbot, Louise Fitch, Damian O'Flynn and Dorothy McGuire, and from that experience won roles in a number of touring stock companies.

Radio in those days was in a pioneer stage and was attracting the interest of actors as a new form of expression, and Ray was among the first whose voices were to be heard by crystal set owners.

Sponsors were almost unheard of in the early 20's, when station managers eagerly sought any evidence that their programs were being heard by the public, and Ray was by then sales manager of a local utility company, directing a children's theater as his contribution to drama. Yet when an Omaha station called for volunteers to audition for a rural character serial, Suber tried out and won, gladly abandoning his business career for the new venture in ether.

Many Jobs

Although the usual practice then was to broadcast only two hours in

SUBER, Age 12



Here's ex-WOW star, Ray Suber, at the tender age of 12, soon after his family moved to Omaha from Iowa.

the morning, two hours at noon-time and two hours in the evening (for the station executives doubted whether people listened even at those times), Ray soon learned that he was on a full-time basis in an all-consuming occupation.

Among his duties, which included becoming known as "the man with a thousand voices" in various radio dramas, Ray gave musical novelties, told jokes, recited poetry, gave dramatic readings and sang songs while acting as announcer and assistant manager.

Like most veterans in radio, Ray has worked at dozens of Stations, but after 12 years at station WOW in Omaha, he was brought to NBC in Chicago by Jim (Fibber McGee) Jordan. That was in 1938, and when the man who was to team with Molly and become a partner of radio's top comic team heard Ray while making a personal appearance in Omaha, Ray's future success was assured.

Voice Changes

Perhaps Ray's versatility can be shown in a story told about him at the time he was playing a certain dramatic serial in the earlier days of radio. Ray was cast as a Chinese detective, itself a linguistic feat. But in part of the script he was called upon to hunt down a Mexican outlaw (another part he was to read) as well as being his own three partners, who stood around with a few lines to say, while he, as the Chinese detective, interviewed himself as the outlaw, and in following lines was the judge who found himself guilty, the jailer who locked himself up and a cellmate with whom he talked. His 50 recognized changes of voice were fully tested.

Currently, Ray Suber is heard as Fred Brown in "Ma Perkins," the five-a-week heard over NBC at 2:15 p. m., as well as in many character roles in "Doctors at Work" (NBC, 4 p. m., Saturdays), "Hot Copy" (NBC, 9:30 p. m., Mondays), and "Author's Playhouse" (NBC, 10:30 p. m., Wednesdays).

Ray's most faithful fans are a woman who "adopted" him as her son and sent him innumerable gifts for the home she hoped he would have when he married, and the girl with whom he has been corresponding for nearly 10 years, but whom he has never met.

Still a bachelor, Suber maintains an apartment on Chicago's North Side, spending what few leisure hours he can extract from his work to read and attend the theater.

Kansas Brunette Danced Into Dramatics

Kansans may remember about a decade ago a small, blue-eyed person who did a great deal of "touring" about the state as dancer at clubs and eminently respectable parties, in company with two other youngsters. She was Betty Ruth Smith of Wichita, and her partners were another girl named Billie Knight and a young gentleman named Parker Dale Dumbaugh.

Today Betty Ruth (she hates to be called "Betty" or "Smitty") is one of the top-ranking dramatic stars at NBC in Chicago.

Her career began way back at the tender age of four, when Mother Smith enrolled the youngster in a dancing class taught by Alice Campbell Wrigley of Wichita. Three years later Betty Ruth added dramatics to her extra-curricular work. At 10, she had her first bank account started. This nest egg amounted to the imposing total of \$70 when the bank failed.

"I lost my entire fortune at the age of 10, she says, and have more or less distrusted investment institutions ever since."

At six, Betty Ruth made her first public appearance when she bowed out on a theater stage as a dancer.

Although she didn't know it, her first acquaintance with her future came along just about that time, too. There wasn't a real radio studio in Wichita then, but there was a studio set up in the back of a local music store, and her expression teacher had a regular 15-minute program to fill. She let her pupils perform from time to time, and so Betty Ruth became, for the time being, a radio star. She recited "Little Boy Blue" or something equally stirring, according to her memory of the occasion.

Jayhawk Grad

Betty Ruth attended Wichita schools through her first year in college, getting her elementary education at College Hill School and Roosevelt Intermediate, and her later education at Wichita High School East and Wichita University. Extra-curricular activities were expended at the Wrigley School of Dramatic Art, Brokaw Piano Studios and the Newman School of Piano. Oddly enough, she did almost no dramatic work in high



Kansas' Betty Ruth Smith, at the age of 9, just as she was starting a dancing career which guided her to radio fame.

school and she was determined to make a career of painting when she entered Wichita University to study under Clayton Henri Staples. Her degree, in fact, is Bachelor of Fine Arts, earned in the Department of Drawing and Painting, University of Kansas.

For a girl who comes from a family with only a remote speaking acquaintance with the arts, Betty Ruth did very well for herself. In addition to the painting-dancing-piano schedule she set for herself,

WICHITA'S BETTY RUTH SMITH



A graceful blue-eyed brunette is Betty Ruth Smith, the NBC dramatic star, who hails from Wichita, Kans. Besides dramatics, she's an artist, a pianist, and an expert swimmer, sailor and equestrienne.

she took up organ, acted as reporter for the Jayhawker and the Owl (Kansas U. publications), and suddenly found herself actively engaged in dramatics.

Besides that, she was vice president of the dramatic club, won the yearly award for the best performance of 1937 at Kansas University and toured two seasons with the Kansas Players, a semi-professional group composed of faculty and a few students. She also appeared in dance concerts, was Beauty of the Tau Sigma Dance Organization in 1936, Inter-Collegiate Festival Queen in 1935 and Homecoming Queen in 1937.

Entered Stock

At that time she had her second taste of radio, appearing on the university station in a series of historical sketches of Kansas, written by her dramatics professor, Allen Crafton. When she had an opportunity to appear in Estes Park, Colo., in stock immediately after graduation, she forgot radio again for a time.

And then, for the third time, she got mixed up with the wireless after she returned home from the tour. A friend was to audition at a Wichita station and impressed Betty Ruth into service as piano accompanist. It was the grownup edition of her first radio appearance, and the director, Vernon Reed, remembered that childish performance in the music store.

Reed asked her to read a script for him, and so Betty Ruth never did get a chance to play the piano on the air. When she left she had a job, acting, writing continuity and numerous other broadcasting chores—practically everything except playing the piano.

In Big Time

Radio took this time, and she spent the next year and a half in Wichita. And that experience proved profitable when she made up her mind to get into big-time radio and headed for Chicago. Two days after her arrival she had a job on an NBC commercial. Today she is heard as Nita Bennett in "Lone Journey" (NBC, 9:45 a. m., five-a-week), and in "Doctors at Work." She has also been heard in such big-time favorites as "Mary Marlin" and "Backstage Wife."

Betty Ruth is the daughter of the Sloan H. Smiths of the Hillcrest Apartments, Rutan Street, Wichita. A graceful, blue-eyed brunette, she is interested in swimming, sailing and horseback riding when she isn't "messing around with oils and water colors" or appearing on the air. She still has stage fright and is glad of it, because she believes in the old stage axiom that "when an actor loses all stage fright he stops being a good actor."

And her idea of the best of all vacation trips is a jaunt back to Wichita.

V...—

AUNT SALLY

(Continued from page 2)

I was to know why my own dear mother cried after searching everywhere for her wandering little one ... to find me quite unharmed.

Years later, my own baby girl had a critical illness—there was no hope held out for her. But one day the doctor told us she would live. I had shed no tears all through her illness, but when I knew she was safe, well, I wept as my mother had wept when she found me all safe and asleep in my little red wagon.

Dear me! There were so many things I was going to talk about, things that I see as I look back over the years, but before I put my pen away I want to say, as I pause at this new mile post, that the greatest thing that can come to you in life is peace and contentment, and at this birthday time I feel very rich in the peace that is mine, my many blessings in occupation, my employers and business associates, my family and the love of my many treasured friends. I love life, and hope I'll live as long as I can help other people get as much happiness out of living as I do.

Well, 'bye for now!

YOUR AUNT SALLY.

V...—

BLOCK HEAD MUSIC

Ray Noble and his orchestra have been signed for another term as music-makers on NBC's Chase & Sanborn program. After a summer tour, Noble and his band will rejoin Edgar Bergen and Charlie McCarthy for the fall series in September.

WOODMEN GET HOSPITAL RISK PLAN

WOW Members Pay But 50c a Month

President De Emmett Bradshaw has announced that a new protection feature, Hospitalization Insurance, is now available to Woodmen of the World members.

The plan was established after statistics showed that one out of every 11 persons is hospitalized each year.

Woodmen members and new applicants in good health, between the ages of 16 and 60, may apply for the new hospital benefits. Two plans are offered, one of which costs the member 50 cents a month and the other \$1 a month.

The "A" plan (50 cents a month) provides benefits amounting to \$3 a day up to 21 days, and the "B" plan (\$1 a month) provides benefits up to \$6 a day for 21 days. In addition, both plans provide sums for operating room expense, anesthesia, X-ray examination and laboratory fees.

Hospitalization Insurance will be issued at the Woodmen Headquarters in Omaha. Full details will be sent to any Woodmen member. Address inquiries to Hospitalization Insurance Department, Woodmen Headquarters, 17th and Farnam Streets, Omaha, Neb., or consult any Woodmen Field Man.

BENNY RESTS



With his trusty typewriter on a lawn table, Jack Benny uses much of his vacation relaxation time to whip out gags and situations for use next fall.

V...—

Omahans Search For Joan Davis

Many an Omahan thought he had a role in "The Strange Disappearance of Joan Davis," Sealtest comic. During her absence from the air, a want ad appeared in The Omaha World-Herald, which read:

"Dear Joan Davis: All is forgiven. Hurry back to the Sealtest program.—Rudy Vallee."

Of course, it was all a gag to give the program publicity and to give Joan a vacation.

Miss Davis was due back last Thursday (July 30), and her first program was to give her a chance to tell how she dodged the bloodhounds sent out by Rudy to search for her.

RUDY 'N' LADY



Rudy Vallee's Sealtest program stays on all summer, but he finds time now and then to relax with his Great Dane dog, Lady.

HIGH TRAILS Mattson Scores in Summer Musicals



Margaret Speaks gives her lovely voice a rest while she hikes in the mountains between service camp and her "Voice of Firestone" shows.

V...—

SINCE DECEMBER 7 (Continued from page 3) Saturation Point?

Again comparing three typical news programs for the first quarter of 1942 with the first quarter of 1941 (newscasts rendered at the same time both years and with the same program competition), an increase in average audience size of 14 per cent is found.

But, most significant of all is the marked increase in listening to all radio newscasts as shown by the following:

Set Owners Hearing One or More News Broadcasts (Based on Wednesday Nights, First Quarter of 1942 vs. First Quarter of 1941)

	Between 5-7 P. M.	1941	1942
	(Per Cent)		
January	27.7	35.3	
February	25.0	31.6	
March	27.7	29.8	
Average	26.8	32.2	

Between 7-9 P. M.

	1941	1942
	(Per Cent)	(Per Cent)
January	12.6	17.2
February	10.5	15.9
March	10.5	15.6
Average	11.2	16.2

Between 9-12 P. M.

	1941	1942
	(Per Cent)	(Per Cent)
January	18.3	21.5
February	19.0	22.3
March	17.9	21.0
Average	18.4	21.6

There is a law of diminishing returns in radio. CAB records have shown that when too many programs of the same type are broadcast, the average audience for the type not only goes down, but the number of offerings in the type tends to decline. The point of saturation on news and war programs may be near at hand. Don't take this review as a substitute for judgment in the future. It is, as it should be, but a measurement of what has been accomplished.

V...—

Bob Hawk, conductor of "How'm I Doin'" on NBC, says he used to collect 25-cent pieces and hide them in the mattress in his bedroom. "They were my sleeping quarters," he explains.

BING IS BUSY



Dressed for comfort, Bing Crosby is spending most of his summer working on shows for soldiers while his brother, Bob, carries on (and well) in the "Kraft Music Hall."

V...—

Mister That's a Lot of Crosby!

Bob Crosby, who is running Brother Bing's "Kraft Music Hall" these WOW Thursday nights at 8 o'clock like an old hand, is the fifth and youngest of the Crosby brothers. The others in order are Larry, Everett, Ted and Bing.

It's a close-working brotherhood. Larry manages the Hollywood office of the firm that represents Bing and Bob. Everett, Bing's personal manager, has his office in New York. Ted, a writer, is the only member of the quintet remaining in their home state of Washington.

George Robert Crosby (that's Bob's full name) was born in Spokane, Wash., August 23, 1913. Like Brother Bing, he went to Gonzaga University, where he majored in music.

VIA BICYCLE



NBC's Anne Seymour takes her relaxation by frequent long bicycle rides whenever she can get away from "The Story of Mary Marlin" and other radio commitments.

BAD NEWS FOR "SNOOKS"



Baby Snooks and Daddy are working all summer, too, on "Post Toasties Time," Thursday nights. Photo shows Daddy (Hanley Stafford) suggesting bad news to Snooks (Fannie Brice).

BADMINTON



All dressed up and ready for a game of badminton is Kathleen Wilson, who portrays Claudia in "One Man's Family" every Sunday night on NBC and WOW.

V...—

Mark Warnow For "March of Time"

Mark Warnow, backed by musical experience extending from a New York ferryboat trio to the lofty podium of the city's famed Philharmonic Symphony, has the exacting task of furnishing news music for radio's colorful and swiftly-moving "March of Time" (NBC, Thursdays, 9:30 p. m., on WOW).

The maestro steps into one of radio's toughest jobs as he takes over the musical controls of the "March of Time" series. The program, a report and dramatization of the news of a world at war is subject to change up to the moment it goes on the air for the inclusion of important last-minute news. The musical boss must be ready to make corresponding changes, to weave new musical phrases into the script, to help create the mood that puts listeners on-stage at history-in-the-making.

V...—

A GOOD EXCUSE

Blame that yacht of Ken Griffin for the black eye the NBC star was wearing recently. During a sail the other night, the end of a wet sail whipped around and struck Griffin near the eye. Ken is heard as Dr. Jim Brent in "Road of Life" and Larry Noble in "Backstage Wife."

ARMY HOUR IS TOP DAYTIME SHOW

38% of Audience Hears Sunday Feature

During the three months of its existence, the "Army Hour" on NBC has maintained an average audience of 38 per cent of all available listeners, according to an announcement recently by the Radio Branch of the War Department's public relations division.

Further, Hooper ratings since the program's inception establish the "Hour" as the highest-ranking regularly-scheduled Sunday daytime program. Only two special events—addresses by President Roosevelt and Prime Minister Churchill—have topped the "Hour."

Analysis of the statistics on listening shows that the program has built an audience of its own since it actually increases listening over the NBC network when it comes on WOW at 2:30 every Sunday afternoon.

Within the country the program is carried by some 115 stations and shortwaved to the world by six other stations. In addition to the regular broadcast time, an increasing number of stations have been transcribing the program for re-broadcast at a more suitable time for the listeners of their area.

V...—

What the Soldiers Like to Receive

This is what soldiers like best to receive:

1. Letters are better than presents.
2. Money is always welcome.
3. Cigarettes and chewing gum are nearly as good as money.
4. Snapshots of the folks at home.
5. Subscriptions to local newspapers and magazines.
6. Sunglasses, cigarette lighter, flashlight, matches.
7. Food comes low in the list, because so many boys receive it and the army rations are generous and good.

V...—

FOUND AT LAST

It's finally happened. The men have found a woman's radio voice to which they actually enjoy listening. They're singing the praises of Ernesta Barlow and her "Commando Mary" program over NBC, on WOW, Sundays, at 10:45 a. m.

Even though "Commando Mary" is strictly a women's presentation, explaining the women's part in the war effort, hundreds of letters pour in from men lauding Mrs. Barlow's "distinctive voice," "clarity and directness," "charming cadence" and "humor and personality."

Here's an Up-to-Date List of NBC War Correspondents

A corrected list of NBC foreign correspondents heard on "News of the World" and other programs follows. This list is as of the date of June 25, 1942:

- Martin Agronsky.....Melbourne, Australia
- Sidney Albright.....Sydney, Australia
- David M. Anderson.....Stockholm
- Paul Archinard.....Vichy, France
- Everett A. Bauman.....Buenos Aires
- Bjorn Bjornson.....Reykjavik
- Peter Brennan.....Panama City
- Mary Brock.....Teheran
- Jean Anne Crawford.....Bogota, Columbia
- Hassoldt Davis.....Brazzaville, French Equatorial Africa
- Harwood Hull.....San Juan, P. R.
- Gordon Gaskill.....Brazzaville
- Charles Lanius.....Berne
- Reece Hatchitt.....Santiago
- John MacVane.....London
- Robert Magidoff.....Moscow
- Grant Parr.....Cairo
- Stanley Ross.....Caracas
- Robert St. John.....London
- M. K. Slosberg.....Wellington, N. Z.
- Jim Wahl.....Honolulu
- John Morrison.....Rio de Janeiro

Others are Bert Silen of Manila, missing; Rick Tenny of Tokyo, enroute to the United States and expected here on August 17 in an exchange of American and Japanese nationals, and Edward Hart MacKay, who is believed to be interned in Shanghai.

VIC & SADE BIRTHDAY PHOTO



"Vic and Sade" recently celebrated the end of their 10th year on NBC for Procter & Gamble, so the popular radio family posed for this birthday photo. (L. to R.) Art Van Avery (Vic), Clarence Hartzell (Unk), Bernadine Flynn (Sade) and Billy Idelson (Rush).

WARBLER



Beauteous Connie Haines, vocalist, adds immeasurably to the entertainment value of the Meredith Willson-John Nesbitt, summer replacement for the Fibber McGee show.

V...—

Seversky to Talk Victory by Air Power

Major Alexander P. De Seversky, author of the best seller, "Victory Through Air Power," has been signed by NBC to give a weekly analysis and informative resume of the war in the air on our far-flung battlefronts.

Under the heading of "War in the Air," De Seversky, the noted airplane designer, manufacturer of aircraft and pilot, will be heard on WOW each Saturday from 6:45 to 7 p. m., Omaha time.

Major De Seversky believes that the final victory of the United Nations will come through air power, and that public opinion, especially in the United States, can play a large part in hastening the arrival of that hour.

V...—

OH! DINAH

Songbird Dinah Shore of Eddie Cantor's "Time to Smile" show NOW knows the difference between a Soldier, Sailor and Marine, after an embarrassing incident. She was singing at a camp for 10,000 Marines. As a closing good-will gesture she offered a kiss to one man—one representative of the outfit. She picked a handsome lad in the front row and gave him a temperature-raising smack. A lusty series of boos went up, and a riot nearly ensued. She had kissed the only ARMY private in the entire audience!

Probe Post War Period on the Roundtable

Political, economic and social problems of the future will be discussed under the general title, "The Post War World," in a special series of four "University of Chicago Roundtable" broadcasts, beginning Sunday, August 2 (WOW, 1:30 p. m., Omaha time), Judith C. Waller, public service director of the NBC Central Division, announced today.

The first broadcast in the series will be devoted to the question, "Should We Discuss the Peace Now?" Participants will be Percy Bidwell of the Council of Foreign Relations of New York City, Dr. Ralph Parry, professor of government at Harvard University, and Richard P. McKeon, professor of Greek and philosophy and dean of the Division of Humanities at the University of Chicago.

The topics of the three subsequent broadcasts and their dates follow:

Sunday, August 9—"The Political Reconstruction of the Post War World."

Sunday, August 16—"The Economic Requisites of a Durable Peace."

Sunday, August 23—"The Challenge of the Four Freedoms." Participants in the three final discussions will be announced later.

V...—

Louise Fitch Back in Serial Role Again

Louise Fitch of Omaha isn't playing hide-and-seek with the microphone, but she's back as Carol Evans in NBC's "Road of Life" after an absence of several weeks, during which Eloise Kummer played the role. Louise was forced to give up the role recently when other radio commitments interfered, but these have since been cleared up and she is able to resume her "Road of Life" chores.

V...—

IN PRESS CLUB

Robert St. John, who is heard on Alka-Seltzer's "News of the World," is the only American newspaper man to be elected to the exclusive Pater Noster's, a writers' club. The club derives its name from the London street, where, for centuries, the publishing business of England was centered. The street recently was wrecked by German bombers.

V...—

Radio Maestro Meredith Willson will take time off from his two NBC programs to baton the Los Angeles Philharmonic Orchestra at Hollywood Bowl on August 11 in two movements from his "Missions of California" symphony and his as yet unfinished Third Symphony.

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.—Alex Dreier Speaks, Skelly Oil.....Mon., Tue., Wed., Thu., Fri.
-News Summary, NBC.....Sun.
- 7:30 A. M.—News Tower.....Daily except Sun.
- 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.....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.
-H. V. Kaltenborn, NBC.....Tues., Wed.
- 6:45 P. M.—H. V. Kaltenborn, NBC.....Tues., Wed.
- 10:00 P. M.—News Tower.....Daily
- 11:00 P. M.—H. V. Kaltenborn, NBC.....Mon., Fri.
- 11:00 P. M.—News Reports, NBC..Sun., Tue., Wed., Thu., Sat.
- 11:55 P. M.—News Reports, NBC.....Daily

Gardener Massey Crosses Vegetables

Allen Massey, banjoist-guitarist of the "Westerners," musical stars of "Plantation Party" and "Reveille Roundup," claims the idea of Victory Gardens has inspired him to the extent not only of taking up the gentle art himself, but also of the point of trying to invent new vegetables. He hasn't had much luck in the latter field, though. After considerable effort, Allen managed to cross potatoes and onions. All he got was potatoes with watery eyes.

V...—

KYSER TO ALASKA

Kay Kyser, prexy of "Kollege of Musical Knowledge," is mapping out an ambitious plan to entertain our fighting men in the fall. Present plans call for Kay to take his entire Wednesday night NBC troupe to Alaska, Panama and Puerto Rico to put on shows for the armed forces in those areas. Kay has been busy all summer making one-nighter visits to various camps in the country. He started back for Hollywood on July 29.

ABBOTT, COSTELLO IN OMAHA



Screwballs Abbott and Costello of the Chase & Sanborn program were en route to Omaha to sell War Bonds and Stamps as this was written. Hundreds were to pay \$77 (a \$100 bond and two bucks for lunch) at a luncheon at which they were to perform.

CLARK, MUNKHOF, GET NEWS JOBS

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Hy'ya, good Americans!
Jebbers, do I feel good! Just back from a vacation and find that many folks have missed me. Can hardly get my new hat on. Hope the bosses didn't read those letters telling how much some of you enjoyed Russ Baker. Apparently Russ did a bang-up job, as usual.



Tom Dailey

Been wondering if the war situation won't boom women's sports . . . and women's participation in sports posts usually held by men. There have been two or three instances where women have umpired baseball games this summer. Question whether I'd like that. Imagine hollering "Git some specs, you big blind lug!" at a comely femme. Would anybody ever lam a Falstaff bottle at a gorgeous blonde umpette? Then, again, imagine a bootiful lass at the bottom of the pile in a football scrimmage . . . or whisking around like a gazelle on a basketball court . . . or trying to separate Hap Emms and Brute Bretton in a hockey fight! Nope, it won't work. It'd be a tragedy to have gals as sports officials.

V. . .

Mebbe the gals would make good coaches, mebbe not. S'pose a "red-head" gives a high sign from the bench or foul line coaching area, ordering a hitter to bunt. Probably the catcher, batter and first five rows in \$1.65 seats would misconstrue her signal. Once we saw Bill Roper coaching the Mizzou Tigers for a crucial Kansas Jayhawk game. First thing he did was to line up every member of the squad on the 50-yard line, in charging position, and give each man a sound kick in the you-know-where. I ask you, would that be lady-like?

Guess the gals will have to stick to their own sports as in the past.

V. . .

The early fall crop of fish stories is pretty good. They're bigger and better this year—at least the stories are. Mebbe, because the war has brought to light so many sensational stories, the rod and reel boys are just naturally stretching things, too. Wildest yarn of the season is the revival of that man-eating catfish tale at Lake Okoboji. Everybody that believes that one can stand on their heads. These yarns about big catches will be believed only when this department has been given tangible proof. An invite to a high-grade fish dinner, or a couple of sizable bass suitable for the Dailey family's Friday night repast, would be most convincing evidence that the donor-fisherman is truthful.

V. . .

Why hasn't somebody suggested (or have they?) that a Nebraska football game or two be scheduled in Omaha this fall in view of the lack of tires? There will be days when Creighton's stadium might be used. As a patriotic measure to save rubber . . . and to give many folks a chance to see a game or two (who otherwise won't!), we think this suggestion should be considered.

V. . .

My thinking gets all bawled up when I try to cogitate about the war spirit and sports enthusiasm. In war, the boys are taught to kill. The "fight, fight, fight" that comes from around 80,000 grid fans has an entirely different meaning. If you want to work yourself into an emotional lather, try tossing this contrast around in your brain a bit. It even perturbs me every time I say . . .

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

Ray Clark Started His Training Early

Probably no man in American radio in the United States has been better trained for his job than Ray Clark.

Before he graduated from elementary school, Ray started to point for his present job. Ever since he was old enough to think about a career, he has known exactly what he wanted to be. Consequently, he planned his entire educational program to prepare himself for the job he now holds—chief newscaster of a major radio station.

Ray was born on September 12, 1915, in Eagle Butte, S. D., in the heart of the Cheyenne Indian Reservation, 100 miles or so northwest of Pierre. At the tender age of 4, his family moved to Yankton, where they remained until 1940. Perhaps Ray inherited his yearning for learning from his father, Eldon W. Clark, an attorney-at-law. At any rate, when he attended Yankton College (where he took a B.A. degree in 1937), he majored in English, speech and philosophy. His electives were economics, dramatics, public speaking and debate. He was a member of Yankton College's most famous debate team, which, in 1937, lost the national championship to the University of Southern California.

Could Shuck

Ray's education was specifically designed to make him an expert speaker, so that he might one day enter radio. In 1937 he accepted a job as announcer and news editor at Radio Station WNAX in Yankton. His work was so outstanding that he was invited to come to WOW. He arrived on July 21, 1940.

Lest News Tower readers get the impression that Ray is a bookworm, it must be said that kind providence endowed him with "good looks," an engaging personality and a delicious sense of humor. He is a fine physical specimen—he could shuck corn or play halfback if his interests ran in those directions.

Wife a Musician

While in Yankton, Ray married Eleanor Frank, an accomplished violinist, pianist and music teacher. His family now includes a son, James Roger Clark, who was born on January 3, 1942.

James Roger, golf, tennis and Mrs. Clark's music are Ray's principle diversions. His hobby is a continuation of his education by intensive reading. He sticks largely to non-fiction and, in recent months, particularly worth-while books about the war. Next to his family, he is most proud of his small, but very selective library of good books.

V. . .

War Slogans Win Bonds From Fidler

"The Patriotic Driver Opens the Door of His Car When He Says 'Fill'er Up!'"

"Don't Grumble If You Lose Your Summer Holiday . . . Remember Democracy Is a Year 'Round Picnic."

The above are samples of the \$25 War Bond winning slogans sent to Jimmie Fidler, Hollywood commentator, heard on WOW for Arrid, Wednesdays, 6:30 p. m.

Every week Jimmie gives a bond for the best slogan.

V. . .

A CORPORAL NOW

It's Corporal Bob Thomas now! The "Fitch Bandwagon's" young theme singer, who commutes from Camp Grant, Rockford, Ill., for the NBC Chicago programs of the musical cart, is proudly wearing two chevrons and a technician's insignia, earned after several months in the Medical Replacement Center.

V. . .

FIVE LEADING LADIES

"Ma Perkins" rapidly is becoming "the show of leading women." Assignment of the role of Laura Toohey to Betty Lou Gerson recently made her the fifth popular leading woman of radio in the cast. Others are Virginia Payne, Rita Ascot, Mary Marren and Nannette Sargent.

RAY CLARK "GETS AROUND"



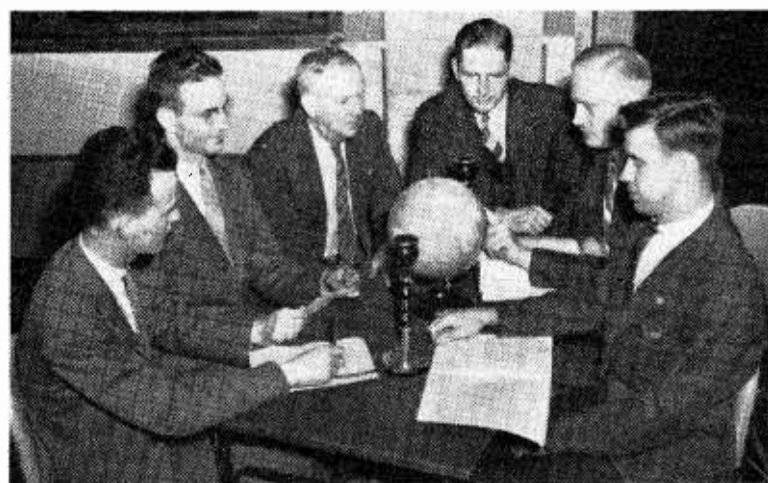
FIRST WAACS—Nebraska's first members of the Women's Auxiliary Army Corps were sworn in before WOW's microphones. They were Helen Slagl, Lincoln; Mary Ruth LeBow, Omaha (left to right above), with Ray Clark and Recruiting Officer, Colonel Edward P. Noyes.



OCD RALLY—When 2,000 Sarpy County folks turned out for a Civilian Defense rally, Ray Clark was on the job at Papillion with a WOW microphone. Left to right, above, are Major Harold Mattoon, Governor Dwight Griswold, Miss Elaine Eichner, Clark and W. J. Claire, Sarpy County Chairman.



Harriet Hilliard, Ozzie Nelson and Ray Clark discussed the popular Raleigh Red Skelton program, when the famed band leader and his wife visited Omaha recently. Ray "dood it"—the interview.



ROUNDTABLE—Regularly Ray Clark gathers the WOW news room experts for a discussion of current news. Left to right, above, are Jim McGaffin (now with Uncle Sam), Harold Baker, Herb Lee, Clark, Munkhof and Lloyd Hippensteel.

Well-Trained Youths in Foster May's Job

Two highly-educated young WOW men are at present managing WOW's News and Special Events Departments.

They are Ray Clark, Chief Newscaster, and Soren Munkhof, News Editor. Both received promotions and recognition of their special abilities after Foster May resigned from WOW to seek the nomination for United States Senator in the Democratic primaries August 11.



Soren Munkhof

Both Soren and Ray are veterans in news and special events work in radio. Their educational background has been particularly appropriate for their chosen careers and may be partly responsible for their rapid success in the interesting new profession of radio journalism.

Soren Munkhof has served for six years as Assistant News Manager of WOW. He has been in intimate touch with the development of WOW's News Department. When he first came to WOW the news room was a two-man operation. Now there are nine men and one stenographer who serve under his leadership.

In Denmark

Although his education included one year in Denmark, Soren is almost entirely an Omaha product. He was born in Omaha on December 19, 1910. After his graduation from Central High School, he attended and was graduated from the Creighton University as a Bachelor of Philosophy and Journalism. Most of his work towards a Master of Arts degree in English has been completed in the Creighton graduate school.

During his years at Creighton he has been editor of all three school publications—the Year Book, The Creightonian, school newspaper, and the University's literary magazine, "Shadows." As a student he assisted in the "Creighton University of the Air" broadcasts and in the office of the University's Publicity Director.

On Faculty

Mr. Munkhof is now a member of the Creighton faculty as an instructor in radio journalism. He teaches radio news writing and radio continuity writing. Both courses are based on a text book of his own—the writing of which has not yet been fully completed.

Like many other expert radio news men, Soren preceded his radio work with newspaper editorial work. He served for a time on "general assignments" and on the police run for the Omaha Bee-News. He was also employed by the United Press as a political writer, which experience included reporting the Nebraska legislature.

During his pre-college days he taught English, journalism, public speaking and printing, and headed the Journalism Department at Benson High School.

Soren is married—has no children.

V. . .

THREE STRIKES

Tom Wallace, speaking as the Sage of "Uncle Walter's Doghouse," has the following bit of homey philosophy to offer:

"In love, baseball rules do NOT apply. A girl who can get to first base is always OUT. The girl who never makes a hit is always SAFE AT HOME."

V. . .

OBLIGATO

Singers who insist on absolute quiet for rehearsal, take note: Jayne Cozzens, guest soprano with the "Carnation Contented" program, does her practicing with a vacuum cleaner going full blast.

WOW'S AUGUST NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "8/42" 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 Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Penn Tobacco Salad Wafers Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Penn Tobacco Studebaker Salad Wafers Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Penn Tobacco Salad Wafers Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Penn Tobacco Studebaker Salad Wafers Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Penn Tobacco Salad Wafers Dentyne—Falstaff	Victory Parade War Bonds
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	The Remarkable Miss Tuttle 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		Fitch Bandwagon
6:30	Dinning Sisters	Emma Otera	Jimmie Fidler—Carter	How'm I Doin'? Camels	Dinner Music	Dinner Music	Star-Spangled Vaudeville Standard Brands
6:45	Answer Man, Van Dyck	H. V. Kaltenborn, NBC	H. V. Kaltenborn, NBC	Post Toasties Time General Foods	Answer Man, Van Dyck	War in the Air	
7:00	Cavalcade of America Du Pont	Johnny Presents Philip Morris	The Thin Man Woodbury Products	Aldrich Family Postum (Beg. Aug. 13)	Cities Service Concert	Keeping Up With Rosemary	One Man's Family Standard Brands
7:30	Voice of Firestone Concert	Horace Heidt Turns Treasure Chest	Dough Re Mi, NBC and News	Kraft Music Hall Bing Crosby	Information Please Lucky Strike	Velvet Music NBC	Manhattan Merry-Go-Round Dr. Lyons
8:00	Telephone Hour Bell Telephone	Battle of the Sexes Molle Shaving Cream	Those We Love Ipana—Sal Hepatica	Rudy Vallee Sealtest	Waltz Time Phillips Milk of Magnesia	National Barn Dance Alka-Seltzer	American Album of Familiar Music Bayer Aspirin
8:30	Dr. I. Q. Vitamin Plus	Meredith Willson and John Nesbitt Johnson Wax	Mr. District Attorney Vitalis	March of Time (Mag.)	Plantation Party Bugler Tobacco	Grant Park Orchestra	Hour of Charm General Electric
9:00	Contented Hour Carnation Milk	Date With Judy Pepsodent	Kay Kyser Show Lucky Strike	Tent Show Tonight NBC	People Are Funny Wings Cigarettes	Sports Newsreel Colgate Shaving Cream 9:15—Labor for Victory	Walter Winchell Jergens Lotion Parker Family—Jergens
9:30	Famous Trials Oh Henry Bars	Tommy Dorsey Raleighs	C., B. & Q. WOW News Tower Readers Digest	C., B. & Q. WOW News Tower Readers Digest	C., B. & Q. WOW News Tower Readers Digest	C., B. & Q. WOW News Tower	Story Behind the Headlines
9:45	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	Author's Playhouse NBC
10:00	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	News, NBC
10:15	Dance Time	St. Louis Serenade NBC	Stanley Davies Golf	Nocturne NBC	Songs My Brother Taught Me, NBC	Hospitality Time NBC	
10:30	H. V. Kaltenborn	News, NBC	News Reports, NBC	News Reports, NBC	H. V. Kaltenborn	News Reports, NBC	
11:00							

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

MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies Daily except Sun.	11:30 A. M.—NBC Musical Program Mon., Wed., Fri.
6:00 A. M.—Early Morning News Tower Daily except Sun.	WOW Trio Tue., Thu.
6:15 A. M.—Aunt Sally Mon., Tue., Wed., Thu., Fri.	Golden Melodies, NBC Sat.
Time and Tunes Sat.	Emma Otera, NBC 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 Vimm Mon., Tue., Wed., Thu., Fri.
Markets Sat.	Seventh Corps Area "Radio Letter" and Watcha Know Joe 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.—Alex Drier—Skelly News Mon., Tue., Wed., Thu., Fri.	12:15 P. M.—Markets (Remote) Mon., Tue., Wed., Thu., Fri.
News Summary, NBC Sun.	Ted Steele and His Novachord, NBC Sat.
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.	Modern Music, NBC Sun.
7:15 A. M.—Musical Clock Mon., Wed., Fri.	12:45 P. M.—Noonday Forum—Bexel Vitamins 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.—WOW News Tower—Roberts, Mid-Continent, Peter Paul Daily except Sun.	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.
Happy Jack Turner 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.—WOW Trio Mon., Wed., Fri.	2:00 P. M.—Mary Marlin—P. & G. Camay Mon., Tue., Wed., Thu., Fri.
Morning Melodies Tue., Thu., Sat.	Nature Sketches, NBC Sat.
Deep River Boys, NBC Sun.	Music for Neighbors, NBC Sun.
8:30 A. M.—Reveille Roundup—Groves Bromo-Quinine Mon., Wed., Fri.	2:15 P. M.—Ma Perkins—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.
Little Doghouse Sat.	Saturday Special, NBC Sat.
Musical Melodies Tue., Thu., Sat.	Upton Close, NBC Sun.
Chapel Service, Rev. R. R. Brown Sun.	2:30 P. M.—Pepper Young—P. & G. Camay and Drene Mon., Tue., Wed., Thu., Fri.
8:45 A. M.—Sweet River—A. E. Staley Starch Mon., Tue., Wed., Thu., Fri.	Charles Dant's Orchestra and News, NBC Sat.
Hank Lawson's Orchestra Sat.	This Is the Army Hour, NBC Sun.
9:00 A. M.—Bess Johnson—Colgate Supersuds Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Right to Happiness—P. & G. White Soap Mon., Tue., Wed., Thu., Fri.
Police Bulletins Sat.	3:00 P. M.—Backstage Wife—Phillips Chemical Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—Bachelor's Children—Palmolive Mon., Tue., Wed., Thu., Fri.	Pan-American Holiday, NBC Sat.
Homemakers' Club of the Air—Nebraska Power Sat.	3:15 P. M.—Stella Dallas—R. L. Watkins Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Helpmate—Cudahy Dutch Cleanser Mon., Tue., Wed., Thu., Fri.	3:30 P. M.—Lorenzo Jones—Danderine Mon., Tue., Wed., Thu., Fri.
Thrilling Stories of America, NBC Sun.	Smarty Party, NBC Sat.
9:45 A. M.—Lone Journey—P. & G. Drefit Mon., Tue., Wed., Thu., Fri.	WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food Sun.
Arthur Hinette, Organ, NBC Sat.	3:45 P. M.—Young Widder Brown—Phillips Chemical Mon., Tue., Wed., Thu., Fri.
Musical Meditations—Omar Wonder Flour Sun.	Matinee Melodies Sun.
10:00 A. M.—Road of Life—P. & G. Duz Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—When a Girl Marries—General Foods—Calumet and Swansdown Mon., Tue., Wed., Thu., Fri.
The Creightons, NBC Sat.	NBC Concert Orchestra Sat.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food Sun.	4:15 P. M.—Portia Faces Life—General Foods—Bran Flakes Mon., Tue., Wed., Thu., Fri.
10:15 A. M.—Vic and Sade—P. & G. Crisco Mon., Tue., Wed., Thu., Fri.	Music of Americas, NBC Sun.
Rhapsody of the Rockies, NBC Sat.	4:30 P. M.—Music a la Carter Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Against the Storm—P. & G. Camay Mon., Tue., Wed., Thu., Fri.	Three Suns Trio, NBC Sun.
America the Free—Anacin Sat.	Britain to America, NBC Sat.
10:45 A. M.—David Harum—B. T. Babbitt, Bab-O Mon., Tue., Wed., Thu., Fri.	4:45 P. M.—Headlines Ahead Sat.
Commando Mary, NBC Sun.	5:00 P. M.—War Headlines Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Ma Perkins—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.	Arlington Park and Washington Park Races 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 Sat.	