



# WOW NEWS TOWER

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



ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. VIII—No. 9

OMAHA, NEBRASKA, JUNE 1, 1944

PUBLISHED MONTHLY

## NEW STARS IN SUMMER SHOWS

### WOW 'All Out' In 5th War Loan

The National Broadcasting Company and its affiliated station, WOW, will devote the entire day of Tuesday, June 13, to a nationwide War Bond drive in support of the 58,000,000 volunteer workers who will be ringing doorbells during the fifth war loan drive.

NBC's plan, which will concentrate on giving support to the large civilian army of War Bond sellers instead of attempting to roll up huge sales in War Bonds, has the hearty approval of Secretary of the Treasury Henry J. Morgenthau, Jr.

"Fibber McGee and Mollie," Bob Hope, Jack Benny, Bing Crosby, Edgar Bergen, Eddie Cantor, Fanny Brice, Red Skelton, Ginny Simms and Charlotte Greenwood head the list of stars expected to participate in an hour-and-a-half network show which will climax the day's activity.

The combined writing staff of the stars and their network programs will join forces to prepare original material for the special radio show which will take over the 8:30 to 10 p. m. (CWT) period.

At the close of every hour of the network broadcast day, opening at 5 a. m. on WOW, NBC will broadcast special pickups from the country's great national shrines, including the Statue of Liberty and Plymouth Rock.

Other pickups will be from the spot on Wall Street where George Washington accepted the Presidency, the tomb of the Unknown Soldier, Independence Hall, Lincoln's tomb, the home of Betsy Ross, the Gettysburg battlefield and the dome of the Capitol in Washington.

Other special features will include another hour and a half all-star broadcast from 11:30 p. m. to 1 a. m. (CWT), originating at the Lambs Club, New York City, and an one-hour all-star show from Hollywood from 1 to 2 a. m. (CWT), when the network closes.

The Falstaff Brewing Corporation of Omaha, sponsors of "The Falstaff Hour," which is usually heard at 11:20 p. m. on Tuesdays, generously agreed to "stand by" on June 13, so WOW listeners could hear the special NBC War Bond show.

Throughout the broadcast day, a special War Bond message will be broadcast each 15 minutes exclusive of the special pickups from national patriotic shrines.

Hope will be brought by short-wave radio from a fighting front where he expects to be entertaining troops on June 13.

V...—

### RADIO INDUCTION

More than 1,500 U. S. Nurse Cadet Corps girls in Omaha, Lincoln and Council Bluffs were given their oath in the service by radio, via WOW, on May 13. The induction ceremonies were carried over an NBC network from Washington for mass meetings throughout the nation. The Omaha mass induction was at Joslyn Memorial, the Council Bluffs meeting at the Strand Theater and the Lincoln ceremony at the St. Paul's Methodist Church.

V...—

### HALL IN DRAMA

Tahitian-born Jon Hall, star of South Sea Island movie thrillers, will have the lead in "Love Divided by Two" on the June 6 edition of the "Skippy Hollywood Playhouse," 6:30 p. m., on WOW.

### SOME STARS OF WOW SUMMER FEATURES



1. Templeton Fox (Kit's wife) of "Those We Love," which moves to Friday nights.
2. Phil Harris, who takes over the Kay Kyser show for Luckies.
3. Rose Bampton, Metropolitan soprano, stars in "Information Please's" summer substitute.

4. Alan Young, Canadian comic, stars in Cantor's "Time to Smile."
5. Charlotte Greenwood will be in Bob Hope's spot.
6. BUY A BOND THIS MONTH!



### Comedy 'n' Music Set For Hot Season

WOW's schedule will sparkle with new stars, new talent and new program ideas during the next few months as "regulars" take well-earned vacations.

Bob Hope goes off to the fighting fronts to continue his outstanding job of entertaining our armed forces and Charlotte Greenwood takes over for him beginning June 13 (NBC, Tuesdays, 9 p. m., WOW). The program is called "Miss Charlotte."

Starting June 11, "Your All-Time Hit Parade" will replace Jack Benny on Sunday evenings (NBC, 6 o'clock, WOW), and instead of Jack, his gang, his gags and his violin-playing, listeners will turn the dial to hit tunes and favorites of yester-years, presented by Mark Warnow and his orchestra and soloists.

Agnis Ridgway's popular serial about Kathy and Kit Marshall, otherwise known as "Those We Love," will move from Sunday afternoons to the Friday evening spot formerly occupied by "Your All-Time Hit Parade" (NBC, 7:30 p. m., WOW). This starts June 16.

Alan Young, comedian from Canada, is what Wednesday night listeners will get when they tune in on the Eddie Cantor "Time to Smile" show beginning June 28 (NBC, 8 p. m., WOW). Bea Wain and Peter Van Steeden's orchestra are on the bill with the new comedian.

### Light Opera

As for those erudite gentlemen and their Encyclopedia Britannica who spout erudition over NBC under the banner of "Information Please" every Monday night, they are going to give over to sweet music for the summer. For eight weeks, after their program of June 26 (NBC, 8:30 p. m., WOW), dialers can forget they ever "cracked a book" and listen to the strains of an orchestra directed by Wilfred Pelletier of Metropolitan Opera fame with the lush tones of Rose Bampton's soprano voice.

"Amos 'n' Andy" are going to forget the troubles that make the country chuckle every Friday evening after their show of June 16. Beginning June 23, a new program takes over their place for the summer months. It's an air-lane version of the celebrated "Boston Blackie" films, with Chester Morris in the leading role as a thrilling detective. This program is guaranteed to give listeners goose pimples enough to cool them off during even the hottest Friday night (NBC, 9 p. m., WOW).

### Harris Takes Over

Even Kay Kyser, the ol' professor, will take a vacation—his first in six years. In his place will be Phil Harris, to conduct the "let's dance" and quiz sessions on Wednesdays at 9 p. m. on WOW.

On June 12, Johnny Mercer's "Song Shop" will take over in the Chesterfield (Waring) spot, 6 p. m., Mondays through Fridays, on WOW.

One or two big changes are in the offing in the WOW daytime lineup. "Woman in White" returns to the air under the General Mills banner on June 5, 1:30 p. m., Mondays through Fridays. (See page 5 for details.)

"Mirth and Madness" may start at 8 a. m., week days, on WOW, for Paramount pictures, on July 17.

The beginning of the summer season brings also renewals of many popular WOW features, including "The Telephone Hour," 8 p. m., Mondays, for 52 more weeks; "The Falstaff Hour," Bunte Bros., "World Front" newscasts on Sunday mornings and others.

### Two WOW-Land Men Win "S" Awards

Two WOW-Land farmers received the Skelly Agricultural Award (and "S" Penant and \$100 War Bond) during May. They were Dwight Newcomer of Polk County, Neb., and Harley L. Kerr, Scotland County, Mo. Presentations are made Saturdays, 7 a. m., on the Alex Dreier newscast by Lloyd Burlingham.

V...—

### IT'S A GIRL

It's a baby girl for Nan Grey, star of "Those We Love" (NBC, Sundays, 1 p. m., WOW). The baby was born May 8 and weighed seven pounds, eight ounces. She has been named Jane Anne. In private life Miss Grey is Mrs. Jackie Westrope, wife of the famous jockey. This is the couple's second daughter.

V...—

### BORGE SIGNED

Victor Borge, the unmelancholy Dane, is now a regular on the "Basin Street" program (10:30 p. m., Sundays, on WOW) and will be a permanent fixture for the next 16 weeks. This came about as the result of his click on that program during a guest appearance and follows closely the pattern of his previous success in radio.

V...—

### SHOWS PAINTINGS

Howard Clancy, announcer on NBC's "American Album of Familiar Music" and "Waltz Time," has a one-man show of oil paintings and a group of lithographs at the Norlyst Galleries in New York.

### BULLETINS

Newscaster Ray Clark of WOW helped launch 26 promising seniors when he addressed the graduating class of the Walnut, Iowa, high school, May 11.

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WOW has given NBC special permission to originate "The Catholic Hour" in its Omaha studios on July 2.

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Dogs as well as human beings suffer from allergies similar to hay fever, says Bob Becker, canine authority of "Pet Parade" (NBC, Saturdays, 9:45 a. m., WOW).

V...—

When NBC Announcer Bob Sherry arrived for a rehearsal of "Mirth and Madness" with a crew haircut, Comedian Jack Kirkwood greeted him as "Sherry with the Fringe on Top."

V...—

Frances Langford, who has traveled more than 75,000 miles to sing to the men in Alaska, North Africa, Sicily, England and the Caribbean, has started a collection of war films that some day should be of great documentary value.

V...—

### SUNDAY NEWS

The Sunday edition of "World News Roundup," NBC's famed program of domestic and shortwave pickups from news centers all over the world, aired from 8 to 8:15 a. m., WOW, now is sponsored by the Holland Furnace Company. Contract is for 26 weeks on 67 NBC stations, effective May 7.

### Bakers Offer Special Full Hour Feature

A full hour of merriment, its cast sparkling with stars of radio and screen who are favorites of Americans in the armed forces, will be presented by the bakers of America in a special broadcast, Sunday, June 4 (NBC, 7 to 8 p. m., WOW).

Edgar Bergen and Charlie McCarthy, Bing Crosby, Fred Allen and Judy Garland already have been signed for the broadcast. Others will be announced later. "The Bakers of America Salute the Armed Forces" show also will be short-waved through facilities of NBC to battle fronts in all parts of the world. It will be broadcast from Hollywood during the time usually filled by the Chase & Sanborn program and "One Man's Family."

Sponsored by the Fleischmann Division of Standard Brands, it is the second program of its kind to be presented by the bakers of America. The first was broadcast last December.

V...—

### TIP FROM WRIGLEY

Soon after the William Wrigley, Jr., Company announced all its gum has been turned over to the armed forces for the duration, the company embarked on a large national advertising campaign to explain its policy to the public. Wrigley is buying an average of five spot announcements per day on 250 to 300 stations (including WOW) throughout the country.

V...—

Hester Sondergaard, widely known for her impersonations of famous women, has been added to the cast of NBC's "Stella Dallas" as Allie, wife of Horace Allen.

### 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 6/44, which means June, 1944.

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!

# THE WOW NEWS TOWER

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# NEWS TOWER LETTERS

Note.—WOW listeners are cordially invited to air their views on any phase of radio in this column. Please make your comment brief, and don't fret if the editor uses only what he thinks is most interesting to the most folks.

## NEBRASKA IS THE "TREE PLANTERS" STATE

Omaha—1895 Session Laws of Nebraska, Chapter 119, Page 441 (1929 Compiled Statutes, Page 1782):

Whereas, The State of Nebraska has, heretofore, in a popular sense, been designated by names not in harmony with its history, industry or ambition; and

Whereas, The State of Nebraska is pre-eminently a tree-planting state; and

Whereas, Numerous worthy and honorable state organizations have by resolution designated Nebraska as "The Tree Planters State." Therefore, be it

Resolved, by the Legislature of the State of Nebraska, that Nebraska shall hereafter, in a popular sense, be known and referred to as "The Tree Planters State."

Approved April 4, 1895.

62-1706, Compiled Statutes, 1929, Holidays. The following days, viz:

... Fourth, the twenty-second day of April (J. Sterling Morton's birthday), known as Arbor Day ... and Eleventh, any day which may hereafter be made a legal holiday, shall, for the purpose of this chapter, be a holiday. But if said days be the first day of the week, known as Sunday, the next succeeding secular or business day shall be a holiday. Chapter 56, Laws of 1885, Page 266. We beg to request an effort to refrain from calling us such names.

Respectfully,  
T. F. WILES.

V...—

## ORCHID TO MIKE MEN

Papillion, Neb.—I will write that note to WOW right now! I have been wanting to compliment each and every one of your splendid announcers on your excellent "radio voices" and wonderful enunciation! Not a one of you talks "through the nose," like many announcers on the neighboring stations. I simply can't listen to anyone talking through his nose.

And your programs are wonderful! Such a splendid selection of music, classical and then again popular!

Now I just never turn the dial to any other station but WOW. And the programs come in so clearly that one doesn't have to "strain" his ears to make out what is said.

Count me as a "Booster for WOW!"

I couldn't even suggest an improvement in the programs, for they just cannot be surpassed. I listen each night until WOW signs off.

WOW RADIO FAN.  
(Signed) Mrs. Joseph Sedlacek, Jr.  
Thanks!

V...—

## HOME AGAIN

Omaha—Everyone at our house is happy again now. "Those We Love" is back on WOW at 10 o'clock, Sundays! It's just about our favorite story program, and it was very inconvenient to have to wait until 10:30 p. m. on Thursday to hear it. Just wanted to tell you how we feel about it.

MRS. E. B. KLEBURG.

Bond drives. Though, come to think of it, buying War Bonds isn't giving. It's an investment in the things we are fighting for.

But the last G. I. Joe was serious-minded, and he quietly spoke and said: "You know, from all I hear from home, the seriousness of this world condition hasn't influenced the folks religiously as we should expect. They ought to know how much we think of God and the Bible. I know they feel secure, and it's nice to sit at home on a Sunday, or on these spring days to play golf, take a hike, or what have you, but if only they could see a wrecked world, a bleeding Europe, they would put a higher value on the Church and Christianity."

Well, I must stop listening and pray: "God, have mercy upon our nation and save us from going through this holocaust without being purified and prepared to take spiritual and moral leadership in the world."

# Radio in Wartime

RADIO is 60,000,000 receiving sets and 10 times that many listeners.

RADIO is over 1,000 broadcasting stations on the air approximately 18 hours a day.

RADIO is \$200,000,000 worth of broadcasting-time bought by industries to advertise themselves in the course of ONE year.

RADIO is the news of the day ahead of the newspaper.

RADIO is a war in one corner of the world being described by a witness and heard in an opposite corner of the world by a listener a split-second later.

RADIO is actors, announcers, musicians, directors, engineers, producers, news commentators, script writers, composers, heard and unheard—but never seen.

RADIO is kings and presidents and premiers talking to their people at their firesides.

RADIO is a group of actors telling the fanciful tale of an Invasion from Mars and panicking millions of listeners.

RADIO is a ticket to a symphony concert, a famous play, a night club with a popular dance orchestra, a baseball or football game, a lecture or an opera.

RADIO is a ticket to a presentation of all the stars and talent of every field of entertainment—a ticket for a seat in Row A Center—a ticket that costs you next to nothing.

RADIO is a stop-watch ticking, an amplifier warming up, an orchestra practicing, actors rehearsing—all to present a program which will be heard but once and then forgotten.

RADIO is a voice out of nowhere, advising a nation's housewives, asking for aid in a nation's crisis, informing a nation's buyers of the merits of certain products, stringing words and sounds together to set a nation laughing or crying or thinking.

RADIO is a program list in your daily newspaper, the subject matter for a half-dozen national magazines, some 20,000,000-odd spoken words a day, a leading industry and a state of mind.

—From Fletcher Markle's Program Series, "A Baker's Dozen," on the CBC National Network.



# 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

Sometimes I wonder how close we are to this global war. How seriously has it really affected us?

Are we more conscious of our heritage as Americans? Have we a greater sense of world responsibility? Has it affected our social attitudes? And have we come to realize what a vital place religion should have in our lives?



Rev. R. R. Brown

According to the press and radio, invasion is near at hand (or it may be in progress by the time this article reaches you), and every praying person is asking God to prevent it, or if it must come to give courage and strength to our armed forces, and to hasten the day of victory and peace. But in the meantime I imagined that I heard some G. I. Joes, who were anxiously awaiting what may be the fateful hour, and they were saying something like this:

"Well, I may not get back home again, but it will be worth fighting and dying for if the folks in the

good old U. S. A. will pay the price of preserving the principles that made our American way of life. But do you think they'll get careless and become indifferent to their obligations and allow the professional politicians to run the elections, and fail to recognize they are to blame if the wrong men are put in public office?"

Then another chimed in with the words: "Yes, I wonder what those folks think it means to us when we read about black markets and strikes and race riots. I'll bet you just 24 hours over here would change their minds."

A third G. I. spoke up and remarked that he thought it was terrible the way the kids were carrying on as he read about juvenile delinquency. He said: "They blame the kids, but I think it is the old folks that are responsible. Maybe they'll wake up and realize that working by day, and night clubs at night, and forgetting the children will not be so good in the long run."

But another voice was heard and said: "Well, fellows, all these things you have said are true, but the folks back home have done a grand job getting us war materials and food-stuffs sufficient to do this job, and you know they have gone over the top every time with these War

## AFTER THE WAR . . . IF!

The wise ones tell us that after the war— We'll be able to fly to New York City, attend a performance of "Oklahoma" and fly back the same evening.

We'll take our baths in ultra-luxurious tubs made of plywood or plastics.

We'll ride on glass automobile tires that never wear out or have punctures.

We'll heat our homes by radio waves.

We'll receive our newspapers "over the air" by facsimile.

We'll eat delicious meals out of pill boxes.

We'll attend movies in our living rooms.

Of course, there's a great big IF . . . IF and IF.

All these wonderful post-war innovations will be ours IF we have the money to pay for them.

There's one sure way to have that money for enjoyment of these and other post-war wonders—

**BUY EXTRA WAR BONDS NOW!**

V...—

## WEEK'S BEST RUMORS . . .

No. 1: That Michael Rafetto and Bart Yarborough walked out on "I love a Mystery" due to a feud with Author Carleton Morse. They are said to blame Author Morse because they weren't picked for the movie version of "One Man's Family," also scripted by Morse. Author holds lifetime contracts with actors for "One Man's Family" roles, Paul and Clifford Barbour, respectively, so they'll continue on the air in those roles (7:30 p. m., Sundays, WOW).

No. 2: Though it happened some time ago, it's still news that one of the major nets turned down a soap company order for a 30-minute evening spot across the board (five nights a week). Though a time order for 150 evening minutes per week is not to be sneezed at, the network figured the show might do a floperoo, in which case the net would alienate listeners five times a week—a risk the net didn't want to take.

V...—

## THE FEED BOX . . .

Tish, tish to that local weather broadcaster who told listeners: "Hold the line, folks! I guess I've lost the Nebraska forecast!" . . . The trade mags say you can hire Frank Sinatra, bow tie and all, for 5,000 bucks per single guest shot . . . Sandra Michael's M. D. says for her to take a rest from scripting . . . Anne Nichols has signed a deal which provides sick and death benefits for all members of her "Abie's Irish Rose" cast, and she pays the premiums! . . . Reader's Digest will sponsor the Blue's "Town Hall" . . . Bob Hope's new Pepsodent contract is said to give him a \$3,000 a week raise . . . Judy Canova has a date with the stork . . . Bill Stern has signed for FIVE more years with Colgate at a reported price of \$1,300 per week . . . OWI reports networks have given time worth \$70,000,000 in the last two years for war effort shows . . . Harry Burke's gone west to do the NAB Retailers' Show in Salt Lake and to take a little vacation while he's out there . . . The DAR national convention resolved against any attempt to "throttle a free radio" . . . If Tom Dailey isn't the Nebraska's best straw hat salesman, they must have some real hot-shots in the store! . . . A fellow in Carmington, Ala., offers to telephone his fellow townsmen (for a dime!) when the invasion breaks . . . Congrats and success to Jim Werner in his new job at Consolidated Mills . . . also to Karl Joens for his new Allen & Reynolds connection . . . Look for a big ballyhoo campaign to convince you you ought hear CBS programs from Lincoln instead of Omaha . . . Now Petrillo wants a union musician in every broadcasting station to "play" transcriptions! . . . An outfit in Washington is transcribing 300 to 400 speeches a week for Congressmen to send home to help them get re-elected . . . The American Newspaper Publishers Association will use radio to try to woo national advertisers back to black and white!

V...—

## CHALLENGE FOR DESSERT LOVERS . . .

A suggestion for a new kind of dessert comes from Lyle DeMoss, WOW Program Manager and NBC's "Your America" producer. Lyle recommends avocado halves, filled with honey, or, if you want to be real daring, fill the half with vermouth, a dash of vanilla and a sprinkling of powdered sugar. He picked up the ideas from a Peruvian diplomat.

# MAY UNDER ROB.SEE.CO. BANNER

## STAFF STUFF

By SOREN MUNKHOF

The most interesting item in connection with the WOW staff this month has been the departure of Morton Wells for the navy. Stan Rucker becomes the new musical director in Morton's place.



Soren Munkhof

Another staff departure is that of Ruthie Wright, night receptionist, who is leaving to go to school at Ames, Iowa, where she plans to study dietetics.

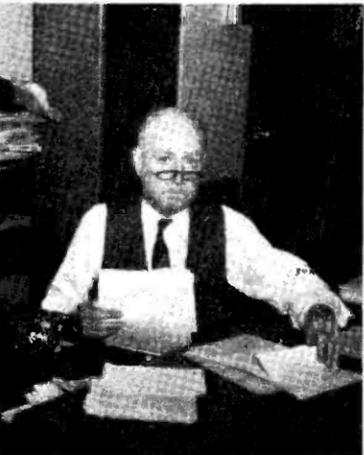
Among the new members of the staff is Jim Van Liew, formerly with Bozell & Jacobs. Jim is writing radio scripts for WOW.

Still another new face at WOW is that of Mrs. Jean Pray. Jean was formerly with Omar, Inc., and will work for Bill Wiseman, WOW Promotion Manager.

### "Robbie Celebrates"

An interesting anniversary during the month was that of Jimmy Robinson, Superintendent of Buildings and grounds of WOW. Twenty-five years ago, on May 15, he returned to Omaha from foreign service with the AEF in France.

And, while we are on the subject of the "good old days," 21 years ago, WOW, then WOAW, started operation. Back in those days the station was run for the Woodmen of the World Life Insurance So-



ciety by Orson Stiles. In reminiscing with some of the "old-timers" in the Woodmen, we learned how Lester Palmer first went into radio.

Les was working for the Woodmen at the time, and one afternoon Mr. Stiles rushed into the Woodmen office and said to V. J. Pakes, Assistant Secretary of Woodmen: "I am in an awful spot. I had a piano program scheduled for this afternoon, and now the lady can't come. Have you got someone here who can play piano?"

Said Mr. Pakes: "Well, there's Les over there."

And so, Les went into radio. Mr. Stiles kept "borrowing" Les until one day Mr. Pakes offered to transfer Les to the Radio Department. Les became famous in those days as Announcer L. P., and finally on the strength of his radio popularity was elected municipal judge, a post he still holds in Omaha. Les still announces for WOW on Sunday morning when he announces the Radio Congregation of the Air. That program and the Rev. R. R. Brown celebrated their 21st anniversary in April, too.

Another "old-timer" is Tom  
(Continued on page 7)

## BLUFFS AAF LAD GETS "MA" AS CONSEQUENCE



Ralph Edwards (right) holds microphone for Mrs. E. W. Olsen of Council Bluffs as she tells her son, Orville, and radio audience how she ate ice cream and thought it was potatoes, so excited was she at

the prospect of visiting her son in New York City on "Truth or Consequences" as a surprise Mother's Day stunt. With microphone at left is Producer Herb Moss.

## BLUE STAR MOTHER GIVEN BIGGEST THRILL OF HER LIFE

"Truth or Consequences" celebrated Mother's Day in style—one day early. On the NBC program of May 13, Ralph had as a contestant Sergeant Orville Olsen, currently stationed at the Army Air Force Rehabilitation Center in Pawling, N. Y. It is a convalescent home, where AAF lads may rest and recuperate from overseas action.

Sergeant Olsen missed the question which Edwards tossed at him, and, therefore, "paid the consequences." Ralph asked service men's mothers who were seated in the audience to raise their hands. They did. Whereupon Ralph gave Olsen a large box of flower corsages, and asked him to go out into the audi-

ence and pin a corsage on each of the mothers.

"I'll bet you'd like to pin one on your own mother," said Ralph reflectively.

The soldier smiled. "She's in Council Bluffs, Iowa," he said.

Edwards continued as though he hadn't heard. "Yes, I'll bet you would. Well, tell you what! Why don't you pin a corsage on her?"

The boy looked at him queerly. "Turn around," said Edwards. "Your mother is right behind you."

The curtains parted and Mrs. Olsen came running forward. In a split second mother and son were embracing. A minute later, father Olsen came out from be-

hind the curtain, so it became "Father's Day" also!

To Sergeant Olsen's incoherent questions of "How? Why? Where?" Edwards explained that it had been a little "plant." He had arranged for Mrs. Olsen to be brought to New York especially for this reunion. All transportation, hotel and other amusement expenses were provided by "Truth or Consequences." Ralph had also arranged for Sergeant Olsen to obtain a long week-end leave, just so he could spend the "holiday" with his parents.

Another soldier in the audience took on the job of distributing corsages to the service men's mothers, and the little Olsen family exchanged joyous chatter before the  
(Continued on page 5)

## Seeks Workers In Hybrid Fields

First major objective of Foster May's "News, Views and Interviews" series for the J. C. Robinson Seed Company of Waterloo, Neb., will be to aid in the drive to secure workers for the corn hybrid industry's annual "detasseling" season, which starts about July 4.

"When the date arrives for this annual task, thousands of workers will be needed," Mr. J. C. Robinson, President, said, "at hybrid farms at eastern Nebraska and western Iowa counties. We are delighted that Foster will be able to help us with this vitally important work. This season it will be necessary for women, and high school boys and girls and vacationers, to help in even greater numbers than in the past. With our nation at war and corn production increases so necessary, we consider it the patriotic duty of all who are able to assist in this work."

Sponsorship of May's program by the Robinson company began June 3. The show is on WOW, Saturdays, 12 noon to 12:30 p. m.

Under the Robinson Seed Company banner, Foster plans many new features for his program, but, generally, its format will remain unchanged.

Each week Foster will give the up-to-the-minute news of the day, his comments and analysis of the happenings of the past week and an interview with some nationally-known personality.

In addition, Foster will give news and information of special interest to farmers, particularly developments of note in the hybrid seed corn industry. The Robinson com-



Foster May, well-known commentator, smiles as he contemplated his new series of "News, Views and Interviews" programs for the Robinson Seed Company on Saturdays at 12 noon over WOW.

pany is the distributor over a large part of WOW-Land of the famous Funk G Hybrids.

The new sponsors of the program expect to encourage Foster May to visit interesting farm meetings and to make many "special event" type broadcasts throughout the territory.

The new program has been signed for a long period. Details are being handled for Robinson Seed Company by the E. H. Brown Advertising Agency of Chicago, of which A. R. "Dick" Crab is the account executive in charge.

V...—

## Draft Board Settles Ralph Edwards Case

The answer to the question, "Who replaces Ralph Edwards?" Army-bound master of ceremonies of "Truth or Consequences" (NBC, Saturdays, 7:30 p. m., WOW), which for some weeks was the favorite guessing game among columnists, turns out to be "no one"—at least for the time being.

Edwards has been notified that his draft board has placed him in the over 26-war-supporting-occupational category, and does not expect to call him for at least the next few months.

## "Dr. I. Q." Quizzes G. I.'s at Mid-West Army Bases

Busier than the proverbial cranberry merchant these days is Jimmy McClain, the "Dr. I. Q." of radio fame. For, between his Monday night personal appearance shows at the Paramount Theater, Jim is doing his bit by entertaining "G. I.'s" at nearby Army camps and hospitals.

Recently he spent an hour with 150 ambulatory patients at the U. S. Veterans Hospital in Lincoln and before more than 1,500 G. I.'s at the Lincoln airfield. At the hospital his entertainment was "piped" to several hundred other bed-ridden

patients over the hospital's central radio system.

At the Lincoln base he quizzed the boys for an hour, gave away 150 silver dollars and many boxes of Mars bars. He termed it "the best soldier audience I ever played before."

On June 1, McClain is scheduled for a trip to the Grand Island air base. He also plans to conduct a huge bond rally in North Platte, June 13, and another in Omaha, June 14. Several other tentative camp dates have been arranged.

McClain's first two appearances

at the Paramount were rollicking successes. Highlight of the first performance came when SPAR Lieut. Alice Terril of the Omaha recruiting office won the famous "Tongue Twister" and became contestant No. 46 in the six years' history of the program to win this brain-teaser.

"Dr. I. Q." will continue his Monday night shows at the Paramount through July 10. The NBC coast-to-coast broadcast starts at 9:30 p. m. as usual, but those who attend are urged to be on hand at the start of the 7 o'clock show to get a seat.



"Dr. I. Q.," the Mars "Mental Banker," quizzes G. I.'s at the Lincoln air base. At his Monday night Paramount Theater broadcasts, Tom Dailey, Ray Olson, Lyle DeMoss, Thomson Holtz, Tom Chase and John Leslie assist in the audience.

# SEVEN STERLING SHOWS EVERY WEEK

## Drug Sponsors Give 6½ Hours Every Week

All Sterling Drug shows are also broadcast same times, same sponsors, on Station KODY, North Platte.

American radio listeners owe a real vote of thanks to the Sterling Drug Company and its associated companies.

For many years this sponsor has provided millions of listeners with millions of hours of top quality NBC network entertainment. Seven Sterling shows now on WOW total six and one-half hours every week.

Both daytime and evening programs are offered and all are high in the national ratings, which adjudge the popularity of all radio programs.

The Sterling Drug evening programs on WOW (via NBC) are as follows:

Eight p. m., Sundays, "The Manhattan Merry-Go-Round," starring Thomas L. Thomas, baritone; Marian McManus, soprano; Barry Roberts, Dennis Ryan, Ray Charles, the Boys and Girls of Manhattan and Victor Arden's orchestra. The program is now in its 12th year. It is produced by Frank Hummert. It was the first show to give listeners "The White Cliffs of Dover" and "Tonight We Love."

"Manhattan Merry-Go-Round" is sponsored by the R. L. Watkins Company, manufacturers of Dr. Lyons Toothpowder. It is broadcast over 134 NBC stations.

Eight-thirty p. m., Sundays, "The American Album of Familiar Music," starring Frank Munn, tenor; Evelyn McGregor, contralto; Jean Dickenson, coloratura soprano; Margaret Daum, soprano, and Gustave Haenschen and his orchestra. "The Album," as this program of excellent music is called, begins its 13th year on NBC and WOW next October.

"The American Album of Familiar Music" is sponsored by The Bayer Company, makers of Bayer's Aspirin. It is broadcast over 137 stations in the United States and over the CBC in Canada.

Eight p. m., Fridays, "Waltz Time," starring Tenor Frank Munn, with Abe Lyman and his orchestra. A half hour of favorite music in three-quarter time. This feature has been on the NBC and WOW for nearly 11 years.

"Waltz Time" is sponsored by the Chas. H. Phillips Chemical Company for Phillips Milk of Magnesia. It also is broadcast over 137 American (NBC) and Canadian (CBC) stations.

The Sterling Drug daytime programs are "Backstage Wife," "Stella Dallas," "Lorenzo Jones" and "Young Widder Brown"—all top-rated daytime features, heard between 3 p. m. and 4 p. m., Mondays through Fridays on WOW.

BACKSTAGE WIFE—3 p. m., on WOW, stars Iowa-born Vivian Fridell as "Mary Noble" and Ken Griffin as "Larry Noble," her husband. It has been on the air (WOW) continuously for more than eight years. It is sponsored by the Chas. H. Phillips Company for Haley's M-O.

STELLA DALLAS—3:15 p. m., on WOW, stars Anna Elstner in the title role, and is now in its eighth year. Grace Valentine plays "Minnie Grady," Walter Kinsella, "Gus Grady," and Staats Cotsworth, "Claude Young." The

### MANY TITLES

You could address Hildegard, glamorous star of the Wednesday night NBC "Beat the Band" program, "Master Sergeant, Colonel, Lieutenant, Doctor," and not be wrong. They're just a few of the titles that Hildy has picked up during her many appearances for Armed Forces personnel. She was named honorary colonel of the New York Fighter Wing; honorary master sergeant at Scott Field, Ill.; honorary lieutenant at Fort Monmouth, N. J., and doctor of music at Gardiner General Hospital.

## Stars of the Daytime Hour of Sterling Programs



STERLING STARS are these folks who are favorites of millions of daytime listeners. You hear Vivian Fridell and Ken Griffin (No. 1, above left) in "Backstage Wife" at 3 p. m., Mondays through Fridays, at 3:15 p. m.; the "Stella Dallas" cast (No. 3, lower left), heard on WOW at 3:15 p. m. Includes (left to right) Grace Valentine as "Minnie Grady," Director Richard Leonard, Anne Elstner, who plays

"Stella," and Vivian Smolen, Stella's daughter, "Lauriel." Upper right (No. 2) are the "Lorenzo Jones" (3:30 p. m. on WOW) stars—(right) Karl Swenson, "Lorenzo," and (left) Lucille Wall, "Belle," and, lastly, there's (No. 4, lower right) lovely Florence Freeman, who is "Young Widder Brown," heard on WOW at 3:45 p. m. They all have a very large following.

sponsor is the Chas. H. Phillips Company, and the products Phillips Milk of Magnesia and Phillips Creams. LORENZO JONES—3:30 p. m., on WOW, stars Karl Swenson in the title role and Lucille Wall as his wife, "Belle." Bill Grey plays "Joe Peterson" and Ethel Intropidi, "Birdie Van Dyne." This

feature began its eighth year on April 26th. It is sponsored by The Bayer Company for Bayer's Aspirin, and is heard on 136 American and Canadian stations. YOUNG WIDDER BROWN—3:45 p. m., on WOW, stars Florence Freeman in the title role and also Ned Wever as "Anthony Lorin," Ethel Remy as "Victoria"

and Vivian Holt as "Miss McEvoy." This show started on NBC and WOW in September, 1937. It is sponsored by the Chas. H. Phillips Company for its toothpaste and toothpowder, and milk of magnesia tablets. Radio Station WOW has carried all the Sterling Drug programs since they started—all via NBC.

## Sterling Evening Shows Feature Good Music



JEAN DICKENSON is probably America's best-known singer. She's been a star of Bayer's "American Album of Familiar Music" (8:30 p. m., Sundays, on WOW) for years. She won her job in an audition which included 150 contestants!



FRANK MUNN, tenor, is also a veteran favorite all over America. He stars in "The American Album" and in "Waltz Time" (Fridays at 8 p. m. on WOW). Munn says songs most frequently requested are "Song of Songs" and "The Rosary."



THOMAS L. THOMAS is a young Welsh baritone who is featured on the Dr. Lyons' "Manhattan Merry-Go-Round" programs (Sundays at 8 p. m. on WOW). In his homeland, he says, singing is more popular than baseball is here.

## How to Use New Type Canning Rubbers

By MARTHA BOHLSSEN

Director Homemakers' Club of the Air (Nebraska Power), 9:15 A. M., Saturdays, on WOW

I'm not so sure that I could tempt you homemakers with any new recipes or dishes for your family tables

—not in this June of 1944. Ordinarily we think of June as one of the most beautiful months of the year—the month of roses, the month for weddings, graduations, and so on. Rather, this year, we are spending much time in the Victory garden—



Martha Bohlsen

planting, weeding, and even harvesting. We're getting ready for another big season of canning—preserving foods from the garden for next winter's table. In our efforts to eliminate food waste, we certainly must be very careful of our canning methods, because much food can be wasted through spoilage, to say nothing of the time and effort wasted in canning food that will never be fit for consumption. Even those of us who have been canning for many, many years will find that wartime products present new problems and require different handling than our prewar canning equipment. Let's take rubber jar rings for example: For years we tested the life and condition of the jar ring by stretching them. If they would snap back to their original size, we knew the ring was all right. If they didn't, we would discard them, knowing they would not give us a good seal.

Last year we learned that our rubber rings, made with a high percentage of reclaimed rubber, would not stand this vigorous test. Even brand-new rubber rings would not snap back to the proper size once they had been stretched. So we simply dipped them in boiling water to be sure they were clean and placed them on the jar. That was all right last year. This year we have still another problem. The new rubbers on the market for the canning season of 1944 will be BLACK instead of red. That's perfectly all right. They are of good quality and will do a fine job for us. In addition to the difference in color, we'll find that they'll be made largely of synthetic rubber, and unless they are handled properly BEFORE the canning process, they may be responsible for a transfer of rubber flavor to our canned foods. This is very objectionable, since this flavor cannot be removed from the canned food, nor can it be dominated by the addition of other flavors or seasonings to the product.

Therefore, the USDA Bureau of Human Nutrition and Home Economics recommends that NEW JAR RUBBERS BE CAREFULLY SCRUBBED WITH SOAP AND WATER, THEN BOILED IN A SODA SOLUTION (one tablespoon of soda to one quart of water, per dozen rubbers) FOR TEN MINUTES, AND THEN RINSED WELL.

That may seem like a lot of extra bother, but it's well worth the precaution. It would be advisable to prepare and condition a quantity of these rubber rings at one time if there is to be much canning done in the season. The rings could be washed and boiled, then rinsed, and stored in a sterilized glass jar, ready for use. Also, we must be thoroughly familiar with the various types of closures (jar tops).

There are three types of closures that are most generally used, and all of them require different methods for sealing. First, we have the metal disk with the flowed-in rubber, and the metal ring which holds the disk in place. This type of lid

(Continued on page 5)

# NBC ALL SET FOR POLITICAL CONFABS

## Woman in White Returns to NBC and WOW

Sarajane Wells, Ken Griffin and Muriel Bremmer, three of radio's top-notch dramatic stars, will be in the principal roles of "Woman in White" when that successful Irna Phillips daytime serial returns to the air, Monday, June 5 (NBC, five-a-week, 1:30 p. m., WOW), as a new dramatic feature of the Gold Medal Hour.

Miss Wells, a Kentucky girl, who hit radio big time in such dramatic shows as "The Guiding Light," "Road of Life" and "Right to Happiness," will be heard in the lead role of Eileen Holmes, young student nurse, whose life is typical of the thousands of young women studying in hospitals throughout the country.

Ken Griffin, long-time star of "Backstage Wife" and "Road of Life," who made his debut as a radio actor in Chicago, has been signed for the role of Dr. Paul Burton, surgeon and friend of Doctor Purdy, physician in Eileen's Iowa home town.

Miss Bremmer, graduate of "Lonely Women," "Right to Happiness," "The Guiding Light" and "Road of Life," will play Helen Bradley, supervisor of nurses at Municipal Hospital, locale for the serial.

Joe Ainley, currently directing "The Guiding Light" and "Road of Life," will throw the cues.

V...-

## U. P. SHOW MOVED

Producers of the NBC-WOW show, "Your America," sponsored by the Union Pacific Railroad, have moved the show to the Fontenelle ballroom for the summer. The new arrangement was made to put the show in an air-conditioned room for the benefit of studio audiences.

WOW listeners wishing to see the show being broadcast over the nation-wide facilities of the National Broadcasting Company can get tickets to the show from either the Union Pacific or Radio Station WOW.

V...-

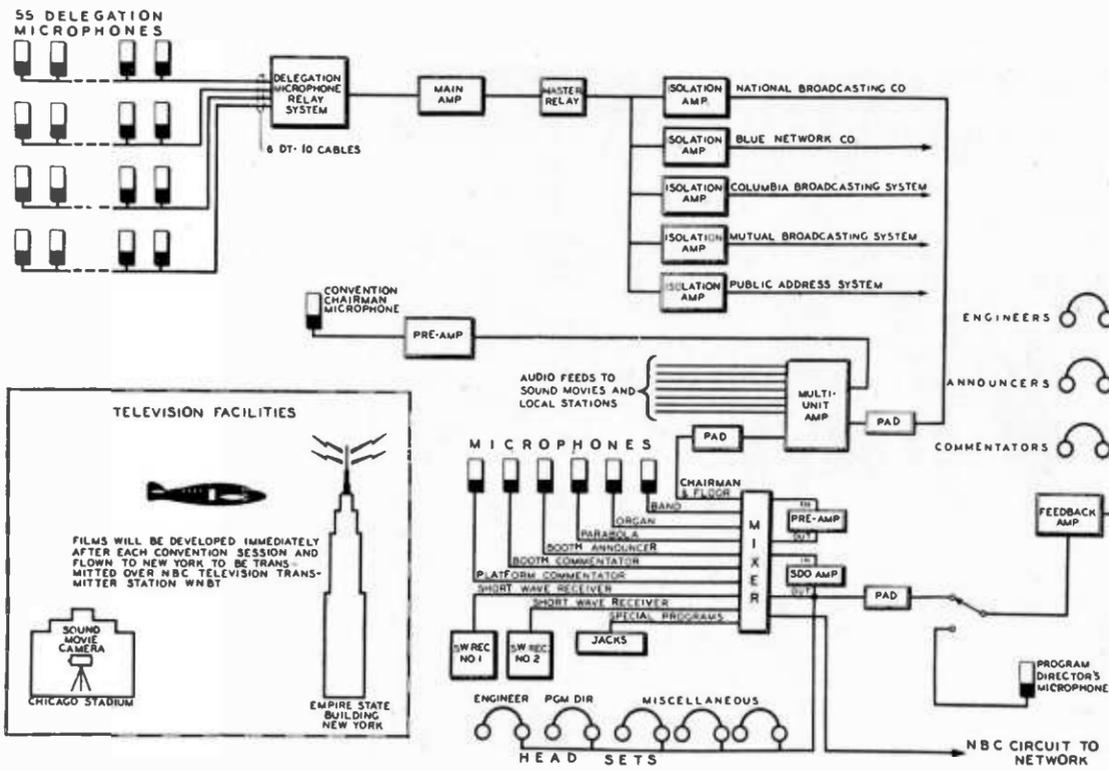
## MARTHA BOHLSSEN

(Continued from page 4)

is sealed just tight enough to hold the disk firmly in place. After process, the jar is allowed to cool for about 12 hours, WITHOUT FURTHER SEALING, and then the ring removed. The porcelain, zinc-lined lid is just partially sealed, which means it is turned down tightly and then turned ONE-QUARTER INCH back. After canning, as soon as the jar is taken from the canner, the lid is turned down tightly to complete the seal. The glass lid with top-seal rubber ring is turned down tight, and then turned ONE-QUARTER INCH back. This is very important, because if the band is screwed too tight, the jar may break in the process. Then, after canning, as soon as the jar is taken from the canner, the screw band is turned down tightly. The NEXT DAY, when the jar has cooled completely, take off the screw band and test for a seal.

All of this information is very important and the instructions for use of lids and jar rubbers must be followed to the letter if we wish our canning to be successful. Your "Homemakers Club of the Air" will discuss canning very thoroughly all through the season on the Saturday morning programs. You'll receive information on various food products as they mature and are ready for canning. However, this information on equipment will apply to all types and all methods of canning.

## NBC'S SETUP FOR POLITICAL CONVENTIONS



NATIONAL BROADCASTING COMPANY'S PROGRAM FACILITIES FOR NATIONAL POLITICAL CONVENTIONS CHICAGO STADIUM - 1944

## Six Weeks Work Put in On Chi Stadium

When the temporary chairman of the Republican national convention moves to the front of the dais at the Chicago Stadium, June 26, and calls the party delegates to order, the National Broadcasting Company will have completed all preparations to cover for WOW listeners for the sixth time the two big quadrennial events in American political life.



H. V. Kaltenborn

The bang of the gavel will signal the end of six months of planning, which was complicated this year, as never before, by the critical shortage of essential equipment and the scarcity of engineers and trained technical personnel. Yet, despite these obstacles, NBC will provide a coverage of the Republican and Democratic conventions—both from Chicago—which will be unparalleled in scope since the advent of radio in 1920.

### Will Televis, Too

Not only will sound broadcasting bring the speeches and the balloting procedure to citizens from coast to coast, but owners of television sets in New York, Philadelphia, Schenectady and Albany will be able to view the colorful scenes as televised by Station WNBT.

(Only a fortnight ago WOW asked the FCC for permission to establish the first television station in Omaha. Perhaps by the next national political conventions in 1948, midwest listeners will see as well as hear convention details.)

Long before NBC's announcers and observers were assigned to their convention posts, network engineers began to lay out complicated blueprints. Arrangements had to be made for securing special wiring and cables, intricate control boards, interconnecting telephone lines, elaborate microphone circuits, shortwave equipment and teletype installations. Under normal peacetime conditions, a project such as the one at Chicago could be handled almost as a routine job, but wartime restrictions so seriously limited the reserve of essential radio apparatus that the assembling of the material was a problem in itself.

Following the successful plans of former conventions, each radio network will occupy its own booth in the stadium.

NBC will have microphones at strategic points for its own use, but all networks will make common use of the more than 50 microphones installed on the convention hall floor in the midst of the various state and territorial delegations.

All convention activities of the National Broadcasting Company will be centered in a glass-fronted booth located above the dais and directly behind it, giving its observer an aerial view of all proceedings. A basic staff of eight persons will man the quarters.

Front-row seats in the NBC booth will be occupied by the director, an engineer, a commentator and an announcer. Behind them and slightly elevated, the engineering directors, telephone operator and an engineer for the shortwave receivers will be stationed. In the rear of the booth, a third engineer will supervise the control panel through which all program and associated circuits pass.

### Use Studios, Too

Although the auditorium booth will be the focal point of all NBC activities, additional facilities will be provided at several other places, including a special studio in the stadium, in NBC's offices at the Stevens Hotel and in the Merchandise Mart, headquarters of the network's Central Division. The Chicago stadium studio and the regular studios in the Mart will be used for

(Continued on page 6)

## Andy Devine Heads 'Saturday Roundup'

Andy Devine, who spoke his first words in a gravel pit, has become a radio star.

The one-time microphone foil of Jack Benny, and a picture star of buxom proportions, gathered a group of guitar players, singers of western songs and lovely lassies to premiere "Melody Roundup," Saturday, May 13 (NBC, 10:30 a. m., WOW).

The Sons of the Pioneers, as famed a group of western songsters as radio, discs and movies have developed, will be featured with Devine, as will the Song Spinners, Henry Russell's Hollywoodmen and Perry Botkin's orchestra. Jim Doyle will be the announcer and Frank Graham will be heard as Dan, the Shoe Repairman.

V...-

Recently on the WOW sick list were Nancy Cline, Mary C. Dickerson, Pat O'Hara and Vi Kuehl.

## SURPRISES SON

(Continued from page 3)

microphone. Mrs. Olsen told Edwards that she'd left the house in such a state of excitement she forgot to eat. So she and her husband had dinner in a restaurant at the Council Bluffs railroad station. After the main course, she called the waitress and requested some ice cream for dessert.

"You just ate it, ma'am," said the waitress.

"I did?" asked Mrs. Olsen incredulously. "When?"

"With your meat," said the girl.

"Oh," oh'd the flustered woman. "I thought it was potatoes!"

The trip for Mr. and Mrs. Olsen to New York City was arranged by WOW, in Edwards' behalf. The Olsens live at 376 Harrison Street, Council Bluffs.

## Lay Leaders Speak On 'Catholic Hour'

For the first time in its 14-year history, the "Catholic Hour" (NBC, Sundays, 5 p. m., WOW) will present a 10-week series of addresses by eminent lay leaders. The speakers and their subjects:

- June 4: Thomas F. Woodlock, author and associate editor, Wall Street Journal, "Secularism and Society—What Is Secularism?"
- June 11: Woodlock, "Secularism and Society—What Has Secularism Done?"
- June 18: Dr. George N. Shuster, president of Hunter College, New York, "The Totalitarian Attack on the Church."
- June 25: Doctor Schuster, "What Should We Think of Totalitarian Government?"
- July 2: Francis P. Matthews, Omaha, Neb., Supreme Knight, Knights of Columbus—subject to be announced.
- July 9 and 16: Dr. Clarence E. Manion, Dean of Law School, Notre Dame University—subjects to be announced.
- July 23 and 30: Frank J. Sheed, New York publisher—subjects to be announced.

## Radio Stars Attend McGee's 10th Anniversary Party



WHAT A DEBUT! These two pure-bred Aberdeen Angus heifers were presented to Fibber McGee and Molly (James and Marian Jordan) at Hollywood's swank Trocadero on the occasion of the start of their

10th year on NBC. Among the host of NBC-WOW radio stars who turned out were (left to right): Joan Davis, Bob Hope, the Jordans themselves, Bob Burns, Red Skelton and Frank Morgan.



# WOW MEN COVER NORFOLK FLOOD

## THE SPORTS EYE

By TOM DAILEY  
WOW Sports Editor

Hi'ya, Good Americans!

It's in the fall of the year—1950. World War II has ended in complete victory for the Allied Nations, and such hammerheads as Hitler and Tojo have finally and painfully learned that right will prevail.

And so, gradually, we are becoming accustomed to things new and strange to us—inventions and creations not seen prior to December 7, 1941. That automobile now on display in your dealer's showrooms; the push-of-a-button cooker of a complete meal; houses heated by rays from the sun; an airplane in your home-hangar; a trip to London in five hours, and, I wouldn't be surprised if you can order a new lung from the mail-order catalogue.

1950 World Series

It's the world series of 1950, and you're sitting at home by your radio-division machine. Moving before you on a large screen are shifting scenes of the baseball stadium. Here's a shot from the two dug-outs and you see players as they get last-minute instructions. Now the camera moves to the diamond and the man in blue is dusting off the plate. (What? In this advanced age do they still use a whisk broom?) The game is ready to begin. Engineers have stationed a battery of some 12 television cameras around the diamond, and through your radio comes a voice informing you that "The first batter, Joe Malone." Nothing more. Just the man's name in case you don't have a program. Behind the scenery of the ball park you hear all the noises—noises which complete any game of American baseball. "Get your hot peanuts here" . . . "Scorecard! Scorecard! You can't tell the players without a scorecard!" . . . "Ice-cold Falstaff, that choicest product of the brewers art."

You hear the chirp of the players. You see them as the giant cameras move all over the place. They're reflected for you there on the screen in your living room. You see the pitcher wind up—and a white streak streams to the batter. You see him swing. A hit! Now a wider picture shows you the entire playing field. The second baseman fields the ball—shoots it to first. Out!

Seeing the world series in your living room? Yes—and with all the trimmings.

### Thrills

But television in sports will bring you many other thrills in this year of 1950 and years to come. Next month those cameras will be focused on the football fields of the nation. Long runs; kicks; passes; blocks; tricky plays—you'll be able to see everything that goes on just by turning a switch to RadioWOW-vision.

And if wagering on horses is legal where you live, buy yourself a mutuel machine, install it in your living room and invite the boys in for the afternoon when the nags are running at Washington Park. You can let 'em see what's happening for their two bucks.

Television is far more magnificent than anyone dared to predict, not only in sports, but in all phases of broadcasting. It is another monument to American genius.

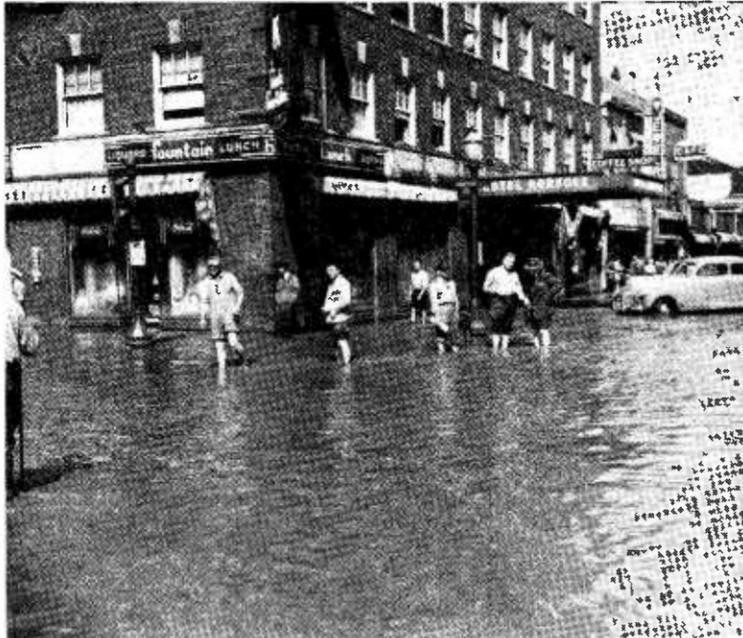
### The HFDAUSA

What's happened to all the sports announcers in this year of 1950, since people can see what's going on? Well, we were smart. For the past 10 years we've been making weekly contributions to a foundation which now cares for us—the HFDAUSA. You may address us in care of Home for Disabled and Useless Sports Announcers.

## WOW CREWS BUSY IN NORFOLK FLOOD AREA



Ray Clark, with microphone; Soren Munkhof, WOW News Editor, and V. D. Tarpy, their CAP pilot, making an "on the spot" broadcast of the recent Norfolk, Neb., flood.



Standing in water almost to their knees on the main corner of Norfolk's business district are Clark, Munkhof and their assistants who helped cover the flood news for WOW listeners.

## STAFF STUFF

(Continued from page 3)

Chase, who recently set a record of announcing every Saturday night on WOW for the past 14 years.

President Johnny Gillin has just returned from business-tripping in New York, and Harry Burke, Assistant General Manager, has just returned from a jaunt to Salt Lake City, where he gave a lecture for the National Association of Broadcasters on the "Place of Department Store Advertising in Radio."

### Social Section??

**SOCIAL NOTE:** WOW girls had a luncheon along about the end of the month at the Fontenelle for departing Ruthie Wright and Jean Ellington, Woodmen of the World switchboard operator, who is leaving for Denver.

**FASHION NOTE:** The girls gave Ruthie a white blouse and Jean a pair of pale blue pajamas.

**MEN'S FASHION NOTE:** One of the brightest pictures around the station has been Thomson Holtz in a white nylon shirt, open at the throat, purchased at (you guessed it) the Nebraska Clothing Company.



Munkhof wades out in the street to interview a farmer (in wagon) just returned from an outlying section of the Norfolk flood area. WOW news gatherers found many human interest stories.

## NEWS FROM WOW'S MEN IN THE SERVICE

By SOREN MUNKHOF

We have had three visits from WOW service men in the past month. One of the "stoppers-in" was Lieut. (j.g.) Bill Dunbar, who rated the extra half stripe just a short time ago. Bill spent a good deal of his leave around the station and going out with the boys he used to work with. Bill, in his procession of khaki, forest green and white uniforms, made a "terrific" impression on the more impressionable girls on the staff (and which of them isn't impressionable when it comes to a good-looking navy lieutenant?).

Another visitor was Corporal Jack Sandler, who used to report the cut-ups on the ice out at Ak-Sar-Ben, when ice hockey first hit Omaha. Sandler is now in the field artillery, and admitted that the main reason he spent his leave in Omaha was to see all the pretty girls we have been mentioning in the news letters your writer sends to everybody from WOW in the service each week.

### Newsroom Visitor

Third, but not the least of the visitors, was Lieut. Edward (Ted) Hatch. Ted was formerly a reporter in the WOW newsroom. Ted is an infantry officer at Camp Fannin, Tex. According to his re-

ports, it is not the "paradise" of the country. (I guess nobody likes Texas—except Texans.) One interesting little anecdote Ted had to tell of his experiences was of the hillbilly boy in his company.

One day when Ted was serving as "duty" officer, this private sauntered in and said: "Sir, I would like to have a little furlough." The conversation showed that he had been in the army one week and that he wanted time off to go home and help his ailing father "set" the cotton.

"Well," said Lieutenant Ted, "we did grant some agricultural furloughs last fall, and maybe we can work something out now. How long would it take?"

"Well," said the private, "if the weather goes pretty well, and it's not going too well now, I would say about 40 days."

P. S.—He didn't get it.

### Word from Dick Peck

"Dear Munk and Gang: "I have been here at this camp now for about two weeks. It isn't so bad. The weather has been quite nice since we came except for a couple of showers that did not make marching and hiking any easier on us. The 'chow' (food, nourishment to you civilians) is very good and would probably make you guys

wonder if it's worth the struggle of continuing your care-free, civilian existence.

### Big City Sights

"Last week I got a pass to New York, where I saw the sights that probably every newcomer to the big city does. They included riding the subways for the first time (which includes getting on an express instead of a local and ending up about 100 blocks past where I wanted off), going to the top of the Empire State building, riding one of those funny double-decker buses down Fifth Avenue, eating in an Automat and going through Radio City. I had a very enjoyable time, and I was so tired when I got back that I guess the Army figured I had better have a couple days in Baltimore in which to rest up. Consequently, I spent the last week-end in that town doing exactly nothing but resting up. Now that I'm rested up, I'm ready for another pass to New York, or anywhere else for that matter.

"Nothing much else to say, Munk. Tell the gang 'hello' for me and keep the news letters rolling. They're mighty fine. (I had three of them waiting for me when I got here.)

"Best of luck!

"DICK PECK."

## Ray Clark Flies to Scene For a Scoop

WOW's News Department, spearheaded by Ray Clark, conductor of McKesson & Robbins' "Noon-day Forum" (12:45 p. m., week days), and Soren Munkhof, News Editor, spent several busy days recently gathering news and programs for WOW listeners in the Norfolk, Neb., flood area.



Ray Clark

Always "ahead of the news," Clark flew to the scene of the flood in a chartered plane for earliest details. By car a few hours later, Munkhof and his assistants moved in to gather additional details.

WOW made the first direct broadcast from the flood area and followed it with several "live" programs by Clark, who was on the scene.

Between his interesting flood broadcasts Clark kept up the tempo of the "Noonday Forum" with a series of interesting interviews. One of his guest interviewees was John W. Bricker of Ohio, Republican candidate for President.

There were a couple of farm interviews on the program, too. One was with Everett Mitchell, famous for his work on the "National Farm and Home Hour," and his famous words, "It's a beautiful day in Chicago." There was also a report of the Farmers'-Business Men's Conference in Norfolk.

### National Figures Heard

Among the national figures interviewed were Palmer Hoyt, publisher of the Portland Oregonian and formerly chief of the Domestic Branch of the OWI; John Lockwood, a member of the office of Inter-American Affairs from Washington; George H. Pettit of the War Food Administration; Russell Hamm of the War Manpower Commission; Margaret Speaks, famous singer from the "Firestone Hour"; Walter Cassel, former Omahan and now of the Metropolitan Opera, and Warren Atherton, National Commander of the American Legion.

There was an interesting interview with Mrs. Roy Page and Mrs. Alfred Burr, who run the "Jumble Shop" here in Omaha to raise money for war relief.

Another interesting local program was the interview with the Rev. R. R. Brown on the 21st anniversary of his broadcasting over Radio Station WOW.

### Cartoon Story Told

The story of the animated cartoons of the movies was told by Dick Mitchell of the Walt Disney studios. He explained the preparing of the picture, "Snow White and the Seven Dwarfs."

The subject of safety was covered in an interview with Pyke Johnson, head of the Automotive Safety Council.

Music had its "in" when Ray interviewed Sammy Kaye, the famous orchestra leader, who said Omaha is one of his favorite towns.

### Factual Info, Too

A discussion by Dr. Palmer Findley, Dr. B. B. Hunt and Dr. Alfred Brown gave a lot of information on cancer control.

More factual information, on the subject of chemistry this time, was given by Dr. Leo Christianson, Dr. H. H. Young and M. F. Patet.

Among the other interviews during the month was one with Miss Alma K. Folda, who told of the Jap Tule Lake Relocation camp; with Victor H. Stempf of the American Institute of Accountants; Mrs. Alvina Brinton of the Anti-Poll Tax Committee; Lieut. Edward Sklenicka of the Air Corps, and Mr. William Northcutt of the London Missionary Society.

# WOW'S JUNE NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "6/44" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30	4-Bell News—Sports Phillips "66" Penn Tobacco Paxton & Gallagher Studebaker Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	The Great Gildersleeve  Kraft
6:00	Chesterfield Music Shop	Chesterfield Music Shop	Chesterfield Music Shop	Chesterfield Music Shop	Chesterfield Music Shop	Starring Curt Massey Schutter Candy Co.	Your All-Time Hit Parade
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	Nebraska Power	Lucky Strike
6:30	Pfd. Melodies—Hamm	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Bob Burns Lifebuoy	Prof. Melodies—Hamms	Eye-Witness, Hamms	Fitch Bandwagon Tom Reddy, News
6:45	News, Groves	Johnny Presents Ginny Simms Philip Morris	News, Groves	Maxwell House Coffee Time	Down the Fairways	News, Groves	Chase & Sanborn Hour
7:00	Cavalcade of America Du Pont	A Date With Judy Tums	Mr. and Mrs. North Woodbury Products	Aldrich Family General Foods Postum	Cities Service Concert Oil Marketing Companies	Abie's Irish Rose P. & G. Drene, Ivory	One Man's Family Standard Brands Fleischmann Yeast
7:30	Voice of Firestone Concert	Mystery Theater Molle Shaving Cream	Beat the Band Raleighs	Kraft Music Hall Bing Crosby	Those We Love General Foods (Begins 6/16)	Truth or Consequences P. & G. Duz	Manhattan Merry-Go-Round Dr. Lyons
8:00	Telephone Hour Bell Telephone	Fibber McGee and Molly Johnson Wax	Time to Smile Ipana—Sal Hepatica	Joan Davis and Jack Haley Sealtest	Waltz Time Phillips Milk of Magnesia	Can You Top This? Colgate Dental Cream Supersuds	American Album of Familiar Music Bayer Aspirin
8:30	Information Please H. J. Heinz	Miss Charlotte Pepsodent	Mr. District Attorney Vitalis	Abbott & Costello Camels	Amos 'n' Andy Lever Rinso	Palmolive Party	Hour of Charm General Electric
9:00	Contented Hour Carnation Milk	Red Skelton Raleighs	Kay Kyser Lucky Strike	March of Time Magazine	Bill Stern—Colgate	Grand Ole Opry Prince Albert	Bob Crosby Old Gold
9:30	Dr. I. Q. Mars, Inc.	C. B. & Q. WOW News Tower Paxton & Gallagher Bauer Blue Jay	C. B. & Q. WOW News Tower Paxton & Gallagher Bauer Blue Jay	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	Talks	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	WOW News Tower Kilpatrick's Uncle Sam's
9:45	C. B. & Q. WOW News Tower Paxton & Gallagher Bauer Blue Jay	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports	Walter Winchell Jergens Lotion
10:00	World's Most Honored Music—Longines	Ronald Coleman Auto-Lite	World's Most Honored Music—Longines	NBC	World's Most Honored Music—Longines	I Sustain the Wings NBC	Basin Street Fun Woodbury
10:15	Midnight Review Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman	News Reports, NBC

YOU'LL ENJOY WOW'S MUSICAL AND COMEDY PROGRAMS—MIDNIGHT to 1:30 A. M.

## MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call..... Daily except Sun.  
6:00 A. M.—Early Morning News Tower—Allcock..... Daily except Sun.  
6:15 A. M.—Aunt Sally..... Mon., Tue., Wed., Thu., Fri.  
Time and Tunes..... Sat.  
6:30 A. M.—Markets (Remote)..... Mon., Tue., Wed., Thu., Fri.  
6:35 A. M.—Time and Tunes..... Mon., Tue., Wed., Thu., Fri.  
Markets..... Sat.  
6:55 A. M.—Reveille—Fair Store..... Daily except Sun.  
7:00 A. M.—Alex Dreier—Skelly News..... Daily except Sun.  
News Summary, NBC..... Sun.  
7:05 A. M.—George Crooks, Organ, NBC..... Sun.  
7:15 A. M.—Cheerful Earful—Wilson & Co., B-V & Ideal Dog Food. Daily except Sun.  
7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul  
Boone County Neighbors, NBC..... Daily except Sun.  
7:45 A. M.—Reveille Roundup—Groves Cold Tablets..... Mon., Wed., Fri.  
Lyle, Stan and Lyle—Nutrena Mills..... Tue., Thu., Sat.  
8:00 A. M.—World News Review—National Biscuit..... Mon., Tue., Wed., Thu., Fri.  
What's What Today?—Metropolitan Utilities..... Sat.  
NBC World News—Holland Furnace..... Sun.  
8:05 A. M.—Farm Fair—Manley Popcorn..... Mon., Tue., Wed., Thu., Fri.  
8:15 A. M.—A to Z in Novelty..... Mon., Tue., Wed., Thu., Fri.  
Little Doghouse..... Sat.  
WOW News Tower—Roberts..... Sun.  
8:30 A. M.—Stan Rucker & Co..... Mon., Tue., Wed., Thu., Fri.  
Encores, NBC..... Sat.  
Chapel Service, Rev. R. R. Brown..... Sun.  
9:00 A. M.—Lora Lawton—Babo and Aunt Polly's Soup Mix..... Mon., Tue., Wed., Thu., Fri.  
Homemakers' Club of the Air—Nebraska Power..... Sat.  
9:15 A. M.—Robert St. John, News—Miles Lab.—NBC..... Mon., Tue., Wed., Thu., Fri.  
9:30 A. M.—Helpmate—Cudahy, Old Dutch Cleanser..... Mon., Tue., Wed., Thu., Fri.  
Betty Moore on Home Decorating—Benj. Moore Paint..... Sat.  
Omaha's Front Page—Nebraska Power..... Sun.  
9:45 A. M.—Dreft Star Playhouse—P. & G. Dreft..... Mon., Tue., Wed., Thu., Fri.  
Pet Parade—John Morrell & Co..... Sat.  
Cheer Up Time—Iowa Master Breeders..... Sun.  
10:00 A. M.—Road of Life—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.  
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food..... Sat.  
10:15 A. M.—Vic and Sade—P. & G. Crisco and Ivory..... Mon., Tue., Wed., Thu., Fri.  
Gems and Jottings—Zales Jewelry..... Sat.  
10:30 A. M.—Brave Tomorrow—P. & G. White Laundry..... Mon., Tue., Wed., Thu., Fri.  
Melody Roundup—Goodyear..... Sat.  
This We Know—Audiphone Co..... Sun.  
10:45 A. M.—David Harum—Aunt Polly's Soup Mix, Babo..... Mon., Tue., Wed., Thu., Fri.  
11:00 A. M.—Strictly Instrumental..... Mon.  
Hymns of All Churches—Gen. Mills, Softasilk..... Tue., Wed., Thu.  
Melodies of Home..... Fri.  
Betty Crocker—Gen. Mills, Softasilk..... Sat.  
World Front—Bunte Bros., Candy..... Sun.

11:15 A. M.—Music a la Carter..... Tue., Wed., Thu., Fri.  
Jive by Five..... Sat.  
11:30 A. M.—Musical Moments..... Mon., Tue., Wed., Thu., Fri.  
Markets..... Sat.  
Stradavari Orchestra—Prince Matchabelli Cosmetics..... Sun.  
11:35 A. M.—Millions of Dollars—Better Business Bureau..... Sat.  
11:45 A. M.—WOW News Tower—Nebraska Power..... Daily except Sun.  
12:00 Noon—Life Can Be Beautiful—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.  
Foster May—Robinson Seed..... Sat.  
WOW News Tower—Kilpatrick's, Uncle Sam's Breakfast Food..... Sun.  
12:15 P. M.—Markets (Remote)..... Mon., Tue., Wed., Thu., Fri.  
Farm Magazine of the Air—Yager Seed Company..... Sun.  
12:25 P. M.—A Song and a Smile, Bobbie and Lyle—Merchants Biscuit..... Mon., Tue., Wed., Thu., Fri.  
12:30 P. M.—WOW News Tower—Peter Paul, Paxton & Gallagher..... Daily except Sun.  
Defense Program..... Sat.  
12:45 P. M.—Noonday Forum—Bexel Vitamins, Calox Tooth Powder. Daily except Sun.  
Voice of American Dairy—American Dairy Association..... Sun.  
1:00 P. M.—Guiding Light—Betty Crocker Soup..... Mon., Tue., Wed., Thu., Fri.  
Farm Facts and Fun..... Sat.  
1:15 P. M.—Today's Children—General Mills..... Mon., Tue., Wed., Thu., Fri.  
1:30 P. M.—Woman in White—General Mills..... Mon., Tue., Wed., Thu., Fri.  
Here's to Youth, NBC..... Sat.  
Westinghouse Concert..... Sun.  
1:45 P. M.—Judy and Jane—Folger Coffee..... Mon., Tue., Wed., Thu., Fri.  
2:00 P. M.—Woman of America—P. & G. Ivory Snow..... Mon., Tue., Wed., Thu., Fri.  
The Baxters, NBC..... Sat.  
Upton Close—Sheaffer Pen..... Sun.  
2:15 P. M.—Ma Perkins—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.  
2:30 P. M.—Pepper Young—P. & G. Camay..... Mon., Tue., Wed., Thu., Fri.  
The Army Hour, NBC..... Sat.  
2:45 P. M.—Right to Happiness—P. & G. Ivory Bar..... Mon., Tue., Wed., Thu., Fri.  
3:00 P. M.—Backstage Wife—Sterling Products..... Mon., Tue., Wed., Thu., Fri.  
Rupert Hughes, NBC..... Sat.  
3:15 P. M.—Stella Dallas—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri.  
The People's War, NBC..... Sat.  
3:30 P. M.—Lorenzo Jones—Sterling Products..... Mon., Tue., Wed., Thu., Fri.  
Doctors at War, NBC..... Sat.  
Nebraska-Iowa Quiz—Listerine Tooth Paste..... Sun.  
3:45 P. M.—Young Widder Brown—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri.  
4:00 P. M.—When a Girl Marries—General Foods..... Mon., Tue., Wed., Thu., Fri.  
Your America, NBC—Union Pacific..... Sat.  
General Motors Symphony of the Air..... Sun.  
4:15 P. M.—We Love and Learn—Gen'l Foods Bran Flakes. Mon., Tue., Wed., Thu., Fri.  
4:30 P. M.—Just Plain Bill—Anacin and Benefax..... Mon., Tue., Wed., Thu., Fri.  
Story Behind the Headlines..... Sat.  
4:45 P. M.—Front Page Farrell—Hills Cold Tablets and Bisodol..... Mon., Tue., Wed., Thu., Fri.  
5:00 P. M.—The Goldbergs—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.  
Catholic Hour, NBC..... Sat.  
5:15 P. M.—Around the Town—Kellogg Corn Flakes..... Mon., Tue., Wed., Thu., Fri.

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