

Radio
Station
WOW

RADIO NEWS TOWER

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

590
Kilocycles
WOW

Complete Radio Program News From Radio Station WOW

VOL. IV—No. 2

OMAHA, NEBRASKA, NOVEMBER 1, 1939

PUBLISHED MONTHLY

Hour of Charm, Alec Templeton, in Omaha

National and State Husking Bees On WOW

Radio station WOW will again participate in and broadcast both the Nebraska and National Cornhusking contests.

The Nebraska contest will be October 31, starting at 11 a. m. on the E. N. Paulsen farm on Highway 30, west of Fremont, and within a mile of Ames. The 50-acre tract is of hybrid corn on a pump-irrigated tract, expected to yield 50 to 60 bushels to the acre.

Foster May will describe the actual battles of the bangboards and entertainment will be provided by Lyle De Moss and a group of WOW entertainers.

Four days later the WOW cornhusking crew, entertainers and newsmen will journey to Lawrence, Kans., for the National Cornhusking Bee. This will be held November 3, in a 40-acre field on the farm of F. H. Leonhard, in the fertile Kaw River Valley near Lawrence. About 150,000 spectators are expected. The starter's gun will sound at 11:45 a. m.

At the Nebraska contest Louis Korte of Stanton County will be defending champ.

4-H Beef Champ is Named Over WOW

On rare occasions there comes an intensely exciting, climactic, split-second pronouncement over the air.

One of these was heard by thousands of WOW listeners recently when the Grand Champion Baby Beef of the Ak-Sar-Ben 4-H Club Show was first announced.

WOW listeners heard the exact "smack" when Professor Blizzard of Oklahoma A. & M. University, chief judge, thus designated the champ of champs at the Ak-Sar-Ben Show, greatest in history. The smack was the judge slapping the winner on the rump.

The grand championship went to George Hoffman, 18, of Ida Grove, Iowa, for his 1,030-pound Hereford. The reserve championship went to Russell Parrott, 21, R. F. D. 5, Lincoln, Neb., for his Angus calf.

The animal was the best of 1,058 entries in the Ak Show by 4-H Club boys and girls from Nebraska, Iowa, South Dakota and Missouri.

In addition to the grand championship selection broadcast, WOW carried a 10-minute early morning interview each day of the show, directed by George Round, Nebraska University agricultural expert.

Nelson Eddy Leaves Chase & Sanborn Hour

At the request of Nelson Eddy, Standard Brands, Inc., has agreed to release the renowned baritone from his Chase & Sanborn Hour contract after November 5. The Chase & Sanborn Hour is heard each Sunday at 7 p. m. over WOW and the NBC Red network. Eddy requested his sponsor to relieve him of his commitments because of concerts and a heavy midwinter motion picture and recording schedule.

PRESIDENT SPEAKS

President Roosevelt will deliver an Armistice Day address on the combined networks of the nation. It will be heard on WOW at 10 a. m., Omaha time, November 11.

Millions to Hear All-Girl Band From Omaha



Millions of listeners to 57 stations of the National Broadcasting Company in every part of the nation will hear the General Electric "Hour of Charm" from Omaha, November 26.

The program, featuring Phil Spitalny and his 30-piece all-girl orchestra, pictured above, will originate from some stage in Omaha and will include its regular network stars.

NBC Shows Plan Broadcast and Concert

Phil Spitalny and his famous all-girl orchestra, plus the other talent of the General Electric "Hour of Charm," will present their Sunday night NBC coast-to-coast radio program from Omaha, Sunday, November 26.

The broadcast will be the second national network feature which midwesterners (who are able to procure seats) will be privileged to see and hear "in person" during November. Alec Templeton, star of "Alec Templeton Time," will appear in concert at Central High in Omaha, November 15, under auspices of The Matinee Musical Club. Templeton's concert was a "sell out" even before the concert's first public announcement.

The "Hour of Charm" program will originate either from the stage of the Omaha City Auditorium or the Orpheum Theater at its regular time, 9 p. m. The entire company will come to Omaha, including Maxine, the deep-throated soloist; Evelyn Kaye, the violinist, and the "Three Little Words" trio. Another "Woman of the Week" episode will be included.

The all-girl orchestra was organized in 1935, and most of its original members are still members. The girls range in age from 17 to 30 years, and each is under contract not to marry while members of the unit except on six months' written notice.

Local arrangements for the broadcast are in charge of Hugh Francis, General Electric's chief Omaha executive, with the assistance of radio station WOW.

The "Hour of Charm" company will be in Omaha for an engagement at the Orpheum Theater, starting November 24, for one week.

S. R. O. SIGN OUT FOR TEMPLETON

With whirlwind rapidity, Alec Templeton, blind English pianist, has become one of the biggest new "names" in radio.

Small wonder that, when the Matinee Musical Club arranged to present him in concert in Omaha, November 15, at the Joslyn Memorial, tickets were sold out before the committee had time to arrange the advance publicity!

The concert was promptly



moved to the large Central High Auditorium.

His own show, "Alec Templeton Time" (Alka-Seltzer), is heard at 8:30 Monday evenings on station WOW.

The famous artist will be a guest of honor at a formal reception after the concert at the Hotel Blackstone.

A special concert for school children will be held at Central High at 3:30 p. m., November 15.

R. Crooks Returns to Firestone Concerts

Richard Crooks, distinguished tenor of the Metropolitan Opera and "The Voice of Firestone," is bound for home from South Africa via Buenos Aires, after cancelling all European bookings because of the war. He will fly from the Argentine capital to Miami and will arrive in New York about November 1. He is scheduled to return to the program Monday, November 6.

STORY BOOK HOUR

Beginning November 5, Vernon Crane's Story Book Hour will come to WOW listeners at 11 a. m. each Sunday, via NBC.

WEDDING

One of WOW's youngest and most popular announcers, Gaylord Avery, and Miss Laura York of the WOW program department were to be married October 29 in the First Methodist Church at Jacksonville, Ill., home of Miss York's parents. "Gay" and "Laurie" were to honeymoon in Chicago and the Ozarks, after which they will make their home in Omaha. Avery's home is in Aberdeen, S. D.

INSURANCE WEEK

The Omaha Association of Life Underwriters presented six five-minute talks and one 15-minute talk on WOW to call attention to Life Insurance Week, October 23 to 30.

Change of Time For National Barn Dance

Beginning November 4, the Alka-Seltzer "National Barn Dance" program will come to WOW listeners at 11 p. m. to midnight each Saturday. This shift will put the Saturday late evening news at 10 p. m., the "Washington Merry-Go-Round" feature at 10:15 p. m. and the "Burlington Sports Review" at 10:20 p. m.

NEW CAP. MIDNIGHT

Bill Bouchey has succeeded Ed Prentiss in the "Captain Midnight" lead. Prentiss had to vacate the role because of a conflict with another show.

Jettabee and John to Wed, November 26

Seven years ago, at a Lincoln station, Jettabee Ann Hopkins and John C. Shafer were "man and wife" in "The Jangles" serial (forerunner to "Adopted Daughter").

November 26, at Hastings, Jetta and John will become Mr. and Mrs. John C. Shafer in real life. The wedding will climax a courtship which started when both were "nobodies" in radio. It arrives at a time when both are nearing the top rung on the ladder of radio fame.

Miss Hopkins is author, star and producer of "Adopted Daughter," now on many stations throughout the nation for the J. C. Penney Company. Mr. Shafer is director of special events for WKY at Oklahoma City. He will broadcast the Nebraska-Oklahoma game from Lincoln the day before the wedding.

The ceremony will take place in the First Congregational Church at Hastings, with the Rev. Merle E. Adams of Lincoln, assisted by the Rev. Mr. Peyton of Hastings, officiating.

Attendants will include a host of radio folks, including Milan Lambert, Jack Hansen, Mr. and Mrs. Ed Henderson (parents of Screen Star Lyle Talbot), Mr. and Mrs. Larry Krell and others.

After the wedding the newlyweds will fly back to New York City.

MANY REPLIES

The Saturday night "Stop Me if You've Heard This One" program, starring Milton Berle, received 14,000 jokes from listeners in one week.

Telephone Books Bound, All Share Alike, Tums Pot o' Gold \$1,000 Weekly Award

Telephone books, numbering into the hundreds, each consisting of 500 pages, are used in selecting the name of the telephone subscriber who gets the lucky phone call during Horace Heidt's "Pot o' Gold" program each Tuesday evening.

In examining phone books from all over the country, it was found that some have 12 pages and some have 1,200. So it was decided, in order to be completely fair, to bind all the books into volumes of 500 pages each.

Thus, when the selector chooses book 47, it may mean that that volume will contain phone books of a half dozen small towns. When it selects book 108, it may contain only half the pages of the Cleveland telephone directory, while the other half of the directory is included in another volume bearing another number.

Frank J. Drouin, the wood worker of Andover, Mass., who was presented with \$1,000 on one program, reports that he was advised by Western Union that the money was waiting for him about five minutes after Ben Grauer talked to him on the phone during the program.

Horace Heidt's "Pot o' Gold" is heard at 7:30 p. m., Tuesdays, over WOW and the NBC Red network.

DINE ON DOVES

"Fibber and Molly" (Jim and Marian Jordan) recently dined members of their program cast on 15 doves shot by Fibber and Molly during a hunt in the Mojave Desert. Molly accounted for eight of the birds. Dead-Eye McGee had to be content with seven. His explanation: "Molly got the first shot!"



A general view of Horace Heidt and His Musical Knights taken during a Tums "Pot o' Gold" broadcast. Tuesdays, at 7:30, this program awards \$1,000 to some listener.

Girl Alone Cast Plays Own Show

All in fun, cast members of the "Girl Alone" dramatic serial, insisted to Writer Fayette Krum that they knew the trend of the script so well they could ad lib the show, and with the writer in the studio during spare moments, proceeded to extemporize an improvised sequence. The cast might have been kidding—or perhaps it was Fayette who had been doing a bit of sleeve-laughing—because three days later the "Girl Alone" players were handed the assignment of doing their own ad lib show, worked over into script form by Miss Krum.

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

"Ye shall hear of wars and rumors of wars. See that ye be not troubled; for all these things must come to pass, but the end is not yet." —Matt. 24:6.

It is evident that man can make governments, but cannot govern. One of the hardest battles we must fight in these perilous times is against the loss of faith in man and his schemes for world stability and world peace. We have been exposed to the most unwarranted exhibition of deceit, unfaithfulness and lawlessness that any generation has ever experienced. The Great Apostle was inspired to write to Timothy as recorded in the second epistle, third chapter, first three verses—words which fittingly describe our present day.

One of our greatest dangers lies in the failure to distinguish the difference between propaganda and news. Because of the propaganda and intrigue, it is difficult to arrive at the facts that lie behind the present situation. One thing is certain, however, and that is that the god of force is now being worshipped. To those of us who have endeavored to soberly weigh the facts, we see no reason why every problem could not have been met and settled at a conference table. The war is upon us. We have one great task now in America, and that is to keep out of this war.

Therefore, we believe that one of the first things that will be helpful to everyone in combating war hysteria is memory. We must remember that idealism inspired America in the World War. We were finally drawn into the war because we could not stand by and observe the violation of human rights and witness unwarranted atrocities. Our idealism was a dilution. We fought "to make the world safe for democracy" and for the rights of minorities. All of these gains are now being threatened, and the cry now is: "Save democracy!" Lawlessness is again the order of the day. America is not to be deceived by an idealistic appeal, nor will be so

easily tempted to champion the rights of minorities and the defenseless. Lest we forget, we should once more think of poppies in Flanders Field, a disorganized economic system and a badly demoralized moral order before allowing ourselves to be drawn into the vortex of war.

In the next place, we should be safeguarded against the temptation of war profits. Our federal government is giving this serious consideration. The history of war profiteering should never be repeated. Men who would make gain out of the blood of their fellows in an unethical way should lose all the profits and be interned for the duration of the war.

However, as we look upon this conflagration that has broken out in Europe, the church of Jesus Christ should give herself to the great spiritual things of life in a more earnest, sacrificial manner than has been exhibited in years. The world needs the Lord Jesus Christ. Pulpits should not be places for war propaganda, but for the preaching of the Gospel.

Finally, the greatest antedote for war hysteria, as suggested in the text, is "Be not troubled." Hope is our true antedote. Not the hope of a reconstructed humanity, nor a re-organized political system, nor in some philosophic Utopia, but in the purpose of God, which is to establish under the rule and reign of His Son a new world order. Man is destined to fail. Civilization cannot prevail. God has shown us that the only hope is in His kingdom to come. Therefore, we should pray as never before, "Thy kingdom come." When we have this hope we do not despair because of human failure and the collapse of men's schemes, because nothing better could be expected. But we continue to cooperate faithfully with our government and with every constructive agency to do the best we can.

Let us increase the army of men and women whose feet are "shod with the preparation of the Gospel of Peace," not military boots, and send them out into the world with the glad tidings of the Gospel. This is not the time for hair-splitting nor religious philosophizing. The time has come to proclaim the Christian message in all of its dynamic power.



Rev. Brown

WOW

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Bill Wiseman, editor.

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GROUCHY SPARKS

Splenic, cross-grained, exceptional Ned Sparks, master-grump of the century, has signed for the radio season as a star of the "Grouch Club." The program is heard over WOW and an NBC Red network at 5:30 p. m. each Sunday.

Renowned for his perpetual professional grouch, Ned comes to the microphone an odds-on favorite to edge Orson (Mars) Welles out of first place as the people's choice for "Boogeyman, Radio Season 1939-1940."

ADDED TO CAST

Georgette Harvey, famous negro actress who was featured in "Mamba's Daughters," has been added to the cast of "Betty and Bob," taking the role of Gardenia, the maid, which is being revived after an absence of eight months from the day-time show.

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

HAPPY DAY OUT THERE! MAY I JOIN YOU?

Sorry that I could not finish my story last month about the chrysanthemums, but the woman who was looking in the window of the flower shop disappeared in the crowd and I lost her. I found her a week later in the flower shop. She had selected four large chrysanthemums and was looking at them pensively.

The girl behind the counter, thinking the price might be too high, suggested that, because of the size of the flowers, three would make a nice showing.

The woman shook her head, saying: "But we are four now, you see, so I must have four flowers. Always, in October, there have been three chrysanthemums in our house, but a little stranger has come to live with us. Ah! His head is gold like these flowers, and we must have a lovely blossom for him."

The shopkeeper replied: "How



Aunt Sally

DON'T LET YOUR NEWS TOWER EXPIRE

Radio's greatest listening year is just beginning!

Don't let your News Tower subscription expire!

A card, letter or phone call to WOW, and your expiration date will be given to you immediately.

Canadian is Newest Avalon Time Soloist

A red-headed young fellow from Canada, who is making a lot of other crooners see red, joined Red Skelton as headline singer on "Avalon Time," on WOW, Wednesdays at 6:30 p. m. The new torch-topped song star is Dick Todd, one of the fastest arriving new-comers broadcasting.

The "Avalon Time" program's star comic, Red Skelton, is assisted by Edna Stillwell; Janette Davis, contralto; Tom, Dick and Harry, and the orchestra.

BEST DRESSED

Bret Morrison, "Carnation Contented Hour" narrator, is a strong contender for the best-dressed man title in the NBC Chicago studios. Friends report the Morrison closets contain no less than 30 pairs of shoes, 16 suits, four topcoats, 14 hats, three summer formals, two dress suits, three tuxedos, two overcoats, five riding habits, two dozen pairs of gloves and an uncountable number of neckties, piled in a huge mound.

TWO CAREERS

"Meet Miss Julia," heard Mondays through Fridays over station WOW at 3:15 p. m., boasts in its star, Josephine Hull, two of the theater's best known actresses! Miss Hull had two separate stage careers, first as an ingenue and later as a character actress, with a nine-year lapse, during which she coached neophyte actors, before entering radio.

NEVER DULL

"Never a dull moment" is the motto of that popular Ipana radio serial, "The Life of Mary Sothern" . . . and the cast agrees that it is certainly appropriate. Recently a recording of the program was hilariously interrupted when the studio cat proudly walked in, followed by five kittens. They were immediately named after the various members of the cast.

COULDN'T WAIT

When he caught a 17½-pound musky on the first day of his fishing trip into the Canadian North Woods, Charles Lyon, announcer, just couldn't wait to get back to Chicago to tell the news, so he communicated with home friends by short wave radio.

Vegetables Put Zest in Fall

Menus

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

Sometimes I wonder if our fall vegetables are getting a fair chance. You know, the vegetables that are popular at this season of the year are the stronger flavored ones, such as cabbage, onions, brussels sprouts, cauliflower, red cabbage, etc., and in many families they have been voted down as unfavorable because of their distinctive flavors. For this situation, may I suggest in the first place that if these vegetables are properly cooked and seasoned, the greater part of these objections would be eliminated. These vegetables ask only that you cook them quickly and in a small amount of water until they are tender and just right, then season them according to your own liking, and I'll wager your family will think they are fine. More vegetables are ruined for color and flavor because of over-cooking than any one other way. Over-cooking



Martha Bohlsen

destroys the rich color and valuable vitamins and minerals in the food, as well as destroying, and in some cases accenting, the flavors. If you will use a sauce pan with a tight-fitting cover, with just enough water to keep them from sticking to the bottom of the pan, and to provide a lively circulation of steam for the cooking, you will find the flavor improved and the color preserved.



Six charming and talented home economics experts behind six fine electric roasters at Nebraska Power Company's cake-baking contest at the recent Omaha Food Show.

If, after you have been careful to cook these vegetables just long enough so that they are tender, your family still objects to the flavors, I would suggest that you try varying the flavors by adding new spices and seasoning. For instance, cauliflower can be made most attractive by serving it with a sauce of butter, vinegar, chopped green pepper and chopped pimiento. This adds new color and flavor, and may make the dish more inviting to your guests. Cabbage may be combined with tomato and rice for a very interesting dish.

This is a casserole dish, which, when topped with buttered crumbs and allowed to brown, becomes most attractive. Try to add new charms to these stronger-flavored vegetables and you can make them favorites in your family. But of foremost importance is the actual cooking or steaming.

"On the 29th of October—not that year, a darling golden-haired baby girl came to our house, and our cup of joy was golden, and the sunshine flooded the house with gold and there were many glorious, golden chrysanthemums. But on the table was a vase with three of those lovely flowers, for then we were three—mother and daddy and baby, you see.

"Years later, a shadow, dark and heavy, hung over our little home, and in the beautiful fall month the daddy left us. There were chrysanthemums everywhere, because he loved them, and those flowers represented our love and perfect happiness. Then we were two.

"Time marches on and little girls grow, and the golden-haired baby blossomed into young womanhood,

to meet one day a boy with a head that shined like the morning sun and a smile that won the heart of her.

"And so they were married—and then we were three.

"The hands of the clock go 'round and hours become days and days become months, and October is with us again, bringing her artistic brush to paint the world in colors or russet, red and yellow . . . and at our house she left a bundle on the third day, a darling little baby boy, with a head of pure gold. And so on October 3, 1939, we are four. That is the story of the chrysanthemums, why October belongs to us and why I must have four of the loveliest flowers on earth—one for little Mother Teddy, one for Daddy Jack, one for wee Patrick Densmore Walsh . . . such a tiny boy for such a big name . . . and for me . . . just YOUR AUNT SALLY!"

SALLY DEE.

Didja Know? . . .

By BILL WISEMAN

BEHIND THE SCENES AT THE FOOD SHOW . . .

"Dr. I. Q.," Rosco Ates, and Johnny Gillin in a funny-story-telling contest. (See below.)



Bill Wiseman

filched Dr. I. Q.'s stage shirt studs—value 25 cents!

The "homecoming" at the Union Depot baggage room between Mr. and Mrs. Ates and their police dog, Pal.

Firemen, policemen, stage hands, performers—all standing around with their tongues hanging out trying to get a piece of Martha Bohlsen's prize-winning cake or a Mars bar.

Dr. I. Q.'s yarn about the Eskimo delegation from the north pole meeting the Eskimo delegation from the south pole at the equator.

Said the Eskimo from the north: "Glub, glub!"

To which the Eskimos from the south answered:

"Glub, glub, you-all!"

—wow—

WELCOME HOME . . .

Add pleasant experiences of the past month:

The engagement of Lawrence Welk and his band at the Chermot and its swell broadcast over WOW. Especially the songs of WOW's own Jayne Walton, now a truly big-time star.

—wow—

GILLIE GOES BYE-BYE . . .

Often WOW's "talent" is selected by some other station and lured away.

Latest example was the loss of The Rangers' pet racoon, only one in captivity that ever "crooned" over the air waves.

The 'coon was brought to WOW by "Sheet Iron Shorty" (Glen Hogan) from his home in southern Missouri. It appeared on the air on an Oshkosh program—just a wild screech!

Came the Minnesota-Nebraska football game, bringing with it Stanley Hubbard of KSTP, St. Paul, who took a liking to the 'coon and promptly bought it from Shorty for \$10 as a mascot for the Minnesota Gophers.

Shorty had named the animal "Gillie"—after John Gillin, Jr., WOW's general manager.

—wow—

PERSONAL ITEMS ON THE PERSONNEL . . .

John Gillin, Jr., is sporting a new automobile . . . and it's a honey!

Those Sophisticated Rangers (on the Oshkosh show) have new costumes . . . sky blue and white . . . very purty!

Almost all the girls have new chubbies, and Foster May, Harry Burke and Howard Peterson all have new fall suits.

Lyle De Moss joined the ranks of the home-owners and started a campaign for lower taxes. His new home is at 3224 North 48th Street.

A wor-r-r-r-r-ld's champion ping-pong match between Harry Burke and the writer is in the offing.

Thirty-eight more persons told Freddie Ebener he is looking more and more like Paul Whiteman every day.

Newest studio slangage (a la Rosco Ates) is "Put it back! Put it back!"

Aunt Sally's rib (the one cracked a month ago) is okay again.

Adelaide Gustafson and Laura York (both in WOW's program department) are up and around again, completely cured from appendec-tomics.

—wow—

HOORAY! . . .

"Little Man," a favorite serial with thousands of WOW listeners, recently returned to the air and is heard Mondays, Wednesdays and Fridays at 5:15 p. m. It is written and produced by Milton Reick, well-known Omaha dramatist.

Auto Show

WOW's Studio Orchestra, directed by Freddie Ebener, has been engaged to play for the Omaha Automobile Show at the Ak-Sar-Ben Coliseum, November 7 to 12.

R. C. Somerville, field supervisor for the Plymouth division of the Chrysler Motor Company, will speak on WOW about the Omaha Auto Show at 10:40 p. m., November 6.

Father Flanagan Boys Get Two Trombones

Jimmie Skiles, the former Boys Town citizen, plays his trombone with Horace Heidt and His Musical Knights, but he does not forget his old friends and his new ones at Boys Town.

In the mail the other day was a package addressed to Father Flanagan. It contained two beautiful trombones. A card inside the package simply read: "To Father Flanagan from Jimmie Skiles."

Jimmie came to Father Flanagan in 1921, when he 11 year old, and stayed there for almost five years.

"Perfect Voice" in New Day-time Serial

Elsie Hitz, "the voice of a hundred heroines," has received 1,468 proposals and has been married six times—in day-time radio dramas. Now Miss Hitz has the title role in "Ellen Randolph," new day-time drama, as the young wife of George Randolph. The new show is heard over station WOW at 4:45 p. m. in the interests of Concentrated Super Suds.

Elsie, who was once rated as having "radio's most perfect voice," has always wanted a role which didn't call for a number of suitors wooing her in every episode. She arrived in New York "radio," immediately after holding down parts in a Cleveland, Ohio, stock company.

Miss Hitz presents the perfect harmonious combination of light brown hair and deep brown eyes . . . says her greatest obsession is "to get tired in New York City and relax in the country." She has a daughter, Jean, whom she considers "her most interesting hobby."

FOUR MORE RALLIES

Four more thrilling Saturday afternoons of "Football Rally" programs, provided by Chevrolet, are on tap for November for WOW listeners.

The "Rally" programs will precede the kickoff, between the halves and at the end of each of four games. Two of these games will be Nebraska vs. Kansas, November 11, and Nebraska vs. Oklahoma, November 25.

The other two games may include the Pittsburgh game, but if NBC games appear to have more interest, WOW will carry network.

SIGNS M. BAILEY

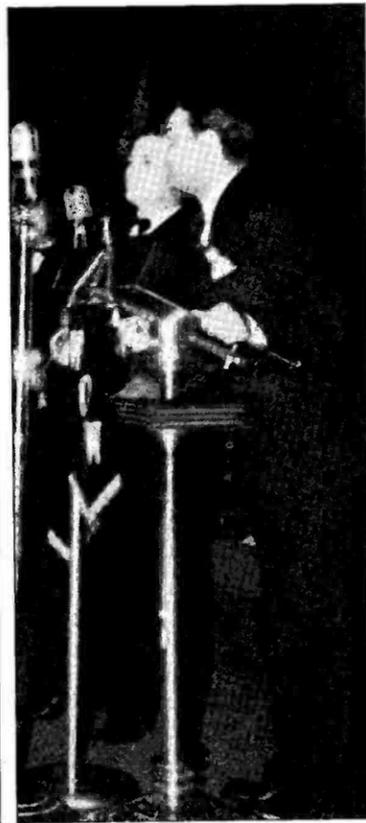
Mildred Bailey, first artist to be heard on Benny Goodman's "Camel Caravan" program under the new guest star policy, has been signed as regular soloist. She was Goodman's guest on October 7, and now will be heard with him over the NBC Red network regularly every Saturday at 9 p. m.

"TOBY and SUSIE"



"Toby and Susie," the "Cornstussle News" stars, heard on WOW Mondays through Fridays at 11 a. m., "stole the show" the first three days of the Food Exposition. They appeared through courtesy of P. F. Petersen Baking Company.

46,300 Persons Pack Food Show as "Dr. I. Q." Gives Three Quiz Shows, From Stage Over WOW



John Gillin, Jr., WOW's general manager, at the Food Show microphone, introducing "Dr. I. Q." (at Mr. Gillin's right).



"I have a gentleman, doctor," said Lyle De Moss a second before this snapshot was taken. Note winner with silver dollars.

What Have I in My Hand? . . . Chicken!



"Dr. I. Q." reaches for a piece of fried chicken at Paxton & Gallagher Company luncheon. Left to right: R. R. Graham, manager, P. & G. candy department; "Dr. I. Q."; Victor Gies, general sales manager, Mars, Inc., and Joe Beck, Mars representative. Extreme right is Elmer Gross, president, Omaha Retail Grocers' Association.

Radio Sets a New Precedent

Omaha's annual Food Show aroused widespread interest and comment in national food and radio circles—because it was promoted almost entirely by radio.

Success of the show, it was forecast, may revive interest of national concerns in food show participation. Exhibitors at the Omaha show were highly pleased with results. Many made sales in their booths which more than paid their total participation expenses. Others claimed advertising and good will benefits far exceeding their expectations.

"WOW's participation in the Food Show was purely as a courtesy and merchandising effort for the benefit of the hundreds of food manufacturers and distributors who sponsor programs on WOW," said John Gillin, Jr., WOW general manager. "Wherever and whenever WOW get a chance to boost the products of its sponsors, it will continue to do so in a big way."

More than 100 products sold in grocery stores are advertised regularly over WOW.

SOME CROWD!



A general view of the City Auditorium taken from a rear balcony just before "Dr. I. Q." started one of his Quiz programs. About 12,000 persons attended this night and at least 3,000 were turned away.

A total of 46,300 persons attended the 34th annual Omaha Retail Grocers' Association Food Show in the City Auditorium in Omaha, October 9 to 14. The figure exceeded the record-breaking 1938 attendance by 15,000.

This year's show was the second (in a row) in which radio station WOW had been designated the official promotion medium. Booking of all entertainment, and all radio promotion, was handled by WOW alone.

Success of the show from an attendance standpoint was credited to Mars, Inc., Chicago, makers of Milky Way and other candy bars, who sent "Dr. I. Q.," tops radio quiz entertainer, to Omaha from Philadelphia and permitted him to give his regular "mental banker" performance for three nights as a courtesy to Omaha grocers.

Many Turned Away

Over 33,000 persons jammed into the Food Show on the three nights "Dr. I. Q." was the headliner. At least 6,000 more were refused admittance by police authorities, who contended the building would not hold additional patrons safely.

"Dr. I. Q." (whose real name is Lew Valentine) put in "the busiest week of my life" during the three days he was in Omaha. He visited distributors of his sponsor's products, guest-starred at a Chamber of Commerce membership drive luncheon, visited Father Flanagan's Boys Town, was guest of honor at several private dinners and parties—all in addition to his regular performances. So carefully was his schedule worked out, that he used to great advantage a new flag-bedecked Studebaker President, loaned graciously by Morton Motors.

"Toby and Susie"

Second only to the great acclaim given "Dr. I. Q." was the ovation given "Toby and Susie," Peter Pan stars, heard on WOW, who appeared three nights at the Food Show, courtesy of the P. F. Petersen Baking Company.

Rosco Ates, stuttering film comic, and his partner, Barbara Ray, and Lyle De Moss and bits of WOW "Good Will Follies," added humor and musical spice to the entertainment program each night.

Biggest attendance ever was reported at the Nebraska Power Company's afternoon cooking school, conducted by Miss Martha Bohlsen, with the aid of Program Manager Harry Burke of WOW. Average attendance was nearly 2,400 daily.

Cake Contest

Feature of the cooking school was a cake-baking contest on the last day, in which 24 women actually baked cakes in electric roasters in full view of the audience.

Organist George Johnston played the Hammond Electric each afternoon.

There were 75 exhibits at the Food Show and every booth space was sold. Two or three national advertisers applied too late for booth space.

Secretary Louis Kavan of the grocers' association was show manager. Lyle De Moss was in charge of the entertainment.

Don Bestor Hires WOW Follies Starlet

It seems WOW just can't keep its singing stars.

Latest to go to the big time is Lucille Lynam, petite swingstress and star of the "WOW Follies," who was engaged to sing with Don Bestor and his orchestra.

Bestor heard Miss Lynam when he played an engagement at Hotel Paxton during Ak-Sar-Ben ball week, and immediately put her name to a long contract.

The band will do one-nighters until January 2, after which it will "park" for the winter at the Netherland Plaza, Cincinnati.

Last month Miss Jayne Walton, WOW songstress went to the "big time" when she was hired by Lawrence Welk's orchestra.

Movies Beckon to 'Barn Dance' Stars

The Alka-Seltzer "National Barn Dance" is proving fertile hunting ground for motion picture producers. In recent years Lulu Belle and Skyland Scotty, novelty song team; the Maple City Four, male quartet; the Vass Family, singers; the Westerners and the Hoosier Hot Shots, instrumental and vocal quartet, have appeared in Hollywood productions. Gene Autry and the Ranch Boys are also ex-"Barn Dance" entertainers.

SIZING 'EM UP

"Bass fiddlers are the conservatives of jazz musicians.

"Saxophone players are most romantic.

"All drummers are superstitious."

These are some of the conclusions reached by Abe Lyman, conductor of the "Waltz Time" orchestra, heard every Friday at 7 p. m. over WOW and the NBC Red network, after a lifetime of observing musicians.

BACK TO NATURE

"Get out in that nice, warm sunshine and have a sail for yourself," was the doctor's advice to Blair Walliser, director of "Backstage Wife," as a cure for a mild case of sniffles. En route to his sailboat, Walliser capsized his dinghy in the icy waters of Lake Michigan, and had to yell loud and long for help. Now he's nursing an excellent case of laryngitis.

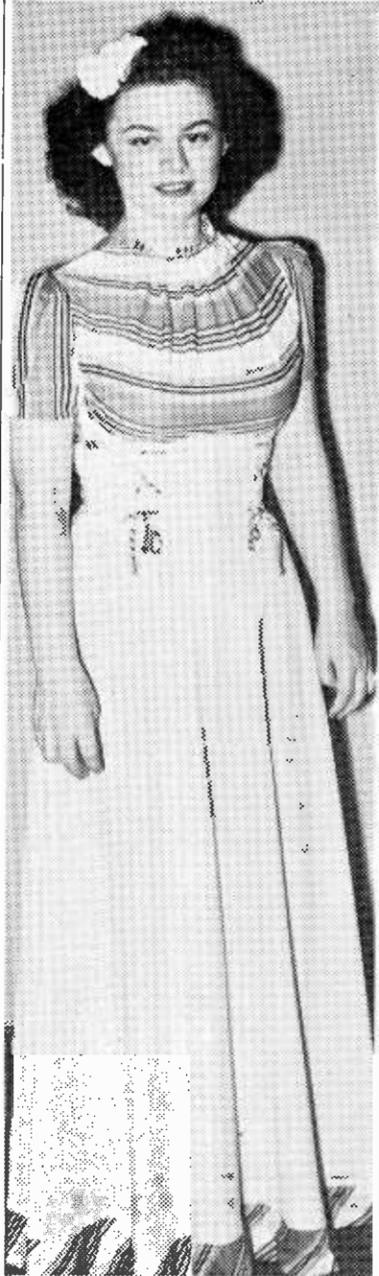
BIG TEA PARTY

Minetta Ellen and Anthony Smythe, Mother and Father Barbour of "One Man's Family," were host and hostess to the "world's largest tea party" recently on Treasure Island at San Francisco. It was Tenderleaf Tea Day. More than 10,000 persons attended.

BOOK IN BRAILLE

John J. Anthony, director of the "Good Will Hour," will have his forthcoming book, "Marriage and Family Problems and How to Solve Them," transcribed into Braille for the benefit of the blind.

BIG TIME



Lucille Lynam

Hope Folks Are All 'Doodlers'

Are you a "Doodler?" Well, if you are, step right up and meet the members of the Bob Hope Pepsodent radio show cast, who are probably as ardent a group of "Doodlers" the entertainment field can boast.

Bob Hope, head "Doodler" of the troupe, enlivens rehearsals and drives script girls crazy by blocking fancy letters on every page of his script while absent-mindedly "Doodling." Usually the fancy letter blocking takes the form of unusual names, like "Sir Mortomer Zippersarong."

Drawing big circles from little one's is Jerry Colonna's method of "Doodle" relaxation. Jerry starts with a very tiny circle and proceeds to a full moon under a telescope.

PRIVATE CAR FOR "DR. I. Q."



So exact was "Dr. I. Q.'s" schedule while in Omaha, he was provided with a special be-flagged escort car. He's shown here posed with Victor Gies (left), Mars sales manager, and Mr. Morton (center) of the Morton Studebaker Company, who provided the Studebaker President.

Tommy's Cold Makes Betty a Basso

Tommy Riggs rates as radio's No. 1 draft dodger. And if the insurance chaps would write policies covering colds, Tommy would be first in line yelling for a double indemnity clause.

When respiratory viruses nest down in an ordinary, average man in the street, he has only one voice to lose, but when a cold bug camps on Tommy's tonsils he has to get busy . . . for if Tommy escapes the sniffles, "Betty Lou" is sure to contract laryngitis.

Recently the creator of "Betty Lou," star of the "Quaker Party" shows over NBC each Monday evening, found himself host to an unusually virulent microbe of the genus which makes hay in mucuous membranes. Tommy tried practically every known panacea; tried gargles by the gross, being actually aware that, while silence is golden, according to the sages of yore, they didn't have broadcasters in those days.

But the bug merely commuted back and forth between his voice and Betty Lou's. If Betty could talk naturally, Tommy seemed to have swallowed a bullfrog. If Tommy was in voice, Betty Lou was unable to speak above a whisper. The only thing they had in common was that Tommy always sneezed for both.

Betty Lou's voice seems the more vulnerable to infection, since colds are more apt to settle in Riggs' high range, and since "she" is the program's leading light, Tommy feels a double responsibility. He even has given up his favorite sport, football games, since if he tore his tonsils out cheering, Betty Lou might suddenly show up some night boasting a basso profundo.

New Orleans Theme of Sunday Feature

"Comeos of New Orleans," a series of dramatic stories based on the romantic and colorful history of "America's Most Fascinating City," may be heard on WOW every Sunday at 4:15 p. m., under sponsorship of the Illinois Central Railroad.

First episodes called attention to the earlier Mardi Gras this year (starting February 6), and pointed out advantages of making New Orleans the starting point for Florida, California, Mexico or Gulf cruise vacations, as well as an interesting place in itself to visit any time of the year.

BETTY TO AID SHOW

Betty Winkler (Patricia of "Girl Alone") will be a mighty busy young woman the week of October 30, designated as Home Appliance Week in Chicago by Mayor Edward J. Kelly. She will preside as "Miss Homemaker" by vote of Illinois Radio and Electrical Dealers Association as "the radio actress best idealizing their conception of the modern homemaker."

24,000 IN TEST

If you are one of the WOW listeners who didn't win in the Parland Puzzler Contest, don't feel too badly about it. More than 24,000 persons entered these brain-teaser quizzes which were heard on the "Midday Melodies" program on WOW, week days, 12:15 to 12:30 p. m.

WOW IS 100 PER CENT

Members of the staff of WOW enrolled 100 per cent in the 1939-1940 drive of the Omaha Community Chest.

Crosby Rating: Pat Friday sang "A Man and His Dream" on two successive "Kraft Music Hall" broadcasts recently because Bing Crosby's automobile radio failed to function. Bing, vacationing from the show, requested that Pat sing the song. The first time it was scheduled, Bing planned to listen while driving from his ranch to Los Angeles. His automobile radio, however, failed him. He notified Pat he missed the song and Pat sang it again the following week. Bing listened at home.

WELCH STAR



Those stirring dramas, starring lovely Irene Rich (for Welch's Grape Juice), are scheduled this fall and winter for 10:15 p. m., Sundays, on WOW.

CLASS PRESIDENT

The Columbia University freshmen class has a new president in the person of Donna Dae, dynamic vocalist featured with Fred Warring's troupe in the nightly "Pleasure Time" broadcasts at 6 p. m. over WOW and the NBC Red network. Donna, a former Omahan, has never been closer to college than a junior's class pin. She was unanimously elected prexy of the class of '43.

NIGHT COURT FANS

Warren Hull and Frank Travis, announcer and baritone, respectively, of "Good News of 1940," are night court fans. They discovered their common interest when Hull dropped into the Los Angeles night court room recently, to find Travis holding down a front seat. Both have been attending for several years. Each admits he once harbored dreams of being a barrister.

DEVINE'S VOICE

According to Murray Bolen, producer of the Jack Benny show, Andy Devine has the most difficult voice in radio to attune for broadcasting. When the gravel-throated comic's voice cracks, the instruments on the studio control panel do violent acrobatics until he resumes a more normal tone.

NEW DUO



Introducing a new feminine duo with plenty of "umph"—"The Girls of the Golden West." Hear them at 6:45 a. m., Mondays, Wednesdays and Fridays, for Pinex.

'Most Popular' Fits Many Grocers

Omaha grocers are apparently popular gentlemen with their customers.

The Roberts Dairy Company found this out in its "Most Popular Grocer" contest conducted at the Omaha Food Show. Votes were cast for more than 300 different grocers.

The 10 who received the most votes in the Roberts booth were:

- Ben Perelman, 5972 North 30th.
- Elmer Gross, 2404 Ames.
- Sam Steinberg, care of Omaha Potato Market, 16th and Burt.
- Central Market, 1608 Harney.
- Louis Sommers, 49th and Dodge.
- Sam Rosenblum, 3921 Cuming.
- Frank Bosanek, 5140 South 24th.
- Al Wohlner, 33rd and California.
- Louis Alberts, 3422 Leavenworth.
- Ernest Buffet, 5015 Underwood.

Arlene Francis in New P. & G. Show

Another of the summer shows which succeeded so well that it was picked for a fall-winter spot is "What's My Name?" The charming and talented Arlene Francis will be master of ceremonies.

It will be resumed on WOW, starting November 4, at 9:30 p. m., and will be heard each Saturday at this hour.

The new "What's My Name?" series will be sponsored by Procter & Gamble.



They call her "Femcee" of the new "What's My Name?" show. It's Arlene Francis, well-known Broadway actress. "Femcee" is a slang corruption of "Emcee," a show business abbreviation of "M. C." or master of ceremonies.

CHANGE OF TIMES

Plans are under way for a shift in times of many of the Procter & Gamble programs on WOW, starting November 13. The probable lineup, beginning Monday, November 13, will be as follows:

- Houseboat Hannah.....10:15 A. M.
- Against the Storm.....10:30 A. M.
- Guiding Light.....10:45 A. M.
- Vic and Sade..... 2:45 P. M.
- Midstream..... 4:15 P. M.

SAME NUMBERS

Alec Templeton, piano wizard and the No. 1 man on "Alec Templeton Time," wonders if the new license plates on his car mean something or other. Alec's suite number at a Chicago hotel is 608. His street address number is 200. Imagine his surprise, then, when he received his Illinois auto license plates the other day. The number was 1-608-200.

D. DAY A REGULAR

Dennis Day, young singing sensation who was brought to Hollywood by Jack Benny to be given a chance at the coveted vocal assignment on Benny's NBC Red network program, proved so popular after the season's opening broadcasts that he has been made a regular member of the cast.

75TH ANNIVERSARY

Congratulations are in order for the Lyon & Healey Music Store, 1620 Douglas Street, sponsors of "Doorway to Music," on WOW, Sunday, 12:30 to 12:45 p. m. The company nationally is celebrating its 75th anniversary.

OVER THREE HOURS OF FINE LISTENING

The Story Behind One Man's Family



One of Hollywood's prime fire hazards, wooden "Charlie McCarthy," was brought under control by the International Association of Fire Chiefs. How? They made "Charlie" fire chief of the world just so they can keep an eye on him. Chief Michael J. Corrigan (right) polished the badge on the NBC Chase & Sanborn Hour's chief heckler while Edgar Bergen looked on.

Charlie McCarthy Becomes a Fire Chief

It's "Chief" "Charlie McCarthy" now—a fire-fighting hero, whose badge is as good anywhere in the world as the gold that glitters on it. The rank of "fire chief of the world" was conferred on the famed NBC wooden fire hazard by the International Association of Fire Chiefs in Los Angeles. The purpose was to call attention of America to National Fire Prevention Week.

A solemn pledge was made by "Charlie" in the presence of 200 fire chiefs from all over America as James J. Mulcahey, secretary-treasurer of the International Fire Chiefs, pinned the badge on "Charlie" and crowned him with a white chief's helmet. "So help me," said "Chief Charlie," "I'll never play with matches in a haystack again, and I'll never turn away from a damsel in distress—if she's fair and burning up."

Carlton E. Morse, author of "One Man's Family," is one of radio's most ardent bowlers. He consistently turns in scores of better than 200, yowsir!

More than seven years ago a middle-class San Francisco family was quietly introduced to its neighbors on the Pacific Coast.

Today, through the influence of weekly visits via NBC networks, that family, the Barbours, is known to people as far apart as Maine and Australia. "One Man's Family," created by Carlton E. Morse and introduced to America April 29, 1932, has become a radio institution.

"One Man's Family" has grown, as families do, in the past seven years. Children have been born, sons and daughters have married. But the Barbours, Henry and Fanny and their children, have remained together, both in fact and in fiction. Every one of the principals of the first broadcast in April, 1932, still takes part in the NBC serial drama.

Covering the Nation

Launched as an NBC sustaining program over a Pacific Coast network, "One Man's Family" soon became so much in demand that its first sponsor arranged two broadcasts, one for the coast and a repeat performance for listeners in the Mountain states.

Two years after its experimental beginning, Carlton E. Morse's drama was extended to cover the entire nation. Two commercial shows were staged for the west, and a third program was broadcast to the eastern states from May 4 to October 6, 1934.

During the nine weeks from January 30 to March 24, 1935, "One Man's Family" was again broadcast as a sustaining feature. The present sponsor (Standard Brands) produced the serial for Tenderleaf Tea from March 31, 1935, to September 22, kept the program for Royal Gelatine from September until the



Carlton E. Morse, author of "One Man's Family" and "I Love a Mystery," pictured walking in front of NBC's New Hollywood Radio City. With him is Elaine Sterne Carrington, author of several NBC serial stories.

following March, then turned the sponsorship again to Tenderleaf Tea.

Heard on the first NBC broadcast of "One Man's Family," and still active in the cast today were J. Anthony Smythe (Father Barbour), Minetta Ellen (Mother Barbour), Michael Raffetto (Paul), Bernice Berwin (Hazel), Kathleen Wilson (Claudia), Barton Yarborough (Clifford) and Page Gilman (Jack). Walter Paterson plays Nicholas Lacey, the British captain who is Claudia's husband; Winifred Wolfe is Teddy, adopted daughter of the Barbour's oldest son, Paul; Barbara Jo Allen is Beth Holly.

Moved to Hollywood

Following more than five years from San Francisco, "One Man's Family" was moved to the NBC Hollywood studios, but the locale has remained unchanged. Frequent visits to their former home by Carlton Morse and Mrs. Morse, and by

members of the cast, result in continued faithfulness to background, as day by day changes in San Francisco are incorporated in the script.

"One Man's Family" has been heard on the air nearly 1,700 times. Besides 325 original broadcasts on the Pacific Coast and 364 repeat programs for eastern stations, the NBC serial drama has been produced in three Australian cities, with local casts interpreting Morse's script for listeners in Melbourne, Adelaide and Sydney.

For the entertainment of radio listeners, Author Morse has written the equivalent of more than 25 full-length novels. A total of over 3,000,000 words have been produced during the period between the establishment of the program April 29, 1932, and the present. Including supplementary characters, more than 40 persons have been heard during the program.

New Generation

A record of the lives of the members of "One Man's Family" would provide an outline history of modern civilization. Father Barbour and Mother Barbour frequently recall great events at the turn of the century; Paul represents the war generation; Clifford and Jack the young business man who won his spurs during the depression and the college boy who has yet to try his luck in the world, and Teddy, a 14-year-old, the inquisitive, intelligent adolescent. Now the "very new generation" is represented by Penelope, 2-months-old daughter of Nicky and Claudia.

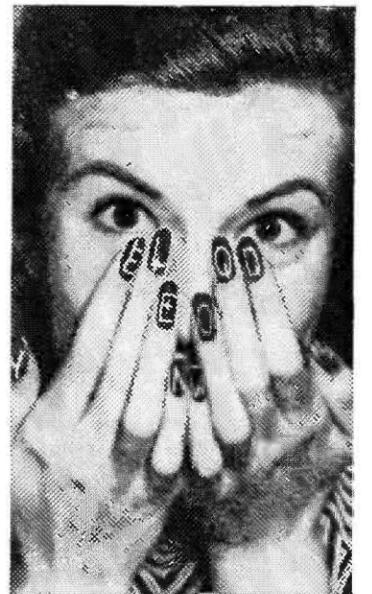
Every member of the "One Man's Family" cast approximates so closely the age and the type of his fictional prototype that the family conversations have a naturalness that makes them real to millions of listeners.

"One Man's Family" is heard every Thursday at 7 p. m. over WOW and the NBC Red network.

MYSTERY!

Carlton E. Morse, author of "One Man's Family," is also the author of the new thriller-serial, "I Love a Mystery," heard at 6:15 p. m. on WOW, Mondays through Fridays.

The stories are serial in type, each one running five to ten broadcasts, and each injected with romance, murder and intrigue.



Nan Grey, star of "Those We Love," isn't the only "lovely" in the cast. For instance, there's Helen Wood, above, featured in RKO pictures, who also plays a stellar role.

Look! Ladies You Better Nail This Tip

Girls, take a (nail) tip from Helen Wood, charming NBC actress of "Those We Love," the Royal Deserts' serial broadcast on Thursdays over WOW and NBC network at 7:30 p. m.

Helen has solved her calling card problem plus a lot of social difficulties simply by painting her name on her fingernails.

One letter for each nail, painted in white against a dark polish background, spells out "H E L E N W O O D," with enough room left over on one thumb for an "NBC."

When a new acquaintance blushes with embarrassment because he can't remember the name, all Helen has to do is to raise her hands.

The principal "Those We Love" roles of Kathy Marshall and Dr. Leslie Foster are played by Movie Stars Nan Grey and Donald Woods. Nan Grey was one of the original "Three Smart Girls" in the movies along with Deanna Durbin. Donald Woods got his first big break in the picture, "Anthony Adverse."

Miss Wood, Elaine Dascom of "Those We Love," has been featured in R.K.O. productions. Virginia Sale, sister of the late Chic Sale, will be heard as Martha the cook, while Alma Kruger, stage and screen veteran, is cast as Kathy's Aunt Emily.

STANDARD BRANDS

Principal features described on this page are under sponsorship of Standard Brands.

"I Love a Mystery" advertises Fleischmann's Yeast, 6:15 p. m., Mondays through Fridays' on WOW.

One Man's Family" advertises Tenderleaf Tea, Thursdays, at 7 p. m., on WOW.

"Those We Love" advertises Royal Desserts at 7:30 p. m., Thursdays, on WOW.

"Charlie McCarthy" and the Chase & Sanborn hour are heard on WOW at 7 p. m., Sundays.

LAUGHS ♦ DRAMA ♦ MUSIC ♦ ROMANCE ♦ HUMAN INTEREST



Don Ameche (now on vacation), Edgar Bergen and "Doty" Lamour provide comedy and romantic songs for WOW listeners to the weekly Chase & Sanborn Hour. They're shown here at rehearsal, and each seems to be getting a good laugh out of something.

Guest stars, different every week, provide dramatic highlights, and the superfine solo work is provided by the one and only Nelson Eddy of opera and screen fame. The director of the Chase & Sanborn orchestra is Robert Armbuster, who also reads comedy lines.

Members of the cast of NBC's "One Man's Family" huddle happily over a new baby in the family. Left to right: Walter Paterson (Nicky), Kathleen Wilson (Claudia), Bernice Berwin (Hazel), J. Anthony Smythe (Father Barbour), Winifred Wolfe (Teddy), Michael Raffetto (Paul) and Minetta Ellen (Mother Barbour).

WOW SPECIAL EVENTS ACTIVITIES

News Editor's Column

By FOSTER MAY
WOW News Editor

As I have gone about over the territory meeting our friends during the past six weeks, so many of you have made this statement: "I'll bet you have surely been busy since the war started."



Foster May

I decided that for our column this month you might be interested in knowing just how I, personally, and the news department generally, have reacted to the war situation, and how we have handled the news.

Of course, it has increased our work considerably. With such a tremendous volume of news pouring out of the teletypes, a great deal of editing has been required. If you had any idea of how many tens of thousands of words a day come into my office relative to the war situation, I believe you would be surprised that it was possible to boil it down to stories taking only six or eight minutes out of every news program.

Rehearsal

I might say, however, that we had considerable practice before this war actually started. We got what amounted to a "dress rehearsal" last fall during the September and October crisis. At that time I worked out for our department a sort of loose guide sheet for our operation in case of war. Therefore, when it came this fall, we were more or less prepared. We knew, for instance, that it would be necessary for us to be on the air, and on duty day and night, for a number of days during the height of the crisis. We knew the best way to distribute that arduous assignment of staying up all night and working all day, and discovered the best means of getting the hot news on the air without loss of time or undue interruption of programs. All these things went into operation as soon as the crisis started late this summer.

Repetition

As the war settled down into its stride of early days, a great deal of our news became repetition—speculation—guesses, with very little fact behind them. Therefore, we began to eliminate some of the war news and reinstate local and national items to their original position in our newscast. At the present time, if you have noticed, I devote about four or five minutes out of every 15-minute news period to war news. If London or Paris or Berlin should be bombed by a thousand airplanes tonight, very probably you would get nothing but war news on the period tomorrow, because there just simply wouldn't be time to tell about anything else except the horrible details of that event.

Of all the rapid fire events which have taken place in the past two months, the one which stands out in my memory most sharply is that one-hour period between 3:30 a. m. and 4:30 a. m., Sunday, September 3. I knew that war was coming—that the declaration would be made at 6 o'clock in the morning, as had been previously announced. Then, at 3:30 a. m., a sudden jangling of our flash bell, and I knew that 4 a. m. was the deadline. A deadline after which, if Hitler did not give a satisfactory answer, a state of war automatically existed. Despite the days and months of preparation for the event, it came as a terrible shock to my mind and emotions. As I sat before the microphone at one minute until four, the picture of the dead thousands began to march across my mind's eye. I could hear the shrieks of the wounded and see the pallor of the dead—knew that thousands of healthy, life-loving young men were alive at that moment, and that 60 seconds later their doom would be sealed. I heard the weeping of mothers for lost sons;

NBC to Send Radio Reporters to Front Line Trenches on Both Sides of Western Front

JUST 3 GUESSES



Paul V. McNutt gave WOW listeners "three guesses who I'll support if Mr. Roosevelt doesn't run" in an interview by Foster May recently. He was in Omaha for the dinner honoring Francis P. Matthews, new supreme knight, Knights of Columbus.

HERE'S EXTRA CASH

Liberal cash prizes are being awarded weekly by the Iten-Barmettler Biscuit Company in a contest in conjunction with Foster May's "Man on the Street" feature. To qualify, listeners must write a statement of 50 words or less on "Why I like Barmettler Graham Crackers," and send it to WOW with the upper half of the folding cover of a two-pound Barmettler Graham Cracker package. Best letters each week (October 23 through November 18) will receive \$25, \$15 and \$10. Judges are Miss Alice Ward, director home service department, Nebraska Power Company; David Bernabo, chef, Hotel Fontenelle, and Mrs. John Haarmann, president, Omaha Women's Club.

the pitiful cries of little children for their fathers, who, because of that fateful minute in history, would never come home to them. And, as I spoke the fateful word at 10 seconds past 4 o'clock of that gray, dull morning, it suddenly seemed as though I were living in a world of unreality—in a nightmare! I just knew this thing COULDN'T be—that men COULD NOT do this to each other in this year of our Lord, 1939.

But, it could be, and they could do; and, seemingly, all I can do about it is to go ahead and pass on the tragic details to you, day by day.

SKELLY EXEC'S HERE



Skelly Oil Company officials behind the popular "Captain Midnight" program recently visited Omaha for a big sales conference and were snapped by the WOW photographer. Right to left: W. G. Skelly, president; Shaker Risk, Interstate Oil Company, Sioux City; W. T. Atkins, vice president in charge of marketing; C. C. Herndon, executive vice president; Arthur E. Taylor, advertising and sales promotion manager.

The National Broadcasting Company has announced it would send a reporter to the war front—the first radio war front reporter in history.

With the approval of the British war ministry, Brig. Gen. Henry J. Reilly, U. S. A., retired, has been designated as the accredited observer for NBC on the western front with the allied troops.

At the same time, it was announced that Warren Irwin, NBC reporter now in Berlin, will be assigned to the German side of the front as radio war correspondent as soon as the German army command approves an accredited list of correspondents and reporters. Max Jordan, chief of the NBC continental staff, now is in Berlin arranging details.

COON ON AIR



Introducing the only real live raccoon ever to broadcast over radio! It's "Gille" (named after John Gillin, Jr.), and it was brought to WOW from Missouri by "Sheet Iron Shorty" of the Sophisticated Rangers. It screeched once in the mike on an Oshkosh Overall early morning show. In the lingo of the stage, it laid an egg and was sold later to KSTP, St. Paul.

IN THE MOVIES

Jerry Colonna, google-eyed comedian on the Pepsodent air show, started work on Paramount's "Road to Singapore" recently with Bing Crosby, Hope and Dotty Lamour.

BAER BOYS HERE



The famous fistic Baer brothers came to visit WOW listeners on the Burlington "Sports Chat" the other evening. Left to right: Ralph Wagner, Max Baer, Announcer Tom Chase and Brother Buddy Baer.

Offer Luminous Metal House Numbers

WOW listeners still have time to avail themselves of the unusual luminous metal house numbers offer, currently aired week days on the 12:40 News Tower announcement by Hi-Lex, the all-around household cleanser.

To participate, listeners must send the label from a quart bottle of Hi-Lex and 10 cents. In return the listener will receive a complete set of luminous metal house numbers which shine at night.

TALKS TO WRITERS

WOW's Foster May has accepted an invitation to be a guest speaker at the annual convention of the Nebraska Writers' Guild at Hotel Fontenelle, November 4.

The convention will bring together newspaper and radio writers from throughout Nebraska.

SEVENTEEN SISTERS

Though she comes from a small family, Donna Reade is going to have 17 sisters in the studio to watch a forthcoming airing of "Judy and Jane." They're "sisters" of hers in the Alpha Epsilon Phi Sorority.

46 TIMES A DAY

Forty-six broadcasts in one day is the record established by Chicago's versatile actor, Hugh Studebaker, of the "Midstream" cast.

GRID SCOREBOARD



It takes several men exercising the greatest speed to compile all the information for the "Graham Football Scoreboard," heard on WOW, Saturday at 5:30 p. m. Photo shows Sports Editor Ralph Wagner (right) and Announcer Gay Avery in action preparing the grid scores. Note "Tommy Tucker," Green River and Nichol Kola bottles handy!

"WIG WAGGIN' WITH WAG"

By RALPH WAGNER
WOW Sports Editor

Instead of trying to pick an All-American team this year, I am going to indulge in the far more dangerous pastime of selecting the best football team in the country. Well, maybe a couple of the best.



Ralph Wagner

When you pick an All-American, it's a cinch. You look over the gang that the experts are rooting for in various sections of the country and really get a pretty good line on ability. Then you fix them together after conscientiously following them at least through the last half of the season.

Of course, you miss some who should be on the team, but who didn't receive enough attention because they played with teams that didn't get the right sort of publicity or who didn't have a publicity man and a newspaper behind them.

In the end you've got a whale of a team, even if most of the casual readers never heard of about half the players.

Tennessee First

The grand part of it is they can't argue with you about it any more than you can argue with the other fellow who leaves one-third of your selections off his team. Or, if they do argue, it doesn't mean anything.

But when you get to picking the best team in the country, that's two other horses.

Especially when you do it this early in the season. Just about a week after you've climbed way out on the limb, where everybody can see you, somebody saws it off. I mean some mean crowd of swabs who don't figure to have a chance comes along and throws your hand-picked pets for a loss.

Anyhow, now that we've gone this far, it has got to be done. There are two that look like great teams this year.

The two of them are Tennessee and Michigan. If there is a third, it is Notre Dame.

Most Improved

One of the most improved football clubs around these parts is the University of Nebraska.

At the start of the season the Cornhuskers, who experienced a very poor 1938 season, were not expected to do a whole lot this year. But to date they have won as many contests as they did all last season, and what's more, displayed a lot of offensive in the last home game—that against the undefeated and untied Baylor Bears.

This corner looks for the Huskers to go right down to the Oklahoma game, scheduled for Lincoln, November 25, undefeated in Big Six Conference play. Oklahoma to be the same way, and, mercy me, what a crowd will be in Memorial Stadium Saturday afternoon, November 25, when the Huskers and Sooners collide.

Orange Bowl

The other day we received word from our former newspaper buddy, Dick Daley, in Miami. Mr. Daley does a lot of work for the Orange Bowl football battle in the Florida key city, and informs me that the fans "down yonder" would like to see Nebraska's "big Cornhuskers" play in their favorite contest.

Oklahoma's Sooners, you will recall, played in Miami's Orange Bowl last. In fact, the Sooners ran into Tennessee and came out second best, 17 to 0.

Nebraska football fans would like to see the Cornhuskers play in a Bowl, providing they go through the season undefeated, which means they have to rim Missouri, Kansas, Pittsburgh and Oklahoma. Quite an assignment, especially the third named team.

LAUGH PER SECOND ON THESE SHOWS

JACK BENNY'S AMAZING CAREER



Fanny "Baby Snooks" Brice is clicking like a million with listeners to the "Good News of 1940" program.

Good News Show Is Better Than Ever

With a star-studded cast headed by Actor Walter Huston, Comedian Roland Young, Fannie "Baby Snooks" Brice, Singer Connie Boswell and Meredith Willson and his orchestra, the "Good News of 1940" program rates ace high on the WOW airwaves.

Produced entirely by the sponsors, the makers of Maxwell House Coffee, the new programs, also featuring Hanley "Daddy" Stafford and Warren Hull, are heard each Thursday at 8 p. m., via NBC.

American Compositions

A highlight of each week's broadcast is the first presentation by Meredith Willson of original, classical works by 10 American composers, such as Peter de Rose, Vernon Duke, Ferde Grofe, Dana Suesse and Morton Gould, who have been commissioned to compose for the "Good News" show.

Another great treat each week is a dramatic highlight in which Walter Huston, dean of American actors and master of ceremonies for the show, plays a leading role.

The "Good News" show marks Roland Young's debut as a regular radio performer. Young, whose first motion picture role was opposite John Barrymore in "Sherlock Holmes" nearly 18 years ago, recently has won added fame for his humorous characterizations in "Topper" and "The Young in Heart."

"Baby Snooks" and "Daddy" will be heard in a brand-new routine of the hilarious night-time arguments that invariably wind up with "Snooks" winning her point.

Jack Benny, repeatedly selected as the nation's leading radio comedian, founded his success on the fact that people would rather laugh at him than with him. But for 25 years he never even thought of earning a living by making people laugh.

The blue-eyed jester, with slightly graying hair, whose capers each Sunday night over WOW and a coast-to-coast network have endeared him to millions, was born in Waukegan, Ill., on February 14—a St. Valentine's present to his parents, Mayer and Emma Benny.

There he attended the Central grade and high school, began studying violin when he was six, and during vacations helped out in his father's haberdashery. After forming a successful high school dance band, Jack decided that the theater was his calling. So he tried to crash vaudeville as a violinist. He got as far as the orchestra pit of the local theater, where he fiddled for several months.

When the featured stage pianist, Cora Salisbury, asked Jack to join her act, he left home against his parents' wishes to earn \$15 per week playing obligatos for her. When she retired two years later, Jack hired a piano player and became the featured performer himself. He was still trouping thusly when the United States entered the World War.

Joined the Navy

Jack wanted to see the world from a porthole instead of a stage door, so he joined the navy. He was placed immediately in the "Great Lakes Review," a road show to make money for the sailors. When the show opened, he came out and fiddled. There was a grim silence. So he tucked his fiddle under his arm and began to joke with the audience. Twenty minutes later when hats were passed, they came back brimming with money. When Jack returned to regular vaudeville after the war, Jack's violin spent most of its time under Jack's arm instead of Jack's chin. In time, he became one of the smartest monologists in the show business.

"Doll" vs. "Doll"

January 12, 1927, is a red-letter day in Benny's life, for it marks his marriage to Mary Livingstone. She was non-professional, but under Jack's tutelage has become one of radio's leading comedienne.

She has worked with Jack a few times on the stage, but was not included in his original radio cast. She made her ether debut one night when the script ran short. Her part was only two lines. Likewise, the following week, she read a few lines, then left the program. Presently Benny's audience became impatient and bombarded him with letters asking that Mary return. She hasn't missed a broadcast since.

Her pet name for Jack is "Doll." To be different, Jack calls her "Doll."



"Swell fella" . . . that's what the cast of Jack Benny's program call him.



Jack calls her "Doll" . . . her stage name is Mary Livingstone and her real name Mrs. Jack Benny.

In 1928, Benny was acting as master of ceremonies at a Los Angeles theater. Some Metro-Goldwyn-Mayer executives, preparing to make a musical revue, saw Jack and thought him clever. A day later Jack signed to play in one of Hollywood's first musical pictures, "The Hollywood Revue of 1929." He came off with honors, although it was his screen debut and he was teamed with a dozen of screenland's biggest names.

Radio Debut

After two more pictures, Benny returned to New York to play the lead in Earl Carroll's "Vanities." Just after this show closed, he made his unheralded entrance into radio. One night, Ed Sullivan, newspaper columnist, invited Jack to appear on his radio program, to give it a little

Behind-the-Mike Chatter at "Young Doctor Malone": Effie (Mrs. Claffin) Palmer claiming an endurance record—she's lived in the same Brooklyn apartment for 17 years! . . . Elizabeth (Ann Richards) Reller inviting the entire cast to a "ham party"—she had just received a smoked ham from a devoted fan in Iowa, the "midwest hog state" . . . Alan (Doctor Malone) Bunce, director of a firemen's benefit play in Poundridge, N. Y., telling about his publicity stunt for the affair—he roared through the town early one evening on a fire engine! . . . Elizabeth Reller telling about the baby doll she received from Alan Bunce while at the hospital recovering from an appendectomy—and all because the hospital was so crowded that she had to be placed on the maternity floor!

variety. Jack did—and a week later his signature was affixed to a long-term air contract. That was in May, 1932. During the past seven years he has become the most popular figure on the air, according to recent national polls.

In 1936, after a series of cross-country trips to do pictures in Hollywood and stage shows in New York, he moved to California to stay, having made a contract with Paramount to star in two pictures per year. He carried his radio gang with him.

Two Writers Now

Jack wrote every bit of his own material until he entered radio, which medium consumes more material than one man can conjure up by himself. Jack now employs Bill Morrow and Ed Beloin to work with him on his scripts.

Jack claims his radio rehearsals are the worst in the world. If they were good, he'd be worried about the regular broadcast. He hates to rehearse a program more than once, because he feels it loses its punch for members of the cast.

Benny is reputed to be the best-dressed man on the air. Sports attire is his favorite, despite the way he heckles Phil Harris when the maestro wears slacks and an odd coat. In 1938, a convention of tailors and designers named Benny second only to Clark Gable among the best-dressed men of America.

One Daughter

Jack is the proud father of an adopted daughter, Joan Naomi, aged 5. She was adopted in New Rochelle, N. Y., at the age of 4 months.

His favorite word is "marvelous," and he seldom broadcasts without a cigar, although he has cut down from 20 to 5 per day. His favorite sport is hiking, which he sometimes varies by taking along a caddy and set of golf clubs. Plays a good game, too. He and Mary are both avid movie fans, and it's not unusual for him to work all day at the studio making a picture, then spend the evening seeing a couple. He relaxes, also, by playing bridge, and his hobby is taking long trips in one of the family's three automobiles. Prides himself on his careful driving, too.

Jack's proudest possession is his beautiful new Beverly Hills home—12 rooms, a patio, swimming pool and summer house. A feature of the place, also, is a movie projection room, where Jack can look over "rushes" without taking off his smoking jacket and slippers.

His favorite dish is cold asparagus well garnished with mustard—that is, of course, next to Jell-O.

Among his radio gang and co-workers at Paramount, Jack is known as "one swell guy."



To make it sound more realistic, Ezra Stone brought a real bicycle to NBC studios for an "Aldrich Family" broadcast.

Henry Pedals Bicycle to Make it Real

Realism hit a new high when Ezra Stone pedaled a bicycle furiously all during a recent "Aldrich Family" broadcast on NBC.

Clifford Goldsmith's comedy script called for Henry Aldrich, the harum-scarum son of trouble, played by Ezra Stone, to be riding a bike.

Stone mounted a borrowed two-wheeled vehicle. The bicycle was raised on a stand so the wheels would not touch the floor and pedaled by Stone with great vigor when the script called for it.

By the end of a three-hour rehearsal and two broadcasts, Stone felt as though he had participated in a six-day bicycle race.

"The Aldrich Family" is heard on WOW at 6:30 p. m. each Friday. It is heard via transcription because the network broadcast was not available to WOW, and the sponsors did not want WOW listeners to miss this rollicking serial.

GENERAL FOODS

General Foods is the sponsor of the principal programs featured on this page.

First, there's the Jack Benny program for Jell-O on WOW, Sundays at 6 p. m. "Young Doctor Malone" is a day-time serial for "Huskies," heard every Monday through Friday at 11:45 a. m. "The Aldrich Family," also for Jell-O, comes to WOW listeners at 6:30 p. m., Fridays. "Good News of 1940," for Maxwell House Coffee, is on WOW Thursdays from 8 p. m. to 9 p. m.

BUYS AMERICAN MUSIC



When Meredith Willson (center) announced his plans to "commission" 10 American composers to write for the new "Good News of 1940" program, he talked over the idea with Atherton W. Hobler (left), president of Benton and Bowles, Inc., and Lenox R. Lohr, NBC president.

EMCEE HUSTON



Walter Huston, America's greatest living character actor and emcee for "Good News of 1940," shown at the microphone.

NURSE ANN



Charming Elizabeth Reller is Nurse Ann Richards in "Young Dr. Malone," heard at 11:45 a. m., Mondays through Fridays, on WOW.

WOW'S NEW FALL NIGHT SCHEDULE

Keep this Handy Schedule Near Your Radio Set at All Times!

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:45	Mounds WOW News Ludens	Walnettos WOW News	Mounds WOW News Ludens	Walnettos WOW News	Mounds WOW News Ludens	Walnettos WOW News	5:30—Grouch Club Korn Kix
6:00	Chesterfields Fred Waring	Chesterfields Fred Waring	Chesterfields Fred Waring	Chesterfield Fred Waring	Chesterfield Fred Waring	Hotel Lincoln Orchestra NBC	Jack Benny Jello
6:15	Fleischmann Yeast "I Love a Mystery"	Fleischmann Yeast "I Love a Mystery"	Fleischmann Yeast "I Love a Mystery"	Fleischmann Yeast "I Love a Mystery"	Fleischmann Yeast "I Love a Mystery"	Richard Humber Studebaker Champions	Fitch Bandwagon Fitch's Hair Tonic
6:30	Farmers' Forum Drs. Hess and Clark Poultry Remedy	Twilight Trail Big Ben Tobacco	Plantation Party Brown-Williamson Bugler Tobacco	Big Ben Big Ben Tobacco	Aldrich Family Jell-O		(To be advised)
6:45	Tommy Riggs Variety Show Quaker Oats	Johnny Presents Philip Morris	Hollywood Playhouse Woodbury Soap	One Man's Family Tenderleaf Tea	Cities Service Concert Gas, Oils	Berle Variety Quaker Oats	Manhattan Merry-Go-Round Dr. Lyons
7:00	Voice of Firestone Concert	Horace Heidt Tums Pot of Gold	Avalon Time Brown-Williamson Avalon Cigarettes	Those We Love Royal Desserts		Waltz Time Phillip's Milk of Magnesia	Hall of Fun
7:30	Dr. I. Q. Milky Way Candy	Battle of Sexes Molle	The New Fred Allen Show Bristol-Myers	Maxwell Good News	George Jessel Vitalis	Death Valley Days Pacific Coast Borax	Hour of Charm General Electric
8:00	Alec Templeton Time Alka-Seltzer	Fibber McGee and Molly Johnson's Wax	Kay Kyser Kollege of Musical Knowledge Lucky Strike	Kraft Music Hall Kraft Cheese	Lady Esther Serenade	Benny Goodman Camel Caravan	Good Will Hour Ironized Yeast
8:30	Contented Hour Carnation Milk	The Pepsodent Show Bob Hope Garland	WOW News	WOW News	Story Behind the Headlines Hotel Lincoln Orch.	What's My Name? Oxydol	Walter Winchell Jergens Lotion
9:00	Sensation and Swing Sensation Cigarettes	Uncle Walter's Dog House Raleigh Tobacco			WOW News	WOW News	WOW News
9:30	Washington Merry-Go-Round	Washington Merry-Go-Round	Washington Merry-Go-Round	Washington Merry-Go-Round	Washington Merry-Go-Round	Washington Merry-Go-Round	10:30—WOW News
9:45	Burlington Ralph Wagner Sports	Burlington Ralph Wagner Sports	Burlington Ralph Wagner Sports	Burlington Ralph Wagner Sports	Burlington Ralph Wagner Sports	Burlington Ralph Wagner Sports	10:45—Parker Family
10:00	NBC Orchestra	NBC Orchestra	NBC Orchestra	NBC Orchestra	NBC Orchestra	10:30—Dance Orch. 11 P. M. to 12 M. Alka-Seltzer Barn Dance	
10:15	WOW News	WOW News	WOW News	WOW News	WOW News		
10:20	WOW News	WOW News	WOW News	WOW News	WOW News		

Watch For the December News Tower For Full Information About WOW Programs!

MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—March Time.....	Daily except Sun.
6:00 A. M.—WOW News Tower.....	Daily except Sun.
6:15 A. M.—Time and Tunes.....	Daily except Sun.
6:30 A. M.—Markets.....	Daily except Sun.
6:45 A. M.—Pinex Merrymakers.....	Mon., Wed., Fri.
Oshkosh B'Gosh.....	Tue., Thu., Sat.
7:00 A. M.—Organ Recital Period.....	Sun.
WOW News Tower.....	Daily except Sun.
7:15 A. M.—Blue Ribbon Melodies—Omar.....	Daily except Sun.
7:30 A. M.—Four Showmen Quartet.....	Sun.
Musical Clock—Paxton & Gallagher.....	Daily except Sun.
7:45 A. M.—Animal Club News.....	Sun.
8:00 A. M.—Coffee Pot Inn.....	Mon., Tue., Wed., Thu., Fri.
Turn Back the Clock.....	Sun.
8:15 A. M.—Hymns of All Churches.....	Mon., Tue., Wed., Thu.
Betty Crocker.....	Fri.
Magic Circle.....	Sun.
8:30 A. M.—The O'Neills—Procter & Gamble.....	Mon., Tue., Wed., Thu., Fri.
U. S. Government Reports.....	Sat.
Chapel Service—Reverend Brown.....	Sun.
8:45 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.
Little Dog House.....	Sat.
9:00 A. M.—The Man I Married—P. & G.—Oxydol.....	Mon., Tue., Wed., Thu., Fri.
The Wise Man.....	Sat.
9:15 A. M.—John's Other Wife—Old English Wax-Bi So Dol.....	Mon., Tue., Wed., Thu., Fri.
Police Bulletins.....	Sat.
9:30 A. M.—Just Plain Bill—Kolynos, Anacin.....	Mon., Tue., Wed., Thu., Fri.
Bright Idea Club.....	Sat.
Barry McKinley, Baritone.....	Sun.
9:45 A. M.—Woman in White—Pillsbury Flour.....	Mon., Tue., Wed., Thu., Fri.
Markets.....	Sat.
Kiddoodlers.....	Sun.
10:00 A. M.—David Harum—B. T. Babbitt—Bab-O.....	Mon., Tue., Wed., Thu., Fri.
Ross Trio—NBC.....	Sat.
Romance Melodies.....	Sun.
10:15 A. M.—Lorenzo Jones—Phillip's Milk of Magnesia.....	Mon., Tue., Wed., Thu., Fri.
Smilin' Ed McConnell—Acme Paint and Lin-X.....	Sat.
10:30 A. M.—Young Widdler Brown—Cal Aspirin.....	Mon., Tue., Wed., Thu., Fri.
Homemakers' Club of the Air.....	Sat.
Guitarist.....	Sun.
10:45 A. M.—Houseboat Hannah—P. & G.—Lava Soap.....	Mon., Tue., Wed., Thu., Fri.
To be announced.....	Sun.
11:00 A. M.—Toby and Susie—Petersen Baking Co.....	Mon., Tue., Wed., Thu., Fri.
Americans All, Immigrants All.....	Sat.
Vernon Crane's Story Book.....	Sun.
11:15 A. M.—Adopted Daughter Jennie—J. C. Penney Co.....	Mon., Tue., Wed., Thu., Fri.
11:30 A. M.—Life of Mary Sothorn—Ipana.....	Mon., Tue., Wed., Thu., Fri.
Call to Youth.....	Sat.
On Your Job—NBC.....	Sun.
11:45 A. M.—Young Dr. Malone—General Foods—"Huskies".....	Mon., Tue., Wed., Thu., Fri.
Magic Circle.....	Sat.

12:00 Noon—Goodyear Country Neighbors.....	Mon.
Markets.....	Tue., Wed., Thu., Fri.
Netherland Plaza Orchestra.....	Sat.
Solitude—Western Audiphone Co.....	Sun.
12:15 P. M.—Midday Melodies—Quaker Petroleum.....	Daily except Sun.
WOW News Tower—Quaker Petroleum.....	Sun.
12:30 P. M.—WOW News Tower—Manchester.....	Daily except Sun.
Lyon & Healy—Doorway to Music.....	Sun.
12:45 P. M.—Man on the Street—Iten-Barmettler.....	Daily except Sun.
Hollywood Today.....	Sun.
1:00 P. M.—Betty and Bob—General Mills—Bisquick.....	Mon., Tue., Wed., Thu., Fri.
Farm Facts and Fun.....	Sat.
Smoke Dreams—La Fendrich.....	Sun.
1:15 P. M.—Arnold Grimm's Daughter—General Mills—Softasilk Cake Flour.....	Mon., Tue., Wed., Thu., Fri.
1:30 P. M.—Valiant Lady—General Mills—Wheaties.....	Mon., Tue., Wed., Thu., Fri.
Golden Melodies—NBC.....	Sat.
Chicago Roundtable Discussion.....	Sun.
1:45 P. M.—Judy and Jane—Folger's Coffee.....	Mon., Tue., Wed., Thu., Fri.
2:00 P. M.—Mary Marlin—Procter & Gamble—Ivory Flakes.....	Mon., Tue., Wed., Thu., Fri.
Chevrolet—Football.....	Sat.
I Want a Divorce.....	Sun.
2:15 P. M.—Ma Perkins—Procter & Gamble—Oxydol.....	Mon., Tue., Wed., Thu., Fri.
2:30 P. M.—Procter & Gamble—Camay—Pepper Young.....	Mon., Tue., Wed., Thu., Fri.
Arcadia Ballroom Orchestra—NBC.....	Sat.
2:45 P. M.—Guiding Light—P. & G.—Naptha Soap.....	Mon., Tue., Wed., Thu., Fri.
WOW News Tower.....	Sun.
3:00 P. M.—Backstage Wife—Dr. Lyon's Toothpowder.....	Mon., Tue., Wed., Thu., Fri.
The Tryton's Band—NBC.....	Sat.
Dr. Pepper.....	Sun.
3:15 P. M.—Stella Dallas—Milk of Magnesia Face Cream.....	Mon., Tue., Wed., Thu., Fri.
Cameos of New Orleans—Illinois Central.....	Sun.
3:30 P. M.—Vic and Sade—Procter & Gamble—Crisco.....	Mon., Tue., Wed., Thu., Fri.
World Is Yours.....	Sun.
3:45 P. M.—Midstream—Procter & Gamble—Teel.....	Mon., Tue., Wed., Thu., Fri.
4:00 P. M.—Girl Alone—Quaker Oats and Aunt Jemima.....	Mon., Tue., Wed., Thu., Fri.
Enna Jettick Melodies—Dunn & McCarthy.....	Sun.
4:15 P. M.—Against the Storm—Procter & Gamble.....	Mon., Tue., Wed., Thu., Fri.
Rangers Serenade—NBC.....	Sun.
4:30 P. M.—Kitty Keene—Procter & Gamble—Dreft.....	Mon., Tue., Wed., Thu., Fri.
Spelling Bee—Energine.....	Sun.
4:45 P. M.—Colgate—Ellen Randolph.....	Mon., Tue., Wed., Thu., Fri.
Headlines Ahead.....	Sat.
5:00 P. M.—Meet Miss Julia—Stanco—Nujol.....	Mon., Tue., Wed., Thu., Fri.
Kaltenmeyer's Kindergarten.....	Sat.
Catholic Hour.....	Sun.
5:15 P. M.—Little Man.....	Mon., Wed.
Creighton University of the Air.....	Tue., Thu.
Junior Roundtable.....	Fri.
5:30 P. M.—Captain Midnight.....	Mon., Tue., Wed., Thu., Fri.
Grouch Club.....	Sun.
Scoreboard.....	Sat.

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