

Radio
Station
WOW

RADIO NEWS TOWER

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

5000
Watts
590 Kc.

Complete Radio Program News From Radio Station WOW

VOL. IV—No. 9

OMAHA, NEBRASKA, JUNE 1, 1940

PUBLISHED MONTHLY

W. O. W. BIRTHDAY ON 88 STATIONS

Wheaties To Air Ak Race Meet Over WOW

They're off at Ak-Sar-Ben again! This year Wheaties, the "Breakfast of Champions," is again bringing WOW listeners broadcasts of the 1940 Ak-Sar-Ben spring race meet.

The meet opened May 28 with a record-breaking opening-day crowd.

The broadcasts are to be heard from 5 to 5:30 p. m. each racing day (Tuesday through Saturday). In addition there will be three quarter hours per week on Tuesdays and Thursdays at 10:30 p. m., and 9:30 p. m. Saturdays, at which time Harvey Foster, WOW's race expert, will interview jockies, trainers, owners; review results and give his selections for the following day.

Foster, who is an official Placement Judge at the track, will "call" the feature race each day for WOW listeners, and his record of picking winners last year at Ak-Sar-Ben was remarkable.

Electric Gate

WOW will again broadcast direct from Box J, which is directly behind the finish line and in full view of the new Bahr electric starting gate, which will be used at the track this year for the first time. In addition to this vantage point, WOW's announcers will be located in the judges' stand, atop the amphitheater, and remote control lines will be run to the paddock for interviews with trainers, jockies, etc.

In Box J, WOW listeners will hear Tom Dailey, WOW's sports editor, and frequently John Gillin, Jr., Harry Burke and Foster May,

Fair Officials

Of special interest on the WOW broadcasts will be interviews with officials of Nebraska and Iowa county fairs when they come to the races as guests of Ak-Sar-Ben.

One reason for Wheaties' interest in the Ak-Sar-Ben races is that some of the proceeds are given to the support of county fairs throughout the state. Each year other amounts are given for the support of 4-H Club activities. A substantial sum is provided as prize money for the annual 4-H Club competition at the Ak-Sar-Ben stock show. Last year this 4-H Club baby beef contest was the largest in the United States.

In addition to the county fair officials, Wheaties will attempt to bring to the microphone important figures in the grocery industry as they attend the races.

Only Race Meet

On the opening day several of the 350 Chevrolet salesmen and dealers who attended the races were interviewed over WOW.

General Mills, makers of Wheaties, arranged sponsorship of the Ak-Sar-Ben races for the dual reason of interesting listeners in Wheaties and boosting Ak-Sar-Ben activities. Although General Mills is probably the largest purchaser of sports advertising by radio in America, the Ak-Sar-Ben meet is the only horse race sponsorship on the company's list.

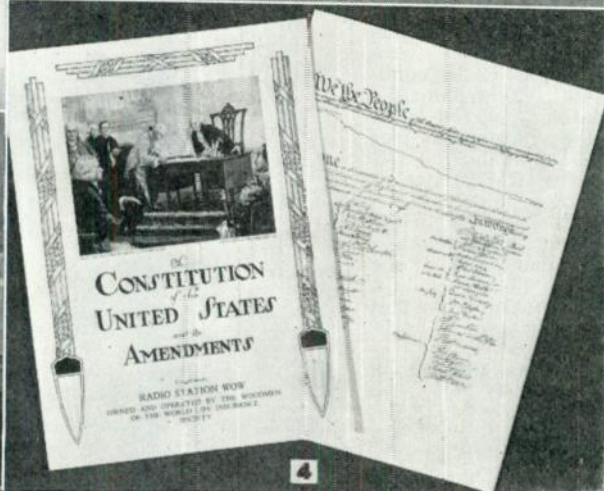
New Norris Dramas

In addition to the sponsorship of Ak-Sar-Ben races and several other programs on WOW, General Mills has arranged to bring a new series of dramatizations to WOW listeners called "By Kathleen Norris," starting June 3. This will be the first time in history that famous novels by America's number one authoress have been made available for radio dramatization. For details of the new series, entitled "By Kathleen Norris," see page 6.

SUMMER IS WOW'S BUSIEST TIME



1. They're off at Ak-Sar-Ben—again under Wheaties' colors! Tune in race days (Tuesdays through Saturdays), 5 p. m. to 5:30 p. m.
3. Big stars go summery, too! Photo shows lovely Irene Rich, with Edgar Bergen and "Charlie," already at a dude ranch.



2. Seymour Camp's drill team, all set for Woodmen parade on June 6, preceding coast-to-coast broadcast from the City Auditorium.
4. Here's a photo of the Constitution of the United States, which WOW is offering for each new or renewal News Tower subscription.

AVERY TO ST. LOUIS

Gaylord Avery, young WOW announcer from Aberdeen, S. D., has accepted a position with Station KMOX at St. Louis and will report there for duty June 1. "Gay" was employed after competitive auditions in which 33 announcers took part.

Last October Gay and Miss Laura York of WOW's program department were married, and it was while on their honeymoon that Gay first met the KMOX officials. He came to WOW in 1937.

A FINE GIFT

WOW's offer of a beautifully-printed copy of the Constitution of the United States—FREE with each new or renewal subscription to the News Tower (see photo above)—will continue for a short time. Send your name and 50 cents now! It is truly a fine gift.

Tommy Dorsey has been signed as a summer replacement for Bob Hope.

'WOMAN IN WHITE'

"Woman in White," popular dramatic show, will be heard at a new time, for a new sponsor, with a new leading lady. The 15-minute program, starting June 10, will be heard Mondays through Fridays at 10 a. m. over WOW and the NBC Red network, under the sponsorship of Procter & Gamble in the interests of Camay Soap.

Betty Ruth Smith, pretty NBC dramatic star, has the leading role of Karen Adams. Irna Phillips is the author of the drama.

THE MEN BEHIND THE WHEATIES RACE GUNS



Harvey Foster, official track judge at Ak-Sar-Ben and WOW race commentator this year for the Wheaties broadcasts, 5 p. m. to 5:30 p. m., Tuesdays through Saturdays.



Star Wheaties salesmen met recently with WOW executives to discuss Ak-Sar-Ben race broadcasts. In the photo are Jack Edwards, Kansas City supervisor; Bob Smith, Lincoln; E. G. Johnson, Des Moines branch manager; George Champlin, Omaha; Harold Bell, Fremont; Bill Carmichael, Des Moines supervisor, and (standing) Tom Dailey (left) and Howard Peterson of WOW, (seated) John Gillin, Jr., General Manager of WOW, and William Ruess, WOW Personnel Director.

Parade Of Special Events Set For Hot Weather

WOW is heading into the good old summer time at breakneck speed.

Outdoor events, broadcasts in which thousands of WOW listeners will see WOW special events crews in action, predominate in WOW's schedule.

Of paramount interest is WOW's role in the observance of the Woodmen of the World Life Insurance Society's Golden Anniversary, June 6. Complete details on page 3.

Suffice to say here, WOW listeners are invited to attend a nationwide broadcast originating at the City Auditorium June 6, 7 p. m. About 5,000 seats will be available to the general public free of charge. The doors will be open at 6 p. m. and close at 6:45 p. m.

Feature number two in WOW's pre-hot-weather schedule is the series of Wheaties broadcasts from the Ak-Sar-Ben race meet, May 28 to July 6. Every race day (Tuesday through Saturday) WOW will be on the air direct from the track, and thrice weekly late evening commentary broadcasts will be aired under the Wheaties colors. (See column 1 for details.)

Chevrolet Specials

Tens of thousands of WOW listeners will see special Chevrolet "Man on the Street" broadcasts during the next six weeks or two months. Most recent of these was the one at the Du Teau Chevrolet Company in Lincoln, May 25. Listen to the "Man on the Street" program daily for further announcements of outstate "Man on the Street" appearances.

The heavy schedule of outdoor special broadcasts hit its stride in late April with a series of broadcasts about the Omaha Chamber of Commerce trade trip, under sponsorship of the Omaha National Bank. Then came WOW's participation in Golden Spike Days, details of which are told in picture form on page 5 of this News Tower.

WOW Seeks To Use New F-M System

General Manager John Gillin Jr., announced that WOW has applied to the Federal Communications Commission for the right to use a high frequency channel for possible introduction of the "frequency-modulation" system of transmission in the middle west.

The application, if granted by the commission, would put WOW in position to use this new method of transmission, whose inventors say is vastly superior to the present system. Loosely, the new method has been called "static-less transmission."

5 NEW 1941 SHOWS

Five General Mills daytime serials were assured of their present NBC (and WOW) time allotments for another year recently with the signing of 52-week contracts through Blackett-Sample-Hummert and Knox Reeves agencies. Programs are "Arnold Grimm's Daughter," "Betty Crocker," "Hymns of All Churches," "Valiant Lady" and "Light of the World."

MEET MISS DENIM

The modern American office girl or school girl may never shingle a roof or operate a tractor, but she's nearly a cinch to wear "Blue Denim" this summer—as slacks or in play suits.

This is the message the Associated Denim Producers are bringing to WOW listeners in a year's sales campaign in Nebraska, Iowa, Kansas and Missouri.

RADIO WOW PASSES IN REVIEW

Vision of Founders Credited With Station's Progress

By WILLIAM RUESS, Personnel Director

EVERY member of the Woodmen of the World Life Insurance Society may well be proud of his part ownership in Radio Station WOW.

For WOW has not only served its original purpose of publicizing the Society over a large territory, but it stands today as a living testimonial to the amazing foresight and wisdom of its founders, and is one of the largest and most important radio stations in the nation.

The real story of how WOW came into being is told here for the first time.

Nearly 20 years ago, when radio broadcasting was a babe in swaddling clothes, the officers and directors of our Society approved a national advertising campaign. Through this medium Sovereign Commander W. A. Fraser and his staff sought to spread the benefits of Woodcraft throughout the nation.

With attentive ears they listened to the sales story of an advertising representative of a national weekly publication. An appropriation was made and copy was planned.

At this point somebody mentioned radio broadcasting. The general opinion of radio then was that it was only a passing fancy, but the officers and directors of our Society, with unusual vision, were wise enough to see that radio was no fad. If there ever was a classic example of wisely anticipating the future, it was at this time, when a thorough investigation of this new-fangled thing called radio was ordered.

At this time there were a handful of stations in the country—KDKA, Pittsburgh; WSB, Atlanta, operated by the colorful Lambdin Kay, who said his station "covered Dixie like the dew"; WBAP, Fort Worth, the voice of another radio pioneer, Harold Hough, "The Hired Hand"; Earle Anthony's great station, KFI, Los Angeles; KWKY, at Chicago, and others.

Orson Stiles, head of the organization department of the Society, and Colonel T. E. Patterson spent hours discussing this new-fangled gadget called radio, and marvelling at the weird stories that something going through the air made it possible to send a human voice over vast distances so that all might hear.

They consulted the "experts."

Mr. Stiles recalls one conversation which actually took place with some of those early so-called experts.

"Could we have five watts?" asked Mr. Stiles.

"Possibly," said the "expert."

"Could we have 10 watts or 20?"

"Well, I don't know whether we could control that much power."

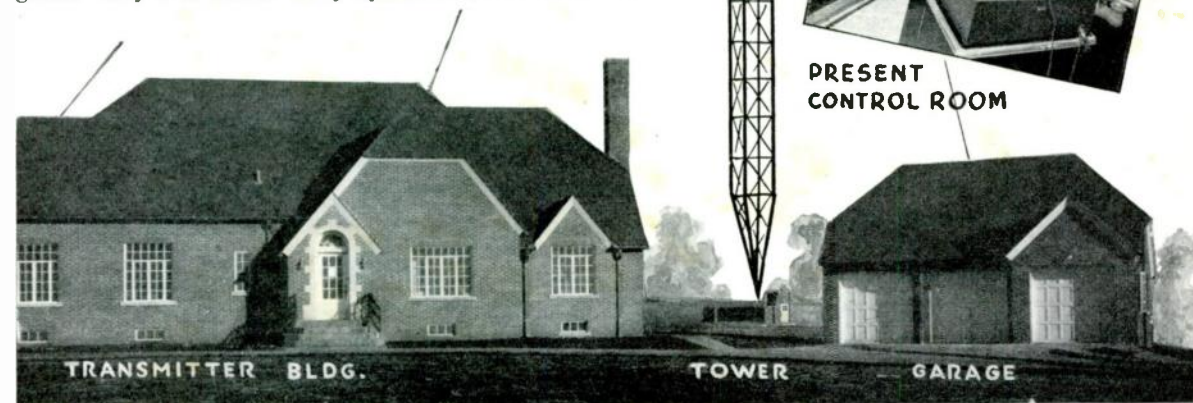
Further investigation revealed that the Western Electric Company could build a transmitter capable of throwing the amazing power of 500 watts into the ether!

Unaccustomed to doing things half way, the Society decided to sponsor a "big" station. The transmitter was purchased at considerable cost, and then the fun began.

In those days many radio stations were on the same wave length, but there were so few stations that there was comparatively little interference. There was no radio law, no rules or regulations and no program formulas.

As Mr. Stiles put it: "One just turned on the juice and started talking into the microphone."

Colonel Patterson and Mr. Stiles provided many folks who had crude radio receivers with some of the first "programs" they ever heard. They operated "Station WOAW"



less conventionally than the members of the American Radio Relay League now operate their "ham" stations. They went on the air and "called" Lambdin Kay in Atlanta, Ga., 1,100 miles away. Then they turned off the transmitter and waited for Lambdin Kay to answer. Lo and behold, he answered!

Similar conversations were conducted with "The Hired Hand" at Fort Worth, and even with the Earle Anthony station in Los Angeles.

In those days radio's early "miracles" were being performed nightly. Conversations took place over amazing distances. Letters came in that voices on "WOAW" were actually heard on ships in mid-Pacific and mid-Atlantic oceans. A polar expedition near the Arctic circle heard WOAW. Letters poured in from every state in the union. Commander Fraser, Colonel Patterson, Mr. Stiles and the other Woodmen officers actually had difficulty in believing the truth of some of these "miracles." It should be noted that today there are some 700 radio stations. The air today is actually so

saturated with radio signals that there exists in every cubic inch, everywhere, a conflict so great that the range of modern radio stations has been greatly condensed.

Space limitations preclude the giving here of many interesting milestones in WOW's 17 years of exciting progressive history. Suffice to say that each history-making step offers further convincing evidence of the acute practical judgment of those Woodmen executives who, through trials and tribulations, guided the destiny of the Society's radio station.

On April 2, 1923, station WOAW was established. As if sensing the historical importance of the occasion, a "Grand Opening" program was presented, featuring a 75-voice choir, speeches by state and city officials and prominent Omahans, and appropriate words by Sovereign Commander Fraser.

Bradshaws Were Active

At the piano was Mrs. Nellie Bradshaw, wife of De E. Bradshaw (our president), Mr. Fraser's successor. Even in those early days,

and continuously down through the years, both Mr. and Mrs. Bradshaw have taken an active personal interest in the management of this station. Their contributions to its many achievements and outstanding success cannot be underestimated.

On our third anniversary an event occurred which was destined to open the eyes of national advertisers throughout the nation. To add interest to the birthday party, a large breakfast food manufacturer offered each listener a birthday present of a package of corn flakes. The listener response to this generous offer far exceeded everybody's expectations.

In a brief period after the broadcast it was discovered that the company had given away seven carloads of breakfast cereal!

This event marked the beginning of the station's commercial success. In each successive year it has increased its service to advertisers, both national and local.

New Call Letters

Late in the same year the steamship Henry J. Bibble was retired

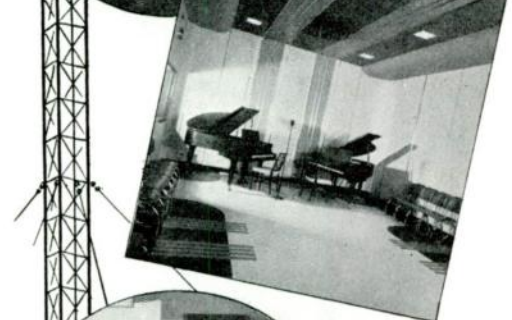
WILLIAM RUESS
PERSONNEL DIRECTOR



JOHN GILLIN, JR.
STATION MANAGER



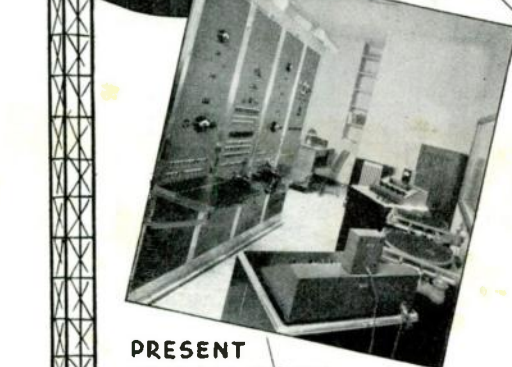
OLD
MAIN
STUDIO



PRESENT
MAIN
STUDIO



OLD
CONTROL
ROOM



PRESENT
CONTROL ROOM

THE STORY OF RADIO WOW

This page is devoted to a special story, historical in character, about WOW. It is reprinted from the 50th Anniversary special edition of the Woodmen of the World Magazine. Its author is the Personnel Director of WOW and Chairman of the Board of Auditors of the Woodmen of the World Life Insurance Society.—The Editor.

from service. The department of commerce, then the governing agent of all radio stations, permitted WOAW to use the S. S. Bibble's call letters, WOW. It has been WOW ever since. The call letters in themselves are an asset to the Society of inestimable good will.

The next milestone in WOW's history, which cannot be omitted, came on October 1, 1927, when WOW became affiliated with the Red network of the National Broadcasting Company. Only a few months before, WOW's power had been stepped up to 1,000 watts and its wave length was progressively improved. In June, 1936, it was assigned to its present frequency of 590 kilocycles, which is one of the most valuable wave lengths in the United States.

Network broadcasting in those days was truly a miracle. The listener, with his home-made haywire set, could hardly believe that radio programs were being sent from New York City, over long distance telephone wires, and made available to him in his living room.

The significance of this milestone probably aroused more interest than the general advent of television would today, for radio listeners today have become so accustomed to radio miracles that they take them as a matter of course.

The next big event in WOW's history came when, on December 8, 1935, the Society moved into new headquarters, the Insurance Building, at 17th and Farnam Streets, and opened the present WOW studios. During opening week more than 40,000 persons came to visit the studios and the Society's national headquarters.

Luxurious Studios

The beautiful and luxurious WOW radio studios almost immediately gained the reputation of being the most elegant in America. Station executives from coast to coast, network officials and others high in the councils of the baby radio industry came to Omaha to see and to wonder at these studios, which are considered one of Omaha's "show places."

WOW's physical property also includes a strictly modern transmitter, located at 56th Street and Kansas Avenue, on the outskirts of Omaha, in the center of a 16-acre tract, sometimes facetiously referred to as "The WOW farm."

The transmitter is housed in a beautiful brick building, which includes living quarters for the engineers. Towering above, is the single WOW transmitting antenna, which stands 454 feet in the air, weighs 29 tons and is all modern in design. On a clear day it may be seen 50 miles from Omaha. It serves as a friendly lighted guide post for the huge transcontinental airliners.

Concurrently, with the removal of WOW to its own permanent home, the station was granted 5,000 watts (daytime) power by the Federal Radio Commission. This was the commission's way of expressing its approval of WOW's service in the past and indicating that WOW's service area should be extended.

Service Extended

In November, 1939, the commission further extended WOW's service by granting 5,000 watts at night, thus giving the Society's radio station intensive coverage for 300 miles in all directions from Omaha, its headquarters city.

In addition to having excellent guidance and counsel from the executives of our Society and the very best physical facilities, WOW has from its inception been blessed with proficient, active management.

Given the best tools that money could buy, and the best blueprints in the form of sound policies and counsel, the staff of the radio station has done its work well.

In the beginning, Sovereign Commander Fraser himself was the announcer and active manager of the station, with Orson Stiles, Col. T. E. Patterson and the then General

Attorney, De E. Bradshaw, as able, willing enthusiastic assistants.

In the early days WOW's staff consisted of one day and one night hostess, both of whom doubled in piano and were singers; one day and one night announcer, and two engineers—six people in all.

Change in Supervision

In 1933, Sovereign Stiles' duties in the organization department had increased to a point where it was considered advisable to transfer his supervision of the radio station to Mr. William Ruess, chairman of the auditors, who was then named personnel director of the radio station.

Today the staff of WOW, managed by young, capable John Gillin, Jr., includes 65 regular employees, and a host of others who do specialized jobs for special programs and occasions.

Mr. Gillin is 35 years of age and has been in radio since 1927. He is a graduate of Creighton University and is well known throughout the radio industry. He is a director of the National Association of Broadcasters and a former director of the United States and a former President of Omaha Junior Chambers of Commerce.

Directly under Mr. Gillin are six young men—young in years, but experienced and proficient in the management of the different departments of WOW. These include W. J. Kotera, chief engineer; Harry Burke, program manager; Howard O. Peterson, local advertising and promotion manager; Foster May, news editor and special events manager; Lyle De Moss, production manager, and Bill Wiseman, publicity manager.

World Radio Congregation

These men, and their predecessors throughout the years, have kept WOW's programs on a high plane as to religious, educational and entertainment value.

One of the first regular services of WOW, established on April 8, 1923, was the WOW World Radio Congregation, the first non-denominational and non-sectarian radio church on the air to be conducted regularly in America. The Rev. R. R. Brown was named as WOW's minister, and these services have been conducted continuously since the very beginning.

Another outstanding good will feature has been developed by Sally Dee with her Sunshine Club. This program is designed to bring cheer and comfort into the hearts and homes of the shut-ins. Through the aid of listeners, by small contributions, it has been possible to furnish to the shut-in invalids many comforts they could not have provided for themselves.

Even this all too brief story of WOW would be incomplete without mentioning a few of WOW's most recent accomplishments which have attracted favorable nation-wide comment.

Excellent News Service

To give WOW listeners a fast, accurate and complete word picture of the news of the world, WOW maintains a nine-man news department.

(Continued on page 6)

WOW

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

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

Subscription price is 50 cents per year.

Bill Wiseman, editor.

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

MILLIONS TO HEAR W. O. W. FETE

Big Anniversary Program is All Set THEY GUIDE WOODCRAFT DESTINY

After months of preparation, including countless rehearsals, WOW's program department is "all set" to present the Woodmen of the World's Golden Anniversary program, June 6, over a coast-to-coast NBC network.

The program will originate in the Omaha City Auditorium at 7 p. m., Omaha time.

Two great choruses, the Seymour Camp Singers and the WOW Modern Choir, will join with the WOW Augmented Orchestra, soloists and speakers to make the Golden Anniversary program one of the most pretentious radio productions ever aired from Omaha.

The entire program will be under the direction of Production Manager Lyle De Moss, with Program Manager Harry Burke announcing and Musical Director Freddie Ebener assisting.

Principal speaker will be President Bradshaw.

Another speaker will be Harry Root, son of Joseph Cullen Root, founder of the Society. He will speak from a room in Hotel Paxton, at approximately the exact spot where the Society was founded half a century ago.

Significantly, the program will open with the traditional Woodcraft selection, "The Opening Ode," by the Seymour Camp Singers. This is the music used to open Woodmen Camp meetings throughout the nation.

Lyle De Moss will offer as a solo the familiar "Friends of Mine," by Willfriel Sanderson.

Among the orchestral selections will be "Valse A'Volante," a composition by Nellie Shorthill Bradshaw, the talented pianist-composer wife of President Bradshaw.

Woodmen Workers Become Veterans

The Woodmen of the World Life Insurance Society employs a total of 462 persons in Omaha. Of this number, 346 are employed in the Insurance offices, 65 in Radio Station WOW and 51 in buildings owned by the Society. Of the 346 employees in the Insurance offices, 74, or approximately 21 per cent, have been in the employ of the organization for 20 years and more. Assistant Secretary V. J. Pakes is the oldest employee in the point of service. He has been affiliated with the headquarters for more than 43 years. A complete list of these loyal and efficient veteran employees follows:

Thirty or more years: V. J. Pakes, W. G. Johnson, C. L. Burmester, Harry Long, A. E. Peterson, James M. Sturdevant, Orson Stiles, A. G. Myers, Blanche (Peggy) Melton, Lillie Lundgren, W. F. Berger, C. M. Richards, N. R. Richardson, Oscar Levin, Robert Gibson and Freda Shay.

Twenty-one to 29 years: Louise Walsh, Robina Fulton, George Burchmore, Mary Callopy, Grace Kaiser, Bess Wilson, Norman Young, A. H. Claudius, Adeline Hoffman, Louis Murphey, Clyde Rynearson, Emma Carr, Hazel Beam, Manley Chaney, Lawrence Crizer, D. D. Macken, Mayme Enright, Mary Angela Fox, Hallie King, Frank Vachal, Homer McArthy, L. A. Rogers, Rose Rubin, Henry Coleman, Oscar Curtis, Rae Dietrich, Janie Hanks, Katherine Jensen, Herman Johnson, Verna Buchanan, Gilbert Carlson, Elizabeth Connolly, Wayne Garrett, Frank Penny, Muriel Peck and Evelyn Sandberg.

Twenty years: Juanita Austin, Hazel Atkinson, Dora Budde, Adolph Carl, L. R. Dexter, W. A. Hecker, Frances Jepsen, Frank Meacham, Anna Maack, James McClaren, Anna McNulty, Lenore Norton, Harry Nelson, Claude O'Hara, William Phillips, Florence Potter, Hazel Ridley, Horace Rosenblum, John Tracy, Theo Veat, Charles Winters and Marie Yunk.



T. E. PATTERSON
Vice President
Omaha, Neb.



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88 NBC Stations to Carry Woodcraft Story to Nation

RADIO will play an important role in the gala festivities incident to the Golden Anniversary observance of the Woodmen of the World Life Insurance Society, June 6.

More than 88 stations in 27 states will join a vast National Broadcasting Company network, which will carry the Golden Anniversary broadcast. It will originate over Station WOW.

These stations have a potential audience of 40,011,600 radio listeners. The program will be heard on WOW at 7 p. m., Central Standard Time.

In addition to the millions of listeners in homes, members of the 8,000 individual Woodmen of the World lodges (or Camps, as they are called) will be gathered in their meeting places to hear this epochal broadcast.

Each lodge will conduct its own Golden Anniversary program, which will reach a climax with the reception of the broadcast program.

In Omaha, national headquarters of the Woodmen, June 6 will be a memorable day.

Throughout the morning the beautiful offices of the Society's headquarters, including Radio Station WOW's studios, will be open for visitors. The "open house" will continue throughout the day.

At noon, the Woodmen officers and directors will be guests of honor at a luncheon tendered by the Greater Omaha Association and the Omaha Chamber of Commerce in the Chamber's dining room.

At 3 p. m., hundreds of members of the Society, along with the officers and directors, and many distinguished visitors, will stage a parade through downtown Omaha.

The evening ceremonies, including the coast-to-coast broadcast, will be in the Omaha City Auditorium.

WOW listeners are cordially invited to attend the nationwide broadcast at the Omaha City Auditorium. No admission will be charged. Spectators must be in their seats before 6:45 p. m., at which time the doors will be closed.

Following is a list of the stations of the NBC (Blue) network which will broadcast the Woodmen's Golden Anniversary program:

OUR PRESIDENT



DE E. BRADSHAW
President
Omaha, Neb.

Anniversary Program Stations

Station	Location	Station	Location
KANS	Wichita, Kans.	WGKV	Charleston, W. Va.
KDKA	Pittsburgh, Pa.	WHK	Cleveland, Ohio
KFAM	St. Cloud, Minn.	WHAM	Rochester, N. Y.
KFDM	Beaumont, Tex.	WIBA	Madison, Wis.
KGBX	Springfield, Mo.	WIBM	Jackson, Mich.
KGKO	Ft. Worth, Tex.	WICC	Bridgeport, Conn.
KMA	Shenandoah, Iowa	WING	Dayton, Ohio
KOAM	Pittsburg, Kans.	WIOD	Miami, Fla.
KOWH	Omaha, Neb.	WIS	Columbus, S. C.
KRGV	Weslaco, Tex.	WJAX	Jacksonville, Fla.
KRIS	Corpus Christi, Tex.	WJBO	Baton Rouge, La.
KROC	Rochester, Minn.	WJIM	Lansing, Mich.
KSCJ	Sioux City, Iowa	WJRD	Tuscaloosa, Ala.
KSO	Des Moines, Iowa	WJTN	Jamestown, N. Y.
KSOO	Sioux Falls, S. D.	WJZ	New York, N. Y.
KTHS	Hot Springs, Ark.	WKBO	Harrisburg, Pa.
KTOK	Oklahoma City, Okla.	WLAK	Lakeland, Fla.
KWK	St. Louis, Mo.	WLEU	Erie, Pa.
KXYZ	Houston, Tex.	WMAL	Washington, D. C.
KYSM	Mankato, Minn.	WMC	Memphis, Tenn.
WABY	Albany, N. Y.	WMFF	Plattsburg, N. Y.
WAPU	Chattanooga, Tenn.	WNBC	Hartford, New Britain, Conn.
WALA	Mobile, Ala.	WOAI	San Antonio, Tex.
WAVE	Louisville, Ky.	WOOD	Grand Rapids, Mich.
WAZL	Hazleton, Pa.	WORK	York, Pa.
WBAL	Baltimore, Md.	WOW	Omaha, Neb.
WBCM	Bay City, Mich.	WOWO	Ft. Wayne, Ind.
WBLK	Clarksburg, W. Va.	WPTF	Raleigh, N. C.
WBRE	Wilkes-Barre, Pa.	WREN	Lawrence, Kans.
WBZ-WBZA	Boston and Springfield, Mass.	WROL	Knoxville, Tenn.
WCOA	Pensacola, Fla.	WRTD	Richmond, Va.
WCOL	Columbus, Ohio	WSAI	Cincinnati, Ohio
WDSU	New Orleans, La.	WSAN	Allentown, Pa.
WEAN	Providence, R. I.	WSB	Atlanta, Ga.
WEBC	Duluth, Minn.	WSGN	Birmingham, Ala.
WEBR	Buffalo, N. Y.	WSM	Nashville, Tenn.
WELL	Battle Creek, Mich.	WSOC	Charlotte, N. C.
WENR	Chicago, Ill.	WSPD	Toledo, Ohio
WEST	Easton, Pa.	WSUN	St. Petersburg, Fla.
WFBC	Greenville, S. C.	WSYR	Syracuse, N. Y.
WFDF	Flint, Mich.	WTAR	Norfolk, Va.
WFIL	Philadelphia, Pa.	WTCN	Minneapolis, Minn.
WGAL	Lancaster, Pa.	WTMA	Charleston, S. C.
		WXYZ	Detroit, Mich.

WOW SPECIAL EVENTS AND NEWS

NEWS EDITOR'S COLUMN

By FOSTER MAY
WOW News Editor

Recently, the name of Colonel Charles A. Lindbergh has figured prominently in the news. Colonel Lindbergh, as you no doubt know, made a speech, in the middle of May, condemning America's "war hysteria," and was bitterly attacked as a result. Which brings to mind, in this series of personality sketches of famous people, a contact I made this winter while on vacation in Mexico.



Foster May
this winter while on vacation in Mexico.

It was my pleasure to call upon the Ambassador to Mexico, bearing letters of introduction from an old and close friend of the Ambassador, Omaha's former Mayor, Richard L. Metcalfe, now state director of the National Emergency Council. The Ambassador is Josephus Daniels, former Secretary of the Navy under President Wilson. The reason, of course, that Lindbergh brings to mind this contact is that it was in the fine, old embassy home at Mexico City that the flying colonel, then flushed with the triumphs of his aviation exploits, met and wooed Anne Morrow, daughter of the then United States Ambassador to Mexico.

Hospitable

Ambassador Daniels was extremely gracious to us. He is an elderly gentleman, perhaps 70, but with all his mental and physical powers, alert to the intricacies of his important position. As we were ushered into the spacious, airy office, overlooking the embassy grounds and gardens, he arose and greeted us as old friends. For many years he and "Governor" Metcalfe, as he always referred to him, have been close friends, and he was surprisingly familiar with the official and civic life of Omaha. After chatting a half hour, he told us that Mrs. Daniels was expecting us to tea in the embassy house, just across the gardens. He suggested that we wander through the gardens for a few minutes while he cleared his desk and joined us. We stepped out in the open court, between the offices and the embassy house, and wandered here and there in the delicate beauty of that tropical, formal garden. We discovered cozy little retreats and bowers which must have been the same ones in which Lindbergh and Anne had sat and whispered sweet nothings. We realized what a made-to-order spot it was for romance. And then, presently, the gong rang for tea.

Knows Roosevelts

When the Ambassador joined us, the conversation immediately turned to politics. We discovered that he is an ardent admirer of Mrs. Eleanor Roosevelt. In fact, he said, in a humorous vein, that he thought there should be no third term, but, rather, that Eleanor Roosevelt should be elected President in 1940. Then he talked immediately of Franklin D. Roosevelt. He remarked about some of the present New Deal moves and ventured casual predictions as to the effect.

Suddenly I realized why Ambassador Josephus Daniels should know so much about Franklin Roosevelt and why he had so many of the same ideas on social problems as have been expressed by the President. He, Josephus Daniels, was practically godfather to the politics of Franklin Roosevelt. It was in Ambassador Daniels' navy department that President Roosevelt received his first important political appointment. It was at the feet of this fine old gentleman that he probably became impregnated with the roots of the political philosophy we now know as the New Deal. So, before that tea session was finished, I became increasingly aware that I was talking with the father of the

NATTY COSTUMES FOR WOW FIELD CREWS



Snappy, eh? It's the WOW Special Events force in their new field work outfits. They'll wear 'em on all broadcasts outside the studios. Foster May (with back turned) illustrates the back-lettering.

Left to right in line are: Tom Dailey, Joe Herold, Glenn Flynn, Ray Olson, Lyle De Moss, Harry Burke, Bob Rudd, Howard Peterson, Bill Kotera and Gay Avery.

THE SPORTS EYE

By TOM DAILEY
Falstaff Sportscaster, on WOW,
9:15 P. M., Week Days

Hello, good sports! Perhaps the greatest event on Nebraska's spring and summer sports program is the Ak-Sar-Ben races at Ak track, said to be the fastest in the world.



Tom Dailey

Again this year horse race fans will be treated to some of the best runners the Sport of Kings affords. Around 700 horses are participating in the races this year—with at least three distance races each day. While Secretary Leigh believes in giving the patrons plenty of distance running, he hasn't neglected the sprinters, and several early handicaps are on tap for the dashers.

The races this year will use the new electric Bahr Starting Gate, which facilitates faster and more efficient starting.

The staff of WOW, and especially the sports department, is pleased to again be on the air from the track this season. Many special air events have been arranged, and it's our hope that you will tune in for them each afternoon at 5 o'clock. Harvey Foster, placing judge, will again call the races, with Yours Truly airing comment. Attend the races at Ak-Sar-Ben field if you can. If not, listen to WOW!

Golf History

On one of my 9:15 p. m. Falstaff broadcasts a few nights ago I promised to tell you something of the history of the game of golf.

The Scots, we are told, were playing golf along the wastelands adjacent to the seashore before Christopher Columbus set out to find other fairways on the Western Hemisphere. Due to the long past of the game, the origin of many of its customs is more or less obscure. For instance, 18 holes were established as the standard for a round or match, but we can't tell you why, except that the Royal and Ancient Golf Club of St. Andrews fixed 18 holes as the standard back in 1858. But the record here fails to mention why that number was selected. The history of golf is fantastic. Successive kings of Scotland tried to abolish the sport, but it was played furtively and kept alive. The royal ban was lifted automatically when a ruler was caught playing the game which he had barred by royal order.

A Dub King

It seems that soon after King James signed the new law of 1491, which prohibited playing golf, one of the noblemen argued with the king in favor of the game. To prove that the game was fascinating, the boys gave a private demonstration in the king's study. When it was over the king scoffed and jeered at the boys for paying so much attention to such a simple thing as hitting a golf ball. He was then invited to try it, which he did. After several lusty swings, and after no success, King James became angry and the royal temper boiled higher and higher, and he vowed that the next morning he would arise at dawn and conquer the game. We've all made that vow—and some of us are still making it. But, anyway, when the subjects learned that the king himself was golfing, then they brought it out in the open, and everything was all right again.

"The World Is Yours" Observes 4th Birthday

"The World Is Yours" United States Office of Education radio series supplying behind-the-scenes knowledge of the research resources of Smithsonian Institution, Washington, D. C., celebrates its fourth anniversary Sunday, June 9. It is on WOW at 2:30 p. m., Sundays.

Kaltenborn Calls Turn of Events

The famous news analyst, H. V. Kaltenborn, had his bags packed and his ticket purchased to go to Europe, May 3. Just before sailing time he changed his mind and decided to remain in the United States.

Said Kaltenborn:

"It appears that decisive action is in the immediate offing. I have decided to stay in America, where I can view things from a neutral vantage point and where more news of the entire picture will be available."

The German invasion of the low countries started exactly a week later.

New Deal. A staunch Jeffersonian Democrat—he was by birth and heritage an aristocrat himself—Ambassador Daniels could convince anyone of his genuine interest in the masses or the under-privileged. When I say that we had "tea," it is exactly what I mean. Nothing but tea, little cakes and cold water was served. The Daniels are strict teetotalers, and do not even permit the serving of alcoholics at any of the formal embassy dinners or parties—much to the annoyance of many a visiting diplomat.

VALLEE GOES EAST

Rudy Vallee will transfer his Seal-test program from Hollywood to New York this June, to combine eastern broadcasts with a vacation at his lodge in Maine. Vallee will devote his first New York broadcast, June 6, to a Yale homecoming celebration, in honor of his alma mater.

Virginia Payne's trip to South America gave her one valuable addition to her stock in trade. The "Ma Perkins" star now has as authentic a Spanish accent as you'll find on the air.

Three Broadcasts NBC to Cover Political Meets



C. B. Hare, manager of new Florsheim Shoe Store, at mike with Foster May.

On the eve of Golden Spike Days, Foster May described the interior of the Florsheim Shoe Store at 1511 Farnam Street for the third time within about a year!

First, he described its original opening. Later, when the store burned out, he was on hand with a special events crew.

On May 14, with Lyle De Moss and the Rangers, Foster assisted in a gala Hollywood opening for the beautiful new store. It was a gay evening with kleig lights, roses for the ladies, soft lights, gaudy Golden Spike costumes and an air of merriment.

Manager C. B. Hare and W. L. Sherril of Chicago, factory representative, were the recipients of many congratulatory expressions.

Three Broadcasts NBC to Cover Political Meets

Plans for covering the Republican and Democratic national conventions have been completed by NBC.

A. A. Schechter, NBC director of News and Special Events, with George McElrath, NBC operations engineer, has been working for several weeks with the radio committees and has announced all is in readiness for coverage of the conventions.

The Republicans will open in Philadelphia on June 24 in the Municipal Auditorium, and the Democrats will foregather at Chicago in the Chicago Stadium on July 15. Both conventions are expected to last from five days to a week.

Under arrangements completed by NBC, every phase of both conventions from the pre-convention gatherings to the balloting by states for Presidential and Vice Presidential nominees will be covered in detail by a large staff of news commentators and announcers.

On WOW and the NBC Red network, H. V. Kaltenborn and Earl Godwin will follow the progress of the conventions. Announcers assigned to convention coverage include George Hicks, Charles Lyon, Carleton Smith and Herluf Provenson. Women's activities at both conventions will be covered by Ann Underwood.

HEAR IOWA BOY

Thomas Tuttle, 19, a sophomore of Iowa State College and a resident of Spencer, Iowa, was the guest instrumentalist on the Westinghouse "Musical Americana" broadcast over WOW at 9:30 p. m., May 16.

Tuttle offered "Willow Echoes," by Frank Simons, as a trumpet solo with the Westinghouse Radio Orchestra—100 Men of Melody, under the baton of Raymond Paige. Following his solo, he was interviewed by Paige and by Deems Taylor, eminent critic-composer.

AT PLAY . . . FALSTAFF . . . AT WORK



AT PLAY—Falstaff's Sportscaster Tom Dailey (rear right) used these five famous golfers on his 9:15 sportscast. Left to right: Ralph Guldahl, Stanley Davies, Sam Sneed, Johnny Goodman and Jim Gardiner.



AT WORK—Falstaff's "Salute to Industry" series included this broadcast from an Omaha butter manufacturing plant. It shows Lyle De Moss interviewing Buttermaker Harry Williamson beside a huge butter churn.

WOW'S PART IN GOLDEN SPIKE DAYS



(All photos by Bill Wiseman, WOW staff, except 10, 7, 1, 9 and 8 by courtesy Union Pacific)

1 Gracie Allen's reception at the Union Station in Omaha. This broadcast concluded WOW's hour-long panorama, which covered her trip across the state, with broadcasts from North Platte, Kearney, Grand Island and Columbus. (See 7, 8, 9 and 10.)

2 Foster May and WOW engineers using the new machine-gun microphone for the first time in Omaha in the Golden Spike Days parade reviewing stand.

3 The WOW family party, with a cast of 50, snapped while entertaining at the Gracie Allen Surprise Party at the Ak-Sar-Ben Coliseum. Star and producer of the show was Lyle De Moss (back turned), shown directing the group.

4 Foster May did a Chevrolet "Man on the Street" from the luncheon for distinguished guests. Left to right are Alvin Johnson, general chairman of Golden Spike Days; Governor R. L. Cochran, President William Jeffers of the Union Pacific, George Burns and Gracie Allen.

5 The WOW Special Events Great White Fleet, which covered important phases of Golden Spike Days, and other ceremonies, throughout Nebraska. The fleet consisted of a Chevrolet, Ford, Dodge and Studebaker, plus the mobile unit.

6 Members of the WOW staff in their Golden Spike Days costumes. Left to right: Bill Wiseman, Publicity Manager; John Gillin, General Manager; Harry Burke, Program Manager, and Foster May, News and Special Events Manager.

7 Gracie Allen on the front end of her Presidential Special. (Snapped at North Platte, where a large crowd welcomed her.)

8 Part of the crowd which greeted the Gracie Allen Special at Kearney. (Photo from rear platform, where Foster May was broadcasting.)

9 George and Gracie at the start of a parade through Grand Island's business district. (Another royal welcome awaited her in this city.)

10 Somewhere in this mob, with a microphone in hand, is Foster May attempting to describe the train's arrival in Columbus. (Arrows point to WOW's Great White Fleet Special Events Cars parked on outskirts of crowd.)

SHORT, SHORT ITEMS ABOUT YOUR FAVORITE WOW RADIO PERSONALITIES

A prayer for peace and a tribute to American war dead was delivered on the "Guiding Light" broadcast Memorial Day. Both were read by Arthur Peterson in his role of Dr. John Ruthledge, leading character of the P. & G. program.

—wow—

"The Voice of Firestone" program, honored recently in the annual Star of Stars poll conducted by "Movie and Radio Guide" magazine by the designation of Mar-

garet Speaks, soprano star of the program, as the "best woman singer of classical songs," has been renewed for another full year on WOW and the NBC Red network. It is broadcast each Monday at 6 p. m., Omaha time.

—wow—

Although Bing Crosby gets a regular 13-week vacation, he's asking for 21 weeks. He wants to go to the Argentine to look over some horses.

Ann Leaf, former Omahan, whose organ music forms the background for many programs, is the author of a new tune, just published. Its title is "Dozin' by the Cabin Door."

—wow—

The Rev. R. R. Brown, pastor of WOW's World Radio Congregation, expected to be in Los Angeles May 28 to address a gigantic revival service conducted by ministers of 30 churches in the California city. At a similar meeting recently, more

than 5,000 persons were turned away. The service was to be held in the Los Angeles Shrine Auditorium.

—wow—

Bob Trout, Hamilton watch announcer, is in the market for a pair of anti-camera glasses, as a protection against the glare of the motion picture lights which will be focused on the stage of the Presidential nominating conventions which Bob will cover.

Arlene Francis, fennec of "What's My Name," is another New York state farmer. Her beautiful country estate has its own swimming pool, pheasant run, trout stream—and Arlene specializes in raising ducks.

—wow—

Betty Winkler, star of "Girl Alone," has given her agency executive husband (Bob Jennings) a table-tennis table and he bought her a summer fur wrap.

P. & G. SETS FIVE NEW SHOWS

New Serials and Old in New Lineup

A shift in Procter & Gamble serial programs brings five new programs to WOW.

Included will be:

"Lone Journey," for Dreft, which started May 27, 9:15 a. m., Mondays through Fridays.

"Woman in White," for Camay, which begins June 10, 10 a. m., Mondays through Fridays.

"The Road of Life," for Oxydol, which begins June 17, 10:15 a. m., Mondays through Fridays.

"The Right to Happiness," for Crisco, which begins June 10, 10:30 a. m., Mondays through Fridays.

"Life Can Be Beautiful," for Ivory, which began May 27, 10:45 a. m., Mondays through Fridays.

Details of the new members of the Procter & Gamble family will be found elsewhere in this edition of the News Tower.

STATION WOW IN REVIEW

(Continued from page 3)

ment and the complete radio services of the United Press Association. These unsurpassed facilities have made possible many spectacular broadcasts.

One of these was WOW's exclusive coverage of the devastating Ohio river flood in 1937. These thrilling broadcasts, originating a thousand miles from WOW's transmitter, focused the industry's attention on WOW's enterprise. It was for the year of 1937 that WOW received the coveted Variety Showmanship Award, as the outstanding showmanship radio station in the United States. The Variety gold plaque is a permanent fixture in WOW's reception room.

Thrilling Broadcasts

Still greater national attention and recognition came to WOW when Special Events Manager Foster May accomplished the feat of permitting WOW listeners to hear actual gunfire in the Spanish revolution, direct from Hendeye, Spain. May placed a long-distance telephone call to a United Press correspondent in Hendeye. The U. P. newsman described an actual battle in progress. His words were transferred into a WOW microphone. As far as it is known, this was the first (and probably only) time that radio listeners ever heard actual warfare direct from the scene of battle.

WOW's most recent outstanding achievement was its participation in the 1940 President's Birthday Ball. On this occasion WOW's brief salute program to President Roosevelt was carried over 463 stations, on four national networks, and throughout the world by short wave. No estimates were ever given of the audience, but it is entirely possible that 50,000,000 to 75,000,000 persons tuned in on this WOW program.

Promotes Society

While all of the aforementioned features have brought the Society prominently before the public in a vast area, daily announcements are also made setting forth the aims and objects of the Society.

No one can look into the crystal ball and determine what the miracles of tomorrow will be in radio, but it is a sure bet that WOW will retain its leadership as long as it has the benefit of the wisdom and counsel of the executives of the Society, its up-to-the-minute physical facilities and its wide-awake managerial staff.

ALLEN GOES WEST

Fred Allen and his entire radio troupe will cross the continent on June 6 and do their last three broadcasts of the season from Hollywood, June 12, 19 and 26. Eddie Cantor will replace Allen as star of the Wednesday evening program for Bristol-Myers in the fall.

NEW STAR



Betty Ruth Smith, who will play the leading role in the new "Woman in White" series.

"Lone Journey", New Dreft Serial Program

"Lone Journey," a new five-a-week drama written for radio by Sandra Michael, started on Station WOW at 9:15 a. m., Monday, May 27.

Miss Michael, who also writes "Against the Storm," has distinguished herself in the radio field by her unique approach to writing a daytime serial. Her particular style lies in emphasis on characterization, from which her story and plot develop, rather than on plot alone.

Miss Michael has been writing for radio since 1931, and she feels that "Lone Journey" answers a writing ambition for her, since its setting is in Montana, and she once lived there, and has always wanted to set a story against this magnificent background.

"Lone Journey" will have a cast made up of some of radio's most capable actors and actresses, carefully chosen to portray the exact characters Miss Michael has created. It is sponsored by Dreft, a product of the Procter & Gamble Co.

I. Q. IN LOUISVILLE

"Doctor I. Q." (Lew Valentine) transferred his weekly quiz sessions to the stage of Loew's State Theater in Louisville, Ky., Monday, May 27. The program is heard on WOW at 7 p. m. over the NBC Red network each Monday.

"By Kathleen Norris" Is New General Mills Series Title

By Kathleen Norris, serial dramatizations of novels, both published and unpublished, by one of America's most widely-read and beloved authors, are being presented over WOW and the NBC Red network on a Monday-through-Friday schedule from 8:45 to 9 a. m. Beginning with the broadcast of Monday, June 3, the programs will be under the sponsorship of General Mills, Inc., in the interests of Wheaties.

The first book to be dramatized will be "Mystery House," a story of wealthy, eccentric Mrs. Prendergast, mistress of the house and owner of the fabulous Prendergast diamond.

Mrs. Norris has through her books, magazine and newspaper serials, and motion picture adaptations of her works, reached more people than almost any of the country's contemporary writers.

"Mother," one of her earliest suc-



Kathleen Norris, number one American authoress, whose books will be dramatized on WOW.

cesses, sold more than 2,000,000 copies. Average sales for her novels reach 300,000 copies, and such large circulation magazines as "Cosmopolitan," "Ladies' Home Journal," "Collier's" and "Red Book" supply their readers' demands for more Kathleen Norris novels regularly. This year, however, was the first time that her works have been made available to the vast radio audience.

Marvel Maxwell is "Ideal Granddaughter"

Marvel Maxwell of Fort Wayne, pretty NBC singer who has no real grandparents living, acquired 500 foster grandmothers and the title of "America's Ideal Granddaughter" recently when Mrs. John Wesley Grey, National Secretary of the Grandmothers' Club of America, announced that she had been adopted by the club.

Marvel is a native of Clarinda, Iowa, a former Omahan and the soloist on Ted Weem's "Beat the Band" program for Kix.

ACTRESS TO WED

Spring being the kind of season it is and New York being the romantic spot it is, Dolores Gillen of the P. & G. "Against the Storm" cast has just announced her engagement to Vincent Downey, New York lawyer, to whom she will be married on June 15 in her home town, Chicago.

Jim and Marian Jordan celebrated their fifth anniversary as "Fibber McGee and Molly" recently.

You'll Like Him



Arthur Godfrey

Introducing "the Woo-Woo Boy," Arthur Godfrey, star of the new P. Lorillard show for Friends Smoking Tobacco. It starts on WOW, Tuesday, June 4, at 9:30 p. m., and will also be heard Sundays at 10:15 p. m.

You're going to like Godfrey (if you don't already). He's funny; he's philosophical; he's a grand singer, pianist and banjoist. Mark down on your calendar right now to hear his very first program!

"Woman of Courage" Is New VEL Serial

"Woman of Courage," a new daytime serial, dealing with the story of a pious small-town woman who is forced to fend for her daughter, crippled husband and friends, will be inaugurated over Station WOW as a five-day-a-week feature, beginning June 17 at 11:45 a. m. You'll enjoy knowing the heroine, Martha Jackson, an American mother of indomitable courage. Faced with disheartening circumstances, she struggles to brighten the lives of her family and friends.

Martha has run a grocery store in front of her home ever since her husband, Jim, was permanently crippled in an accident. Between times she has been forced to the utmost ingenuity to keep up her husband's bravado, self-respect and interest in life. And since the Jackson home was partially destroyed by fire, it has been necessary for them to live with Jim's meddlesome sister, Cora.

Selena Royle, brilliant star of stage and radio, will play the part of Martha Jackson. Since her first appearance on the New York stage in 1921, Miss Royle has played in such well-remembered successes as "Peer Gynt," "She Stoops to Con-



Selena Royle, famed network actress, who will portray "Martha Jackson" in "Woman of Courage."

quer," "The Masque of Venice," "The Play's the Thing," "Heat Wave," "When Ladies Meet" and "Meet the Price." Edwin Milton Royle, actor and author of "The Squaw Man," was her father. He wrote "Launcelot and Elaine," the first play in which Selena appeared. She promises a brilliant characterization in "Woman of Courage," so why not plan to hear this grand new story from the very beginning?

The sponsor is the Colgate-Palmolive-Peet Company, makers of Vel, a new product for washing fine fabrics.

NO G-E HIATUS

As many programs began making preparation for a summer holiday, officials of the lamp department of the General Electric Company recently announced that the "Hour of Charm," with Phil Spitalny and his all-girl orchestra, will continue uninterrupted through the summer months. The "Hour of Charm" will be heard over WOW via the Red network of NBC at the regular time—8 o'clock on Sunday evenings.

C-H-A-T-S With Your Aunt Sally

KNOCK . . . KNOCK!
MAY I COME IN?

Here we are again, and another month has slipped by. Lovely May, with her apple-blossom breath, has waved her hand in farewell as rose-petaled June steals in. June, the month of brides and homes a-building. Robins have built their nests in shady trees, and brides and grooms have furnished apartments and cozy cottages.



Aunt Sally

To the newly-weds life will always be June . . . romance . . . and thrills. Caring for the new little nest is exciting, for love sits on every window sill, on the tea kettle, and even smiles at the charming bride from the handle of the mop.

Time marches on. The wife is looking out of the window at her husband going down the street to the office, and as she looks after the retreating figure she talks through the unromantic dust on the window . . .

"Oh, I wish I had chosen a career and was going out into the world of things this morning! This house gets so monotonous . . . same old tasks to do every day!

"Well, I might as well pitch in and get the beds made. Suppose I'd dust-mop, too. Would you ever think I went all over this house yesterday? Looks like I hadn't touched it for a week. Maybe I'd better do the dishes first and sprinkle the clothes.

"Oh, those bells! They're started now and they'll keep it up all day. The door bell and the telephone, and the telephone and the door bell. Just as sure as I get my hands in the pie dough or start washing the dog, they all begin ringing.

"I've got that dress to fix over, too. If I don't get some clothes pretty soon, I'll have to go to bed. Henry hasn't so much, though, either.

"I'll bet that man will want to come home tonight and pile up on the couch again and sleep all evening. I get a great kick out of that . . . but I've got different ideas for that fellow. Papa doesn't know it, but he's taking mama to the movies tonight. I'm fed up on this house, I'll have him know. Oh, that telephone!"

Dad, going down the street to the office, talks to the robins along the way: "Go ahead and build your house, stupids, and it will be feathered with bills the rest of your life.

"A woman sure has it easy. It must be great stuff to work as you feel like it, putter around the house and not have to take whatever people want to hand you.

"Going to the office six days a week does get monotonous. Same old grind every day. It would be grand to stay home once in a while.

"Well, I suppose it's the same thing today . . . talk until I'm blue in the face for a sale. If the telephone would only let me alone for an hour . . . just for an hour . . . so I could get something done. It drives me crazy some times.

"Got to figure up those bills today. I suppose Alice does the best she can with the house money, but it sure does fly. Pay, pay, pay! The man forever pays . . . all his life.

"I had hopes of getting a new suit this month, but Alice's dental work must be paid for. Maybe the tailor can turn the cuffs on the sleeves. Sure do need a suit.

"Oh, yes! This is the day the man from Chicago comes in, and a hectic day this is going to be. Well, I know one thing: I'll stay home tonight and rest a bit. I'll need it by the time this day is over—and that downy couch will look mighty good to papa."

So THAT'S how 'tis!

'Bye now!

YOUR AUNT SALLY.

"STREET" SHOW GOES TRAVELING

Didja Know? . . .

By BILL WISEMAN

CONGRATULATIONS TO OUR BOSSES!

The owners of Radio Station WOW are the 400,000 men in 44 states who are members of the Woodmen of the World Life Insurance Society. The operators of WOW are the duly elected officers of the Society, for the organization's government is truly representative.



Bill Wiseman

This month Woodcraft is 50 years old—has ended a half century of service to its members. The Society's growth has been steady, and certain as time itself, year after year.

Through war booms, depressions, and every conceivable type of economic stress and trouble, the Society has forged steadily forward. Today it is the strongest fraternal institution in the world.

The Woodmen of the World's financial position cannot be excelled by any insurance company anywhere.

Therefore, this issue of the WOW News Tower offers its congratulations to President Bradshaw, the other officers of the Society and to the membership at large.

The founders of the Society built WOW's parent company on a solid rock. The officers, down through the years, have guided the Society's destinies with wisdom, foresight and courage.

—wow—

HOT WEATHER TIP . . .

The good ol' summer time's warm outdoor play-days have arrived with a rush. Here's a tip on how to enjoy every outing more than ever before.

Buy yourself a portable radio! On the beach, at the park, in the woods—especially by moonlight—your entire group will get a real bang out of one of these inexpensive self-contained sets.

Incidentally, this is the time to improve your home and auto radios. Buy new tubes. Have a service man check your antenna and ground. DO IT NOW!

—wow—

THROWBACKS TO GOLDEN SPIKE DAYS!

Two members of the WOW Studio Orchestra played in Ray Noble's orchestra when on Gracie Allen's broadcasts. Their music was heard coast to coast on the Columbia network.

Next time you see Foster May, get him to tell you about the ground blizzard near Lexington we went through while racing Gracie's train across the state.

Within a few hours after WOW trotted out and used for the first time in Omaha the new six-foot-long "machine gun" microphone, another Omaha station popped out with one just like it.

—wow—

MAYBE MORE!

At least one of WOW's fleet of white Golden Spike Days special events cars took part in celebrations at North Platte, Kearney, Grand Island, Central City, Lexington, Columbus, Fremont, Lincoln and dozens of other cities and towns. It is estimated that at least 600,000 persons saw one or more of these WOW crews in action during the week.

Somebody listed 12 "gags" in Gracie Allen's repertoire—estimated she used each one at least four times.

—wow—

FINE GIFT . . .

The News Tower's offer of a beautiful printed copy of the Constitution of the United States is one of the finest premiums ever offered by WOW. Read details elsewhere in this issue . . . and DON'T PASS THIS ONE UP!

—wow—

General Mills reports that many churches list "Light of the World" and its broadcast time in their regular church bulletins.

"Cavalcade" Is Truth-Award Winner

"Cavalcade of America," the Du Pont sponsored radio series on WOW, Fridays at 9:30 p. m., won its second award of the season, when the series was announced as the only radio program chosen for an award by Youthbuilders, Inc., a New York City's children's organization, in a poll which covered the radio, book, movie and periodical field.

The award to "Cavalcade," a plaque designed and executed by members of Youthbuilders, was presented to William A. Hart, advertising director of Du Pont, by Louis Cioffi, a 14-year-old Youthbuilder, who said: "We have chosen this program because it shows how American democracy grew up by telling us true stories about real Americans."

SINGS FOR F. D. R.

Anne Jamison, radio and concert soprano, has a date to sing before the president and his family and guests at the White House. Following a broadcast, she received a long distance telephone call from Marvin McIntyre, executive secretary to the president, who told her the president had heard her when she made her guest appearance on "Alec Templeton Time" at 8:30 p. m., Omaha time, over the NBC Red network, and wanted her to sing at the White House on her first trip to the east.

EIGHT POUND BOY

A recent stork delivery was eight pounds of baby boy to Ruth Doring Reynolds, of the Doring Sisters song trio, at West Suburban Hospital, Oak Park, Ill. The new arrival has been named Tommy. Proud papa is Ed Reynolds, Chicago radio writer. Currently, Betty Bennett is substitute voice for Ruth on the Brown & Williamson "Plantation Party," and "Dog House" and "Show Boat" broadcasts.

VALLEE SONGS

Rudy Vallee has been approached by three music publishing houses recently for permission to publish numbers written especially for Rudy's current Sealtest series of original radio musical comedies.

Vallee will publish 12 tunes from the first 12 broadcasts. It is planned to publish some of them in folio form and others as straight popular music.

BENNY'S VACATION

Honolulu will be Jack Benny's vacation Paradise when he ends his series for the summer, June 16.

FOSTER SELLS A USED CAR



When Foster May became a radio salesman for Omaha Zone Chevrolet Dealers, he didn't expect to actually sell automobiles in show rooms. However, at Lincoln recently he actually sold the Chevrolet pictured above to Mr. O. W. Marshall (shown with him) of Lincoln for \$418 in cash, while the "Man on the Street" broadcast was in progress.

Common House Flies . . . 2,001 of 'Em to Be Worth \$10,500

Two thousand and one mighty valuable common house flies will be "on the loose" in Omaha and Council Bluffs June 24 to 29.

Among them will be 2,000 "gangster" flies, each with a tiny silver spot on its back, and one fly, named "Big Butch," with a gold spot on its back.

Anyone who catches a "gangster," or silver-spotted fly, will be paid \$5 in silver dollars. Catch "Big Butch," and you will be paid \$500 in cash!

The great "fly hunt" is sponsored by the Stanco Company, makers of Flit, which, when used with a spray gun, kills flies instantly.

Additional details of the "Flit Fly Hunt" will be given on Stanco's "Meet Miss Julia" program, heard on WOW Mondays through Fridays at 10:30 a. m.

I. RICH IN MOVIE

Lovely Irene Rich, star of Welch's "Glorious One," heard Sundays at 9:15 p. m., over WOW, will be seen in a new Metro-Goldwyn-Mayer picture, "The Mortal Storm," to be released soon. In a role which in many respects parallels her radio role, Miss Rich will play opposite Frank Morgan as wife and mother in Phyllis Bottome's celebrated novel of the same name.

Chevrolet Men Show Foster En Tour

Thousands of WOW listeners have seen Foster May in person and many more will see him in weeks to come, as he carries his Chevrolet "Man on the Street" programs to different cities and towns.

First of the outstate Chevrolet "Man on the Street" programs was arranged by Walter Nielsen of Nielsen Chevrolet Company during North Platte's "Days of '69" celebration.

More recently May conducted his "Man on the Street" in the Du Teau Chevrolet Company in Lincoln. It was here that May actually sold a "Foster May Special" used car while the broadcast was in progress. The buyer was O. W. Marshall, 1631 F Street, who had hesitated for some time prior to the broadcast, but who said "Yes" while WOW's entire radio audience was listening.

Future Chevrolet "Man on the Street" programs are planned for June 4 at the O. C. Brickell Chevrolet Company in Fairbury, at the Lyle Motor Company in Clarinda, June 13, and at the Ryall-Miller-Kidder Chevrolet Company in Sioux City, June 29.

Tentative plans call for appearances by Foster May at Kimballton, Iowa, on June 5 and West Point, Neb., on June 6.

Oscar Bonham, manager of the Chevrolet Zone Dealers Association, has accompanied May on many of his outstate appearances.

Rev. R. R. Brown

Thoughts by the Pastor of WOW's World Radio Congregation.

"Why no peace?" is the question in millions of minds today. It would seem as though peace had been taken from a large part of the world. It is the prayer of all of us that the hope of our president may be fulfilled when he said that we hope there will be no "blackout" of peace here.

It is not easy to diagnose the cause of the present upheaval, but it is certain that men are beginning to recognize the activities of demon forces. Satan is actively engaged in deceiving men.

We believe that the sowing of the philosophy, "Might makes right," is now producing its harvest. This system of thought made Germany militaristic, England money-mad and America pleasure-loving and easy-going.

A prominent American said: "The law of morals has given way to the rule of force."

The failure to recognize that we are in a world controlled by physical and spiritual laws is the cause of much of our confusion and suffering. There would be no place for armies, navies and air armadas if the great law of God—"Love the Lord thy God with all thy heart, with all thy mind and with all thy strength, and love thy neighbor as thyself"—was the controlling principle in human conduct.

It is also true that the teaching of racial superiority has created a new spirit nationalism. The Pope of Rome has called it "exaggerated nationalism," which he described as a real curse. This is not to be confused with love and loyalty to our country. Such a sense of superiority has led men to ignore the rise of minorities. This, combined with the desire for revenge for real or imaginary injustice done by the last war, has inspired bitterness and hatred that apparently will have to be fought out on bloody battlefields.

The present world state is a challenge to America. First, to repent of our sins, to set our own house of preparedness in order and to seek God, who is our refuge and strength.



Rev. Brown

Perseverance Won For Cities Service Star



Lucille Manners

Lucille Manners, soprano star of the Friday night Cities Service concerts on WOW, has been at heart a prima donna since she was 3 years old. She hummed nursery tunes before she could talk.

When she was 16, Lucille Manners' dream of fame as a singer almost—not quite—faded into the realm of "might have been." That was when she was working as a stenographer and saving every penny to pay for singing lessons.

Her fellow office workers told her she was crazy. "It takes money and pull to be a great singer," they said. Why don't you have fun with your salary instead of wasting it?"

But Lucille stuck to her career. In spite of her fragile appearance, the NBC singing star had determination and iron willpower. Evenings after work she studied with the best singing teachers available. And she got up an hour earlier in the morning to practice before going to work.

Lucille is proud of the fact that she was born in the sign of Taurus

the Bull. In spite of its incongruity, this fact explains the dogged tenacity and perseverance which has made her one of NBC's best-known soloists.

The future radio star began her music study in the piano. Her mother, an accomplished non-professional musician, was her first teacher—and is still her severest critic.

Early success in school entertainments and later as soloist for a New Jersey church strengthened her conviction that if she applied herself diligently she could one day forget office routine and devote her considerable energy to a musical career.

Like all radio stars, Lucille Manners is often asked for advice by young radio aspirants. She always stresses two rules. First: "Be sure your talent is great enough to set you apart from the majority of singers." The second is equally important: "Consult your teachers before taking advantage of any radio opportunity. It is better to let the chance slip by than to audition before you are ready."

WOW'S JUNE NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "6/40" Means This Is Your Last Issue!

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:45	WOW News Interstate Bus	WOW News Interstate Bus	WOW News Interstate Bus	WOW News Interstate Bus	WOW News Interstate Bus	WOW News Interstate Bus	5:30—Fitch Bandwagon
6:00	The Telephone Hour Concert	Johnny Presents Philip Morris	Hollywood Playhouse Woodbury Products	Mr. District Attorney Vitalis	Cities Service Concert Gas. Oils	(To be announced)	Charley McCarthy Chase & Sanborn Coffee
6:30	Voice of Firestone Concert	Horace Heidt—Tums Pot of Gold	Plantation Party Bugler Tobacco	I Love a Mystery Standard Brands	Waltz Time Phillip's Milk of Magnesia	Stanley Davies, Golf Salute to Industry (Falstaff)	One Man's Family Tenderleaf Tea
7:00	Dr. I. Q. Mars Candy Bars	Battle of Sexes Molle	The New Fred Allen Show Bristol-Myers	Maxwell Good News of 1940	What's My Name? Oxydol	Barn Dance (Miles Laboratories)	Manhattan Merry-Go-Round Dr. Lyons
7:30	Alec Templeton Time Alka-Seltzer	Fibber McGee and Molly Johnson's Wax	Kay Kyser Kollege of Musical Knowledge Lucky Strike	Rudy Vallee Sealtest	Old Gold Don Ameche Show	Camel Caravan Bob Crosby	American Album of Familiar Music Bayer Aspirin
8:00	Contented Hour Carnation Milk	The Pepsodent Show Bob Hope Garland	Kraft Music Hall Kraft Cheese	Pleasure Time with Fred Waring Chesterfields	Aldrich Family Jell-O	Edgewater Beach Orch.—NBC	Hour of Charm General Electric
8:30	Sensation and Swing Sensation Cigaretts	Uncle Walter's Doghouse	Musical	Tom Dailey Falstaff Sports	Pleasure Time with Fred Waring Chesterfields	(To be announced)	Glen Island Casino Orchestra
9:00	Pleasure Time with Fred Waring Chesterfields	Pleasure Time with Fred Waring Chesterfields	(To be announced)	Musical Americana Westinghouse	Calvacade of America Dupont	Rainbow Room Orch. NBC	Radio News Reel (Brandeis)
9:15	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Studebaker Champions	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Tom Dailey Falstaff Sports	Glorious One Irene Rich Welch's Grape Juice
9:30	(To be announced)	Arthur Godfrey P. Lorillard	(To be announced)	Beechnut WOW News C., B. & Q.	Beechnut WOW News C., B. & Q.	Beechnut WOW News C., B. & Q.	Aldrich Family Jell-O Begins June 23
9:45	(To be announced)	Musical Program	(To be announced)	Beechnut WOW News C., B. & Q.	Beechnut WOW News C., B. & Q.	Beechnut WOW News C., B. & Q.	Walter Winchell Jergens Lotion
10:00	Beechnut WOW News C., B. & Q.	Beechnut WOW News C., B. & Q.	Beechnut WOW News C., B. & Q.	Beechnut WOW News C., B. & Q.	Beechnut WOW News C., B. & Q.	Beechnut WOW News C., B. & Q.	10:15—Arthur Godfrey P. Lorillard
10:15	Detroit Statler Orch. NBC	NBC	Pleasure Time with Fred Waring Chesterfields	NBC	Ambassador Orch. NBC	NBC	Rock Island WOW News
10:25	Race Resume, Wheaties	Race Resume, Wheaties	Race Resume, Wheaties	Race Resume, Wheaties	Race Resume, Wheaties	Race Resume, Wheaties	10:55—Musical
10:40	Savoy Ballroom Orch. NBC	Meadowbrook Orch. NBC	10:30—Famous Door Orchestra—NBC	Roseland Orchestra NBC	Donahue Orchestra NBC	Hotel Edison Orchestra	
10:45	Assoc. Press News	Assoc. Press News	Assoc. Press News	Assoc. Press News	Assoc. Press News	Assoc. Press News	
10:48	Savoy Ballroom Orch.	Meadowbrook Orch.	Famous Door Orch.	Roseland Ballr'm Orch.	Donahue Orchestra	Hotel Edison Orch.	
11:00	(To be announced)	Sally Dee Window Pictures	Hotel Paxton Orch. NBC	NBC	Hotel Paxton Orch. NBC	NBC	

MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—March Time.....	Daily except Sun.
6:00 A. M.—Early Morning News Tower.....	Daily except Sun.
6:15 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.
6:30 A. M.—Markets.....	Mon., Tue., Wed., Thu., Fri.
6:35 A. M.—Time and Tunes (Rangers) to 6:45.....	Mon., Tue., Wed., Thu., Fri.
6:40 A. M.—Markets.....	Sat.
6:45 A. M.—WOW News Tower—Roberts Milk.....	Mon., Wed., Fri.
6:50 A. M.—WOW News Tower—Skinners Raisin Bran.....	Tue., Thu., Sat.
6:55 A. M.—Transcriptions.....	Mon., Tue., Wed., Thu., Fri.
7:00 A. M.—Blue Ribbon Melodies—Omar Flour.....	Daily except Sun.
7:05 A. M.—Four Showmen.....	Sun.
7:15 A. M.—Musical Clock—Paxton & Gallagher Foods.....	Daily except Sun.
7:20 A. M.—Tom Terris.....	Sun.
7:30 A. M.—Sunday Drivers—NBC.....	Sun.
7:45 A. M.—Coffee Pot Inn—Butter-Nut Coffee.....	Mon., Tue., Wed., Thu., Fri.
8:00 A. M.—Local Musical Program.....	Sat.
8:05 A. M.—The Man I Married—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
8:10 A. M.—Lincoln Highway—Shinola.....	Sat.
8:15 A. M.—Highlights of the Bible.....	Sun.
8:20 A. M.—Houseboat Hannah—P. & G. Lava.....	Mon., Tue., Wed., Thu., Fri.
8:25 A. M.—Magic Story Circle.....	Sun.
8:30 A. M.—Ellen Randolph—Colgate Supersuds.....	Mon., Tue., Wed., Thu., Fri.
8:35 A. M.—To be announced.....	Sat.
8:40 A. M.—Chapel Service, Rev. R. R. Brown.....	Sun.
8:45 A. M.—By Kathleen Norris—General Mills Wheaties.....	Mon., Tue., Wed., Thu., Fri.
8:50 A. M.—Little Doghouse.....	Sat.
9:00 A. M.—David Harum—B. T. Babbitt—Bab-O.....	Mon., Tue., Wed., Thu., Fri.
9:05 A. M.—Police Bulletins.....	Sat.
9:10 A. M.—Lone Journey—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—Sports School—NBC.....	Sat.
9:20 A. M.—Against the Storm—P. & G. Ivory Soap.....	Mon., Tue., Wed., Thu., Fri.
9:25 A. M.—U. S. Government Reports.....	Sat.
9:30 A. M.—Words and Music.....	Sun.
9:35 A. M.—Guiding Light—P. & G. Naptha.....	Mon., Tue., Wed., Thu., Fri.
9:40 A. M.—Markets.....	Sat.
9:45 A. M.—Woman in White—P. & G. Camay (begins 6/10).....	Mon., Tue., Wed., Thu., Fri.
9:50 A. M.—WOW News Tower—Bathasweet.....	Sun.
9:55 A. M.—Road of Life—P. & G. Oxydol (begins 6/17).....	Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Eddie Butler, Organist.....	Sun.
10:05 A. M.—Right to Happiness—P. & G. Crisco (begins 6/10).....	Mon., Tue., Wed., Thu., Fri.
10:10 A. M.—Homemakers' Club—Nebraska Power.....	Sat.
10:15 A. M.—On Your Job.....	Sun.
10:20 A. M.—Life Can Be Beautiful—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.
10:25 A. M.—Meet Miss Julia—Stanco.....	Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Hotel Taft Orchestra—NBC.....	Sat.
10:35 A. M.—Music for Moderns.....	Sun.
10:40 A. M.—Adopted Daughter—J. C. Penney Stores.....	Mon., Tue., Wed., Thu., Fri.
10:45 A. M.—Calling All Stamp Collectors—NBC.....	Sat.
10:50 A. M.—Portia Blake Faces Life—Post Toasties.....	Mon., Tue., Wed., Thu., Fri.
10:55 A. M.—Magic Story Circle.....	Sat.
11:00 A. M.—Silver Strings.....	Sun.
11:05 A. M.—Woman of Courage—Colgate Vel.....	Mon., Tue., Wed., Thu., Fri.
11:10 A. M.—Junior Rountable—Uncle Sam Cereals.....	Sat.

12:00 Noon—Markets.....	Mon., Tue., Wed., Thu., Fri.
12:05 Noon—Local Musical Program.....	Sat., Sun.
12:10 P. M.—Transcriptions.....	Mon., Tue., Wed., Thu., Fri.
12:15 P. M.—NBC Sustaining.....	Daily except Sun.
12:20 P. M.—WOW News Tower.....	Sun.
12:25 P. M.—WOW News Tower—Manchester—Allis Chalmers.....	Daily except Sun.
12:30 P. M.—Chicago Roundtable.....	Sun.
12:35 P. M.—Transcriptions.....	Daily except Sun.
12:40 P. M.—Man on the Street—Chevrolet Dealers.....	Daily except Sun.
12:45 P. M.—1:00 P. M.—Mary Marlin—P. & G. Ivory Flakes.....	Mon., Tue., Wed., Thu., Fri.
1:00 P. M.—Farm Facts and Fun.....	Mon., Tue., Wed., Thu., Fri.
1:05 P. M.—I Want a Divorce.....	Sun.
1:10 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
1:15 P. M.—Pepper Young—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.
1:20 P. M.—Dol Brissett Orchestra.....	Sat.
1:25 P. M.—European News Summary.....	Sun.
1:30 P. M.—Vic and Sade—P. & G. Crisco.....	Mon., Tue., Wed., Thu., Fri.
1:35 P. M.—H. V. Kaltenborn.....	Sun.
1:40 P. M.—Backstage Wife—Dr. Lyon's Toothpowder.....	Mon., Tue., Wed., Thu., Fri.
1:45 P. M.—Campus Capers.....	Sat.
1:50 P. M.—Family Party.....	Sun.
1:55 P. M.—Stella Dallas—Milk of Magnesia Products.....	Mon., Tue., Wed., Thu., Fri.
2:00 P. M.—Lorenzo Jones—Phillips Milk of Magnesia.....	Mon., Tue., Wed., Thu., Fri.
2:05 P. M.—Call to Youth.....	Sat.
2:10 P. M.—World Is Yours.....	Sun.
2:15 P. M.—Young Widder Brown—Bayer Aspirin.....	Mon., Tue., Wed., Thu., Fri.
2:20 P. M.—Girl Alone—Quaker Oats.....	Mon., Tue., Wed., Thu., Fri.
2:25 P. M.—Meadowbrook Country Club Orchestra.....	Sat.
2:30 P. M.—Yvette.....	Sun.
2:35 P. M.—Kitty Keene—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.
2:40 P. M.—WOW News Tower.....	Sun.
2:45 P. M.—Midstream—P. & G. Teel.....	Mon., Tue., Wed., Thu., Fri.
2:50 P. M.—From Hollywood Today—NBC.....	Sun.
2:55 P. M.—O'Neills—P. & G. Ivory Soap.....	Mon., Tue., Wed., Thu., Fri.
3:00 P. M.—Light of the World—General Mills Softasilk.....	Mon., Tue., Wed., Thu., Fri.
3:05 P. M.—El Chico Spanish Revue—NBC.....	Sat.
3:10 P. M.—Catholic Hour.....	Sun.
3:15 P. M.—Arnold Grimm's Daughter—General Mills Kix.....	Mon., Tue., Wed., Thu., Fri.
3:20 P. M.—Valiant Lady—General Mills Wheaties.....	Mon., Tue., Wed., Thu., Fri.
3:25 P. M.—Religion in the News.....	Sat.
3:30 P. M.—Beat the Band—General Mills Kix.....	Sun.
3:35 P. M.—Hymns of All Churches—General Mills Flour.....	Mon., Tue., Wed., Thu., Fri.
3:40 P. M.—Betty Crocker—General Mills.....	Wed., Fri.
3:45 P. M.—Headlines Ahead.....	Sat.
3:50 P. M.—Local Musical.....	Mon.
3:55 P. M.—Ak-Sar-Ben Races—General Mills.....	Tue., Wed., Thu., Fri., Sat.
4:00 P. M.—To be announced.....	Sun.
4:05 P. M.—European News.....	Mon.
4:10 P. M.—Kate Hopkins, Angel of Mercy—General Foods—Maxwell House Coffee.....	Mon., Tue., Wed., Thu., Fri.
4:15 P. M.—Dance Music.....	Sat.
4:20 P. M.—Fitch Bandwagon.....	Sun.
4:25 P. M.—WOW News Tower—Interstate.....	Daily except Sun.