

Radio
Station
WOW

RADIO NEWS TOWER

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

5000
Watts
590 Kc.

Complete Radio Program News From Radio Station WOW

VOL. VI—No. 5

OMAHA, NEBRASKA, FEBRUARY 1, 1942

PUBLISHED MONTHLY

RED, WHITE & BLUE REVUE STARTS

Cities Service Starts 16th Year

Mention the long-run records of "Tobacco Road" or "Abie's Irish Rose" or "Hellzapoppin'" and the cast of the "Cities Service Concerts" just nods politely. They are putting on a show that will mark the beginning of its 16th year of continuous weekly broadcasting on Friday, February 20.

This patriarch of the kilocycles is actually the oldest continuous network program on the air. It has rolled on without lapse, though not without change, ever since the inaugural program on February 18, 1927.

Lucille Manners, soprano; Ross Graham, baritone; the mixed chorus and orchestra under the baton of Dr. Frank Black, all regularly featured on the current program, will participate in the anniversary broadcast (WOW, via NBC Red network, 7 to 7:30 p. m.).

Good music has always been the keynote of the concerts, although the program has been alert to new trends and ideas through the years. There have been distinguished speakers, sports talks and other features from time to time, but music, ranging from the best in popular melodies to the classics, has remained the bulwark of the program.

Fine Music

Basically, the Cities Service Concerts feature a type of music which might be catalogued as semi-classical, although almost every week the program presents one or more numbers of a symphonic nature. Typical broadcasts include the names of such composers as Sibelius, Brahms, Bach, Beethoven, Elgar, Mascagni and other musical greats.

In the realm of lighter music the concerts offer such modern classics as "Stardust," "Solitude" and other acknowledged masterworks in the popular field. And in between are Strauss waltzes, tunes from "Show Boat" and other light operas, and similar works familiar to music lovers everywhere.

The late Amelia Earhart Putnam, intrepid woman flier, was the first guest artist to be brought to the microphone of this program when on May 19, 1933, she spoke to the nation on the anniversary of her flight across the Atlantic. One of the more frequent guests on the

(Continued on page 3)

RED, WHITE & BLUE REVUE STARS



A few of the stars of WOW's "Red, White and Blue Revue," which is scheduled for 10 cities and towns to stimulate the sale of U. S. Defense Bonds and Stamps. No. 1 is Lyle DeMoss, author and producer.

No. 2 is Morton Wells, trumpet and tenor soloist; No. 3, Eric Mattson, tenor; No. 4, Ray Olson; No. 5, Marie and the Twins, and No. 6, Foster May, News and Special Events Editor. The show travels in Union Pacific Stages.

WOW in Stamp Drive in 10 Cities

By BILL WISEMAN

To induce 25,000 persons in 10 midwestern cities to buy an additional United States Defense Bond, WOW is presenting the "Red, White and Blue Patriotic Revue."

First performance was scheduled for Fremont's beautiful City Auditorium, under the sponsorship of the Henry Teigeler Junior Post No. 20 of the American Legion, February 1.

The second performance will be in the City Auditorium in Beatrice, Sunday night, February 8, and the third, a week later, at Columbus.

On March 1, the Revue will be presented in Hastings; March 8, Norfolk; March 15, at Grand Island.

Other performances have been tentatively scheduled for Lincoln, Neb.; Sioux City, Carroll and Shenandoah, Iowa.

The "Red, White and Blue Patriotic Revue" is an all-out effort by WOW and local sponsoring organizations to aid The Cause. The Woodmen of the World Life Insurance Society is contributing all production costs. All members of the cast will receive their pay in United States Defense Stamps. Through a special arrangement, Union Pacific Stages is providing bus transportation.

The "Red, White and Blue Patriotic Revue" is an inspirational musical extravaganza, two hours in length. It is produced and directed by Lyle DeMoss, WOW's Production Manager, and the cast includes Foster May, Eric Mattson, Miss Irene O'Hara, Ray Olson, Morton Wells, Marian Bergman, the WOW Studio Orchestra, directed by Freddie Ebener, and many others.

Performances have been arranged only in cities where a minimum audience of 2,000 is possible.

WOW has received scores of requests to present the Revue in smaller cities.

Admission Free

Admission to each performance is free. However, each person who attends must purchase at least 50 cents worth of Defense Savings Stamps in a new book. This purchase must be made on the day of the performance at the auditorium. Under this plan everyone who sees the Revue will be started on the purchase of an additional bond.

Mr. John Cutright is General Chairman of the Fremont Legion Post's Show Committee. Assisting him are Merle C. Townsend, Chairman of the Defense Savings Committee for Dodge County; W. C. Motter, Secretary of the Fremont Chamber of Commerce; L. A. Phelps, Adjutant of the Henry Teigeler Junior Post; Ralph Partridge, Editorial Director of the Fremont Tribune; John Hansen, Superintendent of Schools; Frank Perkins, Postmaster, and many others. Radio Station KORN assisted materially.

In Beatrice, February 8, the performance will be sponsored by five live-wire organizations, namely: The Bitting-Norman Post No. 27 of the American Legion, the Junior

(Continued on page 3)

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.—News Tower	Daily except Sun.
News Summary, NBC	Sun.
7:30 A. M.—Clifton Utley Speaks, Skelly Oil	Mon., Tue., Wed., Thu., Fri.
7:45 A. M.—Associated Press News, NBC	Sat.
8:00 A. M.—European News Summary, NBC	Sun.
10:00 A. M.—News Tower	Sun.
12:15 P. M.—News Tower	Sun.
12:30 P. M.—News Tower	Daily except Sun.
2:15 P. M.—H. V. Kaltenborn	Sun.
3:00 P. M.—Associated Press News	Sat.
3:00 P. M.—Week's News	Sun.
4:45 P. M.—War Reporter—Libbey-Owens-Ford Glass	Sat.
5:00 P. M.—War Headlines—Plough, Inc.	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.—H. V. Kaltenborn, NBC	Sat.
9:00 P. M.—Sports Newsreel—Colgate	Sat.
10:00 P. M.—News Tower	Daily except Sun.
10:30 P. M.—News Tower	Sun.
11:00 P. M.—News Reports, NBC	Daily
11:55 P. M.—News Reports, NBC	Daily

LATE NEWS FLASHES

"One Man's Family," a half-hour dramatic program heard on WOW from the NBC Hollywood studios, Sundays, from 7:30 to 8 p. m., has been renewed for another year by Standard Brands, Inc., for Tenderleaf Tea. The program is heard over 60 NBC Red network stations. J. Walter Thompson Co. is the agency.

V...—

Gene Rouse, former Omaha newspaper reporter and WOW announcer, has been named supervisor of announcers in the Chicago Division of the newly-organized Blue Network Company, Inc.

Mrs. R. W. Shepherd, Jr., of Como, Quebec, Canada, writes she is a regular listener to Aunt Sally, heard on WOW at 6:15 a. m., Mondays through Fridays. Mrs. Shepherd says she hears WOW more clearly than her local station in nearby Montreal.

V...—

The Quaker Oats program, "That Brewster Boy," heard on WOW at 8:30 p. m., Mondays, has added 14 more stations to its list, making a total of 64. The program is written by Pauline Hopkins, former Omaha girl.

Check Your News Tower Expiration Date Now...Page 8

Now you can check up—right this minute—on the date your News Tower subscription expires! Check NOW! This may be your last issue.

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 2/42, which means February, 1942.

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!

W. O. W. MEN SET UP BLOOD BANK

Seymour Camp First in War Work

Twenty-six Omaha Woodmen of the World members, including National Secretary Farrar Newberry, National Treasurer R. E. Miller, National Director W. C. Braden and Medical Director Herbert B. Kennedy, answered the first call when Con Basler, Consul Commander of Seymour Camp No. 16, announced details of the Camp's plan for the formation of a "Blood Bank" and asked for volunteer blood donors. One of the first to respond was the Camp's 73-year-old Financial Secretary, Major C. M. Richards, a veteran of the Spanish-American war, who served two years on the Philippine Islands.



C. M. Richards

Since the first call was made, additional members of the Camp have offered to give their blood for the bank. In the main, the Camp's bank will store the plasma, or clear part of the blood. This will be obtained by withdrawing the blood from the volunteer donors into sterile bottles or containers at an Omaha hospital and allowing the same to stand for several days. Under this method the blood cells go to the bottom and the plasma, or clear part, will remain on top. This blood plasma will then be stored in a refrigerator (loaned by a member of the Camp) at the hospital and will be fit for use for a period of approximately two months. Each Sovereign's blood will be kept in an individual container labeled with the member's name. The containers will be purchased by the Camp.

Every donor will be on call and will be asked to give of his blood as often as emergencies occur. The blood plasma, which is very beneficial in cases where a person has suffered a severe shock to his system, will be available, free of cost, to rich and poor alike, regardless of sex, color or creed, in emergencies to save or prolong life.

Urge More Banks

Woodmen Camps throughout the nation are urged to organize "Blood Banks" and thus do their part in helping defend our nation as well as to aid suffering in their respective communities. The Medical Department of the Society offers the following suggestions as aids to groups in the formation of "Blood Banks":

1. "Blood Banks" should be formed by groups located in cities where they have medical clinics or hospitals in charge of competent men to take the blood from the donors.

2. Blood, or parts of blood, now used for transfusions can be utilized in four ways.

(a) The raw, straight, fresh blood can be taken directly from the donor and transplanted immediately into the veins of the recipient.

(b) Plasma (the clear part), which is obtained by withdrawing the blood into sterile bottles or containers and allowed to stand for several days. The blood cells go to the bottom, and the plasma, or clear part, will remain on top. Blood plasma, if stored in a refrigerator, will keep and is fit for use for a period of approximately two months.

(c) The blood plasma is obtained in the same manner as explained in paragraph (b), but after the plasma is obtained from the blood, the plasma is then frozen, and if kept in that state will keep for possibly five years.

(d) The fourth and most expensive process goes one step beyond the three procedures explained above. The plasma is concentrated and dried, and then sealed in sterile tubes or bottles and is ready for instant use when mixed with a sterile solution of water. Dried blood will keep indefinitely, and it

THEIR BLOOD WILL AID THE SICK AND INJURED



The Sovereigns in the above photo offered to donate their blood when Seymour Camp No. 16 of Omaha, Neb., organized its "Blood Bank" recently. Reading from left to right are, front row: State Manager Guy B. Kirk, National Director R. E. Miller, Medical Director H. B. Kennedy, National Secretary Farrar Newberry, National Director W. C. Braden, K. L. Dietz and Charles Goodwin. Middle row: L. L. Murphey, W. J. McKeague, Consul Commander C. J. Basler, Past Consul Commander Ray Miller, Paul Holle, Merton Lang, Budd A. Willetts, Donald Dewey and A. Victoria. Back row: G. C. Schwenker, Ed Kunold, Ray McGrath, Stanley Marsh, Jim McMillan, Gil Schoberg, C. B. Wall, Clyde Rynerson and Walter Anderson.

does not have to be stored in refrigerators. For example, it can actually be carried on the battlefield and used there with modern equipment, recently introduced, for this life-giving procedure.

3. In order that the local group receive full credit and not lose its identity, it is suggested the local group, either from its treasury or from donations from its members, purchase the containers or receptacles for the blood. Volunteers should be called for, and each specimen of blood drawn from a volunteer donor should be labeled with that particular donor's name. The blood, after being extracted, should be placed in the container, properly identified and placed in a refrigeration unit furnished either by the hospital, clinic or the group.

4. The blood or blood plasma should be made available to rich and poor alike, in cases of emergency involving auto accidents, train wrecks, tornadoes, etc. Now that we are at war, we naturally want sick or wounded sailors or soldiers to have the blood in case disabled service men are in the vicinity where the banks are located.

5. Groups located in the eastern or western portions of the nation, or where veterans' or service hospitals are located, have an opportunity to do a real service, and may limit their offer of blood so that it will be available only to soldiers and sailors or service and ex-service men.

6. "Blood Banks" will be successful only when the blood is made available free of cost to all races, colors and creeds, to be used particularly in emergencies to save or prolong life.

7. Formation of a blood bank is a great civic and patriotic accomplishment for a Woodmen Camp and will increase its prestige in its community. The professional donors charge \$15 to \$25 for a quart or less of blood. This is prohibitive for many persons.

8. Further information concerning the organization of a blood bank can be obtained by writing the Medical Department of the Woodmen of the World, care of Radio Station WOW, Insurance Building, Omaha, Neb.

V...—

POX, NO PIX

Jimmy Cash, Burns and Allen song star, forgot to reckon with Mother Nature when he made a date with a portrait photographer to take pictures of his daughter, Berta Sue, to send back to Arkansas during the holidays. The morning of the appointment the child came down with chicken pox.

C-H-A-T-S

With Your Own Aunt Sally of WOW

KNOCK . . . KNOCK!
MAY I COME IN?
This is the time of the month when I put all else aside and sit me down to write to my shut-in members who are not able to awaken for my breakfast-time call at 6:15 every day.



Aunt Sally

I've sharpened my pencil and bade it say MY DEAR CHILDREN: I am happy that so many of you are now receiving the News Tower through the kindness of my radio listeners and that you are able in this way to keep up with the work being done by us.

Maybe you won't like this paragraph because it will inform you that you are in the doghouse if you haven't started out the new year with your report for January. However, there is still time to escape the confines of the puppy palace and remain in good standing if you get your letter or card in during this month. The deadline is the seventh of the month for all reports. With so many new members, more listeners and workers, I need your report more than ever to keep me in touch with you.

In my News Tower letter I hope to answer some of your questions and give you news of other members.

Perhaps you have wondered about Mae Crable. We raised \$900 for Mae, and she was all ready to go to the hospital to start treatment that she might walk again.

Flu Attack

An attack of the "flu" has delayed Mae's trip, and I do not know how long it will be until she is strong enough to begin her hospital stay. Mae Crable is a brave little soul, and she has been through enough that this bit of misfortune won't break her determination to walk. In spite of her fighting spirit, we all know the waiting must be difficult to endure and letters always help out, so I would suggest that you write to Mae. Her address is Burr Oak, Kans.

Sorry to report that Leona Scholten, Alton, Iowa, has not been so well for some time. She is very regretful that she cannot reply to her mail and write to all good friends. I know that the big event in the day for Leona is when the mailman drives up and stops at the little tin box by the side of the road to leave letters. Although she cannot write now, Leona will love to hear from you. Let's make that postman stop at her house!

Our membership files are still incomplete as to birthdays and correct ages. When you write me next time, please tell me your age at present and the date of your birth.

New Birthday

Well, well! Your Aunt Sally has a brand-new birthday now, or an extra one. I haven't as yet decided which it may be. Recently I wrote back to the country town in Iowa where I was born for my birth certificate, and low and behold! when the paper was sent to me it stated that I was born on August 22, 19 hundred and so and so. The year so and so was correct, but all my life I've had a birthday day bedecked with candles and candies for July 22nd. I am still pondering to know if I should give up a nice chummy birthday that has gone along with me for all time, that I know is actually mine, for I was right there when it happened, so mother said, and adopt a new one, or should I take on another birthday as well. If I decide to refuse giving up my own birthday of July 22, 19 hundred and so and so, then all my friends had better plan to celebrate two birthdays with me next summer.

YOUR AUNT SALLY.

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.

Mobilization of the nation's resources is imperative in this all-out war. The roar of planes and the dropping of death-dealing bombs on Pearl Harbor on a quite Sunday morning did for the United States and the democracies of the world what all the high-sounding speeches, appeals to national loyalty and unity, and the drum beating could not do. Every one of us knows that we are involved. It matters not whether we are pacifistic, conscience objectors, or whatever may be our philosophy about war, we have a part in this colossal conflict. We have a right to speak our mind and to criticize intelligently and freely, but now there is a job to be done and it is inescapable. There are burdens to be borne. There is self-discipline as well as imposed restrictions that are essential.



Rev. R. R. Brown

We have home defense, bond-buying and many other apparently necessary organizations, but we believe the church should occupy an important place in the life of the nation now. It does not need to become a recruiting station, nor its pulpit a place for war discussion. We must help to maintain the spiritual life and the moral standards, as well as contribute to the morale of our nation. We must not forget Pearl Harbor, but we should also be reminded of France and other countries that have collapsed. There is no more important defense for a nation than its spiritual life and moral standards.

We have, in the name of the World Radio Congregation of WOW, projected what we call a "Spiritual Defense Group Program." It is not an organization, but a movement. The inspiration came from a mother who has a son in the service. She called herself a "Blue-Star" mother. We have asked our listeners wherever possible to start one of these Spiritual Defense Groups. The plan is simple: They may have friends and neighbors come into their homes or to their church once a week, if possible, for special united prayer. The group would select a leader, who would

be responsible to notify the interested friends of each weekly meeting. The leaders would be registered in our office, so that we can send suggestive material when available.

The principal topics presented would be: Prayer for a world-wide revival; for our President, his cabinet and Congress; for the boys in the armed forces; for the homes from which the boys have gone; for the church; for the work of the church in mission fields; for a speedy end of the war, and for universal peace. A suggestive program will be sent to anyone on request.

Many ministers and lay people have responded to the appeal and have started prayer groups. We are grateful for their cooperation.

Let us remember these great challenging Scriptures: "If My people, which are called by My name, shall humble themselves, and pray, and seek My face, and turn from their wicked ways, then will I hear from heaven, and will forgive their sin, and will heal their land." (II Chronicles 7:14. "Call unto Me, and I will answer thee, and show thee great and mighty things, which thou knowest not." (Jeremiah 33:3.)

Tune in each Sunday morning at 8:30 to America's first and most continuous non-denominational radio church service.

V...—

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.

Didja Know? . . .

By BILL WISEMAN

This department whole-heartedly recommends that every WOW listener see "The Red, White and Blue Patriotic Revue." Sometime within the next 15 weeks it will be shown within driving distance of nearly every one in eastern Nebraska.



Bill Wiseman

In addition, the Revue will be shown in Sioux City, Carroll and Shenandoah, in Iowa, at dates to be announced later—probably this coming spring.

Take my word for it, folks, Lyle DeMoss is going to give you a terrific show! We've seen rehearsals.

The beauty about this whole plan is that admission will be absolutely FREE! All you have to do to see this show is to buy (for yourself to keep) 50 cents worth of Defense Savings Stamps!

The schedule includes:

- Fremont (February 1)
- Beatrice (February 8)
- Columbus (February 15)
- Hastings (March 1)
- Norfolk (March 8)
- Grand Island (March 15)
- Lincoln (date not set)

Consult your local postmaster or any Legionaire in your town.

What makes this show good is the motive behind it. It was "dreamed up" by a bunch of us here so we could do something tangible for THE CAUSE. With that in mind, everybody has pitched in and worked hard.

So don't miss "The Red, White and Blue Revue" when it comes to or near your home.

HERE'S ONE FOR YOUR SCRAP BOOK . . .

Radio CKY-CKY at Manitoba, Canada, has a paper, too, called "Manitoba Calling," and it's a peacherino! Here's one item from it:

In front of the Viceroy's house in New Delhi stands a column on which are inscribed these words:

- In Thought, Faith
- In Word, Wisdom
- In Deed, Courage
- In Life, Service

No one could offer a better prayer for the Americas today.

WESTERN UNION SERVICE . . .

Recently, Cliff Hunt of Hastings sent us a telegram in re "The Red, White and Blue Patriotic Revue." We were in Fremont, so it was forwarded to Fremont. It missed us and was forwarded to Norfolk. It missed us again, and was forwarded to Columbus. It missed us again and was forwarded to Grand Island. Then it missed us again . . . but kept on trailing us to Hastings. There, as we met Cliff in the Clark Hotel lobby, it was delivered!

INK SPOTS ON WOW NET SHOWS . . .

Those ever-lovin' Ink Spots, who are just about tops in their type of entertainment, gave three bang-up performances on an NBC network recently via WOW while they were in Omaha for an engagement at the Orpheum. They performed with WOW's orchestra, which regularly broadcasts four nights a week on NBC.

NOW I'LL HAVE A REAL AUDIENCE! . . .

Over a period of many years 50,000,000 persons saw stage performances of Ann Nichols' "Abie's Irish Rose." The theatrical world gasped at such a figure.

Now Procter & Gamble's Drene presents the famous play serially on WOW Saturday nights—and across the nation.

On a single Saturday night the show will probably reach more folks than saw it on its entire stage career!

BRAND-NEW ALIBI . . .

When Louise Fitch, Omaha actress, of "That Brewster Boy" cast, showed up with a big purple bruise along her jaw recently she offered something entirely new in the line of excuses. She got it, she insists, when she tried to close the refrigerator door.

"ABIE" NOW ON WOW-NBC

SINGS FOR DRUMMERS - POLIO DRIVE EXECS



WOW's new tenor singing star, Eric Mattson, was one of a large group of entertainers who helped The Sales Managers Club and the Omaha Chamber of Commerce entertain 400 traveling salesman recently. WOW's orchestra played. Photo shows Eric at the microphone.



Foster May recently interviewed National Directors of the Infantile Paralysis Drive in Observance of the President's Birthday. Left to right, above, are: Keith Morgan, National Chairman; May; Clyde Travis, Nebraska Chairman, and Johnny Johnson, New York, Radio Chairman.

World Famous Comic-Drama is Feature

To those thousands of Thespians who played "Abie's Irish Rose" to audiences of five continents, here's a message of reassurance:

The cast finally selected for the radio version of "Abie's Irish Rose," which is being presented on the "Knickerbocker Playhouse," Saturdays (on WOW and the NBC Red network, 6 p. m.), will carry on in the best traditions of all "Abie" companies. No proud "Abie" actor of the past—from the Aberdeen Troupers, who burred the play, to cheering Scotch audiences, or even the Zurich Players, who enacted the drama in Swiss-French—need fear that the famed classic will not be treated with suitable respect.



Betty Winkler

The radio troupe which is presenting Anne Nichol's saga of the Murphy and Levy families over NBC is an all-star cast, which would turn almost any radio director deep-green with envy.

The parts of Rosemary and Abie have been entrusted to Betty Winkler and Sidney Smith—two popular young microphone veterans. Walter Kinsella, noted character actor, will handle the difficult role of Pat Murphy, Rosemary's father, and that master of 22 dialects, Alan Reed, becomes Solomon Levy. Other key roles have been assigned to Carl Eastman, Anna Oppel and Lanashua Skulknick.

Joseph Stopak's orchestra will supply the music. Director of radio's "Abie" is Axel Gruenberg. Anne Nichols, author of both the original play and the current series, is in charge of production.

V . . .

WOW Entertains 24 NBC Officials

Radio Station WOW entertained a group of 24 National Biscuit Company officials and salesmen at a luncheon, January 17, at Hotel Paxton. Program Manager Harry Burke acted as host for WOW.

In the group were L. S. Hubbell, District Sales Manager of Minnesota, and E. L. Stowe, Manager of the Lincoln agency. Bob Dorsey, Manager of the Omaha agency, presided. The National Biscuit Company is a co-sponsor of WOW's 10-o'clock news.

V . . .

All-Star Talent on F. D. R. Special

An all-star talent list was included on a program called "Salute to President Franklin D. Roosevelt," on WOW, January 29. The cast included Keith Morgan, President of the committee for the celebration; Walter Winchell, Dinah Shore, Kenny Baker, Ezra Stone (Henry Aldrich), Carmen Miranda and her Samba Serenaders, Danny Kaye, Glenn Miller and his orchestra, Bert Gordon, the Mad Russian; Larry Adler, Gertrude Lawrence, Maurice Evans, Fred Waring's orchestra and Edgar Fairchild.

V . . .

"I'S" HAVE IT

Basil Rathbone, star of the NBC "Sherlock Holmes" program, heard on WOW at 9:30 p. m., Sundays, is the recipient of the annual award from the American Institute of Dramatic Art, as the "star with the most expressive eyes."

V . . .

The Kraft Cheese Company has added 20 more stations to the list carrying the "Great Gildersleeve," which is heard on WOW at 5:30 p. m., Sundays.

WOW's Red, White and Blue Revue Starts

(Continued from page 1)

Chamber of Commerce, the Elks Club, the Eagles Club and the Veterans of Foreign Wars. Performance will be in the spacious Municipal Auditorium of Beatrice, which is one of the finest in the state, and which is used weekly on a regular basis by more than 50 farm and city civic organizations. Beatrice is the key city of Gage County and one of the best business towns in the state. Civic leaders who helped arrange the performance include Judge C. B. Ellis, Gage County Defense Bond Chairman; John Warren, Commander of the American Legion; Cecil Lash of the Beatrice Daily Sun; Paul Bancroft, Elks Club and Legion leader; John Ostrander, City Commissioner and adjutant of the Legion.

Two Performances

In order to accommodate huge crowds from Columbus and Platte County, two performances will be given at the City Auditorium—one at 4 p. m. and one at 8 p. m., on February 15. Columbus is an important Union Pacific town, 100 miles west of Omaha, on U. S. Highway No. 30. The Columbus American Legion Post, of which Ed A. Murphy is the Commander, and the Young Men's Bureau of the Chamber of Commerce, will be co-sponsors of the performance. E. C. Kavanaugh is the Gage County Defense Stamp Chairman. Ed Weerts, Secretary-Manager of the Columbus

Chamber, is synchronizing promotion efforts in Columbus.

The local sponsorship in Hastings has been accepted by the Hastings Post No. 11 of the American Legion. I. T. Waterman, Chairman of the Show Committee, and his assistants, Amos R. Brand, W. R. Fergus, H. C. Rurup and Clifford J. Hunt are making all arrangements. H. C. Pratt, Adams County Defense Bond Chairman, is assisting. The Hastings Tribune and Radio Station KHAS are helping with the local publicity.

All Cooperate

Details of sponsoring organiza-

tions in other cities will be announced on the air and in the next issue of the News Tower.

Officials of the stage hands and musicians unions, the Internal Revenue Department in both Nebraska and Iowa, church groups and military organizations have given their whole-hearted cooperation and approval in the promotion of the Revue.

Judge Orville Chatt, Nebraska Defense Bond Administrator, and Roger Warin, Deputy Administrator for Iowa, have been most helpful and cooperative.

Cities Service Starting 16th Year

(Continued from page 1)

program after that was the late Colonel Louis McHenry Howe, then Secretary to President Roosevelt. Howe's first appearance was on December 8, 1933, when he spoke on "The Plans and Achievements of the Present Government."

Sports Comment

During that same summer of 1933 the program introduced baseball comment by Ford Bond, and that fall Grantland Rice, veteran sports columnist, joined the series to discuss gridiron activities. Those have been yearly events since.

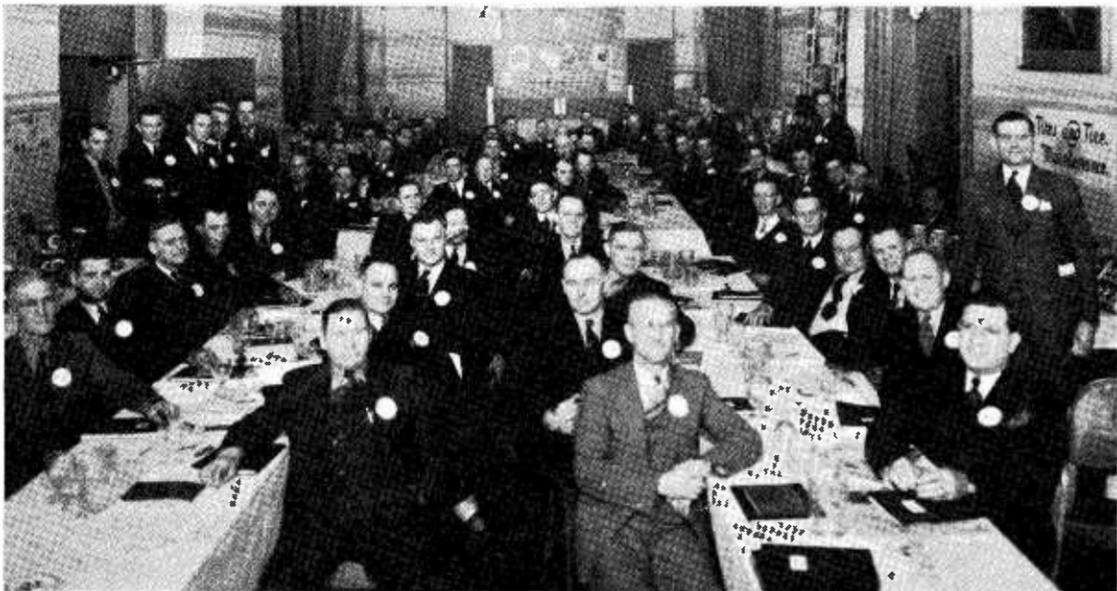
It was during Miss Dragonette's vacation in 1936 that Lucille Manners, then a comparative radio un-

known, did the pinch-hitting. The following year, on February 5, Miss Manners became the regular prima donna of the series. Dr. Frank Black, NBC's general music director, took over the baton on February 4, 1938, and has guided the musical destinies of the program continuously since that date.

V . . .

The Benjamin Moore & Company, makers of paints, varnishes and Moresco, will resume sponsorship of the program, "Betty Moore Hints on Interior Decorating," on WOW starting February 14. It will be heard every Saturday from 9:15 to 9:30 a. m.

PHILLIP'S JOBBERS MEET WITH NEWS SPONSOR



These are the men behind the new co-sponsorship of WOW's "Four-Bell News Round-Up." They are jobbers of the Omaha Division of the Phillips Petroleum Company. Floyd Nordstrom, shown standing at the right, is Omaha Division Manager. They were photographed at a recent jobbers' sales school in Omaha.

"SHOW MUST GO ON,"....SPONSORS

SOLOIST



A beautiful voice, a beautiful girl and a beautiful gown, all add up to Lucy Monroe, soloist on the "Manhattan Merry-Go-Round," sponsored by Dr. Lyons Toothpowder, Sundays at 8 p. m. on WOW.

Philip Morris and Heidt Shows Renew

The Lewis Howe Company, makers of Tums, has renewed the Horace Heidt musical "Treasure Chest" program over WOW and 68 other NBC Red network stations. This musical quiz show is heard Tuesdays, 7:30 to 8 p. m. The Stack-Goble Advertising Agency handles this account.

Nearly a hundred stations throughout the United States will continue to carry the Philip Morris program, "Johnny Presents," which features the music of Ray Block and his orchestra and singers. This program is heard on WOW from 7 to 7:30 p. m., Tuesdays.

Locally, Omar, Inc., millers of Omar Wonder Flour, has renewed its Sunday morning show, entitled "Musical Meditations," effective February 15. This program is heard over WOW at 9:45 a. m., Sundays.

? 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. "2/42" means February, 1942. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

AMERICAN ALBUM STARS



Frank Munn, tenor (above); Jean Dickenson, soprano, and Gustave Haenschen, orchestra leader, are responsible for much of the outstanding success of Bayer's "American Album of Familiar Music," heard on WOW, Sundays, from 8:30 to 9 p. m.

Most Popular Net Shows Renew

Sponsors of America's finest radio entertainment were almost unanimous in their belief "that the show must go on."

Within the past fortnight many of the large firms which supply radio entertainment to WOW listeners via the Red network of the National Broadcasting Company have renewed their programs for all or part of 1942.

Two of the latest renewals are for topnotch Sunday evening programs. The Bayer Company (Aspirin), effective February 1, has renewed the "American Album of Familiar Music," which is heard on WOW, 8:30 to 9 p. m., Sundays. This program, featuring Frank Munn, Jean Dickenson, Vivian Della Chiesa and the great symphony orchestra, directed by Gustave Haenschen, is heard coast to coast over 68 stations. Renewal order was placed by the Blackett-Sample-Hummert Advertising Agency.

Effective the same date, the R. L. Watkins Company, makers of Dr. Lyons Toothpowder and other products, renewed the "Manhattan Merry-Go-Round" for another 52 weeks. Star soloists of this program are Lucy Monroe, soprano, and Baritone Conrad Thibault. Miss Monroe, a topnotcher, is especially famed for her rendition of the "Star-Spangled Banner." She has performed the national anthem before scores of patriotic gatherings since the United States entered the war. "Manhattan Merry-Go-Round" is heard over 38 stations, coast to coast, on Sundays, 8 to 8:30 p. m., and is also placed through the Blackett-Sample-Hummert Advertising Agency.

Crummitt, Too

Renewal was also announced by the Crummer Products Company, makers of Molle Shaving Cream (and Engerine) of the ever-popular "Battle of the Sexes" program, featuring Frank Crummitt and Julia Sanderson. This is one of the oldest and most consistently popular audience participation shows on the air. It is heard on WOW via the NBC Red network from 8 to 8:30 p. m., on Tuesdays. The "Battle of the Sexes" program is carried by 57 stations, coast to coast. The advertising agency is Young & Rubicam.

The B. T. Babbitt, Inc., announced the renewal of the "David Harum" serial program, which is heard on WOW, 10:45 a. m., Mondays through Fridays, in the interests of Bab-O. This program will be heard on seven additional stations, making a total of 52 stations carrying the program via the NBC Red network. The renewal is effective February 16.

KMH COMIC



Danish-born Victor Borge, who learned English by attending movies, is a new comic on Bing Crosby's "Kraft Music Hall," Thursday night WOW feature.

Phillips 66 Announces 4-Bell News Sponsorship

The decision of the Phillips Petroleum Company to become a co-sponsor of WOW's "Four-Bell Round-Up" was announced at a Jobbers Sales School, January 26 and 27, at Hotel Fontenelle. More than 100 jobbers and officials from Bartlesville, Okla., attended.

Among those present from Bartlesville were: Don McBride, Assistant Sales Manager; Bill Lund, Advertising Manager; H. H. Gardner, Car Sales Manager; Fred Cordell, Assistant to the Sales Manager; C. S. Hansen, T. H. Mailen, W. J. Kinderman, all of the Sales Promotion Department, and E. W. Hesse, Assistant General Credit Manager. Locally, the meeting was arranged and directed by Floyd Nordstrom, Manager of the Omaha Division, and his staff.

Howard O. Peterson, local Sales Manager, explained WOW's coverage and officials of Radio Station

KOWH presented a sample newscast. John J. Gillin, Jr., General Manager; Foster May, News and Special Events Manager, and Bill Wiseman, Promotion Manager, all of WOW, also attended.

The WOW news sponsorship will include the Phillips Sales messages for Phillips 66 Poly-Gas, Phillips 66 Motor Oil and Lee tires on Tuesdays, Thursdays and Saturdays at 5:39 p. m.

V...—

RENEW FOR YEAR

Sealtest, Inc., has renewed for another 53 (or) weeks the Rudy Vallee program, heard over 75 NBC Red network stations, including WOW, at 9 p. m. The program is sponsored in behalf of Sealtest Approved Milk and Ice Cream. McKee & Albright, Inc., Philadelphia, is the agency.

Sausages and Glazed Apples. Taste Good on Winter Mornings

By MARTHA BOHLSSEN

Remember the new time of The Homemakers' Club broadcasts on WOW—9:15 a. m., Saturdays.

Substantial breakfasts are an important part of the winter's menus for any family. There's an important physiological reason for these big breakfasts for cold months besides the satisfaction of healthy appetites. The body expends considerable extra energy in the effort to keep warm blood coming to the surface of the skin during cold weather; the muscles are more tense than in warm weather; walking is brisker and the whole tone of the body is stepped up. To supply this extra energy the greatest increase in food should come at the breakfast hour when, after 8 to 12 hours without food, the energy supply is at lowest ebb.

Breakfasts, including wheat cakes with sausages, waffles, glazed apples, eggs with bacon, and various other combinations are choice favorites everywhere. Fresh pork sausages, with their delicious flavor, blends most graciously with other foods for an inspiring breakfast. This sausage may come to you in links or patties to each person, or, if you buy bulk sausage, allow one-fourth pound for each person.

In buying the sausage, be sure it is fresh. Season it, to taste with salt and pepper, and fry with a medium heat, starting with a cold frying pan. An evenly-browned crisp crust around the cakes adds to its deliciousness. These sausage breakfast combinations will start the day right, and are extremely quick and easy to prepare. Allow two

links or patties to each person, or, if you buy bulk sausage, allow one-fourth pound for each person.

SAUSAGE PATTIES WITH GLAZED APPLES

- One pound pork sausage.
- Four large red cooking apples.
- One cup maple syrup.
- Three-fourths cup water.

Wash and core apples, remove thin slice from bud and stem end, then cut apples into three thick crosswise slices. Place water and maple syrup in covered saucepan and bring to a boil. Add apples. Cover. Cook until apples are just clear. It is advisable to cook apples in two lots, so that the syrup mixture covers them completely as they cook. Remove to hot plate. Add rest of hot syrup. Keep warm until served. To broil sausages, prick sausage links and place on cold rack of broiler. Set broiler rack about four inches under the heating unit. Let meat broil 10 to 12 minutes, or until an even golden brown on all sides. Turn sausages once, and serve with wheat cakes or waffles.

EGG SCRAMBLE WITH SAUSAGE

- Six eggs.
- One-half pound bulk sausage.
- Three tablespoons cream.
- Salt and pepper.

Break sausage into small pieces and place in cold frying pan. Allow to fry slowly until browned five to six minutes. Drain off half the fat. Beat eggs slightly, add cream and salt and pepper. Pour into pan with sausage and remaining fat and stir over a very low heat until the eggs are just set. Do not overcook. Serve with toast points.

V...—

WIGGINS FAMILY

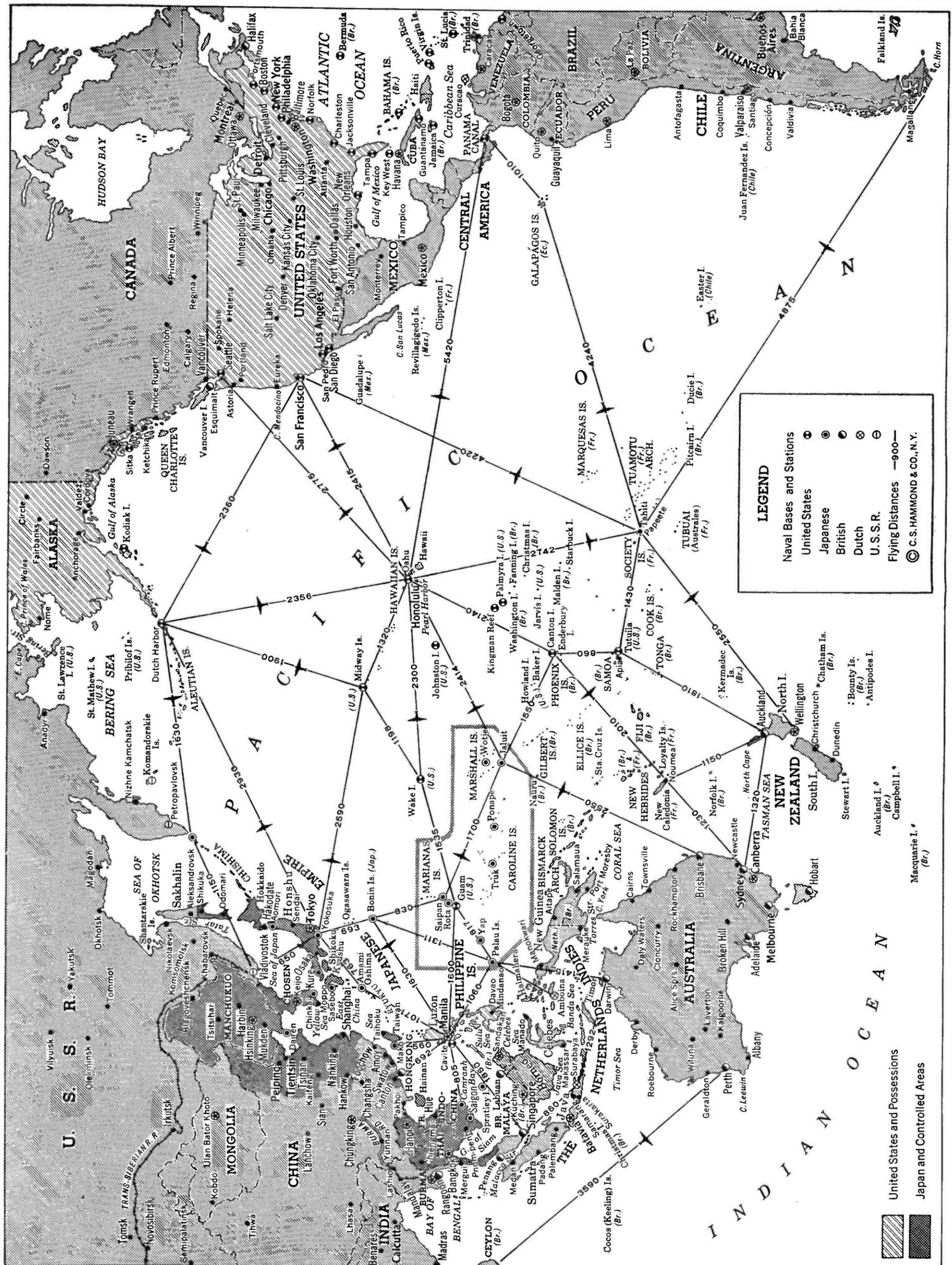
Maybe you won't recognize the name, but the family trials of the Wiggins tribe will be mighty familiar. The Wigginses have moved into "Uncle Walter's Doghouse" (Raleigh) and their affairs will be heard thereon regularly every Friday night (NBC Red network, 8:30 p. m. on WOW).

NEW LOVE INTEREST



There is a new love interest in General Foods "Portia Faces Life," heard on WOW at 4:15 p. m., Mondays through Fridays. He is Donald Briggs, cast as Doctor Holton, and is shown above with "Kathy," played by Esther Ralston (left) and "Portia," Lucille Wall.

WOW-UNITED PRESS WAR MAP



KEEP THIS UNITED PRESS MAP NEAR YOUR LOUDSPEAKER IT WILL HELP YOU UNDERSTAND WAR NEWSCASTS
 (Reprinted by permission of United Press)

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

(NOTE.—The following feature was written by Tom Dailey, Sports Editor of Radio Station WOW, and given on his "All-American Sports Parade" recently. We have had hundreds of letters requesting copies of it.—Bill Wiseman, Editor.)

Let me tell you a story about a fellow who thinks his Uncle is just about the grandest guy who ever lived . . .



Tom Dailey

Some years ago, a young fellow came to live with his Uncle in a Big White Mansion . . . with a beautiful lawn, cherry trees, a nice river flowing by the grounds and a surrounding air that fairly shouted, "Freedom." This young fellow has been living with his Uncle for quite a long time now. And does he like his home? I'll say he does! The name of this fellow is AMERICA . . . and here are some of the things that have taken place since he moved into the Big White Mansion. One year he played major league baseball—enjoyed the freedom of a healthful training camp and heard the thunder of thousands of fans in his ears all during that season as he hit the dirt, banged home runs, chased fly balls and made putouts. Maybe he wasn't a great diamond hero, and maybe he was, but just the same he romped the country with that care-free air of "I live with my Uncle, and I can go and do as I please."

When the baseball season closed he went home to his Uncle's house and spent most of the winter sitting by the fire. He read of great heroes of sport; he turned on the radio when he wanted to; he played table tennis in the basement; shot a game of pool upstairs—and attended church—the church of his choice!

Then, in other seasons, this fellow who lives with his Uncle made the football team. Once he ran 75 yards for a touchdown. He wasn't decorated for it, but he can show you his scrapbook clippings—for he's allowed by his Uncle to keep all such material as he chooses. He played basketball, tennis, golf. He was a fighter of little and great renown—and the way he could put the shot and throw the discus and javelin was something to be applauded. He became a professional athlete after a while, and made quite a lot of money from playing the different games. Mr. America was healthy, muscular, happy—filled with the joy of free sports!

But—one day—not so long ago, this fellow's Uncle called him into the library of the great White Mansion for a serious talk. Talk is always serious when Uncle chooses this room, with many chairs—and the atmosphere of home. Here's what Uncle had to say to Mr. America, the fellow who was Mr. Sports himself—good at anything competitive you could imagine. "Now look, youngster!" began the old man. "This subject is not as pleasant as I would like it to be, but, you see, when our free way of life—and our great games around home here are threatened, so that they might be taken out of the grounds of this White Mansion—I thought it high time to tell you what's going on. And here it is: The other morning, while you were at church, some airplanes came over one of our playgrounds—and almost wrecked it. The airplanes were owned and operated by a far-off neighbor, who, at the very moment, had a couple of its men here at the house—no doubt to borrow a can of oil or a wagon load of scrap iron. Your Uncle didn't like that, son. They did some damage to life and property, to a family of good sports. But how can we remain good sports with things such as that taking place on our own grounds? Following this act, two more rowdies joined hands with this far-off fellow who didn't play the game quite fair. Now you see what we have on our

MAY COVERS FARM CONFAB

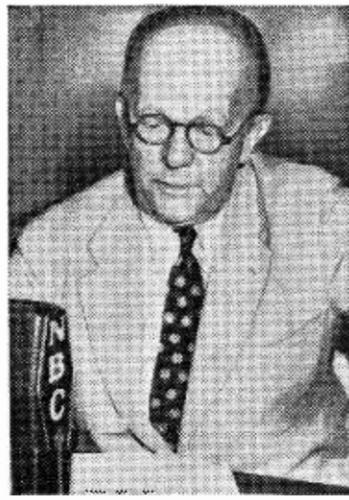
THEY KEEP YOU UP TO THE MINUTE!



Edward Tomlinson . . . is NBC's hot-shot news expert on inter-American affairs. You'll hear from him oftener, especially on South American affairs.



Helen Hiatt . . . is one of the few women war correspondents who has been under actual fire in this war. Recently in the Middle East, she's reported now bound for India.



Wise, whimsical and very popular is Earl Godwin, heard frequently from Washington. He's sort of the "dean" of White House correspondents. Sits ace high with F. D. R.

Leon Henderson, Mariner Eccles on Program

WOW plans a series of Foster May Butter-Nut programs at the National Farm Institute in Des Moines on February 20 and 21. Speakers will be Leon Henderson, U. S. Price Control Administrator, and Mariner Eccles, Chairman of the Federal Reserve Board, both of whom are members of the President's War Production Board.



Foster May

Foster's outstanding recent Butter-Nut broadcasts included a program from the Beatrice, Nebraska, Steel Tank Company, when the navy awarded its first "E" pennant for excellence in production of a navy order, and the presentation of the "outstanding young man of the year" award at a recent Junior Chamber of Commerce Public Affairs luncheon. The Chamber award this year was given to all Omaha men in the service of their country.

One of the most interesting Foster May programs of the past month was Butter-Nut's program to aid in the American Red Cross War Relief drive. Foster May interviewed Vincent C. ("Stub") Hasscall, Douglas County Red Cross chairman, who told where Red Cross dollars are spent, both at the front and here at home to further the cause. Next day, May accepted contributions on his program, and the fund was richer by several hundred dollars.

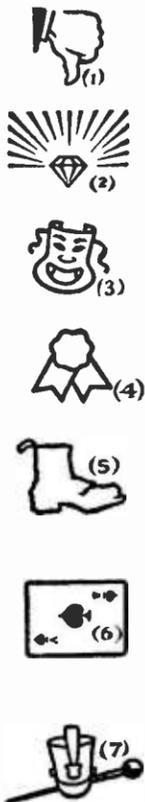
On January 14, May journeyed to Huron, S. D., and presented his broadcast before several thousand folks, there to attend the "Northwest Production for Victory Exposition." The program originated on a truck alongside the Harvin Hughitt Hotel. Among those who told of that section's defense effort were T. H. Luebbe, President of the Huron Chamber of Commerce; Harry N. Schuler, Regional Triple-A Director; John Cready, representative of the British Supply Council, Washington, D. C., and Dr. H. D. Weeks, President of the University of South Dakota at Vermillion.

Charles S. Donley, International President of the Kiwanis Club, was interviewed on the Butter-Nut program January 8. It was the 28th anniversary of the founding of Kiwanis, and Mr. Donley was in Omaha to speak before the Omaha chapter. He told of Kiwanis' war efforts. Among other things, he said any farm boy or girl who want a calf to raise (and can afford one) should contact nearest Kiwanis Club.

HERE'S AN EXPERT'S WAY TO SPOT PROPAGANDA



Raymond Clapper
Another Washington expert . . . most popular newspaper columnist.



Hilmer Baukage
Expert of world politics . . . military strategy.

The "Institute of Propaganda Analysis," famous chart to enable readers and listeners to identify propaganda. Reprinted by request for the fourth time in three years.

with the Nazis in our nation. Must we import a foreign program? Must we submit to a foreign ideology to protect us from the hammer and sickle? Such thoughts are absurd.

But let us not deceive ourselves. It is impossible to talk Communism out of existence. The sword of rhetoric will flash harmlessly against the hard backs of unemployment, of less than living wages, of confiscatory taxation, and of the other evils which are associated with modern capitalism and its exploitation. Believe me, if I criticize modern capitalism, I am not criticizing the capitalists themselves, who have contributed so much toward the development of America. I am simply drawing to their attention certain abuses which are clamoring for redress.

This, then, is no time for us to divide our forces, be we rich or poor, Catholic or Protestant, Democratic or Republican. This is the time for us to stand together, a time when minds must meet and evolve a common program for common action, as we unite to preserve Americanism and Christianity against the militant forces which are advancing to destroy it. If you believe in these words, be not content to receive them and then forget them. Be resolute in discussing them with your family, your business associates, and your organizations. Nothing can be gained by leaguering ourselves with any organization that is engaged in agitating racial animosities or propagating racial hatreds. Organizations which stand upon such platforms are immoral, and their policies are, at the best, only negative.

However, . . . has already "leagued himself with the Nazis in our nation." His followers have joined with the German-American Bund in picketing radio stations which refuse to broadcast his speeches. His weekly newspaper, . . . was on sale at the Bund rally in the Garden. His name, according to newspaper reports, was cheered more wildly than any other by those who attended the rally. And, to quote Mr. Tolischus again, "The German hero in America . . ."



H. V. Kaltenborn
NBC top analyst recently voted best all-around commentator.



Walter Winchell
Jergen's Hearst low-downer and propagandist.

hands? These people would like to break up our playground—this spot around the Big White Mansion, where you've been playing football, baseball, golf and all the other fine sports on a FREE playground. And I thought I'd better call you in and let you know what's taking place. Incidentally, the name of that playground where they dropped the explosives is Pearl Harbor. Good swimming and recreation over in that neck of the woods. And it seems to me that they'll be trying to break up other divisions of our grounds if we don't do something. Now, you're good at all the different sports. Your left hook is terrific; you can smash the line; you hit the ball a mile, and you fear no opponent. But right now, son, you've got to play a different type of game. Maybe you've heard the name of it before. It's called war. That's all I have to say. You may go now."

With that, Mr. America left the room. Outside the door, he set his jaw. His eyes narrowed and his muscles quivered. And as he left the Big White House, he was heard to murmur: "Tear up our playground, will they? Not while I still have the breath of a free life!"



John W. Vandercook . . . who "guides" the Alka-Seltzer "News of the World" reporters around the world. Beautiful voice . . . has a goatee.

How to Spot Propaganda

Author Clyde Miller of the famous "Institute of Propaganda Analysis" has written a best-seller "Propaganda Techniques and How They Work." In this book he classifies propaganda under seven specific headings, and tells how to recognize each. They are:

- 1. Name-Calling.
- 2. Glittering Generalities.
- 3. Transfer (carries prestige of something respected or revered over to something else).
- 4. Use of Testimonials.
- 5. Plain Folks (representing thoughts as being those of the people—therefore, right).
- 6. Card-Stacking (use of facts or falsehoods . . . to give best or worse possible case for an idea).
- 7. Bandwagon (all of us are doing it . . . therefore, follow the crowd . . . get on the bandwagon).

Mr. Miller's chart (above) and explanation were broadcast on a University of Chicago Roundtable discussion and were reprinted here by special permission.

KIWANIS CHIEF



Charles S. Donley, President of Kiwanis International, at the WOW mike with Foster May.

WOW'S FEBRUARY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "2/42" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:15	Music Well Done Falstaff	Music Well Done Falstaff	Music Well Done Falstaff	Music Well Done Falstaff	Music Well Done Falstaff	Musical Melodies	Catholic Hour (5 to 5:30)
5:30	4-Bell News—Sports Vicks—Burlington Bus Dentyne Gum Studebaker Salad Wafers—Falstaff	4-Bell News—Sports Vicks—Dentyne Gum Studebaker Salad Wafers—Falstaff	4-Bell News—Sports Vicks—Burlington Bus Dentyne Gum Salad Wafers—Falstaff	4-Bell News—Sports Vicks—Clove Gum Phillips—Dentyne Gum Salad Wafers—Falstaff	4-Bell News—Sports Vicks—Burlington Bus Dentyne Gum Salad Wafers—Falstaff	4-Bell News—Sports Tri-States Dentyne Gum Phillips Salad Wafers—Falstaff	The Great Gildersleeve Kraft Cheese and Cocoa Mix
6:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields		Jack Benny General Foods Jell-O
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	Dinner Music	
6:30	Dinner Music	Burns and Allen Swan Soap	Dinner Music	Al Pearce Camels	Dinner Music	Emma Otera, NBC	Fitch Bandwagon
6:45	Answer Man, Van Dyck				Answer Man, Van Dyck	H. V. Kaltenborn, NBC	
7:00	Telephone Hour Bell Telephone	Johnny Presents Philip Morris	The Thin Man Woodbury Products	Maxwell House Coffee Time General Foods	Cities Service Concert	Abie's Irish Rose P. & G. Drene	Charlie McCarthy Chase & Sanborn Coffee
7:30	Voice of Firestone Concert	Horace Heidt Tums Treasure Chest	Plantation Party Bugler Tobacco	Aldrich Family General Foods Postum	Information Please Lucky Strike	Truth or Consequences P. & G. Ivory	One Man's Family Standard Brands
8:00	Dr. I. Q. Mars Candy Bars	Battle of the Sexes Molle Shaving Cream	Time to Smile Sal Hepatica Ipana	Kraft Music Hall Bing Crosby	Waltz Time Phillips Milk of Magnesia	National Barn Dance	Manhattan Merry-Go-Round Dr. Lyons
8:30	That Brewster Boy Quaker Oats	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis	Rudy Vallee Sealtest	Uncle Walter's Doghouse Raleigh Pipe Tobacco	Alka-Seltzer	American Album of Familiar Music Bayer Aspirin
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Show	Frank Fay Tums	Wings of Destiny Wings Cigarettes	Sports Newsreel Colgate Shaving Cream (9 to 9:15 only)	Hour of Charm General Electric
9:30	Cavalcade of America Du Pont	Red Skelton & Co. Raleighs	Lucky Strike		Grand Central Station Rinso	Famous Jury Trials O'Henry Candy	Sherlock Holmes Bromo Quinine
10:00	C., B. & Q. WOW News Tower National Biscuit	C., B. & Q. WOW News Tower National Biscuit	C., B. & Q. WOW News Tower National Biscuit	C., B. & Q. WOW News Tower National Biscuit	C., B. & Q. WOW News Tower National Biscuit	C., B. & Q. WOW News Tower National Biscuit	Dear John Welch Grape Juice
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Walter Winchell Jergens Lotion
10:30	Falstaff will sponsor broadcasts of all Ak-Sar-Ben Knights hockey games, starting at 10:15 p. m. Consult your hockey schedule.		NBC	NBC	Music Box	NBC	WOW News Tower Kilpatrick's Dwarfies
11 & 11:55	AP News	AP News	AP News	AP News	AP News	AP News	AP News

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

MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies Daily except Sun.
6:30 A. M.—Early Morning News Tower—Block Drug Daily except Sun.
6:15 A. M.—Aunt Sally Mon., Tue., Wed., Thu., Fri.
Time and Tunes Sat.
6:30 A. M.—Markets (Remote) Daily except Sun.
6:35 A. M.—Time and Tunes Daily except Sun.
6:45 A. M.—Lyle and Eddie—Nutrena Mills Mon., Wed., Fri.
7:00 A. M.—WOW News Tower—Roberts, Mid-Continent, Peter Paul. Daily except Sun.
News Summary Sun.
7:05 A. M.—Organ Music, NBC Sun.
7:11 A. M.—Transcriptions Daily except Sun.
7:15 A. M.—Ideal Melodies—Wilson & Co. Mon., Wed., Fri.
Morning Stars—Wimsett Tue., Thu., Sat.
7:30 A. M.—Clifton Utley—Skelly News Mon., Tue., Wed., Thu., Fri.
Musical Clock Sat.
Gypsy Ensemble, NBC Sun.
7:45 A. M.—Musical Laundry Man—Kimball Laundry Mon., Tue., Wed., Thu., Fri.
AP News Sat.
7:55 A. M.—Defense Reporter Sun.
8:00 A. M.—Morning Melodies Daily except Sun.
Happy Jack Turner, NBC Sat.
European News Roundup, NBC Sun.
8:15 A. M.—Ye Old Music Shoppe Mon., Tue., Wed., Thu., Fri.
Morning Melodies Sat.
Deep River Boys, NBC Sun.
8:30 A. M.—Musical Melodies Daily except Sun.
Little Doghouse Sat.
Chapel Service, Rev. R. R. Brown Sun.
8:45 A. M.—Reveille Roundup—Groves Bromo Quinine Mon., Wed., Fri.
Hymns of All Churches—General Mills Sat.
Mor Program—Wilson & Co. Mon., Thu., Sat.
9:00 A. M.—Bess Johnson—Colgate Supersuds Mon., Tue., Wed., Thu., Fri.
Police Bulletins Sat.
9:15 A. M.—Bachelor's Children Mon., Tue., Wed., Thu., Fri.
Homemakers' Club of the Air—Nebraska Power Sat.
9:30 A. M.—Helpmate—Cudahy Dutch Cleanser Mon., Tue., Wed., Thu., Fri.
Tom Terriss, NBC Sun.
9:45 A. M.—Road of Life—P. & G. Oxydol, Chipso Mon., Tue., Wed., Thu., Fri.
Markets Sat.
Musical Meditations—Omar Wonder Flour Sun.
10:00 A. M.—Mary Marlin—P. & G. Ivory Mon., Tue., Wed., Thu., Fri.
Lincoln Highway—Shinola Sat.
WOW News Tower—Kilpatrick's Dwarfies Sun.
10:15 A. M.—Right to Happiness—P. & G. Naptha Mon., Tue., Wed., Thu., Fri.
Rhapsody of the Rockies, NBC Sun.
10:30 A. M.—Lone Journey—P. & G. Dreft Mon., Tue., Wed., Thu., Fri.
America the Free Sat.
Music and American Youth Sun.
10:45 A. M.—David Harum—B. T. Babbitt, Bab-O Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Musical Melodies Mon., Tue., Wed., Thu., Fri.
Creighton University of the Air Sat.
Sunday Down South Sun.
11:15 A. M.—Toby and Susie—Peter Pan Bakers Mon., Tue., Wed., Thu., Fri.
Melody Time Sat.

11:30 A. M.—As the Twig Is Bent—Gen. Foods—Grapenuts . . Mon., Tue., Wed., Thu., Fri.
Ilka Chase, NBC Sat.
11:45 A. M.—Helen's Home—Lever Bros.—Rinso Mon., Tue., Wed., Thu., Fri.
Matinee in Rhythm Sat.
12:00 Noon—Aunt Jenny—Lever Bros.—Spry Mon., Tue., Wed., Thu., Fri.
12:15 P. M.—Markets (Remote) Mon., Tue., Wed., Thu., Fri.
WOW News Tower—Kilpatrick's Dwarfies Sun.
12:30 P. M.—WOW News Tower—Peter Paul—Haskins Daily except Sun.
World Is Yours, NBC Sun.
12:45 P. M.—Foster May—Butter-Nut Coffee Daily except Sun.
1:00 P. M.—Light of the World—General Mills—Gold Medal Flour Mon., Tue., Wed., Thu., Fri.
Farm Facts and Fun Sat.
Sammy Kaye's Sunday Serenade Sun.
1:15 P. M.—The Mystery Man—General Mills—Wheaties . . Mon., Tue., Wed., Thu., Fri.
1:30 P. M.—Valiant Lady—General Mills Bisquick Mon., Tue., Wed., Thu., Fri.
Call to Youth Sat.
University of Chicago Roundtable, NBC Sun.
1:45 P. M.—Judy and Jane—Folger Coffee Mon., Tue., Wed., Thu., Fri.
Watcha Know Joe, NBC Sat.
2:00 P. M.—Against the Storm—P. & G. Ivory Mon., Tue., Wed., Thu., Fri.
Patti Chapin Sings, NBC Sat.
Bob Becker's Chats About Dogs—John Morrell & Co. Sun.
2:15 P. M.—Ma Perkins—P. & G. Oxydol Mon., Tue., Wed., Thu., Fri.
National Congress—Parents and Teachers Sat.
H. V. Kaltenborn, NBC Sun.
2:30 P. M.—Pepper Young—P. & G. Camay Mon., Tue., Wed., Thu., Fri.
Listen America, NBC Sat.
2:45 P. M.—Vic and Sade—P. & G. Crisco Mon., Tue., Wed., Thu., Fri.
3:00 P. M.—Backstage Wife—Watkins Products Mon., Tue., Wed., Thu., Fri.
Associated Press News, NBC Sat.
The Week's News—Kilpatrick's Dwarfies Sun.
3:15 P. M.—Stella Dallas—Sterling Products Mon., Tue., Wed., Thu., Fri.
Tony Wons' Scrap Book—Hall Bros. Sat.
3:30 P. M.—Lorenzo Jones—Sterling Products Mon., Tue., Wed., Thu., Fri.
Air Youth of America Sat.
Tapestry Musicale—NBC Sun.
3:45 P. M.—Young Widder Brown—Sterling Products Mon., Tue., Wed., Thu., Fri.
Melody Strings, NBC Sat.
4:00 P. M.—When a Girl Marries—Gen. Foods—Baker Chocolate and La France
Satina Mon., Tue., Wed., Thu., Fri.
Doctors at Work, NBC Sat.
Metropolitan Auditions—Sherwin Williams Sun.
4:15 P. M.—Portia Faces Life—General Foods—Bran Flakes . Mon., Tue., Wed., Thu., Fri.
4:30 P. M.—Musical Melodies Mon., Wed., Fri.
Creighton University Tue., Thu.
In a Sentimental Mood, NBC Sat.
Nichols Family—Vicks Vapo-Rub Sun.
4:45 P. M.—Arnold Grimm's Daughter—General Mills—Kix . Mon., Tue., Wed., Thu., Fri.
War Reporters—Libby-Owens-Ford Glass Sat.
5:00 P. M.—War Headlines—Plough, Inc. Mon., Tue., Wed., Thu., Fri.
Headlines Ahead Sat.
Catholic Hour, NBC Sun.
5:05 P. M.—Melody Time Mon., Tue., Wed., Thu., Fri.