



WOW NEWS TOWER

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



ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. VIII—No. 7

OMAHA, NEBRASKA, APRIL 1, 1944

PUBLISHED MONTHLY

Radio WOW Observes 21st Birthday

WOW Buys 'AP' Leased Wire Service

So that midwest listeners may be completely "on top of the news" when the invasion starts and during the forthcoming political campaigns and elections, Station WOW has purchased the Associated Press leased wire service.

WOW began using Associated Press on all its newscasts on March 15. "AP" was also purchased for Station KODY at North Platte, "WOW's Little Brother."

The Associated Press service is an addition to WOW's other wire services, the full main trunk United Press and the exclusive Chicago Daily News Foreign Service.

These "big three" news services give WOW world news coverage unexcelled by any other station in the nation, and equalled by very few stations anywhere, none in the midwest.

In addition to the "big three" press wire services, WOW maintains a staff of 10 men and women in its news room, and has about 75 correspondents in WOW-Land, who send in special stories regularly.

The addition of AP means that 2,500 additional foreign correspondents will be gathering news for use on WOW.

Here are other points of interest about Associated Press:

The AP news report includes more than 1,000,000 words every 24 hours.

The AP staff includes 7,300 men and women and is augmented by staffs of member newspapers everywhere.

The AP uses 290,000 miles of leased news wires in this country alone—as much as all other American news agencies combined.

The AP operates the only state-by-state news circuits, thus assuring improved local and regional coverage.

The AP maintains 100 news bureaus in this country and a total of more than 250 offices in cities throughout the world.

The annual budget of the AP—every penny spent for gathering and distributing news amounts to more than \$12,000,000.

The purchase of the Associated Press service came as a birthday present to WOW listeners, just preceding the beginning of WOW's 22nd year of service.

V...—

E. Palmer Hoyt on 'Your America' Show

E. Palmer Hoyt, domestic director of the Office of War Information, Washington, was to be the guest of honor on the Union Pacific's "Your America" show, April 1. He will represent Governor Earl Snell of Oregon. In private life Hoyt is publisher of the Oregonian and a nationally-known newspaper man.

The guest of honor on April 8 will be Governor Forrest C. Donnell of Missouri.

The coast-to-coast "Your America" show originates in WOW's remote control studios, Masonic Temple building, Saturdays, at 4 p. m., Central time.

V...—

WILSON RENEWS

Wilson & Co. has renewed the two popular morning programs, "Ideal Melodies" and "Cheerful Earful" on WOW. The programs, featuring Barbara Bates and Ray Olson, share the 7:15 a. m. spot, Mondays through Fridays.

How Some WOW Folks Looked 'Way Back in 1923



HARRY BURKE



BILL WISEMAN

V...—

HEINZ MEN MEET

A dozen representatives of the H. J. Heinz Co., headed by H. F. Jones, Manager, Omaha branch, visited WOW's studios recently to hear the story of WOW's coverage for their "Information Please" program and spot announcement campaign. "Information Please" is heard at 8:30 p. m., Mondays, on WOW, via NBC.

Note.—WOW is 21 years old this month. It occurred to us that News Tower readers might like to see just how some of their radio friends looked during that memorable year of 1923 when WOW was born.—The Editor.

Take JOHNNY GILLIN (our President and General Manager), for instance. Back in '23 Johnny was cultivating the showmanship he has injected into WOW in recent years. He was a student at Creighton Prep and incidentally a 100-yard dash man (and he still has plenty of dash!). Photo shows John, sans shoes, as he starred as an Arabian sheik in a prep school epic.

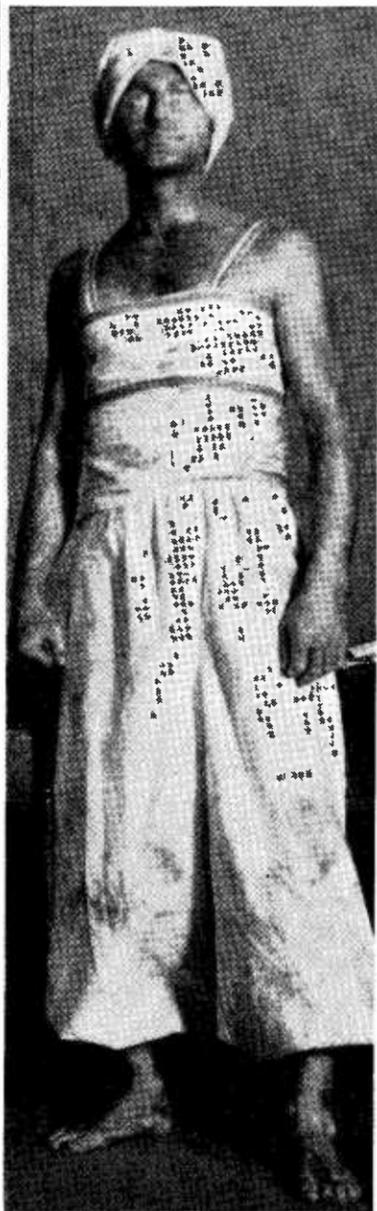
This is the only photo of Gillin ever taken without showing him as Mr. Beau Brummel in person—without a rosebud in his lapel!

And this snappy lad is none other than HARRY BURKE, WOW's Assistant General Manager and Sales Manager. When this was taken, in WOW's birthday year, Harry was in prep school at Worcester, Mass. Incidentally, he was a star tennis player there. Like DeMoss, "Mr. B." has filled out a bit since 1923!

And (believe it or not!) this is our own LYLE DeMOSS in his student days at York (Neb.) college. He weighed about 130 then! Apparently, even then, Lyle was quite a cut-up. At the time he was attending a theological school, but he studied voice—not for the ministry.

Two guesses on this lad! Yep, it's BILL WISEMAN, who 21 years ago was a cub reporter at the old Omaha Daily News. This is the only evidence in captivity that Bill once had hair.

Bill was a freshman at "Old Mizzou" when this photo was taken in 1922.



JOHNNY GILLIN



LYLE DeMOSS

War Service Is WOW's Top Effort

Radio Station WOW this month begins its 22nd year of usefulness. The station's birthday was April 2. It was established in 1923.

Because all of WOW's extra activities are dedicated to war work, no special observance was planned on this year's birthday.

In line with this policy, however, WOW purchased the famed Associated Press leased wire service as a "birthday gift" to midwest listeners. (See column 1, this page, for details.)

WOW reached its maturity (old age, in fact, in the broadcasting business!) at the height of its public service and commercial success.

The station's war record is best portrayed by a report to the Federal Communications Commission made March 25 and indicating the division of WOW's time in a typical month. The report indicated that 38.4 per cent of WOW time was devoted to programs contributory to the war effort. These programs, both commercial and sustaining, were educational, religious, agricultural, civic, governmental and newscasts.

Another report, sent by Assistant General Manager Harry Burke to the National Association of Broadcasters, is in a sense a report on WOW's stewardship in war-effort matters. It covers the year ending March 1, 1944, and shows that WOW—

During the 12-month period ending March 1, 1944, Station WOW used 3,077 spot announcements and 108 programs for various war agencies. The commercial value of this time was slightly more than \$37,000.

These announcements and programs were used for the following organizations: The Office of War Information, Red Cross, Navy, WAC, WAVES, U. S. Treasury, Nurse recruiting, Nurse Cadet, salvage, rationing, War Bonds and Marine recruiting.

The above figures do not include thousands of war-effort announcements and programs given over WOW on network and transcribed shows.

Most important single event in WOW's 21st year was the purchase of a station in North Platte, Neb., which move enabled thousands of central-western Nebraska listeners to enjoy programs comparable to WOW's.

Radio Station WOW, Inc., bought Station KGNF, and change it from a daytime, non-network outlet, to a full-time NBC affiliate. Additionally, listeners to the new station, renamed KODY, because it is located on the former home ranch of William F. "Buffalo Bill" Cody, were given full United Press, Chicago Daily News and, last week, the Associated Press leased wire news services.

Termed "WOW's Little Brother," Station KODY in the last four months has blossomed into a high-grade network station, carrying 35 network commercials weekly and scores of fine NBC and other sustaining features.

Many members of the WOW staff, and KODY's, too, have left the stations for the armed services in the past year or so. WOW's Honor Roll includes 22 names.

V...—

SUPREME SHOW

"A Song and a Smile—with Marvie and Lyle," 12:25 p. m., week days, on WOW, is now sponsored by the Merchants Biscuit Co., makers of Supreme Salad Wafers. It features Lyle DeMoss and Marvin Wright.

THE WOW NEWS TOWER

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BILL WISEMAN, EDITOR SOREN MUNKHOF, ASSISTANT

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TWENTY-ONE YEARS AGO!

On April 2, WOW was 21 years old. It might be interesting to you to know what some WOW folks you know so well were doing 21 years ago. Johnny Gillin, President and General Manager of WOW, was a 100-yard dash man at Creighton Prep, knicked "Spider" Gillin, and he still dashes!



Bill Wiseman

Lyle DeMoss was about to graduate from Anthony (Kansas) High School and had the lead in a light opera, "Will Tell." He nearly ruined a chum trying to knock an apple off his head!

Harry Burke was a tennis-star student at Worcester (Mass.) Prep . . . Bill Wiseman was a cub reporter at the old Daily News . . . Warbler Jackie Lee was taking her meals out of a bottle . . . Mortie Wells was a violin player and star pitcher for the Hawthorne grade school team . . . Ray Olson was a fifth-grader Superior (Wis.) boy soprano. Whoops!

V...—

FRAN'S A "MAN'S WOMAN" . . .

"Time" recently referred to Hope's Frances Langford as the "Elsie Janis of World War II." With its usual frankness, "Time" said that General Eisenhower frowned on female entertainers for G. I.s until Langford came over with the Hope troupe. In tribute, "Time" wrote: "Langford has a voice that combines vigor with romantic quality. She suggests a man's woman."

Whoops!

V...—

LIKE A FRUIT CAKE . . .

In a recent radio contest for parodies, somebody came up (to win five bucks!) with:

"Momzy degs and
Popzy degs and
Maida nantzy dersters
A kiddley derster stoo.
Wouldn't you?"

Br-r-r-r-r-r-r!

V...—

SIXTEEN YEARS AT SAME STAND . . .

"Amos 'n' Andy" became 16 years old recently. They were born in an elevator, March 19, 1928, while Freeman F. Gosden and Charles Correll were riding up to the studios of Station WMAQ (Chicago) to start a new program series.

"I'll be Amos," said Gosden.

"Okay!" replied Correll. "I'll take Andy for mine."

And what followed has written a brilliant page in radio history far from being completed. In the fall of '43 they launched a new NBC series, heard Fridays at 9 p. m., WOW.

V...—

INTERESTING, IF TRUE . . .

Radio trade papers report that the four major networks and the British Broadcasting Company have practically completed arrangements to pool their news for the first 72 hours of the European invasion, but, after that, it'll be every man (and network) for himself.

V...—

DITTO . . .

Another trade paper lists those "under consideration" for Ralph Edwards' (Truth or Consequences) job, when Ralph goes to war, as including Ransom Sherman, Art Baker, Don McNeill and Garry Moore.

V...—

THE FEED BOX . . .

Don't be surprised if all movie studio plugs are eliminated soon . . . Hildegarde takes her Raleigh "Beat the Band" show back to New York, April 5 . . . Harry James is IN and Artie Shaw will be 4-f'd out this week . . . Ernie Pyle may be next to do a commentator hitch, but his'll be direct from war fronts if it jells . . . Bill Thompson (Mr. Wimple) is set for a petty-officership and will do Navy recruiting in the Chicago area . . . Crooner Dick Todd may go overseas to entertain G. I.'s . . . The OWI reports that 246 national advertisers are now using war announcements on the four major nets under the allocation plan . . . Mrs. Harry von Zell knocked the socks off of her hubby, Eddie Cantor and Bob Hope in a recent charity golf match . . . Charlie McCarthy, Jack Benny and Fibber McGee rate one-two-three in a Canadian listener survey . . . The former network announcer, Andre Baruch, is now a major in the U. S. Army in Africa and in charge of the Army radio station, which entertains G. I.'s there . . . One of his assistants is Jimmy McGaffin, not so long ago a member of the WOW news staff . . . Louise Erickson, the 16-year-old, who does "A Date with Judy," will be going to a non-coeducational college next fall, because, she sez, Collich Joes are too stale in the a. m. and too fresh at night!

V...—

SIGN OF SPRING . . .

The Barnum & Bailey Band on the "Fitch Bandwagon," April 9 . . . You'll hear a lot about Y. M. C. A. work on the air as this organization approaches its 100th birthday, June 6 . . . They tell us the greatest live show ever produced in this country was the show put on at the White House Correspondents' Association annual banquet . . . President Roosevelt enjoyed it so much he sent personally-signed notes to most of the performers . . . Brightest star: Hope, et al.

Radio--the Educator



Education is essentially that purpose by which individuals come to adjust themselves intelligently to life.

Any (radio) program may be regarded as educational in purpose which attempts to increase knowledge; to stimulate thinking; to teach technics and methods; to enrich character by stimulating emotion, and by inspiring socialized ideals that may issue in constructive conduct.



Doctor Angell

—Dr. James Rowland Angell, Public Service Counselor of the National Broadcasting Company. Relayed to the Radio Council, Omaha area, recently by Doctor Angell's assistant, Mrs. William H. Corwith.

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

"Oh, what a beautiful morning" it must have been over 1,900 years ago, when the weeping women heard the words, "He is not here. He is risen as He said."



Rev. R. R. Brown

It was a glorious morning when the frightened, bewildered disciples heard the message from the early visitors that Christ had risen. What a sunrise for a confused world, and what a birth of hope came that Easter morning! There were religions and philosophies of life, but no message of hope for a sinful, bereaved humanity. From that hour we have had, not another religion, but a glorious Gospel that proclaims a message for the heart of humanity. A hope for a hopeless world. Ever since then we have been able to say, "O Death where is thy sting? O Grave, where is thy victory?"

No generation ever needed this message more than the present one. Blackouts cannot extinguish the light of the Christian's hope, nor the din of war drown out the song of Easter triumph. "Hallelujah! Christ is risen!" The Easter message should be a great inspiration to the thousands of bereaved families who have received the fateful news that a loved one has paid the supreme sacrifice.

The moral benefits of faith in the Resurrection are not a matter of argument, but of proof by experience. Men who have lived conscious of destiny are Christian. With this eternal life within them and God as their prospect, men will live soberly, righteously and godly in this present world.

Reached Our Majority

On April 9, Easter Sunday, we will celebrate the 21st birthday of the ministry of the World Radio Congregation of WOW. It will be the 1,093rd consecutive chapel service given without interruption. It began on April 8, 1923, the first non-denominational radio service in America.

We read in a recent article on radio that Dr. S. Parkes Cadman began to broadcast a religious service on May 23, 1923, over a single station in New York City. This program was later taken up and made a chain broadcast, known as "The Radio Pulpit."

There were many interesting things that happened in those early days. Just 13 days after we gave our first service a baby came to our house. She became known as the "Radio Baby," because her name was chosen by one of our listeners,

who received a radio set as a gift for making the choice accepted by the parents. So Jean Marilyn, a junior at Wheaton College, Wheaton, Ill., will be 21 years old on April 21.

We extend our congratulations to WOW and express our deepest appreciation for the privileges granted not only to us, but for the broadcast of religious and cultural programs. Our associates have been devoted and faithful, and to them much credit must be given for the success of the ministry of the air. We thank all our friends of the News Tower and our listeners for your generous, sympathetic attitude toward this broadcast.

We invite you to tune in every Sunday morning at 8:30. Remember the anniversary program on the morning of the ninth. Radio rallies will be conducted at the Omaha Gospel Tabernacle, 2006 Douglas Street, at 3 and 7 p. m.

May we wish all of you a very joyous Easter! We trust that Holy Week will be one of spiritual inspiration.

V...—

Portray 'Living Book' on Colman Show

The Bible will be brought to radio for the first time as a single dramatization on "The Ronald Colman Show," Tuesday, April 4 (NBC, 10:30 p. m., WOW), as an Easter broadcast.

With narration by Colman, the Arch Oboler adaptation of the Bible, called "This Living Book," will use the words of Genesis, of Jeremiah, of the Song of Songs and the Book of Ruth as counterpoint to a story of modern times—of the birth of a Child, of His youth and young manhood and of His part in the world of today.

Musical settings will be composed and conducted by Gordon Jenkins.

V...—

"FOR LADIES ONLY"

NBC's stay-at-home women salute their service sisters in an all-out, all-woman program, "Now Is the Time," aired on the NBC network on Saturdays at 8:30 a. m., on WOW.

The half-hour broadcasts will be a series of dramatizations based on official data and field trips by Scriptor Priscilla Kent and Narrator Ernesta Barlow to service camp centers in the New York area, where women are on duty as WACS, WAVES, SPARS and Women Marines. The program will pay tribute to the American women who, by their enlistment in more than 200 varied jobs within these services, have freed men for service on fighting fronts.

NEWS TOWER LETTERS

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

LIKES LESLIE

Lincoln—Please renew our subscription of the WOW News Tower. We just couldn't get along without it now after taking it for a year. We read it from cover to cover as soon as it arrives. Enjoy seeing the pictures of all the announcers. Was especially glad to see John Leslie's. Had him pictured out as he is. We always called him "The Announcer with a Smile in His Voice." We like him; in fact, we like them all. Would like to see a picture of our favorite singer, Frank Munn, sometime, if possible.

(Signed) R. H. HEUSSER.
1709 South 14th Street.

V...—

RAY AND BARBARA

Tobias, Neb.—Your station is our favorite, especially from 6 a. m. to 9 a. m. and 12 noon to 1 p. m. The interviews are always so interesting. "Ray and Barbara" are grand. I say, "A pep-er up-er for a busy day." And all the musical numbers are appreciated.

Also a good word for Lyle DeMoss. We've liked him for a long time.

(Signed) MR. AND MRS. J. J. CRADDOCK.

V...—

BRICKBATS!

Omaha—Being one whose duties keep me close to home, I depend, almost entirely, on the radio for entertainment and diversion, and many of my most enjoyable programs I get through your station. Also, being particularly fond of the pipe organ, I watch the programs closely for that kind of music, and, much to my regret, find it seldom offered. A short time ago you announced a 15-minute period, featuring Lew White, and I was delighted.

However, each selection was cut short by such tidbits as South Omaha hog receipts, the wailing of the moron who insists on his "darling" cooking macaroni, the only place to go to get "real he-man pants" and others of the same caliber, that only a moron would write or listen to. Since then, as I listened, the same tactics were employed, and if that isn't an insult to an intelligent listener, there is something vitally wrong with me.

I realize that, what advertisers pay for their commercials, is essential to the upkeep of a radio station, but can't believe that it is necessary to ruin anything as lovely as a fine organ program with such asinine interruptions.

If commercials must be composed of such rot, please cut into some of the so-called "hot" programs, and allow such listeners as myself—there are thousands of us—to enjoy beautiful music without interruption.

You'd be doing us a great favor and we'd be more than grateful.

MRS. F. FREDERICK.

V...—

MISSES BAKER

Tulsa, Okla.—Saw a copy of your WOW News Tower a few days ago and it really made me homesick for Nebraska. I particularly miss Russ Baker and dear old Foster May. The stations in this area are okay, but they haven't the home-town flavor of WOW. We have two Brazilian boys in our outfit, and they have heard me talk so much about Omaha and WOW that they are determined to visit our part of the country one of these days when the war ends. All the Omahans I have ever met away from home do a great job of selling our home town. So does WOW.

SGT. HARRY BROWN.

V...—

ENJOYS U. P. SHOW

Omaha—My family and I are very proud of the fine work the WOW staff is doing on these (Union Pacific's "Your America") broadcasts, and all Omaha should be justly proud.

(Signed) MRS. H. GOETTCHER.
3116 Nicholas Street.

FIBBER RENEWED FOR 52 WEEKS

STAFF STUFF

By SOREN MUNKHOF

Probably of the most interest in staff doings of the past month has been the formation by some of the girls of a Wednesday night bridge club. That, in itself, doesn't amount to much, but we believe it to be the only five-member bridge club in existence. The girls organized the club to take up the slack time in the evening after they have finished their work rolling bandages for the Red Cross each Wednesday.

They find the five-member gag works very well, since practically every Wednesday at least one of the girls is not available for playing bridge, leaving the regulation foursome to carry on. (At this point in the column my Secretary, Nancy Cline, interjected a little thought you might find interesting. Says Nancy: "I don't care much for bridge. I would much rather play rummy.") The five girls who have formed the bridge club, incidentally, are Barbara Lambertson, Ruthie Wright, Ruth Herchenroeder, Sybil Mills and Elinor Dillman.

Several ex-WOW girls are now gathering in Denver. Working in the Farm Department at Radio Station KOA (NBC) is Doris Templeton, formerly a stenographer at WOW. Jeanette Gross, one-time mail clerk of WOW, is now traffic manager at Radio Station KMYR in Denver. Also bound for Denver is Esther Kralik, formerly Secretary to Assistant General Manager Harry Burke. Esther and her mother are first taking a two-month vacation on a farm near St. Louis, and will then leave for Denver to live.

Ex-Staffer to Coast

Other ex-WOW girls who have gathered in various points of the country include Lee Ryan, now Lee Van Hoozer, who has gone to Santa Barbara, Calif., to join her army husband. Marty Thomson, formerly in the WOW Continuity Department, is now head of the Continuity Department at Radio Station KXYZ, Houston, Tex.

A recent visitor to WOW is Mary Jane France, now Mrs. Overman, who has been with her army lieutenant husband at Pecos, Tex.

Visiting Texas from WOW recently was Promotion Manager Bill Wiseman, who attended the regional NBC War Clinic there. He also visited his son, Lieutenant Bill, Jr., of the Air Corps at San Marcos, Tex. There was another regional NBC War Clinic at Chicago, March 13 to 15, that was attended by Harry Burke and Joe Herold, Assistant Chief Engineer. Harry Burke is now business-tripping in New York City.

DeMoss Commuting

As far as trips are concerned, Lyle DeMoss, WOW Program Director, has been practically commuting to Chicago. Lyle is Production Manager for the NBC "Union Pacific" show, originating at WOW, Saturday afternoons at 4 o'clock.

Another change in programs during the month was a change in the sponsorship of the "Twin City Quiz" from Noxema to Listerine. The "Twin City Quiz" is heard each Sunday at 3:30 p. m.

Good Start at Kody

A recent addition to the staff at WOW's "little brother," Station KODY in North Platte, was Glenna Parks. Interesting point is that on the morning Glenna was to have started at the radio station, she had to call in a doctor instead, and, as a result, took a sick leave for scarlet fever before she even got to the station.

Two of the KODY staff members, Manager John Alexander and

(Continued on page 5)

AMERICA'S HOME FRONT SECRET WEAPON Is Our National Sense of Humor



Keep Tuned to
WOW
and Laugh Your
War Worries
Away!

QUAINT QUIPS FROM NBC-WOW COMEDY SCRIPTS

Lou Costello: "I went from door to door last week collecting old magazines for the paper salvage drive, but my girl threw me out."

Bud Abbott: "For helping the old paper drive?"

Lou Costello: "I took too many liberties!" — Abbott and Costello program.

V...—

Kay Kyser: "I understand they have the world's champion military cow at Camp Erwin."

Ish K. Bibble: "Sure! The Camp Erwin men have the biggest beef in the Army." — "College of Musical Knowledge."

V...—

Frank Morgan: "Toward the end of my voyage, I had an accident. I fell overboard and spent two days in the water."

Harlow Wilcox: "Did you have any serious results?"

Frank Morgan: "No. I didn't swallow a drop!" — Frank Morgan-Fanny Brice program.

? 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 expires is printed here. "4/44" means April, 1944. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

Edgar Bergen: "I'm sorry, Charlie, but money doesn't grow on trees."

Charlie McCarthy: "Yours did." — Edgar Bergen-Charlie McCarthy program.

V...—

Bert Gordon: "I can't leave. I can't pay my check. I have only 30 cents."

Eddie Cantor: "Maybe he will trust you. Did you tell him you work for me?"

Bert Gordon: "I did. He wanted to know where I got the 30 cents!" — Eddie Cantor's "Time to Smile" program.

V...—

Les Tremayne: "Just think how the Gibson Girl of grandma's day struggled for a tiny waist. Why did they call them 'wasp waists'?"

Bob Crosby: "Because so many guys who tried to get around them got stung!" — Bob Crosby-Les Tremayne program.

V...—

"I. Q." FOR MARS

"Dr. I. Q.," who has passed out a lot of change to contestants on his quiz show, will be on the receiving end when he changes both sponsors and time on Monday, April 3. Effective that date, the mental banker (Jimmy McClain) will move to the Palace Theater at Dallas, Tex., for six weekly broadcasts at the new time of 9:30 p. m., for Mars, Inc., original sponsor of the program.

Hanley Stafford: "We have to be nice to this driver. It may be our only way of getting home. We've both got to hold our ends up."

Fanny Brice: "Hasn't he got seats in his car?" — Fanny Brice-Frank Morgan program.

V...—

Phyllis Brooks: "Have you seen 'Lady in the Dark,' Bob?"

Bob Hope: "Sure! They're making a sequel to it. 'M. P. with a Flashlight!'" — Bob Hope program.

V...—

Phil Harris: "Does Fred Allen always talk through his nose?"

Jack Benny: "Yes. He's the only comedian that tells them and smells them at the same time."

—Jack Benny Show.

V...—

Joe Lauri: "My girl's very handy and economical. She just made herself a dress from some old drapes she had. I took her out to a play last night, and when the usher called out, 'Curtain going up!' she fainted!" — Can You Top This.

V...—

IOWA AWARD

George Hora of Washington County, Iowa, named one of that state's master swine breeders in 1943, was presented with the 66th weekly W. G. Skelly Agricultural Award and \$100 War Bond on the Skelly News program, Saturday, April 1 (NBC, 7 a. m., WOW).

The Alka-Seltzer World News Set Too

As this was written, the Associated Press brought word that James Jordan, the famous "Fibber McGee," was laid low with pneumonia, and would be confined to a hospital for "from two to four weeks."

"Fibber McGee and Molly" and "News of the World," top-ranking programs in their respective categories of variety and news, have been renewed by their sponsors for 52 weeks each.

S. C. Johnson and Son, Inc. (Johnson's Wax), through Needham, Louis and Brorby, Inc., is the sponsor of "Fibber McGee and Molly" (NBC, Tuesdays, 8:30 to 9 p. m., WOW). The renewal is effective April 4 on the full network. The show has been a consistent leader in CAB ratings as well as national polls conducted by radio editors.

"News of the World" is sponsored by Miles Laboratories, Inc. (Alka-Seltzer and One-a-Day Vitamin Tablets), through Wade Advertising Agency on the NBC network, Mondays through Fridays.

V...—

"Helpmate" Set For Another Year

The Cudahy Packing Company (Old Dutch Cleanser), through Grant Advertising, Inc., has renewed the daytime serial, "Helpmate," for 52 weeks on 39 NBC stations, including WOW.

Originating at Chicago, the program is aired Mondays through Fridays from 9:30 to 9:45 a. m., Omaha time. The drama traces the vicissitudes of Steve and Linda Harper in a factory settlement of Axminster, a war boom town.

V...—

FETE 4-H GIRL

NBC executives promised "a grand time" to Elaine Skucius, University of Nebraska 4-H Club girl, who, on March 27, was en route to San Francisco to christen the new Liberty ship, "E. A. Burnett." WOW arranged for Miss Lela Gillis, KPO Women's Director, to entertain Miss Skucius on her trip west. Miss Skucius was selected to represent thousands of Nebraska 4-H girls when the honor is paid to the former chancellor of the university, in tribute to Mr. Burnett's long years of service to 4-H Club work. En route west, Miss Skucius stopped at WOW studios and gave Ray Clark an interview for his "Noonday Forum" program.

V...—

FALSTAFF CONFAB

A classical, dramatized rendition of "Casey at the Bat," with Tom Dailey in the title role and Ray Olson narrating, was a feature of the annual general sales meeting of Falstaff distributors last week-end at Hotel Fontenelle.

President Alvin Griesedieck, Vice President Harvey Beffa and a large staff of Falstaff executives took part. Falstaff sponsors the sports period at 5:55 p. m., week days, and the late evening "Midnight Revue," week nights, on WOW.

V...—

LOVE AND LEARN

General Foods Corp., through Benton & Bowles, Inc., has renewed its dramatic serial, "When a Girl Marries" (NBC, Mondays through Fridays, 4 to 4:15 p. m., WOW), effective April 3. The sponsor also renewed the 4:15 to 4:30 p. m. period (Mondays through Fridays), effective on the same date, for the presentation of the serial, "We Love and Learn," replacing "Portia Faces Life."

V...—

Charles Sanders of Minneapolis, representative of the Lambert Pharmaceutical Co., makers of Listerine Tooth Paste and Tooth Powder, was a visitor in Omaha recently for a Sunday edition of the Nebraska-Iowa quiz.

MASSEY JOINS SELECT 'BARITONES'

Curt is a Star But Not a Swooner

They definitely prefer to be called "baritone vocalists," but if you're the least bit liberal in your language you'll probably call them just plain "crooners." They're the boys who have a certain warmth and intimacy in their voices. They're soothing to listen to. Even the most long-haired of musicians like them.

Several of these "type" singers are fast coming to the front on NBC programs, and one of the great "undiscovered" stars in this field is Curt Massey, who now does his own show for Schutter Candy at 6 p. m., Saturdays, on WOW (a delayed NBC feature).

Curt, and the rest of the Massey family, Sister Louise, Brother Allen (and there used to be more), are no strangers to radio listeners. They've all been heard on many NBC shows, but it was less than a year ago that Curt became the star of his own show. The transition from being a western (and in some cases hillbilly) fiddler-singer, to a sophisticated heart-warmer star in his own right has been interesting to watch. Every program sees Curt's star rising a little higher.

The publicity folks have helped, but not to the point of encouraging audiences to swoon for him. They have changed Curt into a suave, man-about-town type. Latest releases picture him (see photo) with his charming wife chawing on barbecued ribs at the snooty Singapore at midnight, leaving the famed Pump Room after a bit of night life, and surrounded by admiring, scantily-clad chorines at Chicago's Chez Paree.

There are no more of the Midlands, Texas "you-all" in Curt's lingo. Now he wears double-breasted evening suits or Broadway-fashioned sports clothes. He wears a Menjou mustachio and has his nails manicured regularly. He's strictly the matinee idol type, 1944 model.

But Curt lives up to his new role in grand style. His fan mail proves that he's got what Bing Crosby, Dick Todd and even "The Voice" have, and listeners love it!

Curt's antipathy for the term was aroused after peering intently at Webster's definition of the word "croon," which goes like this: "To hum or sing in a low voice; specif., to sing popular or sentimental songs with exaggerated pathos and subtlety."

"That can't be me," the baritone asserted. "I've been accused of lots of things, but no one ever said I sang in a low voice."

He was even more incensed at the latter part of the definition. "There is no 'exaggerated pathos and subtlety' about my singing," he asserted. "Pathos, yes; but no exaggeration."

Still another of these young-type singers whose popularity is increasing by leaps and bounds is Dave Street, singing star of the Joan Davis-Jack Haley Sealtest show (Thursdays, 8:30 p. m., on WOW, via NBC). Listeners forget other "swoon artists" when Dave lets go with quiet dignity. He, too, has the necessary voice to win friends and influence females. Apparently he figures that modesty and dignity won't hurt him either.

V...—

"Dr. John Rutledge" Leaves For Army

According to recent scripts of "The Guiding Light" (NBC, five-a-week, 1 p. m., WOW), Dr. John Rutledge, pastor of the non-sectarian church of Five Points, has accepted a commission as chaplain with the armed forces.

In real life, Arthur Peterson, popular NBC actor and delineator of the Doctor Rutledge character for the past seven years, was inducted into the Army at Camp Grant (Ill.) on February 29.

In replacing the kindly minister, Authoress Irna Phillips has written in the new character of Dr. Richard Gaylord, as portrayed by John Barclay, veteran NBC character actor.

DON'T CALL ME A CROONER



Curt Massey and Mrs. Massey pictured eating a breakfast of barbecued ribs at Chicago's fashionable Singapore restaurant. Curt is star of the "Schutter Candy Show," on WOW, Saturdays at 6 p. m.

NBC Shows Top Editor's Survey

Led by such double winners as Bob Hope, Bing Crosby and John Charles Thomas, NBC stars and programs swept the field with seven first places in the 14th annual radio popularity poll conducted by Richard K. Bellamy, radio editor of the Milwaukee Journal.

With more than 3,000 listeners casting ballots, Hope's program was judged the best in all radio. Of a total of 20 shows in the favorite program classification, 13 are heard on NBC, including, in addition to Hope, "Kraft Music Hall," "Fibber McGee and Molly," Red Skelton, "Aldrich Family," "Great Gildersleeve," Fred Waring, "Information Please," Jack Benny, Edgar Bergen-Charlie McCarthy, "One Man's Family," Joan Davis and Abbott and Costello.

V...—

NEW BUTCH BRENT

David Ellis, youthful NBC actor, has taken over the role of John (Butch) Brent, adopted son of the hero of the script in NBC's "Road of Life."

THERE'S A LIMIT

Bob Hope found out recently there is a limit to the price U. S. soldiers overseas are willing to pay for the right to vote. The limit is Bob Hope.

A letter received from Warrant Officer J. P. Roberts, from a base somewhere in England, said:

"For God's sake don't let the American doughboy vote! 'A few of us don't want to come back home and find Bob Hope president.'"

Maybe Bob's war zone entertainment tours really made him popular.

ROUND ELECTED

George Round, who conducts the "Farm Facts and Fun" program on WOW, was elected Treasurer of the newly-formed association of Radio Farm Directors at a meeting recently in Chicago. The new group was formed at a meeting of 80 station representatives, March 5, 6, 7. Round is extension editor of the University of Nebraska's School of Agriculture.

Variety Format For Palmolive

Another top-notch half-hour variety show will make its debut, Saturday, April 1 (NBC, 9 p. m., WOW), when Barry Wood, singing m.c., and Patsy Kelly, wise-cracking screen star, open the "Palmolive Party." Glamorous Dorothy Lamour will join the opening night festivities as their first guest.

The new program, which replaces "The Million Dollar Band" show, will be a permanent all-star variety event, featuring a favorite Hollywood guest star each week. And "The Million Dollar Band" itself, which in the last 40 weeks became one of the favorite groups of musicians on the air, will continue to provide the musical accompaniment.

Baritone Wood, who has been featured soloist on "The Million Dollar Band," is a long time favorite of radio listeners. Fast-talking Miss Kelly burst into the comedy field at 15 years as a vaudeville trouper with Frank Fay, whence she skyrocketed to nation-wide popularity.

Miss Lamour, singing and acting star for Paramount Pictures, has just completed another in the merry "Road" film series with Bob Hope and Bing Crosby. This latest endeavor is the "Road to Utopia."

The new show will continue under the sponsorship of Palmolive Soap.

V...—

Here Are Six Don'ts For Victory Gardens

Presenting a bit of early spring advice to Victory gardeners, Everett Mitchell, the "Voice of the Dairy Farmer" (NBC, Sundays, 12:45 p. m., WOW), offers a six-point list of "don'ts" picked up through past experiences in his own garden and in talking with veteran soil tillers.

Here they are:

1. Don't plan a garden unless you intend to see it through.
2. Don't plan too large a garden.
3. Don't plan an elaborate garden.
4. Don't plant all your seed at once.
5. Don't plant too much of any one crop.
6. Don't postpone making your garden plan.

V...—

WOT'S IN A NANE

When Mary Livingstone christened a Kaiser Liberty ship, the "Edward Everett Hale," at Richmond, Calif., the other night, she had one great worry.

"Omigosh!" Mrs. Jack Benny gasped, "Suppose I say, 'I christen thee Edward Everett Horton!'"

C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK!
MAY I COME IN?

How are you? All ready to welcome spring, I hope. As I write to you there's a big, fat robin outside my window, and he's chirping away, something about daffodils and tulips and violet heads a-peeping.

There's something I would like to know. When anyone refers to these little red-breasted creatures they say: "There's a big, fat robin," or "I saw a big, fat robin today." A robin isn't fat. He's just pushing his chest out in pride of that scarlet vest he sports.

While we are on the subject of robins, I feel that I should make a confession. That, as a child, I was very dumb, for I was quite a big girl, about 10 or so, before I found out about salting a robin's tail to catch him.

My dear grandma told me many times that I could catch a robin by putting salt on his tail. Now, I wonder if instead of saying I was dumb, I might use the term trusting? At least I was never caught with a handful of salt trying to catch my robin.

Well, be that as it may, I have at last amounted to something. At least I did occupy an important position for a few hours.

We all have our dreams of attainment. We all have desires for accomplishment, and I have had my ambitions along with the rest of humanity, but never have I, in my rosiest moments of anticipation, thought to attain such heights.

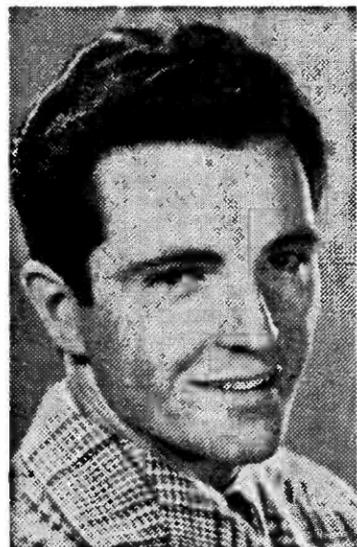
Are you taking me seriously? I truly hope you are, for, believe it or not, I have been, for a few hours, a "pin-up girl." Yes, at my age and a perfectly good grandmother, too.

Now, I can't explain why I was a pin-up girl, but pinned up I was, and if you are to believe me I had better explain that my son-in-law is in service, and one day he and a buddy were on locker inspection, and Jack about fell over when he opened one locker door and saw in the collection the little picture that heads this column. Yes, there was "mommie" in with the other pin-up girls.

Jack happened to enlighten the chap with him that the picture was that of his mother-in-law. Well, my glory was short-lived, for the

(Continued on page 6)

MOON SINGERS SAY PLEASE DON'T SWOON FOR US



DAVE STREET . . . essence of modesty and dignity, is the "baritone soloist" (crooner, to you!) whom you hear on the Joan Davis-Jack Haley Sealtest programs.



HARRY LILLIS CROSBY . . . the dean of the "baritone soloists," is the master of the "Kraft Music Hall." Shown here with a new shirt, Bing is definitely tops in his field.



DICK TODD . . . is the lad who does the "baritone solos" on Woodbury's "Basin Street Fun" feature, Sundays, 10:30 p. m., on WOW, via NBC.

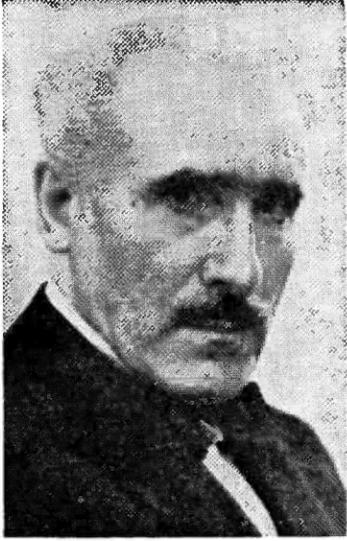


BOB CROSBY . . . star of his own "Old Gold Show" (Sunday nights), has reached stardom to a point where his voice is almost interchangeable with Bing's.

PAUL LAVALLE STARS STRAD VIOLINS

WOW Music Lovers Salute Toscanini on 77th Birthday

More than 33,000 Omaha public school children joined with music lovers everywhere last week in sending birthday greetings to Maestro Arturo Toscanini, world-famed con-



Arturo Toscanini

ductor of the NBC Symphony Orchestra (heard Sundays, 4 to 5 p. m., on WOW, courtesy of General Motors).

The maestro celebrated his 77th birthday on March 25. He received thousands of letters of congratulations from throughout the nation, many of them from schools, colleges and musical groups.

Dora A. Moller, supervisor of music in elementary public schools of Omaha, penned the following to Toscanini:

"The Omaha public school children, 33,641 of us, send you our affectionate greetings and best birthday wishes.

"We know you by 'sight,' because we have pictures of you from 'Life' magazine on our bulletin boards. The ones we like best are the ones with your little granddaughter. But we know you best by 'sound' through your beautiful music broadcast for us by NBC."

Lytton S. Davis, Director of the Department of Music Education, Omaha public schools, wrote, in part:

"... You are our ideal as the perfect interpreter of the world's finest music ..."

Superintendent H. M. Corning's message included:

"... Let me add my heartfelt appreciation for the splendid contribution you are making to our cultural heritage. Long life to you, sir!"

The Rev. F. C. Huntleth, Moderator of Music at the Creighton University, included:

"... A sincere prayer that God will grant you many more years to carry aloft in all its splendor the banner of art and musical culture for our America."

The message sent by Edith Louise Wagoner, President of the Fortnightly Musical Club, included the significant phrase:

"... We feel your individuality even over the air."

Mrs. E. W. Christiansen, President of the Music Appreciation Club, sent this message:

"All America lights your birthday candles today... a glowing tribute to the friendship, patriotism and genius of a beloved maestro."

In behalf of the Monday Musical Club, Frieda Paulsen hoped for

"many more years of happiness in the work you love so well and honor so greatly."

Mrs. Howard Kennedy, President of the Morning Musical Club, wrote:

"Congratulations! May the world long continue to enjoy the greatness of your art!"

Josef Koestner, conductor, and Leo Kopp, associate conductor of the "Your America" Orchestra, both

wrote personal letters to Mr. Toscanini.

From John M. Roshorough, Director of the Lincoln Cathedral Choir, came the following message:

"Congratulations and many happy returns! Humanity is grateful for the consecration of your gift, patterned from the Perfect Ideal."

Mrs. Harvey Milliken, President, Tuesday Musical Club, wrote:

"The Tuesday Musical Club of Omaha, Neb., is happy to extend heartiest congratulation and best wishes to you on the occasion of your birthday. We are proud indeed of your contribution to the music of these United States. We appreciate your constant inspiration toward the perfection of your art and the unflinching high standards you have maintained throughout the years."

V...—

THIRD TIME

For the third consecutive year, NBC's Joan Davis will be included in the "Biographical Encyclopedia of the World," which lists those persons whose achievements it feels are worthy of record.

IN NEW SHOW



Lovely Patti Clayton of NBC fame stars with Johnny Duff's orchestra and The Club Quartet in a new show for Kellogg's Corn Flakes, which starts on WOW April 13 and will be heard at 5:15 p. m., Mondays through Fridays. It's a delightful before-dinner musical show, called "Around the Town."

PRICELESS STRADAVARI



Paul Lavalle, director of the new "Stradivari Orchestra" program (on WOW, Sundays at 11:30 p. m., via NBC), looks over the largest collection of rare Stradivari violins ever presented on the radio. These form the main part of the ensemble which presents a half hour of favorite melodies.

Bingo Kibitzes on Bob Burns Show

There was a squeal of delight from the audience when Jimmy Dodd finished singing his "Dear Mr. Crosby" composition on a recent Bob Burns show (NBC, Thursday, 6:30 p. m., WOW). And here's the reason why:

Bing Crosby had stepped into the wings of the studio to hear Jimmy's rendition, and when the red-headed singer finished, Bing walked out on the stage, silently shook the surprised Mr. Dodd's hand and then strolled out of the NBC studio.

The audience, recognizing Bing, went wild.

V...—

HARLOW IN OMAHA

Harlow Wilcox, famed NBC announcer, visited WOW recently while in Omaha to attend last rites for his brother, Paul. He was greatly concerned at the illness of Jim Jordan (Fibber McGee).

STAFF STUFF

(Continued from page 3)

Program Director Joe di Natale, are in the 1-A draft classification and may leave the station short-handed.

Here at WOW, Morton Wells, the Musical Director, is in 1-A, and Carl Uhlarik, news re-write man, has been accepted and assigned to the U. S. Navy. He will be leaving shortly. Newscaster Ray Clark was given a 2-A classification.

Chief publicity man for the National Junior Chamber of Commerce convention scheduled for Omaha in June is WOW Salesman Clair Wolfe. Clair is also working with the Civil Air Patrol, as are several other members of the WOW staff. Ranking CAP man is Captain Harry Burke of the State Wing staff. Next is Lieut. Al Larson, intelligence officer for Omaha Squadron No. 1. Other WOW members are Corporals Glenn Flynn and Clair Wolfe, and Private Soren Munkhof. (There has to be a bottom man in everything.)

Michel Piastro and the Longines Symphonette



This organization of musicians of the higher order, each a soloist in his own right, plays music as the masters wrote it on the "World's Most Honored Music" programs under the leadership of Michel Piastro, world-famous violinist and concert master, and associate conductor of the New York Philharmonic Symphony. "The Symphonette," presented by the Longines-Wittnauer Co., is heard on WOW, at 10:30 p. m., on Mondays, Wednesdays and Fridays.

Sunday Concerts Offer Fine Music

Take the largest collection of the world's rarest—or Stradivari—violins ever to be heard on radio. Place them in the hands of picked men from the top-ranking symphony orchestras. Put them under the direction of a brilliant and versatile conductor-composer. And the result is the "Stradivari Orchestra Under the Direction of Paul Lavalle," heard Sundays (NBC, 11:30 p. m., WOW), in a weekly half hour of the world's best-loved melodies.

The series is sponsored by Prince Matchabelli, Inc., perfumes.

The Stradivari instruments brought to the NBC studio for these programs are, many of them, from the famous Wurlitzer collection. They were made by Antonio Stradivari in Italy in the 16th century. They are considered priceless because their beauty of tone has never since been equalled in the history of violin-making.

The "Earl" violin, once owned by the Earl of Westmoreland, founder of the Royal Academy of Music in London, is the solo instrument of the group.

Worth hundreds of thousands of dollars, these fiddles of the "Stradivari Orchestra" are brought to the studio by bonded messengers just in time for the rehearsals on Sunday mornings. To the expert of musical instruments, the Stradivari violin is as individual a piece of art as the Sistine Madonna or the Winged Victory.

Some authorities say that their beauty of tone is due to the kind of wood used by Antonio Stradivari—some to the way in which this wood was fashioned and aged. Others attribute their unique quality to the varnish. And the formula for this varnish was kept so secret by the great Stradivari violin-maker that even his sons and apprentices could never find out how it was made. These violins are more beautiful both to sight and sound now than they were over 200 years ago. For legend has it that a Stradivari grows richer in tone the more it is played.

Musical arrangements of the popular classics for the 15-piece orchestra are for the most part Lavalle's own. The general tone of the series is indicated by the names of a few of the selections which will be heard on the program of March 26, including Moskovski's "Serenade," Victor Herbert's "Rose of the World," Elgar's "Salut d'Amor," Cadman's "From the Land of the Sky Blue Water" and Schubert's "Serenade"—well-loved classics that have been popular down through the years.

Paul Lavalle, guiding genius of the program that brings to listeners a half hour of pure, unadulterated melody, is a musician who has made his mark both under the baton of Arturo Toscanini as saxophone and clarinet soloist, and as the director of the "Chamber of Music Society of Lower Basin Street."

Born in Beacon, N. Y., Lavalle wanted to be a lawyer, but his musical family and his native talents lured him from the law school at Columbia University to the Juilliard Music School around the corner. Since then his career has sparkled with achievements both creative and interpretative.

Jacques Gassel, concert master of the "Stradivari Orchestra," is the distinguished violinist who wields the bow on the strings of the "Earl" violin during the solos of the program. Harrison Knox, tenor, sings a song or two during each broadcast.

An interesting sidelight of this popular program is the fact that Mischa Mischakoff, concert master of the NBC Symphony Orchestra, gets up early every Sunday morning to take several of his own Strads to the studio for the "Stradivari Orchestra" program. This great violinist loans three of his priceless fiddles for the broadcast. Two of the violins lent by Mischakoff are the "Adam" and the "Arthur Booth," and their owner keeps in vaults documents showing their authenticity.

(Continued on page 6)

NBC STARS LEAVE FOR CAMP SHOWS

Simms to Start Canadian Drive

Two more NBC Hollywood stars—Ginny Simms and Jack Benny—soon will hit the road to broadcast for service men and War Bonds.

Ginny will present a series of four "Johnny Presents" broadcasts from New York, starting Tuesday, April 11 (NBC, 7 p. m., WOW), and Benny and his gang will officially launch the newest Canadian War Loan drive in Vancouver, Sunday, April 23 (NBC, 6 p. m., WOW).

Comedian Bob Hope had been touring through the South, with between-broadcast trips to bases in the Caribbean, and will return to Hollywood the end of March after a series of middle west shows. Joan Davis and Jack Haley are presenting the first of a series of four broadcasts from New York.

Ginny, who will present service men stationed along the Atlantic Seaboard as her guests during the New York broadcasts, is doubling her Gotham visit with the opening of her first starring movie, "Broadway Rhythm," technicolor MGM musical, co-starring George Murphy. While Ginny is in New York, Ray Block's orchestra and chorus will assist her on the broadcasts.

Benny and his gang will warm up for the Canadian broadcast with a program for men stationed at the U. S. Army Air Forces Base at Stockton, Calif., Sunday, April 16 (NBC, 6 p. m., WOW).

V...—

ACUFF BOWS OUT

Convinced of his own lack of qualification for the job, Roy Acuff, NBC "Grand Ole Opry" mountain balladeer from Nashville, recently got his friends to call off their political dogs and bowed out of a chance at the governorship of Tennessee.

V...—

YOUR AUNT SALLY

(Continued from page 4)

Next time Jack came along for locker inspection, "mommie" wasn't pinned there any more. Well, it's a great joke on me at our house, and I don't think that I will ever live down the fact that I was once a "pin-up girl."

Well, bless that youngster's heart! He has probably been at our little breakfast table at 6:15 around in this part of the country, for there are many copies of the News Tower around the base, which proves the families of these boys know they will enjoy their radio news wherever they are. Why not save your News Tower and send your boy a copy every month if you can't send it to him direct?

Gene to Rest

I'm sorry to report several deaths from our membership during March.

Willard Chambers of Omaha was a member for about eight years. The wife who tenderly cared for Willard about 15 years passed away the same day. Little is said of the people who serve beside the beds of shut-ins or stand back of their wheel chairs, giving their lives in service, and sometimes I wonder why more is not done for these silent angels of mercy.

Amanda Lowery, who was with us many years, left us March 17. Amanda never walked, and she was happy when we supplied a folding wheel chair that enabled her to go on many visits she could not make before. Our gift of a radio was much joy to her as well as the many other little gifts and attentions she received.

George Biddlecombe of Southampton, England, stretched our chain of sunshine across the seas, but now, with his passing last month, we have no connection over there.

Coupled with our regret at losing a member, is the satisfaction in the knowledge that we did brighten the way of the sojourner and brought many comforts, happiness and, best of all, friendships.

Such is the work of the Sunshine service.

That's all for this time.

Well... 'bye for now!

YOUR AUNT SALLY.

CROWDS FLOCK TO LISTERINE QUIZES



Interest has hit an all-time peak in the Nebraska-Iowa Quiz' new Listerine series (3:30 p. m., Sundays, on WOW and WHO). The race is neck and neck between the quizzers in Omaha and Des Moines.

Photo above shows an Omaha team representing Girl Scouts during National Girl Scout Week. Contestants were John Detweiler and Dave Noble, advisors, and Senior Scouts Ann Reddan and Betty Fesler.

SERVICE SQUIBS...

By SOREN MUNKHOF

With this issue of the News Tower we are starting a new column to be devoted entirely to service men—and women.

There are now 20 WOW staff members in the various services. They are serving in all branches and are working in all parts of the world. The most recent promotion was that of Ensign B. L. Dunbar to lieutenant (j. g.). Lieutenant Dunbar is radar officer on a U. S. naval carrier. Dunbar was formerly control operator at WOW.

Another promotion—we suppose we can call it that—was that of Private Ardice Fowler, U. S. Marine Corps, Women's Reserve. Ardice has finished her "boot" training. She is now a full-fledged private in the Marines, awaiting assignment to a new base. Ardice just recently left Secretary's post in the WOW newsroom for "boot" training camp.

Bristowe on "Ladder"

In far-off Australia, Sergeant Henry Bristowe, who has been in New Guinea with the Eighth Photo Squadron of the Army air forces, is now in Officer's Candidate School. Bristowe, before he became a member of the air corps, was a rewrite man in the newsroom and also the staff's champion gag man—always good for a laugh. He's single, too.

Another recent move among the WOW service men sent Second Class Petty Officer Horace Hama-



Jimmie is pictured in the newsroom of the Army Expeditionary Station at Algiers.

cher of the U. S. Coast Guard to radio school at Silver Springs, Md. Horace was morning news editor before he joined the Coast Guard back before the war.

Private Richard Peck, formerly a control room engineer at WOW, is now at field artillery school, Fort Sill, Okla. He was transferred there from Camp Roberts, Calif.

McGaffin in News

The only WOW service man to have received recent national publicity is Staff Sergeant Jimmie Mc-

Gaffin. A recent Army news release told that Jimmie McGaffin and another staff sergeant were handling an Army news bureau furnishing radio news to all the Army radio stations in the theater of war. Jimmie's back on the job he worked at at WOW—rewriting news from the Press Association wires for use on the air. The newscasts he prepares are intended to give the soldiers and sailors in that theater of war a comprehensive picture of world affairs. The news is aired by Major Andre Baruch, one-time NBC top announcer, who used to be heard on WOW. We are here printing Jimmie's recent letter to the newsroom.

March 8, 1944.

Dear Munk and the Slaves:

My friends, as I write you tonight, I am a happy man. Today I sweated out a P-X line for an hour to get two bottles of the civilian beverage known as Coca-Cola. A few minutes ago, our warrant officer walked in and with him was a bottle of Seagrams V-O. Now—for the first time since October of 1942—I am enjoying my favorite alcoholic drink. It brings back memories of Joe's, the Colony Club, and even the Cottonwood Room on my flush days. As I reminisce, the German radio is giving out with some pretty smooth music. Much as I hate to admit it, the enemy has the best music late at night. Lord Haw-Haw has just thrown in his two cents' worth, but forgot to mention today's Royal Navy attack on the Dutch coast. What coverage!

STRADIVARI

(Continued from page 5)

All Stradivari violins have fabulous, romantic histories, and those owned by Mischakoff are no exception. And the "Earl," solo instrument of the group, was the first Stradivari violin to be brought to America. The Earl of Westmoreland had purchased it in 1820 in Vienna, and it was brought to this country by R. D. Hawley of Hartford, Conn., in 1877.

Since its beginning on the air on October 17, over NBC, the "Stradivari Orchestra Under the Direction of Paul Lavallo" has gained rapidly in popularity, and was recently included among the 10 best symphonies on the air in the Radio Daily Poll of Editors.

Paul Lavallo explains the reason why the orchestra and its instruments are called "Stradivari" instead of what most people have been calling the violins for years—"Stradivarius." He says you have simply to remember your Latin. The famous violin maker's name was Antonio Stradivari. But the labels he pasted inside his master works were in the fashionable language of the day—Latin—i.e., "Antonius Stradivarius faciebat anno (date),"—just like a doctor's prescription.

V...—

1700 SHOWS!

At the start of his fourth year of service camp shows, Kay Kyser "Old Professor" of the "College of Musical Knowledge," tabulated statistics on his war activities and found that in three years he had played a total of 1,700 shows in 480 camps!

Everything, except the news, is quiet in this forgotten land. The weather, and it has been nasty these past few weeks, has let up somewhat and there are signs of spring in Africa. Tonight, for instance, is beautiful. The moon is full and there are fleecy, at least they look that way, clouds over the Mediterranean. But the cold is penetrating. Our little U.P. of North Africa is functioning like nobody's business, with every news service in the theater now available to us plus a 15-minute cast from the States "especially for the news bureau of the American Expeditionary Stations." We're running ahead of most shortwave casts from the States, and now have the best all-around coverage of any single dispensing agency in the theater. Anybody want a job?

We acquired a mascot this week, and then suddenly lost her. She was a 4-month-old toy rat terrier, we think. She was cute as the devil and very little trouble to us. She kept us company on the late shifts, and in turn we would take a beer bottle to mess and fill it up with milk and slip a few slices of bread in our pockets. However, Interceptor, as we called her, had a bad habit. She confused the G-I institution known as the latrine with the major's office. Now Interceptor lives with a woman down the road.

That's about all from here. The news letters are coming in regularly and all of the fellows here in the "CP" enjoy them no end. Dad tells me that Munk's neighbors are considering selecting him to represent them in the armed forces. If they have any luck, I hope Munk will try to wrangle passage over here. I can use him in my work, I say, dusting off my four stripes.

That's all for now. My best to everyone downstairs and upstairs. Keep happy! JIM.

We will have more information on the WOW service men in the next issue of the News Tower Magazine.

V...—

CITE "ABIE"

"Abie's Irish Rose" does more to promote racial understanding than any other program on the air, according to a commendation given the NBC program at a recent meeting of the Interfaith Council of Brooklyn, N. Y.

RANCH HOUSE JIM and OMAR TROUBADOURS



"Ranch House Jim" (Curley Bradley, at the microphone) and his troubadours, left to right: August Klein, Harry Sims, Sam Cowling and Duane Swalley. Sponsored by Omar, Inc., makers of Ranch House Pancake Flour, "Ranch House Jim" and his boys from the range intermingle cowboy and western philosophy with some of the latest song hits. One of the favorite "home programs" heard over Station WOW, the "Ranch House Jim" program has just come off the range with a new pattern—a streamlined version of the Old West.

WAR HEROES ARE FORUM GUESTS

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Hy'ya, Good Americans!

What kind of baseball players did they have back before the turn of the century? Well, there's only



Tom Dailey

about one man who can expertly answer that question. Connie Mack, venerable manager of the Philadelphia Athletics. And, according to Mister Mack, they had some pretty good ones. A few days ago, an Associated Press reporter asked him to name an All-Star team of players before 1900—and he did. So gather 'round, old-timers and see if you remember them.

Lineup

Mister Mack chose two catchers. Buck Ewing of the New York Giants and Charley Bennett of the old Detroit Nationals. "Two of the greatest catchers who ever lived," said the A's manager. He names three pitchers: Cy Young, Cleveland's immortal; John Clarkson of the Chicago White Stockings and Tim Keefe of the Giants. The first baseman Mack selects is Fred Tenny of the Boston Nationals. As for the rest of the infield, let's let Mister Mack tell it in his own words: "Nap Lajoie of Cleveland never had an equal at second base. Herman Long of the Boston club on short, and his teammate of those three-time world champions, Billy Nash, at third."

Hughie Jennings of Detroit would be the utility infielder. Hugh Duffy, who set an all-time high batting average of .438 in 1894, would be the center-fielder. From the Phils would come the other outfielders. Ed Delehanty and Sam Thompson. And that's the all-star team, chosen by Connie Mack, of players prior to 1900.

Wartime Baseball

When the major league baseball season opens this month, it's going to be strictly the wartime variety—but it's still going to be baseball. And that's going to be just what the fans and the boys now in the service seem to want. "Give us baseball, even if it isn't top-notch variety," has been heard from Americans around the world. Gone will be the DiMaggios, Gordons, Williams, Fellers and dozens of other big names in the national pastime. But replacing them will be 1-As, 3-As, 4-Fs and the "old men" of the diamond, too old to go to the wars. We can endure these substitutes and we'll enjoy them. But, for goodness sake, let's don't carry the thing too far! We'll throw up our hands if some day we announce the pitchers for the next day and have to say: "Pitching for Cincinnati, Lucille Glutz."

Answers

Last month's mail brought several questions to be answered here, so here goes: Nebraska University defeated Minnesota in football in the following years: 1902, 6 to 0; 1913, 7 to 0; 1937, 14 to 9; 1939, 6 to 0. . . . Nebraska's first touchdown in the Rose Bowl game of 1941 was made by Vike Francis. . . . Yes, Beau Jack actually shined shoes at Augusta Country Club at Augusta, Ga. I know—he's shined mine. . . . Which do I consider the most tiresome golf course to play in this section? Omaha Country Club—mountains. . . . Jess Haines was pitching when Grover Alexander relieved him to strike out Tony Lazzeri.

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

V. . . .

Vic McLeod, who writes for the Bing Crosby programs, is being added to radio writing battery on the Abbott and Costello airers.

Radio Newsmen Make War Forecast

The world outlook for 1944 on the home front and war front, as seen in prospect by some of the National Broadcasting Company's news analysts and commentators, is expressed in the following predictions:

H. V. Kaltenborn: "Hitler's regime will collapse, but Japan will not surrender this year. A Republican President will be elected."

Richard Harkness: "Democrats will draft Roosevelt for a fourth term. Republicans will draft Dewey."

Robert McCormick: "Germany will be defeated by midyear. Big push against Japan will get under way with aid from Russia."

Morgan Beatty: "All-out offensive will start at same time in both Europe and Pacific theater, with dual victories before the end of the year."

Carey Longmire: "A decisive year for peace as well as war. Germany will be conquered."

John Vandercook: "Germany will be close to unconditional surrender by end of year. Burma invasion will start, but will make slow progress. Japs will be driven from South Pacific. If Roosevelt runs again, he will be re-elected."

Robert St. John: "Most of the large cities in Germany will be obliterated. New and powerful gun will be used by American soldiers. Japan will use gas. Mountbatten will open offensive on Burma front. Election will be most bitterly fought in history."

W. W. Chaplin: "Germany will surrender by November. Wake and Guam will be retaken. The Chinese situation will improve, but not too much. European invasion from west will start in late spring or early summer. Roosevelt will win."

Alex Dreier: "The European war will not end in 1944, but will be near its conclusion. Air attacks on the Jap mainland are possible during the year."

V. . . .

OFF TO INDIA

Roy Porter, NBC correspondent, is in flight to his new front-line assignment in India in the latest move by NBC to prepare for on-the-spot coverage of every major battle area in the coming all-out offensives.

A NEW ZEALAND BRIDE



First Omahan to bring home a war bride from New Zealand was Marine Sergeant Jack Vanderbeck, son of Mr. and Mrs. C. D. Vanderbeck of Omaha. Jack, his bride and Ray Clark are pictured.

PENNY WOW'S 'EM

Completely recovered from the flu which caused a last-minute postponement of an earlier appearance, Penny Lee (Lucille Lynam of Omaha) scored a big hit as guest star on Bob Crosby's "Old Gold Show" on March 5. Penny and Crosby got in a good boost for WOW, coast to coast.

V. . . .

"Hizzoner the Mayor" may soon be Bud Abbott's new title. The NBC comedian is running for the office of Mayor of Sherman Oaks, Calif.

Standard Oil Cites Worthy Farmers

To honor at least a few of the thousands of farm front fighters in Nebraska, Standard Oil Company of Nebraska is again, for the third year, presenting War Bonds and certificates of merit for outstanding achievements.

Announcements of these \$25 War Bond awards will be made daily (except Sunday) over WOW for a period of six months, beginning Monday, April 3. Each will be announced by Everett Mitchell, popular farm advisor and radio commentator, and Harry Burke of WOW. In the announcements Mr. Mitchell will pay tribute to those who will receive War Bonds and describe their accomplishments in agricultural work. These announcements will be broadcast over WOW at the following times: 6:35 a. m., Monday, Wednesdays and Fridays; 6:51 a. m., Tuesdays and Thursdays, and 6:40 a. m. on Saturdays.

V. . . .

Hollenbeck Loses Coat at White House

Don Hollenbeck, NBC correspondent, lost a jacket in the Salerno invasion and a trench coat and pair of shoes in North Africa. But he never expected to lose his overcoat at President Roosevelt's White House press conference.

When it came time to leave, the overcoat was missing. Don, slightly red, told the White House secret service men. They became redder, but their complexion returned to normal an hour later when they appeared at Hollenbeck's hotel with the coat. The law reported that another correspondent had taken it by mistake.

V. . . .

OMAHAN ELEVATED

Adolph Schneider, NBC news editor and former Omaha newspaper man, has been appointed acting Manager of Operations for NBC's reportorial staff being readied to cover the invasion of Europe. He succeeded Francis M. McCall, who was sent to London to assist Stanley Richardson.

Two Omaha Fliers Home From Combat

Every angle of modern life was discussed on the "Noonday Forum" (McKesson & Robbins, 12:45 p. m., Mondays through Saturdays) during the month of February.



Ray Clark

Ray Clark interviewed men and women from all over the world. Outstanding among the interviews were some with veterans of the present global war.

One of these was Major Joseph S. Pirruccello. The major was born in Omaha, educated at Creighton University, and then joined the air force. He was first stationed in Panama and was there when the war started. His war service was in India.

Also from that part of the world were Lieut Bill Southard of the Air Corps, who served in New Guinea, and Chief Electrician's Mate George W. Jensen. Jensen took part in three major engagements—the Coral Sea battle, Midway and the Solomon Islands.

Service Men from Iceland

Another service man interviewed was Sergeant Jack Cornett of the anti-aircraft division of the U. S. Army. Cornett served in Iceland. He told of the conditions and people there.

Among the war veterans we can list two war correspondents who were interviewed during the month of February. One was Hollenbeck of NBC, who served in the European theater of war. Hollenbeck formerly worked in Omaha on the Omaha Bee-News. Hollenbeck had his first audition for NBC in London and his first big event was covering the Salerno landing.

Correspondent Talks

The other war correspondent interviewed was Bill McGaffin of the Associated Press. McGaffin covered London and England during most of the big bombings there. He stated that if the British had given up then, it would probably have meant a land invasion of America.

Other outstanding interviewees included some women high in national affairs. There was Miss Lillie Peck, Executive Secretary of the National Federation of Settlements; Mrs. Eugenia K. Spaulding, Associate Director of Nursing Education of the United States Public Health Service, and Mrs. Maude Ballington Booth, Commander-in-Chief of the Volunteers of America.

National Figures Heard

Also interviewed were Major Thomas H. Sternberg of the Surgeon General's office and Lieut. Jerome J. Burke of the Great Lakes Naval Training Station; Sir Ramaswami Sarna, K. C. E. I. of India; Julius A. Thomas of the National Urban League; Governor Bottolfson of Idaho; Governor Herbert Maw of Utah, and Dr. Karl J. Hambro, President of the Norwegian Parliament.

There were also a number of interviews including groups of people and one on the opening of the alcohol plant here in Omaha.

V. . . .

HIT BOMB PEAK

The full weight of British and American bombing strength will be felt in two or three months by Germany and Nazi-held Europe, predicts Elmer W. Peterson, NBC correspondent, just back from a year and a half in London.

Peterson believes that soon after the bombings reach their top intensity and the invasion gets under way, Germany's fighting spirit will be broken and the Nazis will be out of the war by the end of the year.

V. . . .

Lois Corbett is a new member of NBC's "A Date with Judy" cast, taking over the role of Judy's mother, "Mrs. Dora Foster."

WOW NEWS SCHEDULE

The regularly scheduled newscasts on WOW are as follows:

- 6:00 A. M.—News Tower. Daily except Sun.
- 7:00 A. M.—Alex Dreier—Skelly Oil. Daily except Sun.
- 7:30 A. M.—News Tower. Daily except Sun.
- 8:00 A. M.—WOW News Tower—Roberts. Sun.
- World News Review—Nat'l Biscuit. Mon., Tue., Wed., Thu., Fri.
- 8:10 A. M.—World News—Nat. Biscuit. Mon. Thru Fri.
- 8:45 A. M.—News Tower. Mon., Wed., Fri.
- Omaha's Front Page—Nebraska Power. Tue., Thu., Sat.
- 9:15 A. M.—Robert St. John—News. Mon. Thru Fri.
- 9:30 A. M.—Omaha's Front Page—Nebraska Power. Sun.
- 10:00 A. M.—News Tower. Sun.
- 11:00 A. M.—World Front—Bunte Candy. Sun.
- 11:45 A. M.—CDN Foreign Service—Nebraska Power. Daily except Sun.
- 12:00 Noon—News Tower. Sun.
- 12:30 P. M.—News Tower. Daily except Sun.
- 1:00 P. M.—Foster May—Sweetheart Soap. Sun.
- 2:00 P. M.—Upton Close—Sheaffer Pen, NBC. Sun.
- 4:30 P. M.—Searchinger Review, NBC. Sat.
- 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—Groves Cold Tablets. Mon., Wed., Sat.
- 6:55 P. M.—Tom Reddy—Fitch Shampoo. Sun.
- 10:00 P. M.—News Tower. Daily
- 11:00 P. M.—News Reports, NBC. Sun.
- 11:15 P. M.—News, NBC. Tue., Thur. Sat.
- 11:55 P. M.—News Reports, NBC. Daily
- 1:00 A. M.—News Reports. Daily

WOW'S APRIL NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "4/44" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
5:30	4-Bell News—Sports Phillips "66" Penn Tobacco Paxton & Gallagher Studebaker Clove Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Clove Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Clove Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Clove Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Clove Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Fairmont Clove Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Clove Gum—Falstaff Overland Greyhound	The Great Gildereeve Kraft
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	Starring Curt Massey Schutter Candy Co.	Jack Benny	
6:15	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	Nebraska Power	General Foods Grape Nuts Flakes	
6:30	Pfd. Melodies—Hamm	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Bob Burns Lifebuoy	Prof. Melodies—Hamm	Eye-Witness, Hamm	Fitch Bandwagon Tom Reddy, News	
6:45	News, Groves		News, Groves		Echoes of the Tropics	News, Groves	Chase & Sanborn Hour	
7:00	Cavalcade of America Du Pont	Johnny Presents Ginny Simms Philip Morris	Mr. and Mrs. North Woodbury Products	Maxwell House Coffee Time	Cities Service Concert Oil Marketing Companies	Abie's Irish Rose P. & G. Drene, Ivory	One Man's Family Standard Brands Fleischmann Yeast	
7:30	Voice of Firestone Concert	A Date With Judy Tums	Beat the Band Raleighs	Aldrich Family General Foods Postum	Your All-Time Hit Parade Lucky Strike	Truth or Consequences P. & G. Duz	Manhattan Merry-Go-Round Dr. Lyons	
8:00	Telephone Hour Bell Telephone	Mystery Theater Molle Shaving Cream	Time to Smile Ipana—Sal Hepatica	Kraft Music Hall Bing Crosby	Waltz Time Phillips Milk of Magnesia	National Barn Dance Alka-Seltzer	American Album of Familiar Music Bayer Aspirin	
8:30	Information Please H. J. Heinz	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis	Joan Davis and Jack Haley Sealtest	People Are Funny Wings Cigarettes	Can You Top This? Colgate Dental Cream Supersuds	Hour of Charm General Electric	
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Show Lucky Strike	Abbott & Costello Camels	Amos 'n' Andy Lever Rinso	Million Dollar Band Palmolive	Bob Crosby Old Gold	
9:30	Dr. I. Q. Mars, Inc.	Red Skelton Raleighs		March of Time Magazine	Bill Stern—Colgate	Grand Ole Opry Prince Albert	WOW News Tower Kilpatrick's Uncle Sam's	
9:45					Talks		Walter Winchell Jergens Lotion	
10:00	C., B. & O. WOW News Tower Paxton & Gallagher Ironized Yeast	C., B. & O. WOW News Tower Paxton & Gallagher Nebraska Power	C., B. & O. WOW News Tower Paxton & Gallagher Ironized Yeast	C., B. & O. WOW News Tower Paxton & Gallagher Nebraska Power	C., B. & O. WOW News Tower Paxton & Gallagher Ironized Yeast	C., B. & O. WOW News Tower Paxton & Gallagher Nebraska Power	Basin Street Fun Woodbury	
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports	News Reports, NBC	
10:30	World's Most Honored Music—Longines	Ronald Coleman Auto-Lite	World's Most Honored Music—Longines	Those We Love General Foods	World's Most Honored Music—Longines	I Sustain the Wings NBC		
11:00	Midnight Review Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman		

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

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call..... Daily except Sun.
6:00 A. M.—Early Morning News Tower—Allcock, Walker Remedy. Daily except Sun.
6:15 A. M.—Aunt Sally..... Mon., Tue., Wed., Thu., Fri.
Time and Tunes..... Sat.
6:30 A. M.—Markets (Remote)..... Mon., Tue., Wed., Thu., Fri.
6:35 A. M.—Time and Tunes..... Mon., Wed., Fri.
Victory Farmers on Parade—Allied Mills..... Tue., Thu.
Markets..... Sat.
6:55 A. M.—Reveille—Fair Store..... Daily except Sun.
7:00 A. M.—Alex Dreier—Skelly News..... Daily except Sun.
News Summary, NBC..... Sun.
7:05 A. M.—George Crooks, Organ, NBC..... Sun.
7:15 A. M.—Cheerful Earful—Wilson & Co., B-V & Ideal Dog Food. Daily except Sun.
7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul
Boone County Neighbors, NBC..... Daily except Sun.
7:45 A. M.—Reveille Roundup—Groves Cold Tablets..... Mon., Wed., Fri.
Lyle, Stan and Lyle—Nutrena Mills..... Tue., Thu., Sat.
8:00 A. M.—World News Review—National Biscuit..... Mon., Tue., Wed., Thu., Fri.
What's What Today?—Metropolitan Utilities..... Sat.
WOW News Tower—Roberts..... Sun.
8:05 A. M.—Farm Fair—Manley Popcorn..... Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—A to Z in Novelty..... Mon., Wed., Thu., Fri.
Creighton University of the Air..... Tue.
Little Doghouse..... Sat.
Commando Mary, NBC..... Sun.
8:30 A. M.—Ranch House Jim—Omar Pancake Flour..... Mon., Wed., Fri.
Now Is the Time, NBC..... Sat.
Chapel Service, Rev. R. R. Brown..... Sun.
8:45 A. M.—Rev. R. R. Brown..... Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Lora Lawton—Babo and Aunt Polly's Soup Mix..... Mon., Tue., Wed., Thu., Fri.
Homemakers' Club of the Air—Nebraska Power..... Sat.
9:15 A. M.—Robert St. John, News—Miles Lab.—NBC..... Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Helpmate—Cudahy, Old Dutch Cleanser..... Mon., Tue., Wed., Thu., Fri.
Betty Moore on Home Decorating—Benj. Moore Paint..... Sat.
Omaha's Front Page—Nebraska Power..... Sun.
9:45 A. M.—Dreft Star Playhouse—P. & G. Dreft..... Mon., Tue., Wed., Thu., Fri.
Pet Parade—John Morrell & Co..... Sat.
Cheer Up Time..... Sun.
10:00 A. M.—Road of Life—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.
Hook 'n' Ladder Follies—Goodyear..... Sat.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food..... Sun.
10:15 A. M.—Vic and Sade—P. & G. Crisco and Ivory..... Mon., Tue., Wed., Thu., Fri.
Gems and Jottings—Zales Jewelry..... Sat.
10:30 A. M.—Brave Tomorrow—P. & G. White Laundry..... Mon., Tue., Wed., Thu., Fri.
Lighted Windows—Alcoa Products..... Sat.
This We Know—Audiphone Co..... Sun.
10:45 A. M.—David Harum—Aunt Polly's Soup Mix, Babo..... Mon., Tue., Wed., Thu., Fri.

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

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