

Radio
Station
WOW

RADIO NEWS TOWER

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

Complete Radio Program News From Radio Station WOW

5000
Watts
590 Kc.

VOL. VII—No. 4

OMAHA, NEBRASKA, JANUARY 1, 1943

PUBLISHED MONTHLY

WOW'S 1943 SHOWS BEST EVER

Clark Picks Ten Big Stories of 1942

The invasion of North Africa by the United Nations was termed the "biggest news story of 1942" by Ray Clark, chief WOW newscaster, in an address before the Omaha Rotary Club, December 30, at Hotel Fontenelle. It was the second year in succession in which Clark had accepted an invitation to discuss "The Ten Biggest News Stories of the Year."

Clark included in the North Africa invasion the assassination of Darlan and other related events.

The second biggest story of the year Clark listed as the defense of Stalingrad and the Russian winter offensive.

Production

Similarly, he chose the Japanese offensive in the Pacific as No. 3.

Under the general heading, "The Challenge of Production," Clark gave details of miraculous conversion of American industry, peace to war, as the fifth biggest story of 1942.

Next on Clark's list was the United Nations counter-offensive in the Pacific.

No. 6 was the devastating bombings of Germany.

Jimmy Doolittle's daring raid on Tokyo placed seventh.

G. O. P. Sweep

The national political upheaval in November, to which Clark referred as "the great Republican sweep," placed eighth.

Next on the list was the capture and execution of the German saboteurs, and in 10th place Clark listed the commando raid at Dieppe.

Every story in Clark's list dealt with some phase of the war. Seven of the 10 stories dealt with situations outside of the United States.

The meeting also included the induction into Rotary of John J. Gillin, Jr., General Manager of Radio WOW. He represents the radio classification in the group.

V....

Barn Dance Folks to Birthday Ball

Never given to doing things in a small way, the "National Barn Dance" crew will move en masse from Chicago to Indianapolis to put on their weekly broadcast as featured entertainers of the President's Birthday Ball in that city, Saturday, January 30 (NBC, 8 p. m., on WOW).

V....

SELENA IS KATHY

Selena Royle, prominent actress, is a recent addition to the cast of "Portia Faces Life" (NBC, Mondays through Fridays, 4:15 p. m., WOW). She plays the role of Kathy, replacing Marjorie Anderson.

V....

WIFE GETS ROLE

When Gale Gordon checked out of his Mayor La Trivia job on NBC's "Fibber McGee and Molly" show in favor of a seaman's berth in the coast guard, his wife, Virginia Gordon, stepped into the show.

V....

JERRY KNOWS

(Whisper) "If you give me a kiss, I'll tell you where you can get a cup of coffee!"

"Okay!" (Then a big smack). Colonna: "In Brazil!" — Jerry Colonna, Pepson's show.

COMIC JOAN DAVIS IS GLAMOUR GIRL, TOO!



Freckles, big nose and all . . . here's Joan Davis ready to work the Vallee Sealtest show. And here's proof Joan can be glamourous, too! She's with Daughter Beverly at a movie premiere.

JOAN "A REGULAR GUY" SAYS PRIVATE SLEUTH

For my money, Joan Davis is the funniest female in the radio business. Even when I'm not in the mood, she makes me laugh, and that's the real test.

When a recent popularity rating proved that nearly everybody thinks Joan is best, I asked a friend in Hollywood to write me all about her.

"She's one of the most 'regular' gals in the business," wrote my friend.

I would have guessed that, otherwise she would have been unnerved by the verbal shellacking she takes every Thursday night in those Vallee scripts.

"She weighs about 118, is red-headed and is good-looking except

for her nose," my friend continued. Then the gag about Columbia Pictures refusing her permission to renovate her schnozzola must have been true.

"Joan is quick-witted, one of the best ad-libbers in the business," the letter continued.

We knew that. We guessed it when she told Veronica Lake she'd "pull your blonde hair out by its black roots!"

Further, our wise friend reports that Joan makes about \$100,000 a year from radio and movies; that she is happily married to Si Willis, who used to be her vaudeville dancing partner, and that they have a youngster, Beverly, now 8.

Joan blames her voice (which is her bankroll!) on an overdose of amateur performances before she was 9 years old. Parents who push their fledglings, please take note!

St. Paul, Minn., is her birthplace. Her dad was a train dispatcher there.

Biggest laugh Joan ever got on the air was the time she really kissed Rudy. The script called for a kiss, and Vallee started to lift his hand for the usual lip-to-hand sound effect. Joan attacked from the floor, enveloped shy Rudy in a terrific bunny-hug, kissed him smackerel! Befuddled Vallee lost his place and the studio audience nearly wrecked the broadcast with its roar.—B. W.

LAST MINUTE NEWS BULLETINS

If Durward Kirby breaks down and sings his announcements for "Lone Journey" (NBC, 9:45 a. m., WOW, five-a-week) this week, there's a good reason. It weighed seven pounds on arrival at Mercy Hospital, Saturday, December 5, at 6:45 p. m. The new arrival is a boy and the Kirby's first child. Mrs. Kirby is Mary Paxton, Chicago radio commentator.

V....

John Larkin, veteran actor, has been signed to the cast of "Backstage Wife," NBC daytime serial, in the role of Lieut. Robert Ralston, U.S.N., thereby adding new romantic interest to the plot.

V....

Two thrilling new newstype programs, "Eye-Witness News" and "Night Cap Yarns," have been scheduled for WOW to start January 11. They will be heard at 6:30 p. m. on Mondays and Fridays, and 6:15 p. m. on Saturdays, for the Theo. Hamm Brewing Company.

(In a romantic mood) "McGee, ours is a union that doesn't need any pickets . . ." (Molly to Fibber on Johnson Wax program.)

V....

Interstate Transit Lines became a co-sponsor of WOW's Four-Bell News Roundup, January 1.

V....

As the year ended, WOW offered its congratulations to listeners of Merrick County and to the Central City Nonpareil, of which Bill Barr is editor. Merrick County is celebrating its 85th year and the Central City newspaper its 60th anniversary.

The Rev. Msgr. Fulton J. Sheen, professor of philosophy at the Catholic University of America, will be the speaker on "The Catholic Hour" during January (NBC, 5 p. m., Sundays, WOW). He will deliver four addresses on "The Crisis in Christendom."

V....

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 1/43, which means January, 1943.

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!

31 of the 50 Best Shows Are on WOW

Radio WOW looks back over the war year of 1942 with great pride—looks ahead to '43 with confidence that it will continue to give its listeners the best in radio.

The new year begins with WOW carrying 31 of the 50 most popular shows on the air (more than all other networks combined), according to the latest study of program popularity by the Crossley Analysis of Broadcasting. In addition, several sparkling new shows are to begin soon and several others started during December.

Here are details of new shows to start soon (according to information available as of December 20):

"Westinghouse Concert," begins January 10. Sundays, 1:30 to 2 p. m. Stars: John Charles Thomas, Lyn Murray mixed chorus, Mark Warnow orchestra, John Nesbitt, commentator.

"Mr. and Mrs. North," comedy mystery for Woodbury products. Began December 30. Wednesdays, 7 p. m., replacing "Thin Man." Authors, Frances and Richard Lockridge of "The New York" magazine sketches fame. Stars not yet announced.

"Adventures of Ellery Queen," begins January 9, for Emerson Drug Company. Tentatively set for 10:30 p. m., Saturdays.

"Lever Bros.," begins January 7. Thursdays, 6:30 p. m. Title and details not yet announced.

In addition to the above, there are negotiations under way leading to two or three more big shows, details of which are not yet available.

During December several new shows made their debuts on WOW. Among them were:

"Nebraska-Iowa Quiz," Sundays, 3:30 to 4 p. m. Sponsored by Noxzema Chemical Company. Each week four Iowans in WHO studios are pitted against four Nebraskans in WOW studios. (See page 4 for additional details.)

"News, Views and Interviews," Sundays, 1 p. m. Sponsored by Haskins Bros. Star: Foster May. (See page 3 for additional details.)

"Snow Village," Mondays through Fridays, 10:30 a. m. Sponsored by Ivory Soap. Author: William Ford Manley. (See page 7 for details.)

The recently-announced rationing of food products apparently will have little or no effect on the broadcasting plans of the big companies who provide WOW listeners with such excellent entertainment. In the face of beverage rationing, Standard Brands will continue the "Chase & Sanborn Hour" for Chase & Sanborn coffee, and "One Man's Family" for Tender Leaf tea.

The beginning of another year finds many of the big network programs renewing their broadcast contracts. Two of the top-notch favorites, the "Carnation Contented Hour" and "The Fitch Bandwagon," recently resigned for all of 1943. This is the start of the 12th year for the Carnation show and the fifth for the Fitch program.

Sealtest, Inc., has renewed the Rudy Vallee show over 69 NBC stations. NBC officials are confident that contracts for other big food advertisers will be renewed as they expire.

Two popular transcribed shows, "The Texas Rangers" (Sundays, 2 p. m.), sponsored by Roberts Dairy, and "The Answer Man" (6:45 p. m., Mondays and Fridays), sponsored by Van Dyck Cigars, have been renamed for at least the first quarter of 1943.

WARING SALUTES NEBRASKA UNI

*Polls the Students
For Popular
Tunes*

Fred Waring's Chesterfield "Victory Tune Time" recently presented a salute to the University of Nebraska which indicated the musical tastes of the boys and girls in Cornhuskerland.

More than 500 students voted on the selection of tunes for the Waring show. It was pretty much of a Nebraska affair, because Nebraska's own Donna Dae, formerly of Omaha and Lincoln, did most of the vocals.

The students were given a list of tunes in advance and asked to select those which they wanted the Waring orchestra to present.

When the votes were tabulated, "Abraham," "Dear Old Nebraska U," "Beyond the Blue Horizon" and "Can't Get Out of This Mood" were the winning tunes. The vote was taken through "The Daily Nebraskan," student newspaper.

The tune "Dear Old Nebraska U" (not to be confused with "There Is No Place Like Nebraska") was written by Waring himself and has gained some favor as an official University of Nebraska song.

"Beyond the Blue Horizon" edged out the tune "Dark Eyes" by a narrow margin.

Waring asked the Nebraska students not to vote for "White Christmas," because this song has been played too frequently on the air.

The Nebraska salute was carried on the Chesterfield coast-to-coast NBC network on December 11.

In addition to the winning tunes, there were many "write-ins," including "I Came Here to Talk for Joe," "Mr. Five by Five," "There Are Such Things," "Serenade in Blue" and "Every Night About This Time."

While the tunes selected were not

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

We are now into another new year. We are learning to write "1943." "The Challenge of Tomorrow" is here. From the Bible we learn that no man knoweth what shall be on the morrow. We must learn to live not only a day, but a moment, at a time, and yet we cannot, ostrich-like, bury our faces in the sand and refuse to consider the future. Every day gives us an opportunity to not only live that day, but to intelligently and sincerely consider our tomorrows.

Present events forecast the problems and possibilities for the present generation. These will challenge governments, society, education and the church, as well as each individual and our homes. With the passing of our yesterdays, undoubtedly some things will be gone from our tomorrows. It seems very clear that internationalism will have succeeded isolationism. Class domination, if not eliminated, will be modified. The old balance of power in the international problems will have gone. The responsibility of establishing a just peace, if not in '43, is still one of the problems of our tomorrows. The rehabilitation of the world, socially and morally, is inescapable. For America will come the unavoidable responsibility of feeding a starving Europe and Asia. Hard problems may come in our tomorrows, but great possibilities



Rev. R. R. Brown

necessarily the most popular tunes of the day, they were apparently those Waring arrangements with which Nebraska students were familiar.

Several fraternities and sororities voted for some of their own tunes.

for each individual, community and nation to rise to new heights of heroic living will be ours.

Tomorrow will challenge our institutions—religious, political, social and educational. How much of the old order will be retained will depend not upon traditions, but upon its value to the future. The great moral and spiritual quantities must be retained. There is no substitute for industry and personal initiative. These cannot be destroyed. Industry must learn, as someone has said, "to produce to supply human need, not to satisfy human greed."

Tomorrow will challenge men. Do we have the faith, the character and consecration to adjust ourselves to the inevitable and to provide adequate leadership for the new high roads to recovery? As the war continues we must maintain unity of action or be defeated not on battle fronts, but on the home front. Partisan politics and selfish, power-seeking men have no place while the world is bled white and civilization rocks and reels.

The challenge of tomorrow demands that we be fortified within so that we may be trusted with the victory that we hope will come and the world service that is certain to be ours. Let us live for God and others devotedly day by day. Let us finish each day's task so that with the sunrise of tomorrow we shall have a clean slate of strong faith and greater vision to go forward.

May we thank you for your greeting cards, your inspiring letters and your holiday remembrances. We hope that you will continue to tune in each Sunday morning at 8:30.



THE BROADCAST STATIONS
ARE VITAL TO THE COUNTRY.
They are performing a really great service;
a service of great importance to the war
effort; a service, therefore, we must
make every effort to
sustain unimpaired."

JAMES LAWRENCE FLY

Chairman,
Federal Communications Commission



The NBC Increases Its News Staff

The National Broadcasting Company recently greatly enlarged its foreign news coverage staff. Edward R. Wallace of New York has been sent to Sydney, Australia; Elmer W. Peterson has been transferred from Spain to North Africa to relieve John MacVane; Richard Harkness of Philadelphia and Carey Longmire of New York have both been assigned to NBC's Washington newsroom.

V...—

Service Boys Get Home Town Papers

Many boys in the armed services received subscriptions to their home town newspapers as a Christmas gift due to a suggestion from Radio WOW. In a series of announcements on the air, WOW told its listeners that next to personal letters service men would appreciate subscription to their home town newspapers.

V...—

"V" is for Victory . . . 10 per cent is for War Bonds.

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.



LOOK OUT, BING!

When Dinah Shore, comely songstress of the Eddie Cantor show, volunteered to act as Bing Crosby's caddy at a golf tournament of Hollywood celebrities for Army and Navy Relief, she said: "Oh, boy! Will Bing have a wonderful score! I skipped the third grade and don't know how to add. But I subtract like mad."

V...—

Skelly Oil Company will increase its morning "Newspaper of the Air" broadcast service on WOW to six days a week, starting January 2. This is the Alex Dreier program heard on WOW at 7 a.m.

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

KNOCK! . . . KNOCK!
MAY I COME IN?

Dear Everybody: This is a personal letter to you, and I hope every reader of this column will reply.

Whew! Wonder how many letters that would be! If you write, please don't ask for a reply, for there's always a huge box of those letters on my desk. They pile up and glare at me for weeks and are sometimes a nightmare to me.



Well, here we are, opening a new year book, and we can turn but one page at a time. We fold yesterday away as we pick up the corner of today, and we may not even peek on the other side of the leaf into tomorrow.

The pages of the book of days turn quickly, and there are so many nice things we mean to do ere we turn from today into tomorrow, so many lovely things we mean to say to those around us, but the pages swish by and these kindly things are left undone—lovely words we meant to say, left unsaid, so right here and now, at the beginning of 1943, I want YOU to know that I appreciate what you have been to me and what you have done for me.

We have been together a long time, haven't we? Seven years and eight months since I first said

"Happy New Year" to all of you, and this year I say it again and add, "I appreciate you, and I do mean YOU." Be you listener, shut-in, or friend, fellow worker, beloved boss or sponsor, I want you to know, I appreciate you—no end.

And now we face a new year in radio land. What are we going to broadcast this year? That is your question as well as mine, for life is like a radio station, and we are each members of the staff, contributing our part of the world's program every day.

What will you broadcast from Station Y-O-U? Will you send out a soothing melody over the ether or an offending jangle of discord?

Your heart is a receiving set. If you record gossip, harmful tales, ugly things, you cannot send out love and joy and good fellowship to the world. If you record the ills of life and your heart holds on to painful memories, resentment and bitterness, you cannot broadcast a program that will be inspiring and uplifting to your audience.

Let us be careful of our news bulletins for 1943. Let peace be our theme. Remember to mention all that is of good report for our country and for our friends—remember their virtues and forget to announce their mistakes.

Let radio's slim fingers Toss out over the air A message from your lips That will leave only happiness there.

Happy New Year, everybody, and bye for now!

YOUR AUNT SALLY.

Foster May On Air Again as Analyst

Listeners throughout the mid-west, by their letters, have given tacit approval of the return to the radio of Foster May, former WOW newscaster.



May, following his unsuccessful race for the United States Senate, established his own radio agency, Foster May Radio Productions, in Omaha.

The first to take advantage of May's great popularity as a freelance commentator was the Haskins Brothers Company of Omaha, makers of Spark Granulated Soap, Blue Barrel Soap and Blue Suds.

May talks Sundays, 1 to 1:30 p.m., on WOW, for Haskins, in a program which he calls "News, Views and Interviews."

The new program includes May's views on the current news of the week, and each week a feature interview.

On the initial program, May interviewed Rear Admiral Elliott Buckmaster, Yorktown aircraft carrier survivor.

On the second program, May interviewed Charles Day of the Glenn L. Martin Company, who built many airplane factories in China for the Chinese government.

United States Senator-elect, Kenneth S. Wherry of Pawnee City, who defeated May, appeared on the program on December 27.

The mail response to the first of the new Haskins programs was extremely heavy. Currently, Haskins is offering a package of the new product, Blue Suds, free with a proof of purchase of one package of Spark.

V...—

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Didja Know? . . .

By BILL WISEMAN

RADIO'S PART IS A CONTRIBUTION . . .

So far, radio, as an industry, has not asked for a thin dime's worth of paid advertising from Uncle Sam.

Most broadcasters are satisfied to give their time freely for all phases of the war effort, even though some government agencies do pay cash-on-the-line to other media for advertising.

Radio broadcasters have GIVEN freely. The National

Association of Broadcasters reports that during the August-September-October quarter, American broadcast stations gave 1,534,190 announcements and 160,100 programs.

Nearly a third of these announcements and a third of the programs were given for the Treasury Department's effort to sell you War Bonds.

No estimate has been made of the value of the time given by radio stations. Neither has anyone calculated the out-of-pocket expense borne by stations for talent used. Both figures, if known, would run into many millions of dollars.

Radio, as an industry, has every right to be extremely proud of its contribution to the winning of the war.

V...—

HOW MANY RADIOS IN YOUR HOME?

In the fashionable suburb of Glencoe, Ill. (North Chicago), there are four radios to each home, according to a recent survey, detailed in December 7 issue of Broadcast Magazine.

The same survey showed that children in Glencoe listen an average of more than three hours per day, and that the list of their five favorite programs includes Henry Aldrich, Bob Hope and Maxwell House Coffee time.

V...—

THOUGHT OF THE MONTH . . .

"SECRECY IS THE SYMBOL OF THE BLACK MARKET; Advertising is the symbol of the white market."—Printers' Ink.

V...—

HO, HUM (Sigh) . . .

If you're looking for something to celebrate, please remember . . . Idaho Potato and Onion Week (January 13-23).

Peanut Week (January 21-30). Sew and Save Week (February 20-27).

Want Ad Week (April 18-24). Honey for Breakfast Week (April 25-May 1).

Good Posture Week (May 3-8). National Raisin Week (May 9-15).

And so on, ad infinitum! Don't smile! Many folks are taking these "weeks" very seriously.

V...—

HOT POTATO . . .

The broadcasting industry is agog over a recent attempt by the Communist Party to buy time for a "news analysis" network program. Commentator would be Earl Browder!

V...—

THOUGHT FOR THE DAY . . .

"America's secret weapon—our national sense of humor."—Ad for Puck, Comic Weekly.

V...—

AFTER THE WAR . . . (IF???)

You'll be bathing in plywood tubs. Riding on glass automobile tires. Sleeping under paper (air-pocketed) blankets.

Heating your home by radio. Receiving your newspapers via facsimile.

Eating your meals out of a pill box.

Attending the movies in your living room.

IF . . . IF . . . IF . . . you buy enough War Bonds NOW, so you'll be able to afford those post-war conveniences!

EDITORS HONOR WOW STARS**THE ALL-AMERICAS OF THE AIR WAVES**

Bill Wiseman
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V...—



FANNIE BRICE . . . as Baby Snooks on the Maxwell House Coffee show, was adjudged radio's best comedienne.



BING CROSBY . . . as master of the "Kraft Music Hall," was considered radio's best emcee, best male vocalist (popular) and boss of radio's best variety show.



"VIC AND SADE" . . . was picked as radio's champion daytime serial. Stars of this Procter & Gamble laugh-getter, pictured, are, left to right: Art Van Avery (Vic), Clarence Hartzell (Unk), Bernadine Flynn (Sade) and Billy Idelson, (Rush).



FIBBER AND MOLLY . . . runners-up to Bob Hope as "Champion of Champions," in the opinion of 600 radio editors and columnists. They also scored as radio's best comedy team, and their Johnson Wax show was adjudged as one of radio's best variety programs.

SHANGRI-LA? HOPE FINDS IT!

Bob Hope says the WAAC's camp in Des Moines is "a comedian's Shangri-La."

The feminine officers (whom Hope referred to as "Second Louises") and the auxiliaries, constituted "the most wonderful audience I ever faced," the Pepsodent star said after his recent visit to Fort Des Moines.

The WAACs were so responsive to Hope's humor that he was embarrassed. He stammered, perspired, muffed his lines and ignored the microphone. There was one report—that Hope was so impressed that tears came to his eyes.

V...—

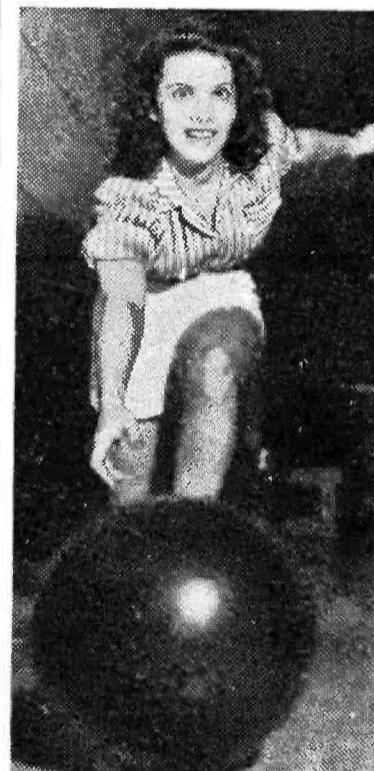
SKIPPY STARS

Ona Munson and Gale Page, famed radio and movie stars, will play leading roles in future editions of the "Skippy Hollywood Theater," heard on WOW at 6:30 p. m., Tuesdays, for Skippy Peanut Butter.

Gale Page will star in "Renegade Romance" on January 5, "The Wrong Mr. Wright" on January 19, "Murder for Fun" on February 2 and "Ebb Tide" on February 16.

Ona Munson will play the leading role in "The Evenlode" on January 12, "For the Love of Pete" on January 26, "The Castle of San Maria" on February 9 and "They Shall Rise Again" on February 23.

Highlight of the Christmas season was a special broadcast featuring Elliott Lewis on December 22.

CHAMP SERIAL**CHAMP of YEAR**

DINAH SHORE . . . songbird on Eddie Cantor's Ipana show, was voted "the year's outstanding new star" and radio's champion feminine vocalist (popular).

Champ of Champs Award Goes to Hope

Radio editors and columnists throughout the nation—some 600 of them—have decided that Bob Hope, Pepsodent star, is the "Champion of Champions" in radio. It's the second year in a row Hope was awarded this title in the annual poll taken by Motion Picture Daily, a trade publication of the radio and movie industries.



Bob Hope

NBC stars and programs (all carried by WOW) were given "firsts" in 18 of the 33 classifications. Ten more "firsts" went to CBS, two to the Blue network, one to Mutual and two others to local non-network programs not heard in the Omaha area.

The award for "the year's outstanding new star" is given to Dinah Shore, singing star of Eddie Cantor's "Time to Smile" program, who, incidentally, was featured on the cover page of the November issue of the WOW News Tower Magazine.

In addition to being named the "Champion of Champions," the editors and columnists picked Hope first in the comedians' division, second in variety programs and first under "Comedy Shows."

Next to Hope, the NBC-WOW star who coped the most honors was Bing Crosby of "Kraft Music Hall." Crosby was conceded to be the best master of ceremonies, the best male vocalist (popular) and his program was listed as the best variety program.

Dinah Shore was also named the champion female vocalist (popular).

Twenty programs heard regularly on WOW via NBC won second-place awards and 18 more third-place awards.

Madeleine Carroll, who was starred many times on DuPont's "Cavalcade of America" on WOW, was given the award for the "most effective film player in radio."

Complete results of the poll, as reported by Broadcasting Magazine, follow:

Champion of Champions—Bob Hope, Fred Allen, Fibber McGee and Molly.

Most Promising Star of Tomorrow—Herb Shriner, Cass Daley, Garry Moore.

Comediennes—Fanny Brice, Molly McGee, Gracie Allen.

Master of Ceremonies—Bing Crosby, Clifton Fadiman, Don Ameche.

(Continued on page 7)

AMERICA'S SECRET WEAPON**... Our National Sense of Humor**

Mr. Wimble (Bill Thompson), that henpecked little man on Fibber McGee's program, drew a hearty laugh when he said his wife was "teaching dirty fighting to the United States marines!"—Johnson Wax, 8:30 p. m., Tuesdays.

V...—

"We can't tell you about the weather, but it looks like Bing Crosby's dream is going to come true if the stuff stays on the ground."—Milton Berle, Treasury Department, "Over Here."

V...—

"And what's more, all the bellhops at the Acme Plaza are girls, too."

"Girls, eh? How were they dressed?"

"Well, I remember they wore sweaters."—Jack Benny and Mary Livingstone on the Grape Nuts Flakes program.

"Seven morons walked down the street with only one umbrella. Only two could get under it. How many got wet?"

"All right! How many?"

"None. It wasn't raining!"—Ray Olson and Tom Dailey, Vick's "Company's Coming."

V...—

"Have the prices gone up! I went to my butcher shop and asked to buy a turkey. The man said: 'O.K.! How do you want it financed?'"—Bob Hope, Pepsodent Show.

V...—

"You can be mastoid of ceremonies."

"A mastoid is a pain in the ear."

"See what I mean?"—Camel's Abbott and Costello.

V...—

"If she were twice as cute as she tries to be, she wouldn't be half as cute as she thinks she is."—Kraft's "The Great Gildersleeve."

JAYS WIN FIRST NEBR.-IOWA QUIZ

Two States Vie Sundays For Noxzema

On December 20, certain Nebraska folks were much wiser than certain Iowa folks.

The Nebraskans were two students, Jacqueline Gunlock and Bill Monaghan, and two faculty members, Miss Marie Hunt and Hugh Fogarty—all of Creighton University.

The Iowans were four Des Moines physical education teachers.

The contest was the first session of "The Nebraska-Iowa Quiz," which, from week to week in the future, will pit the "mental giants" of the two states against each other every Sunday afternoon at 3:30 p.m., on both WOW and WHO.

Session No. 1 ended with a victory for the Bluejay Nebraskans, who garnered 140 points to 120 for the Iowans.

The Nebraska-Iowa quiz is unique in the annals of midwest radio. Right from that first broadcast a rivalry began. State loyalty popped to the fore. It seemed a certainty that the audience on both sides of the Missouri would be at their loudspeakers, rooting for their respective representatives.

The program is also unique in that it originates in two cities, Omaha and Des Moines, at the same time, by use of two-way remote control radio lines.

The quizmaster in Des Moines is WHO's Barry Lake (former Nebraskan). In Omaha, WOW's Tom Dailey does the honors.

Radio listeners hear both sides of the quiz—the part from Des Moines and the part from Omaha. Here's the way it works:

First the Des Moines group is asked a set of questions. While this is going on, the Omaha contestants can't hear either the questions or answers. Then the same questions are asked of the Omaha group. An impartial judge, using a point system, keeps the score.

Each contestant gets a \$5 war stamp for attempting to answer the first set of questions. Later there is a bonus question, and if this is answered correctly, the contestant gets an extra \$5 stamp—\$10 worth total. Further, there is a substantial team bonus—for the winning side.

In addition, each lady contestant gets a generous sized jar of Noxzema and each gentleman gets a jar of Noxzema Shaving Preparation.

Radio listeners may participate in "The Nebraska-Iowa Quiz" by submitting quiz questions by mail—either to WOW or WHO. Questions accepted will get the writer a full sized jar of Noxzema. Address all letters, The Nebraska-Iowa Quiz, Radio WOW, Omaha, or Radio WHO, Des Moines.

As this issue of the News Tower went to press, arrangements had been completed for an Omaha Chamber of Commerce group to present Nebraska on the second "Nebraska-Iowa Quiz."

Those who were to defend our Cornhusker state were:

Lieut. Colonel Sam W. Reynolds, President of the Omaha Chamber of Commerce and Director of Specialists Corps for the Seventh Service Command.

Mrs. Cy (Myrtle) Mason, President of the Women's Division, Chamber of Commerce, and Director of Women's Travel Bureau for the Union Pacific Railroad.

Joseph Barker, Jr., President of the Junior Division, Omaha Chamber of Commerce.

Margaret Fisher Cooper, Director Women's Division, Chamber of Commerce, and attorney-at-law.

? Your Last Copy ?

Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription means January, 1943. If your expires is printed here. "1/43" subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

CREIGHTON'S WINNING "MENTAL GIANTS"



These are the Creighton University "mental giants" who succeeded in humiliating a Des Moines team in the first "Nebraska-Iowa Quiz." Left to right, they are: Honor Students Bill Monaghan and Jacqueline

Gunlock, Tom Dailey, Nebraska quizmaster; Miss Mary Hunt, librarian, and Hugh Fogarty, assistant to the President. Note that the ladies each have a jar of Noxzema, and the gents, Noxzema Shaving Preparation.

WHO EMCEE



Barry Lake's face was plenty red after the first Nebraska-Iowa quiz. He's quizmaster on the Iowa end of the line in WHO's studios when the program is aired simultaneously on both WOW and WHO, at 3:30 p.m., Sundays.

AVOIDS MAMA

Fanny Brice's daughter, Frances, is coming home to mother. But only because the daughter's husband, Ray Stark, joined the navy recently. Frances is moving into the guest house of the Brice manse in Beverly Hills, claiming that by living in the guest house she won't have to be the victim of any Baby Snooks' pranks in the main dwelling.

NEARS BIRTHDAY

During January, "Pepper Young's Family" (2:30 p.m., Mondays through Fridays, for Duz and Drene) will be 7 years old. Its 1,800th installment was on the air recently.

V... THREE MORE YEARS?

Skelly's Alex Dreier (7 a.m., week days, on WOW) recently predicted publicly that the war will last three more years. He recently returned from London.

Musical Chimes Exclusive on NBC

The three musical notes which, for more than 15 years, have identified network programs are now the exclusive property of the National Broadcasting Company, to be used only on the NBC network.

NBC's chimes have been called "the best known sound sequence on the planet," because of their frequent use over extensive networks,

reaching every radio-equipped home in the United States and many foreign countries. They were originated in 1927 by Phillips Carlin, former NBC Red network executive.

From the original chime box, which served for several years, the basic idea was developed by engineers into an automatic electronic device which is actuated by pushing a button.

NBC is now the only one of the four major networks to use a musical signature.

Ad Man Pits Listening Pleasures Against "Pollution" and Decides He Won't Join "Radio Plug Shrinkers"

(Editor's Note.—The "Readers Digest" recently let fly a tirade against radio "commercials"; tried to organize the "Plug Shrinkers," with little success. Herewith is a listener's answer to "The Plug Shrinkers," reprinted from Printers' Ink.)

By FRANK WOLSTENCROFT Advertising Manager, Esterbrook Pen Company

I don't think I'll join the Plug Shrinkers.

Maybe it's my astigmatism, but, as a listener, I have listed the pleasures of radio against its pollution and I came out the winner.

I am not a devotee of radio. I can't take it catch-as-catch can. It needs more than Red Barber and Camilli to keep me awake after the third inning of a Brooklyn-Giants game.

I choose my radio entertainment as I choose my reading, movies or food. I scan the menu and order—usually a la carte. If I practiced haphazard button-pushing I would expect a lot of tripe from my radio, and I'd get it. If I read every contemporary author and averaged a movie a day, I'd get the same thing in bigger doses, and a lot harder to take or tune out.

Looney tunes drive me nuts, but I'll smile through the looniest if a Philadelphia Story or How Green Was My Valley is on the same schedule. Lady Esther's palaver doesn't bring joy to me, but I see many persons who would do well to send for her "special offer." Lever Brothers' "Beee-OH" may be offensive to the Plug Shrinkers. It's the exposure to the affliction, not

the copy, that plagues me. As an habitual "El" rider, I can attest to the need for the B. O. gospel. Go get 'em, Lifebuoy! Jergen's Lotion lines may irk Mr. Littell,* but if they'll keep giving me Winchell for 13 of their 15 minutes, I'll listen and love it.

I find no entertainment in obituaries, but I haven't complained to the Philadelphia Evening Bulletin because it continues to print them.

Give Colgate an accolade instead of a tirade when their bad breath messages invade our homes. Everything they say is true. It's too bad more listeners don't believe it and get the "twice-a-day" habit. I whispered confidence with some of your best friends (the ones who won't tell you) will prove that the objection to the message can quickly turn to a fervent prayer that the Colgate cry will be louder, plainer and more frequent.

If Mr. Littell's family, "listening so anxiously for war news," is nauseated by a colon commercial, they can always wait for Lowell Thomas or perhaps gasoline is equally obnoxious. If so, how about Gabriel Heatter, Arthur Hale, Boake Carter, John B. Kennedy, Earl Godwin, James McDonald or John Vandercroft? Of course, there is always the possibility that each of these newscasters will be accompanied by some revolting remark from a sponsor.

If such is the case, they must sit and suffer or depend on the morning paper, carefully skipping the B. O. and O. O. copy that will surely be there.

Cigars make me sick. I could resent anything said in their favor. I do go for Raymond Gram Swing, though, and if White Owl keeps

Parent-Teachers Series Now on WOW

WOW has scheduled a series of programs entitled "The National Congress of Parents and Teachers on the Home Front." It is to be heard Saturdays, 2:45 p.m., January 16 through April 10 only.

The program is to be presented in cooperation with the National Congress of Parents and Teachers. It will be a dramatization of community and home problems as related to the war.

Each episode will be complete in itself, evolving around a group known as "The Baxter Family."

Nebraska PTA officials have expressed their keen interest in the series.

V....

Howard Claney is Back to First Love

The return of Howard Claney, one of radio's famed announcers, to the microphone of three outstanding musical shows, "Waltz Time," "American Album of Familiar Music" and "American Melody Hour," has brought letters from Claney fans all over the country, asking for the story of his sudden reappearance after an absence of several years.

The fact is that Claney gave up radio to study painting abroad. This interest was almost his undoing, for it found him in Paris when the Nazis took the city two years ago. He managed to get out of the country, however, and made his way to the United States, where he has set down on canvas some of his last tragic remembrances of France.

V....

A HOPE RECORD

Radio Comedian Bob Hope, who broadcasts over WOW at 9 o'clock every Tuesday night, has set a unique record for last year. Not a single 1942 program has been broadcast from a studio. Every one was from some service camp or outpost.

him in there "Swinging," I'll gladly endure the commercial in return for the news analysis that I want. But, if the selling spot pains or provokes me, I can always go out and rake leaves, where the air is pure and clean.

I don't have to listen. I wonder why the Plug Shrinkers don't end their grief by flipping a switch! It's a lot easier than joining a club. Incidentally, they seem to forget that if commercials "... bad taste, hokum, repulsive ... silly or poor sales policy," so far as most listeners are concerned, they won't be listening long, and the commercial pace and patter will change as surely as the sun rises, with or without the outraged complaints from their number.

The charter members of Plug Shrinkers seem to like, or at least find no offense, in Lucky Strike commercials. I don't, but I'll take Milton Cross and his "30 per cent more." I'll even fall for the garble of the tobacco auctioneer if Luckies will just keep bringing Fadiman, Kieran, Adams and Levant into my home as honored guests every Friday night when it's h-a-l-f p-a-s-t s-e-v-e-n.

I've done my share of griping in the past, but I'm signing off. When dialed with discretion, my radio is a source of great knowledge, pleasure, relaxation and very little annoyance. Once in a while my hackles stiffen at a Plug-Ugly, but in spite of this occasional jolt from the blue, I'm still not joining the Plug Shrinkers to "purify the air waves."

*Associate editor, Readers' Digest, whose article, "Plug Shrinkers," appeared in a recent issue of that publication.

U. S. SOLDIERS UNFUNNY, SAYS W. D.

Meatless Days

By MARTHA BOHLSEN
Director Homemakers' Club of the Air—Saturdays, 9:15 A. M.



During November and December we were very busy talking about the good things to eat during the holiday season—even in a wartime Christmas season we enjoyed most of the dishes that have always made our festivities more glamorous. But now, it's time for us to settle back to the bread-and-butter items: We can make up for our lavish splurging during that time. January is also the month for resolutions, and I know of no better resolution for the American homemaker than to resolve to cooperate 100 per cent with the wartime food program. Of course, some of our foods are rationed, so it isn't difficult to stay in line on these items. But there are others that are on the "shortage" list, such as meats, butter, canned foods, dried fruits, sugar substitutes, such as syrups and honey. All of these foods are still available to us, but because of the tremendous demand these supplies may quickly be diminished, especially if people buy more than they need at the present time. That is what we call hoarding, and it's unfair to our neighbors. Perhaps the most important part of this voluntary rationing program is the "share-the-meat" program, in which we are asked to limit ourselves to two and one-half pounds a week for adults. It may sound like a strenuous program, but it isn't. Two and a half pounds of meat is quite liberal, particularly when we realize that "variety meats" are not included. Every homemaker should acquaint herself with these variety meats, because they are very nutritious, and certainly will do wonders in extending the supply of meat for the family.

Below are some recipes that will help you to introduce some of the more unusual varieties to your family. New flavors are blended with the meats to make them more appealing, and I think I can promise you that your family will ask for more.

KIDNEY LOAF

One pound beef kidney.
One cup milk.
Eight slices bread.
One-fourth cup bacon drippings.
Two eggs.
One green pepper, minced.
One and one-half teaspoons salt.
One-fourth teaspoon pepper.
Three tablespoons grated onion.
One-half teaspoon powdered sage.

Wash the kidney in cold water and allow it to stand in cold water for at least 30 minutes. Drain well and grind, including the internal fat. Pour milk over bread and soak. Combine all ingredients and mix thoroughly. Pack firmly in loaf pan. Bake in a moderate oven, 350 degrees, for one and one-half hours.

Baked Liver with Dressing

Buy a chunky piece of liver. Wash and dry well. Cut a pocket in the thickest part of it and fill with the dressing. Season and dredge with flour. Lay slices of salt pork over the liver and bake uncovered in a moderate oven, 325 degrees, for two hours.

DRESSING

One teaspoon sage.
One-eighth teaspoon pepper.
One tablespoon minced onion.
One-third cup melted butter or drippings.
Three cups fine bread crumbs.
One-half teaspoon salt.

Water.
Add melted butter or drippings to bread crumbs. Combine remaining ingredients and add enough moisture to hold crumbs together.

V....

Trade papers reported at year-end that Elmer Davis, director of the Office of War Information will shortly take to the airwaves with a series of programs giving "background material" on the progress of the war.

The Westinghouse Musicale is Set

John Charles Thomas, great American baritone, will return to the air as singing star and master of ceremonies of a new musical series, "The Westinghouse Program," to be heard over the National Broadcasting Company network each Sunday (at 1:30 p. m., on WOW), beginning January 10.

The concerts will be sponsored by the Westinghouse Electric and Manufacturing Company, and will originate in the NBC Radio City studios, New York City.

Supporting Mr. Thomas on the half-hour air feature will be John Nesbitt of "Passing Parade" fame, as master story-teller; a concert orchestra, directed by Mark Warnow, and a chorus, directed by Lyn Murray.

V....

NBC Announcers Aid Service Men

In a gesture believed to be unique in radio, the announcers of the NBC Central Division agreed among themselves recently that they will aid the dependents of any of their number who may be called into war service.

Under terms of a pact signed by the men, if an NBC staff announcer enters the service, and his commercial broadcasting assignments are assumed by other NBC staff men, then 40 per cent of the announcing fees received by the successor, or successors, will be paid to the dependents of the war-bound announcer's family, or the fund will be distributed in any way the erstwhile staff man designates.

Signers of the agreement include some of the best-known names in the announcing business: Charles Lyon, Fort Pearson, Bob Brown, Cleve Conway, Norman Barry, Don Elder, Dave Garroway, John Holtzman, Richard Noble and Louis Roen.

WOTTA MODEL!

Dear Bill:

Who said you couldn't model Arrow shirts?

Since your photo appeared last month in the NEWS TOWER, I have received an order for a shirt and a new subscription to the NEWS TOWER—both from the same lady—Mrs. Opal L. Nichols, Shenandoah, Iowa. Congrats!

TOM DAILEY.

Spitalny Picks Hit

Tunes on Air in '42

What's your idea of the most popular tunes heard on the air in 1942?

General Electric's Phil Spitalny includes "Tonight We Love," "Jingle, Jangle, Jingle," "Tangerine," "Sleepy Lagoon" and "White Christmas."

V....

You can't face the new year if you haven't signed up 10 per cent of your pay for War Bonds.

GOLD BENEATH TISSUE LEAVES



Caught in the act of registering astonishment is Mary Ann Mercer, petite singing star of the "Raleigh Serenade" (8:50 p. m., Fridays, on WOW), as she opened a Christmas present from the Des Plaines, Ill., Kiwanis Club, and found the 3-month-old Krause triplets—Tom, Dick and Harry. Then in walked a committee of Kiwanians, who had taken on the role of "Godfathers" to the trio, and named Mary Ann as their official "Fairy Godmother."

Lawyer Wells Taught Chaplain of "Pass the Ammunition" Incident

Whenever Rainey T. Wells, General Counsel of the Woodmen of the World, hears the popular new war tune, "Praise the Lord and Pass the Ammunition," it brings back memories.

For young Lieut. Howell Forgy, the navy chaplain about whom the tune was written, is a former pupil of Mr. Wells at Murray State College in Murray, Ky. Wells recalls Forgy as a husky football player and an excellent student.

Because navy chaplains do not take part in combat, there has been considerable confusion and some denials of yarn incident to the origin of the popular tune.

The best evidence adduced so far, however, is that the story came out after the Japs attacked Pearl Harbor at 8 a. m. on December 7, 1941.

It was in the midst of that furor and confusion, America's newest war song was born. On board one of our cruisers the power for a powder hoist failed and ammunition had to be passed from hand to hand

up to the deck. The ship's chaplain, young Lieut. Howell Forgy, moved along the line of weary men, slapping them on the back and shouting encouragement: "Praise the Lord and pass the ammunition, boys!"

The first story, reaching America in garbled form, pictured another chaplain, Captain William Maguire, as giving this battle cry as he manned a gun—a story which he has vigorously denied. Navy chaplains do not take part in combat.

No matter who said it or when, the phrase has a ring which inspired a Tin Pan Alley tunesmith to fashion the words and music of a song which he titled "Praise the Lord and Pass the Ammunition."

It has that fervent quality you find in spirituals, which sets people humming and which lends itself to group singing. It is typically American in its irreverent, swingy sort of way, yet it reflects the grim temper of the people.

In keeping with the spirit of his song, the composer, Frank Loesser, is donating all his royalties to the Navy Relief Society.

Praise The Lord And Pass The Ammunition!

Words and Music by
FRANK LOESSER



Courtesy Famous Music Corp.

Gentle Warning Given Radio Comics

There are some things about the war that are not funny.

No American soldier is stupid or funny because he can't read lines on the radio.

These things are pointed out cryptically, in a letter sent recently to all radio comedians by Lieut.-Colonel E. M. Kirby, chief of the radio branch, War Department, Bureau of Public Relations. While expressing appreciation for all the fine things radio comics have accomplished in connection with the war effort, Colonel Kirby's letter warned against bad taste and the use of "gags" which are out of place in the light of the current grim turn of the war.

Colonel Kirby's letter to all radio comedians, as published in Broadcasting Magazine, follows:

"The War Department has been pleased from time to time to authorize the origination of your program from various camps, and to note that you intend to continue such origination.

Army Grateful

"The army is most grateful for the generous manner in which you have gone about the providing of entertainment and diversion for the troops. Surely no written word of thanks can mean quite as much as the thanks you yourself hear directly from the soldier audiences as you stand before them.

"Your network programs from camps are providing more than entertainment—important as this is to both military and civilian morale. They are providing links between the army and the families of the men who must fight this war and win it. With the army ranging upward of 7,000,000, it is obvious that almost every other home up and down Main Street has a son, a relative or a close friend in service. And this statistical and sentimental fact brings us face to face with a mutual concern.

Not an Order

"Certainly, the army doesn't want to tell you anything about how to run your program. That is definitely your business and not ours. Our business is to fight a war, and that's what we'd like to talk about briefly—and seriously.

"The war has entered its active, fighting stage. More and more of our men are going to face the enemy on the field of battle. And to put it grimly, more and more casualties are going to result. This is the price of victory, as it ever has been since we first won our freedom.

"So, what was funny soldier-humor before, is not so funny now. The army hasn't lost its sense of humor—men still laugh in the face of death, and crack good American jokes huddled in the Arctic circle, or sweltering in the African heat. That's as it should be—and ever shall be.

"But what we're referring to is this: From time to time on various shows originating from camps, soldiers are used for 'interview' purposes, when, as a matter of fact, they are used as mere stooges, or forced to 'act out lines' in competition with professional line-readers, and made, unwittingly, to appear as somewhat stupid and dull, when, as a matter of fact, in their line of business, they are far from it.

"Other times, the soldier's normal interest in 'girls' is emphasized and stretched to an unwholesome and unwarranted degree by writers who see only the all-male soldier audience, forgetting about the all-family audience at home.

"When such material reaches the home by radio from army property, it is resented by great numbers of peoples, and by great numbers of soldiers who dislike being reflected to their home folks and to the world at large in this manner. Our mail is a clear reflection of this.

(Continued on page 6)

MACVANE REPORTS FROM AFRICA

Breaks Silence as His Editors Worry

(Editor's Note.—John MacVane is heard regularly on Alka-Seltzer's "News of the World" and on many other NBC newscasts broadcast via WOW.)

Eddie Rickenbacker has nothing on John MacVane, NBC newsman, when it comes to disappearing and bobbing up again in one piece.

During the tension which preceded the Allied invasion of North Africa,—that period of specious calm when rumors flew through the air like witches on Halloween—there was no word from John in London. At Radio City, in New York, nobody could understand it. Strange, they said. What's happened to John? Important stuff was in the air. Two weeks passed, and the verbal blackout thickened.

Then came the blitz against Africa. Rabat . . . Casablanca . . . Oran . . . all fell before the determined thrusts of men who knew what they wanted and where they were going. Then Algiers.

On the Scene

Friday, November 13, NBC London warned the News and Special Events Department in New York to stand by for an important flash. NBC got ready, but atmospheric conditions made communication impossible.

Saturday, NBC again received word to stand by. At 7 p. m. the voice of John MacVane came through. Not from London, however, but from Algiers itself.

Once again John was right on the battle scene, as he had been several months before when the Allies invaded Dieppe. His word imagery gave a vivid account of the troop movements and of the Algerians' reaction to the presence of Allied soldiers in their city. He told of the crossing to Africa, described the Mediterranean as an "Allied lake." He said the crossing was "peaceful."

John's silence was all part of the Allied preparations, which were executed in complete secrecy.

To Dieppe

John MacVane has been keeping some pretty tough company here of late.

It was some several months ago that MacVane accompanied the American Rangers during their stab at Dieppe. John was right there in an invasion barge, the only radio reporter who was permitted to accompany the expedition. He won that honor by flipping a coin with other radio correspondents.

Returning to England, he broadcast an eye-witness account of the stirring raid. It was a great job, and everyone was glad John was safe. Now this latest exploit should rank him right up with the great war correspondents of history.

Background

John was born in Portland, Me., April 29, 1912, and attended Portland public schools, Portland High School and Phillips Exeter Academy. He took his B.A. at Williams College and a B.Litt. from Oxford.

In 1935, MacVane became reporter and ship news editor for the Brooklyn Daily Eagle, and a year later joined the New York Sun as reporter and rewrite man. In 1938 he became sub-editor of the London Daily Express. The next two years were spent respectively with the Paris bureaus of the Daily Express and the International News Service. He joined the NBC London staff in 1940.

Attached to Allied headquarters in Algiers, MacVane is expected to make frequent broadcasts from that far-off point. In this new flareup in the midst of one of the oldest battlegrounds of history, MacVane has a point of vantage which is probably the envy of many an overseas commentator.

As in days past, to control the Mediterranean is to control the fate of empires. As men battle with new weapons along these hundreds of miles of African shoreline, the world listens with intent ears. John will be right there, to call the turn as he sees it.

IN ALGIERS



NBC's ace correspondent, John MacVane, in the regular army uniform of an accredited war correspondent who travels with the Allied forces (now in Africa).

V...—

IT AIN'T FUNNY!

(Continued from page 5)

"We don't need to tell you what you have already observed in your many visits to the various camps: The American soldier today is a pretty serious young man, hardened by training, ready to risk his life in any quarter of the globe for those he leaves behind. He is proud of his best girl, proud of his country, proud of his uniform. He laughs at hardships, wisecracks at the other guy and looks for humor in every situation.

"We think he'd prefer it if radio reflected something more of this spirit to his people back home—and less of the other. We think his people prefer it that way, too, for that's the way it really is. And we believe it can be done without in any way disturbing the entertainment value of any camp radio broadcast.

"So we come to you for help. What we are talking about is a mutual problem, not one of personalities. As one of America's great entertainers whose sincere interest the army appreciates, we are bringing this problem to you and your colleagues that you may give it the benefit of your vast experience related to the new conditions coming out of the war.

"We know you will give it your early and best attention."

V...—

It's anchors aweigh for Jimmy Donnelly, 19-year-old radio veteran. Jimmy, who has been playing Eddie, the adopted son, in "The O'Neills" for the past nine years, joined the navy recently.

Upton Close is Highest Radio Authority on Pacific Wars

Long before the outbreak of war in the Pacific, Upton Close, heard Sundays at 2:15 p. m., over Radio Station WOW (Sheaffer Pens), was known as the outstanding authority on Asia and the peoples of the Pacific Basin. More than any other writer and public speaker, he predicted the inevitable clash of two civilizations. Today, with that war in full swing, he is radio's accepted authority on the Pacific crisis.

Upton Close is the son of pioneer parents of the Pacific Northwest. He was born February 27, 1894, in Kelso, Wash., and was named Josef Washington Hall. He spent his childhood on an Indian reservation along the Columbia River. His French mother was the first piano teacher in Portland, Ore. His father, a husky, down-east Yankee and a friend of Poet Joaquin Miller, homesteaded in what is today the city of Kelso, Wash. After graduation from George Washington University, Close went to China as an investigating officer for the United States government in Shantung during the Japanese invasion (1916-

Peabody Award

to Petrie

From a field of hundreds of contestants, Howard Petrie, NBC network announcer, often heard on WOW, has been named national winner in the annual H. P. Davis Memorial Announcers' Awards. Impartial judges selected him on the usual basis of personality, diction, adaptability, voice and personality. As winner, Petrie received a gold medal and a check for \$300. Judge A. L. Ashby, NBC Vice President, presented the awards on a network broadcast.

Last year Ray Olson of WOW was one of the sectional winners in the Davis competition.

V...—

" . . . so they gave me a jeep and sent me to a farm to get 38 gallons of milk. I'd heard these jeeps were rough riders, but when I came back with the butter . . ." (Letter from Wonderful Smith to Raleigh's Red Skelton.)

GAD-ABOUT



Bewiskered John W. Vandercook, the Alka-Seltzer "News of the World" commentator, who hasn't been near a newspaper office in 20 years.

Vandercook Was Globe-Trotter as a Baby

John Womack Vandercook, popular commentator on Alka-Seltzer's "News of the World," crossed the Atlantic when he was 3 weeks old; recrossed it before he was 2 years old; retired from newspaper work at 21; had been through 73 countries and written 10 books at 38. Today many of his books are required reading in advanced courses in anthropology, and his souvenirs are displayed by Brooklyn Museum.

With E. W. Scripps, Vandercook's father founded the United Press, and was its first president. Vandercook's mother has written scores of girls' books. So John W. comes naturally by his command of language.

He was born in London (although his family has lived in the United States for 200 years). The longest time he ever spent in one place was four years in Garden City, N. Y., where he was graduated from St. Paul's school. He attended Yale for "one very tiring year," and left to go on the stage. "I was an odiously bad actor," he says.

Turning to journalism, he worked Columbus, Washington and Baltimore. "I think the linotype and I were the only ones who read my stuff," he says. "My newspaper work ended with mutual enthusiasm when I was 21, and I haven't been near a newspaper office since."

Joins NBC

His travels and book writing followed, lasting till September, 1940, when he joined NBC's news department. Now he spends four hours preparing a 15-minute broadcast. His greatest fear, by the way, is that his "Go ahead, Cairo!" or "Come in, Ankara!" bring no results.

Dreier was born in Honolulu, where his family had sugar refineries. His grandfather was a confidant of Hawaii's last queen, and he was one of those who advised her to further the annexation of the islands to the United States.

Among the highlights of his career, he lists the time (age 3) when he went out with a Japanese fisherman off Honolulu and nearly drowned in the Pacific when he fell overboard. There is also the time, on his way back to America, that the Nazis seized him, took all his belongings and wearing apparel, and left him to wonder about his fate during a worried three hours. That was in unoccupied France.

He loves steaks, chocolate malted milks and broadcasting; he hates Nazis and bridge. He insists that he's a fine cook and that he's going to learn Russian within the next few months. On his return to this country, he married Joy Leathurby, the girl he fell in love with during grammar school days.

Reads in Bed

He likes to read war books in bed; prefers stage plays to movies; brings his wife cactus because their pet cat eats flowers; writes articles for Harper's, Asia, National Geographic, Vogue, Country Gentleman, American, Liberty and the Saturday Evening Post. Next to traveling, he likes photography.

Lots of strange stories have grown up about his beard. Truth is, he grew it during a vacation in Vermont and liked it well enough to keep.

CLOSE MEETS HIS SONS



NBC's Far East analyst, Commentator Upton Close, enjoyed a double celebration recently in Chicago when he visited for Christmas week his two sons—Lieut. Clarence B. Hall, coast artillery, and Joseph. Close is radio's outstanding authority on Far Eastern affairs.

V...—

Buy War Bonds to support our fighting men!

ARMY AND NAVY CHIEFS ON FORUM

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Hy'ya, good Americans! I've been thinking that New Year's resolutions are in order for some phases of the sports world—and so here we go with some suggestions:



Tom Dailey

again, we will make it an even-money proposition and stay away from such thoughts as the Red Birds taking the series in five games, winning four straight. Branch Rickey, new boss of the Brooklyn Dodgers, probably should cook up one along this line: Resolved that I will toss off some of the black robes I wore in St. Louis and bow to some of the wishes of the raucous Bum Rooters. After all, if Lippy Durocher wants to argue with the umpires, let him do it, because it makes for more amusement and fire in the stands. If the Ump doesn't like it, then let him give Durocher the rush act. (It's happened so many times, he's used to it anyway.) Resolutions for big league club owners: Resolved that since many thousands of the country's baseball fans are tied up to jobs in defense industries, we will attempt to take big league baseball to them in their own back yards. We will plan a few tours for major league clubs—at all times refraining from taking advantage of transportation facilities.

FOOTBALL

A pretty good resolution for a lot of football coaches would be this one: Resolved that I will forget about that T-formation unless, and until, I have the material suited to its successful execution. I know that in the past I have used the T-formation with little success, but I thought because Stanford and other major schools made it work, that I could. I must have the boys capable of playing the positions. Resolutions for Nebraska University Board of Directors: Resolved that since the school is the property of the taxpayers, and since these taxpayers are interested in football and its description to them from Memorial Stadium, we do so resolve that, to-wit: We will see that these fans are able to hear a top-notch football announcer when the team plays at home. (Unquote) To the Chicago Bears of Pro football: I resolve that in the future my thoughts will be of profound respect when we meet the Washington Redskins, especially when it's for the national football title.

HOCKEY

Directors of the Omaha Knights and Ak-Sar-Ben: We do so resolve that we will not attempt to continue ice hockey in Omaha until such time as facilities of transportation and availabilities of player material again returns to its fine standard in effect during the first successful years of its regime in this city.

GOLF

Gather 'round, golfers, and sign your moniker to these resolutions: We resolve that we'll look at least five minutes longer for that golf ball we bash into the rough; we'll pay closer attention to our golf equipment, because now it's harder to buy; we won't talk while others are making shots, or throw clubs when we hit a bad one.

SIGNED, SEALED

Yes, resolutions can well apply to many things in the world of sports. But on top of it all, the country as a whole should resolve to keep its citizens physically fit for the efforts ahead.

Tube Shortage Said to be Unlikely

Radio is so important to the war effort that Uncle Sam intends to make sure that there will be tubes and extra parts for receivers. In denying printed rumors, high officials of the WPB have informed listeners that they need not fear rumored threatened tube shortages. It is expected that radio tube output will be pooled, but that certain manufacturers will continue to make "Victory tubes" of certain types.

Thus far there has been no real shortage of radio tubes, except in a few unusual types.

After three years of war, civilian radio receivers continue to operate in Great Britain, according to the British Supply Council. The British Supply Council has provided 2,000,000 tubes, 20 per cent of the number consumed, for British listeners during 1941 and 1942. The 1943 production will probably remain at that level. Many of the tubes made available to British listeners are military rejects which the government has passed on to civilians.

The Supply Council estimates that less than 10 per cent of the civilian radio sets, which totaled 9,000,000 before the war, are now out of operation due to part shortages.

So far there has been no rationing of tubes or parts in the British Isles.

V....

"Snow Village" is Ivory Soap Serial

"Snow Village," a new serialized version of radio's original "Snow Village Sketches" by William Ford Manley, has replaced "Against the Storm" (NBC, Mondays through Fridays, 10:30 a. m. on WOW).

Varying from the usual daytime serial, "Snow Village" has no feminine lead in the five-weekly quarter-hour version, but will deal with the every-day and often humorous events in the lives of Dan'l Dickey, played by Arthur Allen, and Hiram Neville, played by Parker Fennelly, natives of a small New Hampshire town.

The show is heard in the interests of Ivory Soap, as was "Against the Storm."

V....

MORE LISTENING

Radio listening to NBC stations showed a gain of 19 to 22 per cent in the first week of November over the same week a year ago. The Hooper survey gave the 19 per cent figure and the Crossley survey gave 22 per cent. Hooper said the leading competitive network dropped off 9.5 per cent and Crossley said its drop was 10.7 per cent.

WOW NEWS SCHEDULE

The regularly scheduled newscasts on WOW are as follows:

6:00 A. M.—Farm News.....	Daily except Sun.
7:00 A. M.—Alex Dreier—Skelly Oil.....	Daily except Sun.
News Summary, NBC.....	Sun.
7:30 A. M.—News Tower.....	Daily except Sun.
8:00 A. M.—World News Roundup, NBC.....	Sun.
10:00 A. M.—News Tower.....	Sun.
12:00 Noon—News Tower.....	Sun.
12:30 P. M.—News Tower.....	Daily except Sun.
1:00 P. M.—News, Views and Interviews, Foster May—Haskins Soap.....	Sun.
2:15 P. M.—Upton Close—Sheaffer Pen, NBC.....	Sun.
5:00 P. M.—War—National Biscuit.....	Mon. Thru Fri.
5:30 P. M.—Four-Bell News and Sports....	Daily except Sun.
6:15 P. M.—News of the World, NBC—Alka-Seltzer.....	Mon., Tue., Wed., Thu., Fri.
6:45 P. M.—Highlights of News—Beaum't 4-Way. Wed., Sat.	
10:00 P. M.—News Tower.....	Daily
10:15 P. M.—Searchinger, Analysis.....	Sun.
11:00 P. M.—News Reports, NBC.....	Mon., Wed., Sat., Sun.
11:05 P. M.—Searchinger, Analysis.....	Sun.
11:55 P. M.—News Reports, NBC.....	Sun.
1:00 A. M.—News Reports, NBC.....	Daily
3:00 A. M.—Bulletin News Roundup.....	Daily

NAVAL CHIEF VISITS WOW



Head man in the navy in these parts, Rear Admiral John Downes, commandant of the big Great Lakes Station and the Ninth Naval District, was a recent interviewee by Ray Clark on the "Noonday Forum."

LOCAL GAL



Pretty Marianne Ryan of Scott, Neb., plays a two-and-a-half-foot harmonica on the Ful-O-Pep Feeds program, "Man on the Farm," Saturdays, 12 noon, on WOW.

RADIO'S CHAMPS

(Continued from page 3)

Male Vocalist (popular)—Bing Crosby, Dennis Day, Barry Wood.

Female Vocalist (popular)—Dinah Shore, Kate Smith, Ginny Simms.

Studio Announcers—Ken Carpenter, Don Wilson, Harry von Zell.

Sports Announcers—Bill Stern, Ted Husing, Red Barber.

Symphonic Conductors—Arturo Toscanini, Leopold Stokowski, Eugene Ormandy.

Year's Outstanding New Star—Dinah Shore, Zero Mostel, Red Skelton.

Comedians—Bob Hope, Jack Benny, Fred Allen.

Comedy Teams—Fibber McGee and Molly, Burns and Allen, Jack Benny and Mary Livingstone.

Male Vocalist (classical)—Richard Crooks, Nelson Eddy, John Charles Thomas.

Female Vocalist (classical)—Gladys Swarthout, Lily Pons, Vivian Della Chiesa.

Commentators—Raymond Gram Swing, H. V. Kaltenborn, Boake Carter.

Women Commentators—Dorothy Thompson, Kate Smith, Shaelah Carter.

Symphonic Orchestras—New York Philharmonic, NBC Symphony Orchestra, Philadelphia Orchestra.

Dance Bands (swing)—Harry James, Benny Goodman, Tommy Dorsey.

Morning Programs—Breakfast Club, Everything Goes, Vic and Sade.

Dramatic Series—One Man's Family, The Aldrich Family, Mr. District Attorney.

Variety Programs—Kraft Music Hall, Bob Hope, Fibber McGee and Molly.

Programs for Children—Let's Pretend, Quiz Kids, Lone Ranger.

Musical Shows—Pause that Refreshes on the Air, Telephone Hour, Fred Waring's Victory Tune Time, Cities Service Concert, Kraft Music Hall.

Educational Programs—School of the Air of the Americas, University of Chicago Roundtable, Town Meetings of the Air.

Commercial War Programs—Cheers from the Camps, Stage Door Canteen, Vox Pop.

Dance Bands (sweet)—Guy Lombardo, Sammy Kaye, Fred Waring.

Daytime Serials—Vic and Sade, Against the Storm, David Harum.

Dramatic Programs—Lux Radio Theater, Cavalcade of America, Screen Guild Players.

Programs for Women—Martha Deane, Bessie Beatty, Kate Smith.

Scout Heroism Award is Aired

Two of the nation's top-notch military leaders headlined the Mc-Kesson-Robbins "Noonday Forum" broadcasts during the past fortnight. They were Rear Admiral John Downes, commandant of Ninth Naval District, who is supervising the navy's vast training program at Great Lakes, and Brigadier General U. S. Grant of Washington, D. C., who is head of the United States Civilian Defense Corps for the army.



Ray Clark

Rear Admiral Downes, who came to Omaha to award the Navy's Production "E" to the Eaton Manufacturing Company, told of his many years of active duty on the seven seas. He declined to be drawn into taking a stand on the question of the battleship versus the aircraft carrier, asserting that both were essential to modern naval warfare.

General Grant, who is a grandson and namesake of the famous Civil War general, came to Omaha to observe the recent nine-state blackout. He reiterated blackout rules and praised the Omaha Civilian Defense program highly.

During the trial blackout, the largest ever attempted in the Western hemisphere, General Grant and other Civilian Defense leaders broadcast to the entire area over WOW. The general said he was highly pleased with the blackout trial in the middle west.

Also through the medium of the "Noonday Forum," WOW listeners heard first-hand ceremonies incident to the heroism award for Jerry Buquo, Omaha Boy Scout, who gave his life to save a friend from drowning in the Missouri River.

Broadcasting by transcription directly from the annual meeting of the Covered Wagon Council of Boy Scouts at the Castle Hotel, News-caster Ray Clark described the touching scene when Jerry's parents, Mr. and Mrs. John Buquo, 3137 South 18th Street, were given the Boy Scout hero medal, awarded posthumously for their son's heroic act.

Other recent "Noonday Forum" programs included interviews with:

Robert Freiers, Washington, world traveler and associate of the Rockefeller Commission of International Relations.

Robert Merrill, national commander, Veterans of Foreign Wars.

John Newcombe, regional chief, fuel oil rationing program for the Office of Price Administration.

Paul Cabot, Washington, D. C., who was second in command of the recent nation-wide salvage collection drive.

Monsignor E. J. Flanagan, founder and director of Boystown, who spoke on the institution's 25th anniversary.

United States Senator Elmer Thomas of Oklahoma, Farm Bloc leader.

Sarah Fedar, past president of the Pioneer Women's Jewish Relief Society.

Mary Margaret McBride, Breakfast at Sardi's.

Comedy Shows—Bob Hope, Fibber McGee and Molly, Jack Benny.

Quiz Shows—Information Please, Quiz Kids, Truth or Consequences.

News Job by Radio in 1942—Cecil Brown, All-Around Coverage, John Vandercook's News of the World.

Government War Programs—The Army Hour, Treasury Star Parade, Men, Machines and Victory.

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Page Eight

WOW'S JANUARY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "1/43" 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 Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Readers' Digest Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Readers' Digest Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Readers' Digest Interstate Transit Lines Dentyne—Falstaff	The Great Gildersleeve Kraft Dinner, Margarine, Parkay
6:00	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Noah Webster Says NBC	Jack Benny General Foods Grape-Nuts
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	Nite-Cap Yarns Hamms Beer	Fitch Bandwagon
6:30	Eye Witness—Hamms	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Lever Bros.	Nite-Cap Yarns	Dinner Music	
6:45	Answer Man, Van Dyck	News, 4-Way Cold			Answer Man, Van Dyck	News, 4-Way Cold	
7:00	Cavalcade of America Du Pont	Johnny Presents Philip Morris Ginny Simms	Mr. and Mrs. North Woodbury Products	Maxwell House Coffee Time Log Cabin Syrup	Cities Service Concert	Abie's Irish Rose P. & G. Drene, Ivory	Chase & Sanborn Hour Coffee and Tenderleaf Tea
7:30	Voice of Firestone Concert	Horace Heidt and Frankie Carle Tums Treasure Chest	Tommy Dorsey Raleighs	Aldrich Family Postum Grapenuts	Information Please Lucky Strike	Truth or Consequences P. & G. Ivory	One Man's Family Standard Brands Fleischmann Yeast
8:00	Telephone Hour Bell Telephone	Battle of the Sexes Molle Shaving Cream	Time to Smile Ipana—Sal Hepatica	Kraft Music Hall Bing Crosby (Begins 1/7)	Waltz Time Phillips Milk of Magnesia	National Barn Dance Alka-Seltzer	Manhattan Merry-Go-Round Dr. Lyons
8:30	Dr. I. Q. Vitamin Plus	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis	Rudy Vallee Sealtest (Begins 1/7)	Plantation Party Bugler Tobacco and Raleigh Serenade	Can You Top This? Colgate Dental Cream Supersuds	American Album of Familiar Music Bayer Aspirin
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Show	Abbott and Costello Camels (Begins 1/7)	People Are Funny Wings Cigarettes	Sports Newsreel Colgate Shaving Cream	Hour of Charm General Electric
9:30	Famous Trials Oh Henry Bars	Red Skelton Raleighs	Lucky Strike	March of Time (Mag.)	Betty Lou and Tommy Riggs Lever Swan	Grand Ole Opry Prince Albert	Jergens Journal Jergens Lotion Parker Family—Jergens
9:45							
10:00	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	WOW News Tower Kilpatrick's Uncle Sam
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Story Behind the Headlines
10:30	World's Most Honored Music—Longines	St. Louis Serenade NBC	World's Most Honored Music—Longines	Inter-American Univ. NBC	World's Most Honored Music—Longines	Mr. Smith Goes to Town, NBC	Sammy Kaye's Sunday Serenade
11:00	News Reports, NBC	Easy Does It Metz Brewery	News Reports, NBC	Easy Does It Metz Brewery	Easy Does It Metz Brewery	News Reports, NBC	News Reports, NBC

Hear FALSTAFF HOUR 11:30 Week-Nights—Also Good Programs 12:30 A. M. to 6 A. M. EVERY NIGHT

MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies.....	Daily except Sun.	11:00 A. M.—Hymns of All Churches—Gen. Mills Softasilk.....	Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—Early Morning News Tower.....	Daily except Sun.	Betty Crocker—Gen. Mills Softasilk.....	Sat.
Morton Salt.....	Mon., Wed., Fri.	Creighton University.....	Sun.
6:15 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.	Hospitality Time, NBC.....	
Time and Tunes.....	Sat.	11:15 A. M.—Company's Coming—Vicks Vaporub.....	Mon., Wed., Fri.
6:30 A. M.—Markets (Remote).....	Daily except Sun.	Home Beautiful—Orchard & Wilhelm Markete.....	Tue., Thu., Sat.
6:35 A. M.—Time and Tunes.....	Daily except Sun.	11:30 A. M.—OCD Defense Program.....	Daily except Sun.
Markets.....	Sat.	Church in the Wildwood.....	Sun.
6:45 A. M.—Farm Fun, with Ray Olson—N-R Tablets.....	Mon., Wed., Fri.	11:55 A. M.—Miniature Meditations—Omar.....	Mon., Tue., Wed., Thu., Fri.
7:00 A. M.—Alex Dreier—Skelly News.....	Daily except Sun.	12:00 Noon—Aunt Jenny—Lever Bros.—Spry and Vimm.....	Mon., Tue., Wed., Thu., Fri.
News Summary, NBC.....	Sun.	Man on the Farm—Quaker Oats.....	Sat.
7:05 A. M.—Organ Music, NBC.....	Sun.	WOW News Tower—Kilpatrick's, Uncle Sam's Breakfast Food.....	Sun.
7:15 A. M.—Musical Clock.....	Mon., Wed.	12:15 P. M.—Markets (Remote).....	Mon., Tue., Wed., Thu., Fri.
Lyle, Don and Stan—Nutrena Mills.....	Tue., Thu., Sat.	Labor for Victory, NBC.....	Sun.
Aunt Jemima—Quaker Oats.....	Fri.	12:30 P. M.—WOW News Tower—Peter Paul—Haskins.....	Daily except Sun.
7:30 A. M.—WOW News Tower—Roberts, Mid-Continent, Peter Paul..	Daily except Sun.	Defense Program.....	Sun.
NBC String Quartet.....	Sun.	12:45 P. M.—Noonday Forum—Bexel Vitamins, Calox Tooth Powder.....	Daily except Sun.
7:45 A. M.—Reveille Roundup—Bromo-Quinine.....	Mon., Wed., Fri.	1:00 P. M.—Light of the World—General Mills—Cheerioats.....	Mon., Tue., Wed., Thu., Fri.
Morning Melodies.....	Tue., Thu., Sat.	Farm Facts and Fun.....	Sat.
8:00 A. M.—Toby and Susie—Peter Pan.....	Mon., Tue., Wed., Thu., Fri.	News, Views and Interviews, Foster May—Haskins Soap.....	Sun.
World News Roundup, NBC.....	Sun.	1:15 P. M.—Lonely Women—General Mills—Flour.....	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—Big Sister—Lever Rinso and Lipton Tea.....	Mon., Tue., Wed., Thu., Fri.	Sunday Varieties.....	Sun.
Deep River Boys, NBC.....	Sun.	1:30 P. M.—Guiding Light—General Mills—Wheaties.....	Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—Music	Mon., Wed., Fri.	U. S. Marine Band, NBC.....	Sat.
Aunt Jemima—Quaker Oats.....	Tue., Thu.	Westinghouse Concert.....	Sun.
What's What Today.....	Sat.	1:45 P. M.—Judy and Jane—Folger Coffee.....	Mon., Tue., Wed., Thu., Fri.
Chapel Service, Rev. R. R. Brown.....	Sun.	National Congress, Parents and Teachers.....	Sat.
8:45 A. M.—Creighton University.....	Tue., Thu.	2:00 P. M.—Mary Marlin—P. & G. Ivory Snow.....	Mon., Tue., Wed., Thu., Fri.
Morning Melodies.....	Sat.	Texas Rangers—Roberts Dairy.....	Sun.
9:00 A. M.—Sweet River—A. E. Staley Starch.....	Mon., Tue., Wed., Thu., Fri.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
Aunt Jemima—Quaker Oats—and Police Bulletins.....	Sat.	Upton Close, NBC—Sheaffer Pen.....	Sun.
9:15 A. M.—The O'Neill's—Standard Brands Baking Powder and Desserts.....	Mon., Tue., Wed., Thu., Fri.	2:30 P. M.—Pepper Young—P. & G. Duz and Drene.....	Mon., Tue., Wed., Thu., Fri.
HOMEMAKERS' Club of the Air—Nebraska Power.....	Sat.	Charles Dant's Orchestra and News, NBC.....	Sat.
9:30 A. M.—Helpmate—Cudahy Dutch Cleanser.....	Mon., Tue., Wed., Thu., Fri.	This Is the Army Hour, NBC.....	Sun.
Tom Terriss Thrillers, NBC.....	Sun.	2:45 P. M.—Right to Happiness—P. & G. White Soap.....	Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Lone Journey—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.	3:00 P. M.—Backstage Wife—Diamond Dyes.....	Mon., Tue., Wed., Thu., Fri.
Little Doghouse.....	Sat.	Matinee in Rhythm, NBC.....	Sat.
Musical Meditations—Omar Wonder Flour.....	Sun.	3:15 P. M.—Stella Dallas—R. L. Watkins, Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Road of Life—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.	3:30 P. M.—Lorenzo Jones—Phillips Cream and Magnesia.....	Mon., Tue., Wed., Thu., Fri.
The Creightons, NBC.....	Sat.	Nebraska-Iowa Quiz—Noxzema.....	Sun.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food.....	Sun.	3:45 P. M.—Young Widder Brown—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
10:15 A. M.—Vic and Sade—P. & G. Crisco and Ivory.....	Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—When a Girl Marries—General Foods Calumet.....	Mon., Tue., Wed., Thu., Fri.
Rhapsody of the Rockies, NBC.....	Sun.	Doctors at War, NBC.....	Sat.
10:30 A. M.—Snow Village—P. & G. White Laundry.....	Mon., Tue., Wed., Thu., Fri.	NBC Symphony Concert.....	Sun.
U. S. Coast Guards on Parade—NBC.....	Sat.	4:15 P. M.—Portia Faces Life—General Foods Bran Flakes.....	Mon., Tue., Wed., Thu., Fri.
Musical Moments.....	Sun.	4:30 P. M.—Just Plain Bill—Anacin.....	Mon., Tue., Wed., Thu., Fri.
10:45 A. M.—David Harum—B. T. Babbitt, Bab-O.....	Mon., Tue., Wed., Thu., Fri.	Three Suns Trio, NBC.....	Sun.
Dinning Sisters—NBC.....	Sun.	4:45 P. M.—Front Page Farrell—Kolynos and Hills Tablets.....	Mon., Tue., Wed., Thu., Fri.
		5:00 P. M.—War News—National Biscuit.....	Mon., Tue., Wed., Thu., Fri.
		Headlines Ahead.....	Sat.
		Catholic Hour, NBC.....	Sun.
		5:05 P. M.—Songs of the Allies—Groves Bromo.....	Mon., Wed., Fri.
		Song and Smile—Groves B-Complex.....	Tue., Thu.

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