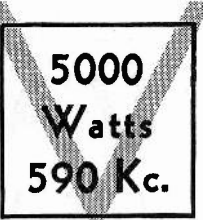




# RADIO NEWS TOWER

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



Complete Radio Program News From Radio Station WOW

VOL. VI—No. 7

OMAHA, NEBRASKA, APRIL 1, 1942

PUBLISHED MONTHLY

## THOUSANDS MORE TO SEE REVUE

### Spring Shakeup Brings New Shows

New programs and important time changes figure in the spring radio news of the month.

Most important change is the shifting of the evening news period to 10:30 p. m., seven nights a week.

A thrilling new transcribed series, called "Justice Rides the Range," sponsored by Falstaff (see page 3), has been scheduled for 10 p. m. daily, except Sunday.

There are also significant changes in the Monday night WOW schedules. DuPont's "Cavalcade of America" will be heard at 7 p. m., and "The Telephone Hour" switches to 8 p. m. "Dr. I. Q." will be heard at 8:30 p. m., under the sponsorship of Vicks Vitamins Plus.

#### Parker Family

On Sunday nights, WOW listeners will hear Walter Winchell at 9:30 p. m., followed immediately by "The Parker Family" (see page 5).

Effective April 1, the National Biscuit Company became the new sponsor of "War Headlines," a five-minute newscast heard at 5 p. m., Mondays through Fridays.

Two new daytime features have been added to WOW's schedules—"Sweet River," at 8:45 a. m., Mondays through Fridays, sponsored by the A. E. Staley Company, and "The Bartons," which will be heard beginning April 13 at 10 a. m., Mondays through Fridays, for Procter & Gamble's Duz (see page 5).

#### New Features

Other recent additions to WOW's spring schedule include a new series by Jimmie Fidler (see page 7); the return of "The Guiding Light," and other General Mills changes (see page 3), and the resumption of the "World's Most Honored Music" on Sunday afternoons for Longines Watches.

Important changes in daytime programs include the following:

"Story of Mary Marlin" will be heard at 9:45 a. m., Mondays through Fridays, effective April 13.

"Vic and Sade" will switch from mid-afternoon to 10:15 a. m., Mondays through Fridays, effective the same date.

"The Right to Happiness" will move from mid-morning to 2:45 p. m., Mondays through Fridays on April 13.

"The Mor the Merrier" program changes from its usual spot to 7:15 a. m., on Tuesdays, Thursdays and Saturdays.

"Arnold Grimm's Daughter" moved to 1:15 p. m., Mondays through Fridays.

"Reveille Roundup," sponsored by Groves Bromo-Quinine, is to be heard at 8:30 a. m., Mondays, Wednesdays and Fridays.

Many of the top-ranking network programs have announced renewals this spring. Significant also is the fact that most of these programs will continue through the summer without the usual summer hiatus. Several sponsors have announced that they feel their programs have specific morale-building values, both among civilians and the military, and that they, therefore, will continue on a year-round basis.

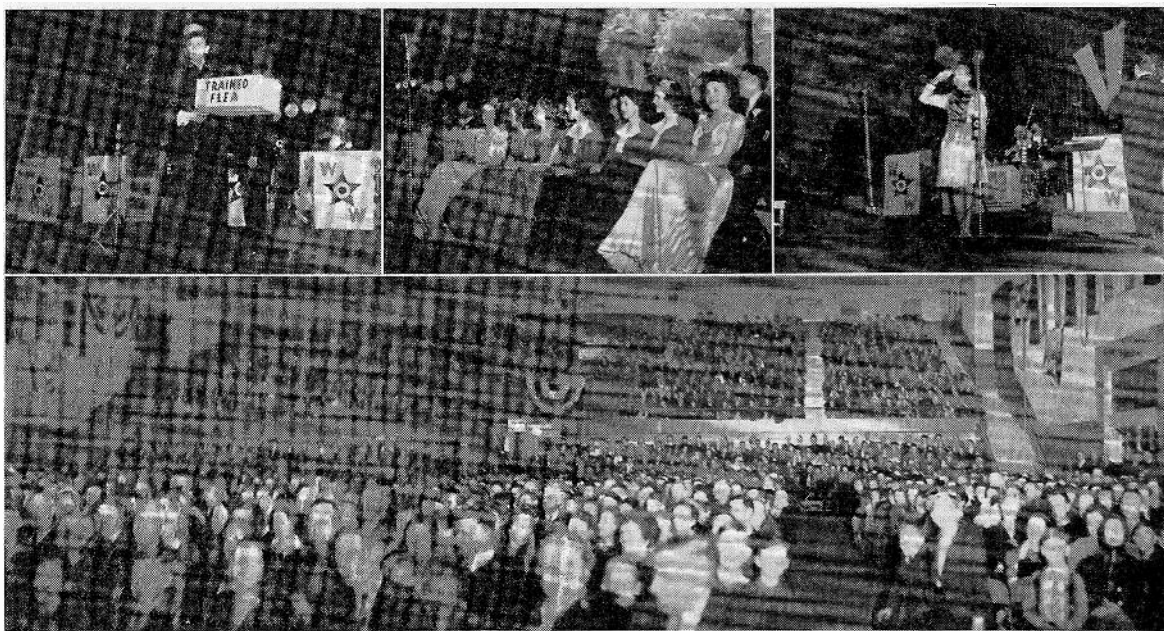
Among these renewals are:

"Dear John," sponsored by Welch Grape Juice, 10 p. m., Sundays.

"Helpmate," sponsored by Old Dutch Cleanser, 9:30 a. m., Mondays through Fridays for 52 weeks.

(Continued on page 5)

### Revue Thrills Hastings, Norfolk, Grand Island



Some 9,000 persons in Hastings, Norfolk and Grand Island saw WOW's "Red, White and Blue Revue" during March. By attending, each person started on the purchase of an EXTRA DEFENSE BOND.

Photos above show (left to right) Willie Wilson doing his "flea act," a group of feminine singers and Marion Bergman, tap dancer. Below, the "house" at Norfolk's beautiful Municipal Auditorium.

### Falls City and Carroll, Iowa Dates Set

WOW's "Red, White and Blue Patriotic Revue" will be presented twice during mid-April—at Falls City, Neb., on April 15, and at Carroll, Iowa, on April 19.

Falls City's performance will be in conjunction with the Falls City Merchants Exposition and under the sponsorship of the Falls City Chamber of Commerce. The American Legion, Post at Carroll, Iowa, will sponsor the performance there.

Due to the tire rationing board's ban on the use of chartered buses, other future dates for Revue performances are uncertain. Rail travel must be used for future performances.

More than 60 cities have asked for the Revue. Future bookings will be announced from time to time.

So far WOW's colorful Revue has visited six Nebraska cities, including (in reverse order) Grand Island, Norfolk, Hastings, Columbus, Beatrice and Fremont.

More than 16,000 persons have witnessed the performance in these six cities.

Every person who attends the Revue buys 50 cents' worth of Stamps in a new Stamp album. This means that so far more than 16,000 persons have been started on the purchase of an extra Bond because they went to see the WOW patriotic revue.

In addition to the sale of Stamps, the Revue has resulted in the outright sale of more than \$75,000 worth of Bonds.

An indication of how the Revue arouses the patriotic spirit of each community is found in letters received from community leaders weeks after the performance.

Postmaster Frank Perkins, at Fremont, where the show was given February 1, reported a 25 per cent increase in the sale of Stamps weekly since the Revue. While many factors contributed to the regular increase, Postmaster Perkins said the fact that more than 2,000 new books had been issued at the Revue was the underlying cause of the big increase.

A little simple arithmetic will show that thus far the Revue has induced the sale of half a million dollars' worth of Defense Bonds. When the 16,000 new books issued so far are filled and converted into Bonds, the total will run over \$400,000 (par value \$25 each). This huge amount, added to the direct sales, justifies the half-million-dollar claim.

Postmasters also reported that the conversion of Stamps from the books back into cash has been negligible. In one city, where 2,000 new books were issued, fewer than 30 people redeemed their Stamps for cash since the show.

Hastings Post No. 11 of the American Legion and the Hastings Elks Club were co-sponsors of the Revue in Nebraska's fourth city. L. T. Waterman was General Chairman of the Committee in Charge, which also included Amos R. Brand, W. R. Fergus, H. C. Rurup and Cliff Hunt. Postmaster David S. Simms supervised the sale of Stamps and Bonds, with the assistance of H. J. Pratt, Adams County Defense Savings Chairman.

(Continued on page 5)

### Typo Expert Lauds WOW News Tower

Professor Will Ransom of the University of Oklahoma, one of the nation's outstanding authorities on typography and magazine layout, paid high tribute to the appearance of the WOW News Tower magazine at the Institute on Magazine Editing and Production in Norman, Okla., March 27. Professor Ransom said the News Tower "was very well done" from a typography standpoint.

Bill Wiseman, Editor of the News Tower, and H. L. Rosenblum, Editor of the Woodmen of the World Magazine, attended the Institute.

V...—

### Foster May on Hike With U. S. Army

Foster May and a crew of engineers left Omaha March 30 for Fort Meade, S. D., to contact and return to Omaha with the Fourth Mechanized Cavalry Regiment on its trek to Omaha for Army Day maneuvers on April 6. Along the route, May was to transcribe the hike.

V...—

### SCRIPT MOTHER

Colleen Ward, featured player on Lorenzo Jones, has become a mother some 12 times in the past year in her various radio roles. Actually, she's not even married.

V...—

### FREE BOWLING

More than a hundred bowling alley operators responded to a request by Bill Stern, Colgate Sports announcer, that they permit service men to bowl free of charge.

V...—

Sponsors of the Chase & Sanborn Coffee program announced "Charlie McCarthy" will probably stay on the air all summer.

### HAVE FAITH! Council Bluffs Singers Lauded by NBC

(The following are excerpts from President De Emmett Bradshaw's report to the Board of Directors of the Woodmen of the World Life Insurance Society recently in Miami.—The Editor.)

"... Our trend toward national socialism is only temporary. The movement might be called 'elected socialism,' given for a short time, to be retrieved upon demand."

V...—

"Those who hope for a social gain through progressive taxation in the end will see the income basis lower than the present levels. We should not kill the goose that lays the golden egg."

V...—

"... Civilization has survived rebellions, wars, plagues, earthquakes and famine... we believe it will come through this world war and be greater than ever before."

V...—

"We believe that any serious assault upon our way of life means the doom of the world."

V...—

"Men will come out of this hell of war with a yearning for fraternity and a deeper sense of life insurance for the security of their loved ones."

V...—

"It is pure twaddle to talk about the sacrifices that we must suffer as compared with those endured by the boys in the trenches."

V...—

"There are some things which cannot pass away—belief in God, honesty, character, integrity, economy, thrift and love."

V...—

(Full text of Mr. Bradshaw's remarks will be found on page 2.)

### LATE NEWS

NBC news commentators who were reported missing include Bert Silen of Manila, Dick Tennyly (probably interned in Tokio) and Edward Hart MacKey (probably interned in Shanghai).

V...—

Stars heard on WOW via NBC received three times as many first places as those of any other network in the 12th Annual Popularity Poll conducted recently by the Milwaukee Journal.

V...—

Under the general subject, "Christian Heroism," the Rev. Robert J. Slavin begins a series of Sunday addresses on the "Catholic Hour," Sunday, April 12, on NBC Red-WOW at 5 p. m.

V...—

Added laurels came this week to Jim and Marian Jordan, stars of radio's No. 1 show, "Fibber McGee and Molly," with their inclusion in the 1942-43 edition of "Who's Who."

V...—

Bing Crosby is spending his royalties from one of his best-loved songs, "Silent Night," to finance camp shows for soldiers.

V...—

Hal Peary, "The Great Gildersleeve" of the radio, is compiling a recipe book which he hopes to have published in the near future.

V...—

### 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 4/42, which means April, 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!



# WAR SOCIAL TRENDS CAN'T LAST

## U. S. Way of Life Must be Retrieved on Demand

(Editor's Note.—The following is an address by President Bradshaw at the annual meeting of the Board of Directors of the Woodmen of the World Life Insurance Society, which was held recently in Miami. The address caused such widespread comment as to justify its reprinting here in full for WOW listeners and members of the Society.—The Editor.)

When we pause to consider the future progress of the Woodmen of the World, we are immediately confronted with a world at war. Shortly 50,000,000 men will be marching in armies, or will be on the seas, or in the air. Millions of men and women will be making tanks, planes, ships, guns and other engines of destruction. All of our people and all of our wealth have been shoved into the whirlpool of destruction. All-out production for the army, navy and the air force is our pledge. We are in the war for all that we are and for all that we have, because we want to protect our freedom and our way of life.

War brings us in subjection to do what government officials tell us to do, and to refrain from doing those things which are forbidden. You are no longer your own boss. You are not the boss of your own business. Government is bossing you and your business. It must be so, but our trend towards national socialism is only temporary. The movement might be called "elected socialism," given for a short time, to be retrieved upon demand.

Along with the loss of our liberty goes the loss of our earnings in taxes.

Armies must be clothed, fed, transported and armed for the conflict. All of the ships, tanks, monster guns, airplanes, trains, fighting vessels, arms and munitions cost an enormous sum. This is a war of production. Out of the profits of business, toil and craft, which our people can earn in excess of their needs, ever-mounting taxes must be paid. Then, after the taxes are paid, a small sum will be left for necessary expenses and the remainder must be invested in government bonds.

### Tax Increases

There is extant an erroneous idea that all accumulated wealth should be distributed and that the best way to do that job effectively is by progressive increase of taxes. There is an element rampant in our government, without serious consideration of consequences, or with no fear of the result, which belongs to this irrational school of economy. These untoward things will exist after the war is over, and it will be necessary for us to continue to fight to hold back those who will be trying to improve life insurance by political regulations. The government will take all the taxes necessary to support our forces on land, on sea and in the air, and I am happy to be able to make a contribution to that expense.

Those who hope for a social gain through progressive taxation, in the end will see the income basis lower than the present levels. We should not "kill the goose that lays the golden egg," or, as Congressman Doughton of North Carolina said a few days ago, "We cannot pluck all the feathers off the goose at one time without killing him." Senator George recently said: "You can confiscate only once, but you can tax forever, provided we preserve free enterprise."

### Sales Tax?

I am confidently of the opinion that the rational judgment of such men as Senator George and Congressman Doughton will control in future taxation.

It is now conceded by the authorities in Washington that it is not possible for the government to continue its operations by the taxing of incomes alone. It must seek other sources of revenue, and if it should be a sales tax, as is most likely and perhaps most equitable, it will be a further tax upon the cost of living.

We know this is not the first time our world has been in a great muddle. Few of us are able to make comparisons with the happenings of previous wars, because now if a city is assaulted, or a ship bombed anywhere in the world, with our modern machinery for the transmission of intelligence, we know about it within an hour after it happens. During the last war, and certainly during the Civil War and in prior times, information moved slowly. In that period nation might be pitted against nation and ruthlessly destroyed, and we scarcely heard about it until long after the



De Emmett Bradshaw, President of the Woodmen of the World Life Insurance Society, whose address to Woodmen Directors is presented on this page.

struggle had concluded. From a reading of history we learn that the world has been in social trouble since the creation of the first man.

### Will Come Through

We know civilization has survived rebellions, wars, plagues, earthquakes and famine, and, as it appears to have muddled through all these, we believe that it will come through this world war and be greater than ever before. Our thinking, perhaps, is the result of a faith created by history.

The world has been at the "crossroads of civilization" ever since I can remember the salvos from campaign orators. It is easy and popular to prophesy failure. In every period of recorded history such thoughts arose because it was believed that society had been follow-

(Continued on page 4)

**WOW**

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

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Bill Wiseman, editor.

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

## LINCOLN WOODMEN INSTALL



Former Mayor Fenton B. Fleming of Lincoln (standing) presided recently when Railsplitter Camp No. 264 of the Woodmen of the World installed its 1942 officers. James H. Splichal is Consul Commander, and Harold E. Booner, Financial Secretary. The Railsplitters are one of the Society's most active groups.

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

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

A gorgeous butterfly flitted across my window today and told me to see the robin in the apple tree. The robin in the apple tree told me to see the gay daffodil, and the gay daffodil told me to listen to the gentle breeze for the message. I sought the breeze, and as he ruffled my hair and tossed my hat aside he whispered in my ear: "APRIL IS HERE!"



Aunt Sally

April is here, with her sunny smile and then a tear. But what does it matter if she laughs or cries—APRIL, IS HERE!

With the coming of the spring-time there steals a longing in the heart of the shut-in to be out of doors; to feel the fresh air on pale cheeks, and there will be many more shut-ins who will be out this spring because of the wheel chairs the Sunshine Ship has carried along to them.

Florence Ferguson, Route 3, Box 327, St. Joseph, Mo., could give you an idea of what a wheel chair means to a shut-in.

### Indoors Eight Years

Florence had not been out of doors for eight years and was never out of her little room to go to other parts of the home where she lives. Her window looked out on beautiful grounds and her heart hungered to get outside.

Quite often there was entertainment in the home for the members, but Florence was denied this pleasure.

Things are different now with Florence. Last year she received a fine, big chair, with every comfort and convenience that were needed, and now she goes all over the building and all around the beautiful grounds. In summertime she sits out under a big tree most of the day and sometimes has her lunch there. Often she is taken downtown or for other rides outside the grounds, and says the chair is so comfortable that she never tires of sitting in it all day and evening.

March has been a glorious month aboard the Sunshine Ship. We've been able to do so many worthwhile things, but there isn't space enough to tell about them here. If you are with me at 6:15 every morning, you know what we have

done, and I am sure you are happy with us about it.

In March we purchased six new radios that will replace some of the older sets when they give out, which they are bound to do before long, as they have been in service for nearly seven years. No more radios will be manufactured until a year after the duration of the war, and it would be a sorry condition for our shut-ins who had been used to a radio to go without.

Last month I told you about the Ship of Joy, one of our service clubs. This month I want to introduce the good ship Martha, which docks in Omaha . . . and is captained by Mrs. Floyd King.

### Steak Dinner

The Martha's crew is made up of women who have time to look after their homes and families in a most charming and efficient manner, attend to church and social duties and still find time to devote to other people who are in need of help.

Letters tell me constantly of the cargo of sunshine carried by the good ship Martha and of the happiness left behind.

One of my boys in a local hospital was asked what he would wish for if his best wish could be granted. His answer was: "A steak dinner with all the trimmings."

All hands of the Martha ship gathered 'round to do what was necessary to grant the wish of this boy who hadn't had a steak for years. Soon there appeared a tray with a big, thick, juicy steak. It would take many more adjectives to tell how that steak looked to the boy. There were hunks of butter melting all over the top to form a flavorsome gravy, and beside that steak was a nest of French fried potatoes, string beans, deviled eggs, a big piece of apple pie and a pot of coffee.

### For Aunt Ida

Wish I might take you to the side of a chair where sits a dear little woman known as Aunt Ida. This little person could really tell you something about the members of the Martha ship; how they have provided everything for her comfort, a soft bed with warm covers and just the right pillows. Bright curtains at the windows, electric pad, radio, glasses and all that this patient little soul was so much in need of.

Never seeking credit or acclaim, the good ship Martha sails quietly along, leaving sunshine for all little ships in the shadows, and Captain King just smiles and smiles, for she knows her crew is happy, too.

'Bye for now!

YOUR AUNT SALLY.

## Rev. R. R. Brown's World Radio Congregation

By the Rev. R. R. Brown, D.D., Minister of Radio Station WOW, Pastor-Evangelist of the Omaha Gospel Tabernacle, Christian and Missionary Alliance.

"There was darkness over all the land." On that tragic afternoon, when Jesus, the Light of the World, hung upon the cross, there was darkness because there was death. There was not only physical darkness, but there was spiritual midnight that filled the souls of those who had set themselves against Rev. R. R. Brown Him. Three days later, not only did the morning sun announce the beginning of a new day, but the open tomb declared the victory of Jesus over man's worst enemy, Death. It was not only a glorious morning as the women left the tomb with the heartening message, but it meant that a new and eternal spiritual Light had dawned for all men who would accept and walk in it.



They put the Son of God in a tomb, but death could not hold Him. He triumphed over it gloriously, and could say of Himself: "I am He that liveth, and was dead, and behold! I am alive forevermore." The life that was in Him could not be terminated—it had to go on. He imparts that eternal life to all believers.

Civilization is having its Gethsemane. It seems sometimes as though it were moving toward its death, and the darkness that accompanies death—ignorance and destruction. Dare we hope that if this comes, there, too, will be a new morning with clear light and hope for a blasted world? The message of Easter remains undimmed because we have a hope in Him, Who is the Resurrection and the Life. He, the Lord Jesus Christ, is the hope of the world. He shall one day establish a world order in which there shall be peace and righteousness, and men will learn war no more forever.

### Nineteen Years

Once more the anniversary of our ministry of the air comes simultaneously with the holy day, Easter, in our calendar. It was April 2, 1923, when WOW, then WOAW, gave its first official program. On the first Sunday, April 8, we were asked to give their first religious service. As we have told you before, it is recognized as the first non-denominational radio service in America, because the program is prepared and given for the radio audience. It is not a remote-control broadcast of a church service. It is not only the first non-denominational radio service of America, but it is the most continuous, since it has not been off the air one Sunday during this period.

Once more we give thanks to God for His grace and strength, which has enabled us to carry on. We are deeply grateful to the owners, directors and staff of WOW for their kindness to us, and for their generosity in contributing the facilities and time of this station for the chapel service. It is an institution of WOW. Our associates of the Omaha Gospel Tabernacle are deserving of much praise and gratitude for their service of song which they have rendered these years. To you, our listening friends, many thanks for your prayers and interest that you have expressed.

May we remind you all of the special programs that will be presented in connection with the General Council of the Christian and Missionary Alliance, that will convene here May 14 to 19.



### Didja Know? . . .

By BILL WISEMAN

The radio stations of America are certainly putting a lot of stars in their collective crown in their contributions to the war effort.



Bill Wiseman

Under the title of "Radio's War Effort," the National Association of Broadcasters recently issued a report on radio stations' contributions of time for a full month—the month of January of this year.

The survey revealed that about 800 radio stations broadcast 409,180 announcements to carry on the work of supplying manpower for the military services, defense financing, morale building and in assisting government agencies not directly connected with national defense.

This was an average of more than 500 announcements per month per station. Breaking this huge figure down further, it would make an average of more than 12 announcements per day.

The NAB survey revealed that during January, United States radio stations broadcast 40,600 spot announcements for the army, 51,510 for the navy, 31,700 for the marine corps, 18,580 for the coast guard and 22,580 for United States civil service.

In addition, radio stations gave 20,519 quarter-hour units of time to the above-mentioned agencies for special programs in January.

To aid in defense financing, the United States radio stations donated 182,670 live spot announcements and 100,580 15-minute programs.

Under the heading of morale building, the radio stations gave 1,480 quarter-hour units of time.

Other government agencies, not directly connected with national defense, used 61,540 radio announcements and 14,979 quarter-hour units of time.

All of the above figures are for January, and, undoubtedly, the figures for February and for March will be much higher because many new war activities have been launched since February 1.

Although this writer is only an infinitesimally small part of the radio industry, it gives one a feeling of great pride and satisfaction to know radio is performing all-out service in the war effort.

**FOR THE GOOD OF THE CAUSE!**  
Ralph Wagner, Omaha newspaperman and former WOW sportscaster, is editing a service men's newspaper at Camp Chaffee, Ark. Address him at Fort Smith, Ark.

Paul Douglas, the Chesterfield announcer, has resigned his (reputedly \$40,000 a year) job with Fred Waring to go to work for the Office of Facts and Figures on the west coast at a nominal salary.

Walter Winchell, who is a Lieutenant Commander in Uncle Sam's navy, is reported to have advised his radio sponsors (Jergens Lotion) to be on the lookout for a substitute for him. The report indicates his campaign to get in the real fighting may be nearing a successful conclusion.

**ARMY CAMPS TO GET NEWS TOWER**  
Copies of the WOW News Tower magazine, starting with the April issue, will be mailed free of charge to the Service Group Libraries of principal army camps in the Seventh Corps area.

The News Tower will appear regularly in the future as a contribution of the Woodmen of the World Life Insurance Society in Service Group Libraries at Fort Leonard Wood, Fort Des Moines, Fort Leavenworth, Kans.; Fort Crook, Camp Robinson, Ark.; Fort Warren, Wyo.; Fort Riley, Kans.; Jefferson Barracks, Mo.; Fort Snelling, Minn.; Camp Crowder, Mo., and Camp Chaffee, Ark.

# G. M. RESUMES 'GUIDING LIGHT'

## "Justice Rides the Range" on WOW

With the roar of six-guns and the clatter of hoofs, "Justice Rides the Range," started on WOW this week as a new program, sponsored by Falstaff. It is heard at 10 p. m., Mondays through Fridays.

"Justice Rides the Range" is a serial story which, its sponsors say, is guaranteed to make WOW listeners sit on the edge of their chairs. The story is about Steve Gamble, who inherits a ranch at "Windmill Springs." This ranch has the only year-round water hole in the entire region. When Steve arrives to claim his property, he finds that old Dan Buckner and Calhoun Pope are on the verge of a shooting feud over who should claim the ranch.

Buckner, of course, has a lovely daughter, Polly, who has her own ranch and her own ideas.

The role of Steve is portrayed by Don McLaughlin, Polly by Joan Tompkins and Pope by Robert Shayne.

V. . .

## Omaha NAB Asks War Ad Policy

Officials of radio stations and advertising men throughout the nation are still discussing the wartime "rate protection" resolution passed by the recent Omaha meeting of the Tenth District of the National Association of Broadcasters at Hotel Paxton. Broadcasters from Iowa, Missouri and Nebraska, at the suggestion of their sales managers' division, asked the National Directors of NAB to change certain advertising rate policies because of war conditions. The change recommended would benefit advertisers and was, therefore, heralded throughout the industry as a progressive action.

V. . .

## IN WARING TEST

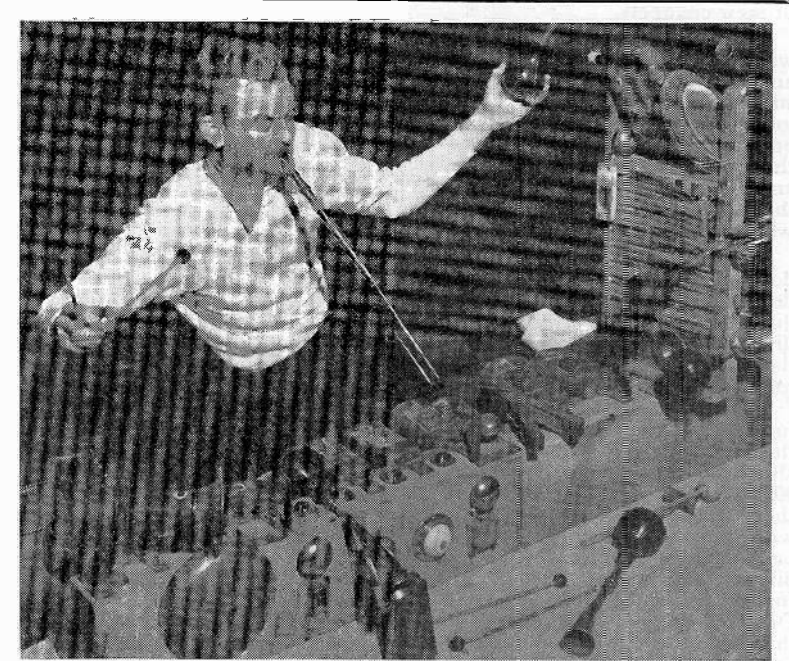
The Creighton University Glee Club entry in Fred Waring's "Pleasure Time" national glee club competition was recorded in WOW's studios, Tuesday, March 31. The recording made by the Creighton singers will compete with similar recordings of college groups all over the United States.

V. . .

## SIXTEENTH YEAR

Craig MacDonell, who plays the title role in NBC's serial, "David Harum," heard on WOW Mondays through Fridays at 10:45 a. m., for Bab-O, started his 15th year in radio this month. He broke into radio as a singer in 1927.

## TUT, TUT, PLUS 124 SOUNDS!



They say it takes 124 separate sound effects to make those miniature "Tut, Tut Butter-Nut" programs you hear on WOW. Photo shows a sound engineer at work on a Butter-Nut Bread transcription.

## "JUSTICE" WESTERN FOLK



Here's the cast of "Justice Rides the Range," new dramatic thriller, which Falstaff brings to WOW listeners Mondays through Fridays at 10 p. m.

## LOVE INTEREST



Pretty Polly Buckner (in real life Joan Tompkins), who plays a leading role in Falstaff's "Justice Rides the Range."

## MUM PLANT

WOW's listeners are offered an "Early Wonder Mum Plant" with peach-colored blossoms by the Folger Coffee Company, Kansas City, Mo. The offer is being made on the "Judy and Jane" program, heard on WOW at 1:45 p. m., Mondays through Fridays. The plant will be sent to any listener who sends a dime and the metal band or label from a can of Folger Coffee.

## HASKINS RENEWS

Haskins Brothers & Company, makers of Spark and Blue Barrel Soap, have renewed their co-sponsorship of the 12:30 news of WOW, effective April 13 through December 31, 1942.

## NEWS SPONSOR

Uncle Sam's Breakfast Food has become co-sponsor of all Sunday newscasts on WOW. The new mid-afternoon news period is 3:30 to 3:45 p. m. This time change was made to make way for a new program called "This is the Army Hour," on WOW via NBC, 2:30 to 3 p. m., Sundays.

## NEW TIME, SAME SHOW AS 'DR. I. Q.'

## Changes Sponsor

"Dr. I. Q.," top-ranking audience participation program, will celebrate its third anniversary on the coast-to-coast NBC Red network on April 6 by changing time and sponsors. The program, formerly sponsored by Mars, Inc., will be presented beginning April 6 in behalf of Vitamins Plus, a product of Vicks, makers of Vicks Va-tro-nol and Vicks Vapo Rub. At the same time the program will move to the 8:30 to 9 p. m., Central War-time, period on NBC, half an hour later than its present spot. The program, which originates in principal movie theaters, will open a six-week run at the Stanley Theater, Philadelphia, concurrent with its change in sponsorship. Jimmy McClain will continue to appear as "Dr. I. Q.," the Mental Banker, and the program will be otherwise unchanged, except that greater cash awards will be given listeners for submitting biographical and true-or-false questions. "Dr. I. Q.," which has always been produced by Grant Advertising, Inc., will continue to be handled by that agency in the interests of Vicks. The program will be broadcast over 62 NBC stations, including WOW.

## Hymns and Betty Crocker Now in New Setup

One of the most popular daytime programs on the air "The Guiding Light," and two other former favorite programs, have returned to WOW in changes of the lineup in programs sponsored by General Mills.



Ruth Bailey

The new lineup eliminates the "Mystery Man" and "Valiant Lady" from the WOW schedule and replaces them with "Guiding Light" and "Hymns of All Churches" and Betty Crocker's cooking hints.

The new schedule on WOW (which went into effect recently) is as follows:

- 1:00 p. m.—"Light of the World" for Cheerioats.
- 1:15 p. m.—"Arnold Grimm's Daughter," for Kitchen-Tested Flour.
- 1:30 p. m.—"The Guiding Light," for Wheaties.
- 4:45 p. m.—"Hymns of All Churches" and "Betty Crocker," for Soft-as-Silk Cake Flour.

The "Guiding Light" program, which will originate in New York, will again feature Ruth Bailey as Rose Kransky and Arthur Peterson as Doctor Rutledge.

"Hymns of All Churches," which features Joe Emerson and his choir, has been bringing hymns of all great religious faiths to radio listeners since 1934, when Emerson started the program on Station WLW in Cincinnati. "Betty Crocker" presents cooking hints and recipes in her weekly broadcasts on Saturdays.

Knox Reeves Advertising, Inc., is the agency for "The Guiding Light" and Blackett-Sample-Hummert handles the other three shows in the hour.

V. . .

Uncle Sam's Breakfast Food has become co-sponsor of all Sunday newscasts on WOW. The new mid-afternoon news period is 3:30 to 3:45 p. m. This time change was made to make way for a new program called "This is the Army Hour," on WOW via NBC, 2:30 to 3 p. m., Sundays.

## NEW TIME, SAME SHOW AS 'DR. I. Q.'

## Changes Sponsor

"Dr. I. Q.," top-ranking audience participation program, will celebrate its third anniversary on the coast-to-coast NBC Red network on April 6 by changing time and sponsors. The program, formerly sponsored by Mars, Inc., will be presented beginning April 6 in behalf of Vitamins Plus, a product of Vicks, makers of Vicks Va-tro-nol and Vicks Vapo Rub. At the same time the program will move to the 8:30 to 9 p. m., Central War-time, period on NBC, half an hour later than its present spot.



Jimmy McClain, who continues as "Dr. I. Q." for Vicks Products on Monday nights via WOW.



# COMIC AND DRAMATIC STARS RENEW

## McGees, Benny, "Thin Man" Renew

HERE ARE THE STARS OF RENEWING SHOWS ..... EVERYONE A TOPNOTCHER

Among the score or more of top-notch programs which have been renewed on WOW far in advance are the comedy and dramatic features illustrated in photos on this page.

The renewals of these programs assure WOW listeners of thousands of hours of fine entertainment for the next 52 weeks.

The renewal of the Jack Benny Jell-O star into his 10th year under the sponsorship of General Foods. The new contract will keep him on the air through the spring of 1944.

The S. C. Johnson Company has promised to continue "Fibber McGee and Molly" on 160 radio stations, including WOW, for another 52 weeks. The McGee's latest program rating was 42.8—highest of any show on the air.

Woodbury Soap, on March 1, signed up to continue "The Thin Man" on 78 NBC stations, thus assuring that those lovable characters, "Nick" and "Nora Charles," and their dog, Asta, will remain a Wednesday night Red network-WOW highlight.

Old Dutch Cleanser has renewed its daytime serial, "Helpmate," starring Arlene Francis, for another 52 weeks. It will continue to be heard 9:30 to 9:45 a. m., Mondays through Fridays.

The rip-roaring antics of the Murphys and the Levys, as portrayed in "Abie's Irish Rose," will continue to be heard through the courtesy of Procter & Gamble's Drene. The series was renewed for 52 weeks.

"Maxwell House Coffee Time," featuring Fanny Brice, Frank Morgan and others, has announced it will continue straight through the summer without its usual 13 weeks vacation.

Welch's Grape Juice Company recently extended the contract for the "Dear John" serial, starring Irene Rich.

Funnyman Whitey Ford and the "Plantation Party," sponsored by Brown & Williamson Tobacco Corporation, was renewed as of May for an additional 52 weeks.



Fibber McGee and Molly relax on a weekend at Palm Springs as they anticipate another year on the NBC Red network of their top-ranking comedy Tuesday Nighter.



Jack Benny, at an army camp entertainment, gives the radio "okay" sign—indicating his approval of a new two-year renewal of his Jell-O Sunday-night feature.



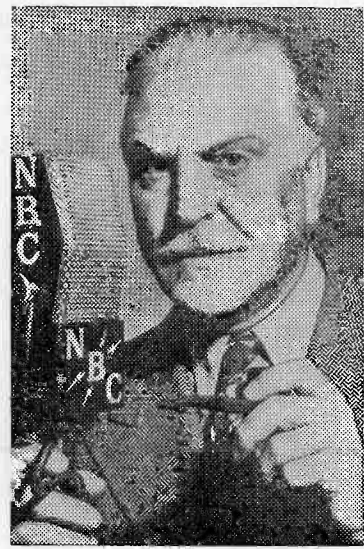
Les Damon and Claudia Morgan celebrate renewal of "The Thin Man." Woodbury Wednesday Nighter, by taking a ride in a handsome cab.



Lovely Arlene Francis, whose work in Old Dutch Cleanser's serial, "Helpmate," did much to bring a renewal of this daytime feature to WOW for 52 more weeks.



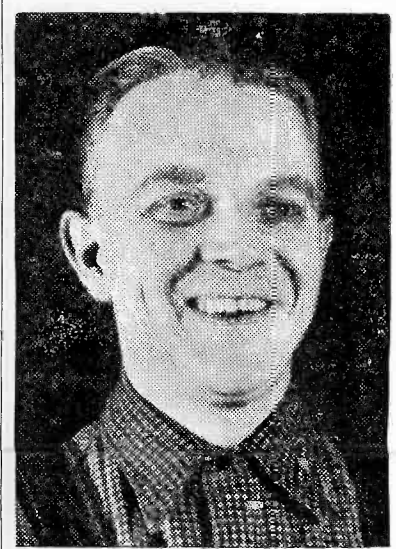
Betty Winkler, who plays the role of Rosemary Murphy (Rosie Murphysky) in "Abie's Irish Rose"—Saturday night Procter & Gamble Drene feature.



Funnyman Frank Morgan, Fanny Brice and the others will continue to make you laugh on Thursday night's "Maxwell House Coffee Time." It's set for at least until fall.



Charming Irene Rich, star of Welch's "Dear John," has upheld the popularity of her program for many years. Hear it at 10 p. m., Sundays, on WOW.



Whitey Ford, the one and only "Duke of Paducah," heard on Brown & Williamson's "Plantation Party" program, Wednesday nights on WOW.

## WOW President De E. Bradshaw Says "Elected Socialism" Trend Only Temporary

(Continued from page 2)

ing a previously laid out and beaten path. Instead, civilization has been making a new road every day of its existence. We, in this country, have, by virtue of luck, secured substantially all of the existing means of luxury and we have done so within the last hundred years.

We believe that any serious assault upon our way of life means the doom of the world. A hundred years ago, where our office now stands, was a desolate wilderness. The people who tried to conquer it were in competition with howling-below-zero winters, drouth, grasshoppers, mosquitoes, wild cats, snakes and Indians. They passed their days in mud and their nights in darkness. Let us think of what we, as individuals, have seen and experienced. It was not so bad but that we can do it again.

### Complacency

It is amazing to me that the people of the United States are so little war-conscious. We seem to think that planes and ships and trains and tanks and a few soldier-operatives will be able to crush the rising hosts of totalitarianism. Is it possible that we believe the large armies that we are raising will not have to fight? That idea cannot remain long. What of our troops in Ireland? What of the fighting American boys with General MacArthur? There has never been more severe fighting. What of our airmen in Malaya, Dutch East Indies? Before this is read, many other places! Perhaps this situation grows out of the false theory of our so-called continental security, which has been broadcast over the nation, or from some wishful thinking. It does not seem possible that our people could be so apparently carefree at a time when the whole world is a volcano

of shot and shell and fire. Ship-loads of men and merchandise go to the bottom; piles of dead block the highways. Fire rains from the sky!

### Sacrifices

We talk of sacrifices. What are the sacrifices that we are making? We are paying income taxes. Well, the government in which we live has given us the opportunity to make that extra amount. We talk about keeping the homefires burning. We do that whether we are in a war or not. We talk about a spirit of morale at home so that it will have its ultimate effect upon our boys at war. We will be going forward doing the things that we have heretofore done—sowing, reaping, working, dancing, horse racing, boating and golfing. These show a happy condition of mind which should sustain morale. It is pure twaddle to talk about the sacrifices that we must suffer as compared with that endured by those boys who are carrying the guns, in the trenches, or crowded in the stifling bunks of warships, or flying planes in sleet and snow and storm over shell-rocked cities and through clouds of combat planes.

### Devotion

We may lose some wealth and treasures and business, and be forced to ordain a slightly new departure in our manner and mode of living. The great strength of Germany was not in wealth, books, factories and paintings, but in its devotion to hard work. Maybe we will learn, and such a hard lesson will do us good. We may lose some luxuries and shorter hours. Having seen the necessity and value of money, we shall, as nations, return to normal with a keen desire to recreate these values which we lost, so that thrift, economy and industry

will again be in the ascendancy. We will have a slightly different world in which to live because of our advancement in social security and our increased willingness to take care of the aged, the helpless, and our growing willingness to live in a country controlled by fairness and justice to all. We will not have a country controlled by unions, nor a country controlled by wealth. We will be looking forward to a country in which the perfect law of "Give and Take" is applied. We will find it difficult, probably, to lift the course of centuries out of their channels.

Men will come out of this hell of war with a yearning for fraternity and with a deeper sense of life insurance for the security of their loved ones. No system which has had the enthusiastic support of all the people of the nation as insurance has had, can suffer defeat in the pathway of the new direction which our civilization will take.

There will be plenty of work to do. There will be willing hands to do it. There will be a leveling of difficulties between groups and individuals in an effort to work out the most complete benefit for all rather than the destruction of any.

The problem at the moment is for us to think up some plan for the present production of membership from the men of the 120,000,000 population left at home and then follow that plan vigorously with our organization, which has been operating under the same conditions which existed when it was formed, now over 50 years ago. One of the essential elements of that plan was the selling of only life insurance protection. That is what the insured needs. Some years ago life insurance got the idea that it would compete with the man who

put the money in his sock or in the bank and would make a large sum available for the insured when he needed it badly in his business. There was an appeal to the money-making instinct rather than to protection. Fraternalists, seeing the large volume of business being written by life insurance companies, changed their plans from pure protection to investment features, and they got up so many different forms of certificates that no one in the organization except the actuary knew the names of all of them.

Fraternalists taught the public the necessity for life insurance for family protection, and that is the doctrine which we should preach today. The people at home, the boys returning from the army, will know the value of protection better than the people have ever known it in this country, and they will be looking for protection rather than investment. Let us continue our appeal to protection rather than to the money-making instinct. We must continue our public relations. We must continue to impress the buyer with the full knowledge of what he gets for his money. We should continue our plan of educating our members in the science and structure of life insurance as a necessary coverage for the one responsible to the family, so that he, knowing its value, will fight any hostile legislative act. All the while we should be planning to conform to a new design of economy which will be required by the approaching conditions and the new environment now persistent and shortly hereafter to be compelling. Let us be ready to urge our protection to the returned soldier, in extending to him our fraternal relationships. It is patriotic to sell life insurance. It is patriotic to buy life insurance.

There is now, and will be, increasing necessity for our fraternal service. Men will continue to hunger for genial association with individuals who are the avowed promoters of better fraternal relationships. Together with these practical ideals of service and association, our low-cost financial security for family protection will be more and more compelling. Under our plan of organization, it is essential that we contact our prospects for membership through our benevolent relations and fraternalism. The local lodge is our temple of education and possesses the things wherewith one may edify another. It is a rendezvous where freedom speaks and brotherhood enlightens the soul. We must convince the prospect for membership that ours is a friendly organization; that its members desire to serve each other; that fraternalism is only another name for cooperative brotherhood—a living, growing thing. When the candidate meets with the brotherly, serving members in the lodge, he is so impressed with its ritual, ceremony and fraternity, that he becomes an evangelist in his community for the retention of the old order of brotherhood, which is ever new. Some in their love of this opportunity will find that

"Old things have passed away and behold, all things become new."

There are some old things which cannot pass away. Belief in God, honesty, character, industry, economy, thrift and love. We have inherited these virtues from the past, and by their strength and on them for a foundation we shall arise to successfully renew the conquest for a greater Woodmen of the World in the new world which we are about to enter.



# MUSIC, DRAMA IN FOUR NEW SHOWS

## Nebraskans See Spring Shakeup Patriotic Revue

(Continued from page 1)

Dinner for the cast was served by the Elks Club in a gayly-decorated dining hall. Warren Brennehan, Exalted Ruler of the Elks, and a group of his associates, supervised the feast.

The Hastings Tribune carried a full-page advertisement, publicizing the show, through the courtesy of Editor Fred A. Seaton.

The following week the show moved to Norfolk's beautiful City Auditorium and played before a packed house of more than 3,000 persons. Stamp and Bond sales totaled \$20,828.40.

The Norfolk Daily News said, editorially: "The Red, White and Blue Patriotic Revue might be made exhibit A, to show those persons who insist the middle west isn't war-conscious yet. The occasion meant more than a couple of hours' entertainment—it gave the folks an opportunity to give their money to help their boys in the big fight."

Local sponsorship of the Norfolk show rested with the Norfolk Post of the American Legion. The committee included Commander C. C. Becker, Mayor A. W. Breyer, Lloyd C. Rouse, Dave Levin, Theodore Mueller, Emil Hoefs, Tracy D. Leedom, Bernard M. De Lay, J. W. McLaughlin, Leonard Ross and Dwight Havens, Secretary of the Norfolk Chamber of Commerce.

Postmistress Marie C. Weeks and her staff supervised the sale of Stamps and Bonds. Assisting were representatives of several women's organizations, directed by Mrs. Lucian Stark. H. C. Greenamer, County Defense Bond Chairman; Sterling H. McCaw, Managing Editor of the Daily News; Leo Tews, Stage Hands' Union—all rendered invaluable assistance. The cast was the guest of the local sponsors in a Norfolk restaurant for dinner.

### Leiderkranz

The historic Leiderkranz Auditorium was the scene of two performances of WOW's "Red, White and Blue Patriotic Revue" on Sunday, March 15. Local sponsorship was with the American Legion, Leiderkranz Society and the Elks Club. The cast was dined by the Elks Club between shows.

About 40 Grand Island leaders and their wives dined with the cast. They were introduced by W. W. Connell, Exalted Ruler of the Elks in the Third City. During the dinner, Mayor Harry Grimmer, George Winters, General Manager of the Grand Island Independent; Ralph Murphy, Herbert Mayer, President of the Leiderkranz, and George Monson, Legion Post Commander, spoke on a broadcast conducted by Foster May.

In describing the show after the performance, the Independent, of which Arch Jarrell is Editor, paid high tribute to the Revue, terming it "a brilliant extravaganza."

More than 2,300 persons attended the two performances in Grand Island. Stamp and Bond sales totaled \$11,307.51.

Preceding the afternoon performance, Lyle DeMoss, Producer and Master of Ceremonies of the Revue, and Foster May, were interviewed over Radio Station KMMJ. O. A. Beltzer, Hall County Defense Bond Chairman, attended the afternoon performance and was so impressed that he bought a thousand-dollar Bond.

Among others who contributed greatly in making the Grand Island performance a success were Postmaster Harold C. Menke and his staff, Wick Heath, Manager of Radio Station KMMJ; H. P. Zeig, J. W. Detweiler, C. E. Grundy, S. J. Shada and "Ham" Krall.

After the second performance at Grand Island, the cast was served a farewell lunch.

The 140-mile trip home ended at 4 a. m.

## Spring Shakeup Brings New Shows

(Continued from page 1)

"The Telephone Hour," Mondays, 8 p. m., sponsored by Bell Telephone Company, for 52 weeks.

"Maxwell House Coffee Time," sponsored by General Foods, Thursdays, 7 p. m., for 52 weeks.

"Abie's Irish Rose," sponsored by Procter & Gamble's Drene Shampoo, 7 p. m., Saturdays, renewed for 52 weeks.

"Red Skelton and Company," sponsored by Brown & Williamson Tobacco Corporation, 9:30 p. m., Tuesdays, for 52 weeks.

"Plantation Party," sponsored by Bugler Tobacco, 8:30 p. m., Fridays, renewed for 52 weeks.

"The Thin Man," sponsored by Andrew Jergens Company, 7 p. m., Wednesdays, renewed for 52 weeks.

"Fibber McGee and Molly," sponsored by S. C. Johnson and Sons, 8:30 p. m., Tuesdays, renewed for 52 weeks.

"Carnation Contented Program," sponsored by Carnation Milk, 9 p. m., Mondays, renewed for 39 weeks.

"News of the World," sponsored by Alka-Seltzer, 6:15 p. m., Mondays through Fridays, renewed for 52 weeks.

"Chats About Dogs," sponsored by Red Heart Dog Food, 2 p. m., Sundays.

"When a Girl Marries," sponsored by Calumet Baking Powder, 4 p. m., Mondays through Fridays, renewed for 52 weeks.

"Portia Faces Life," sponsored by 40% Bran Flakes, 4:15 p. m., Mondays through Fridays, renewed for 52 weeks.

"The Answer Man," sponsored by Van Dyke Cigars, 6:45 p. m., Mondays and Fridays, renewed for 13 weeks.

Haskins Soap Company, news announcements, renewed for 39 weeks.

Burlington Trailways renewed co-sponsorship of the "Four Bell News Roundup."

American Chicle, Dentyne and Yucatan Gum, renewed for 13 weeks.

Sterling Products, Inc., makers of Phillips Milk of Magnesia, announced the addition of 13 more Red network outlets for its Friday night "Waltz Time" program.

Jack Benny has warned members of his Jell-O gang that they may expect a lot of traveling when his current radio series ends May 31. Benny intends to take his entire radio show on a nation-wide tour of army, navy and marine camps.

## "THE BARTONS" ON WOW



Life in a typical American family, as portrayed in "The Bartons," calls for a few scraps now and then between Dick Holland and Jane Webb. This new feature is heard on WOW at 10 a. m., Mondays through Fridays, by courtesy of Procter & Gamble's Duz.

## Parker Family and The Bartons on WOW

At least four delightful new programs—one musical and three dramatic—appear on WOW's schedule as the spring season gets under way.

Procter & Gamble will present the serial story, "The Bartons," Mondays through Fridays, 10 a. m., starting April 13, for Duz. This is another story of life in a typical American family, replete with humor, pathos and human interest. While "The Bartons" have been on the air for a long time, this is the first appearance for this program on WOW.

The A. E. Staley Company, makers of Staley's Starch, sponsors a new transcribed dramatic program, called "Sweet River," for morning listeners. This will be heard Mondays through Fridays at 8:45 to 9 a. m.

Another very popular program, a veteran of the networks, which will be heard on WOW at 9:45 p. m., Sundays, is "The Parker Family." In this program Leon Janney, famous motion picture juvenile, portrays the role of "Richard the Great," an average American youngster. "The Parker Family" is presented by Jergens as a companion feature to the Walter Winchell broadcasts and is scheduled to follow Winchell's weekly newscast—now set at 9:30 p. m., Sundays.

The Longines-Wittnauer Company announces resumption of its program, "The World's Most Honored Music," on April 5. This program will be heard on WOW from 4:30 to 5 p. m., transcribed from the Blue network. Mishel Piastro, concert master for the New York Philharmonic-Symphony Orchestra, is guest conductor and soloist with the symphonette of the Longines program. Piastro was a pupil of Leopold Auer, who was also the teacher of Heifetz, Elman, Zimbalist and Seidel.

V...—

## Listeners Praise One Minute Show

Several WOW listeners have written complimenting the brewers of Blatz Beer on their musical programs on WOW in spite of the fact that these programs are only one minute in length. They are heard on WOW six times a week. These musical "announcements" have such an intriguing, musical lilt to them that they have attracted wide interest in the radio advertising fraternity nationally. They are prepared by the Henri, Hurst & McDonald Agency.

V...—

## BEG PARDON

The News Tower acknowledges an error in its March 1 issue. In a quotation, credit was given to the incorrect source. The article, by C. Lawton Campbell, Vice President and Director of Radio for Ruthrauff & Ryan, Inc., from which we quoted, appeared in the magazine "Advertising and Selling" and not in the magazine to which the quotation was credited.

V...—

## \$1,000 A DAY

Old Dutch Cleanser's program, "Helpmate," heard on WOW 9:30 a. m., Mondays through Fridays, is offering awards of \$1,000 a day to winners of a new contest. Listeners are asked to complete a nursery rhyme.

V...—

## FOR HOLY WEEK

All special NBC religious programs during Holy Week were to be short-waved to American soldiers and sailors throughout the world. In addition, NBC has made arrangements with nearly all its leading sponsors to short-wave their programs to American forces everywhere.

V...—

Gracie Allen is substituting her famous duck, "Herman," for the Easter Bunny this year!

## "THE GREAT"



Leon Janney, pictured here, is "Richard the Great" on the new "Parker Family" series, broadcast Sunday nights, 9:45, on WOW, for Jergens. This new feature will follow Walter Winchell.

## "This is the Army Hour" on WOW

Radio's top-flight dramatist, Wyllis Cooper, will author the new NBC feature, "This Is the Army Hour," to be heard on WOW, 2:30 p. m., Sundays, starting April 5.

V...—

## BOOK AND CARDS

Tying in with increased importance of family ties and personal friendships due to war, B. T. Babbitt, Inc., is offering a 28-page Aunt Polly Remembrance Book, together with 12 assorted Greeting Cards, in return for one Bab-O label and 25 cents, Robert Brenner, Advertising Director, revealed recently.

V...—

The Makers of Omar Wonder Flour have announced a "V Girl" contest to promote the health of mid-westerners. Defense Stamps and Bonds, and a trip to Washington, will be prizes. Details are available on Omar's "Musical Meditations" program on Sundays on WOW at 9:45 a. m.

## YOUNG MAESTROS SIGN FOR WOW FEATURES



Don Vorhees, brilliant young conductor, and his symphony orchestra will continue to be heard on WOW and the Red network because "The Telephone Hour" program has been renewed for another 52 weeks.



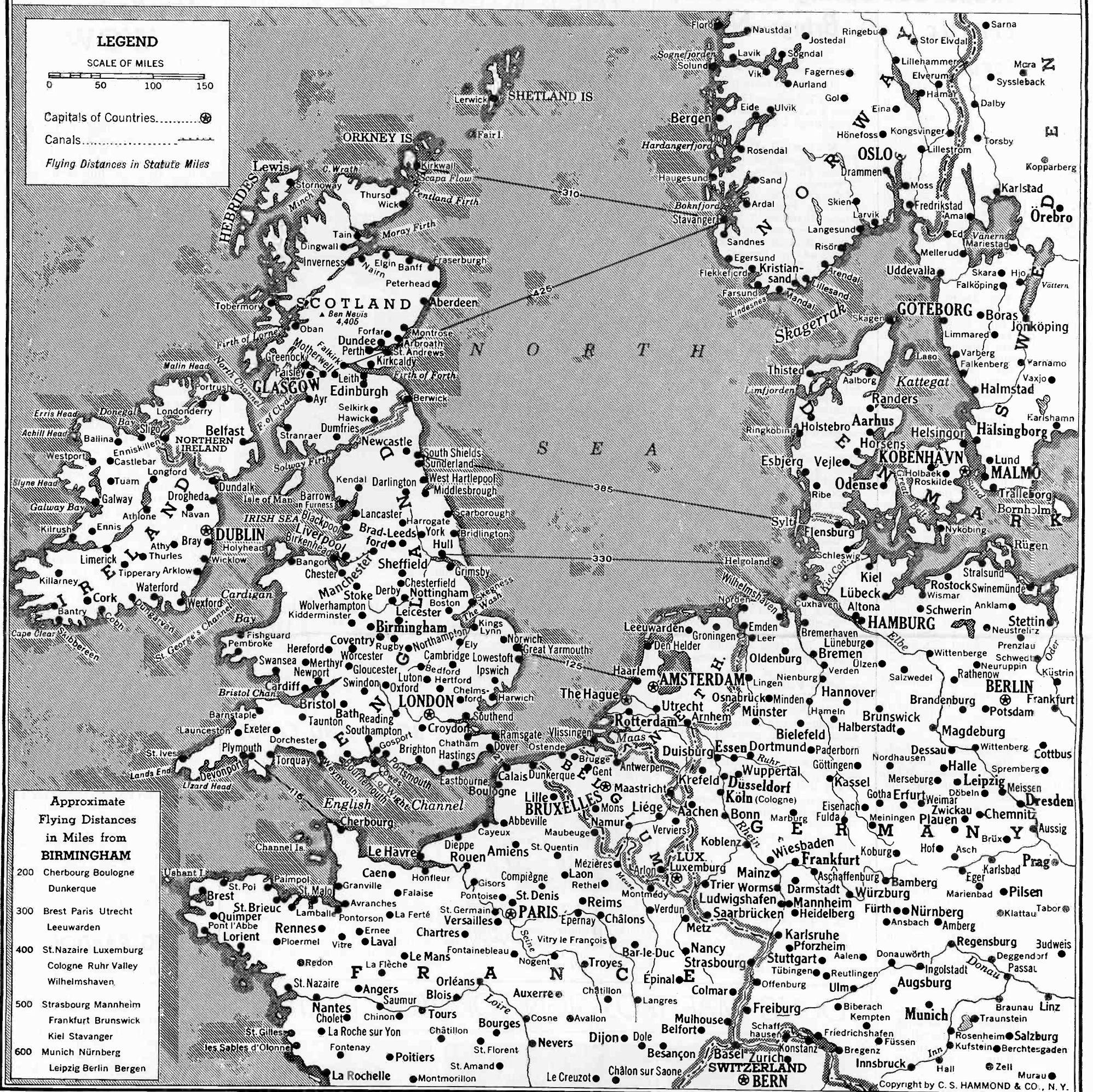
Mishel Piastro, world famous conductor, will direct Longine's "The World's Most Honored Music" programs on Sunday afternoons at 4:30 to 5 o'clock on WOW.



Musical treat of the Monday night schedule on WOW is the "Carnation Contented Hour," under the direction of young talented Percy Faith. It's renewed now for another year.



# UNITED PRESS WAR NEWS MAP



Spring brings the strong possibility of invasion in either western Europe or in the British Isles.

Keep this United Press War Map near your radio, so that you'll be better able to interpret WOW war newscasts.

## Homemaker Martha Bohlsen Suggests These Spring Tonic Recipes

April is known as a month of changing moods, and we seem to follow suit. At times we awake eager to begin dozens of things we have been planning, and there are other days that seem better for dreaming than doing. Of course, many good things come from a little dreaming in the springtime, but not if we spend too much time at it. If the first warm days find us just too tired to move, it is really time for a spring tonic.

Tonics come in many forms, A new hat, a short trip, rearranging the furniture, a bit of bright paint, new curtains—all of these are prescriptions for arousing a sluggish body to action.

Food, if prepared in an unusual manner, can provide one of the best spring tonics. In this case a little knowledge has been a big help. Because of what we have learned about foods in recent years, we can have our tonics in some of the best meals we ever ate. Simply let color be your guide. Bright new greens, something red and a touch of gold in the day's menu will do the trick.

Following the color chart, you will add to your menu young beets cooked with their tops, chard, dandelion and greens of all kinds. Carrots, too good and tender to cook will appear raw in salads and relishes. Radishes, rhubarb with its tender pink skin and strawberries

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

are some of the best reds.

These colorful spring tonic foods are best when they are served very simply. A whole meal can be made of a large bowl of crisp cereal topped with the first strawberries of the season, and a pitcher of rich whole milk. This is the kind of a luncheon that puts into action some of the finest day dreams.

Even the vegetables we have the year round are different in spring. Try tender new spinach chopped raw in salads. Combine with diced carrots or apples mixed with may-

onnaise. The early root vegetables that come from the south are rich in flavor, crisp and juicy. Occasionally, a little dressing up of one of the green vegetables will make it the main dish of a meal.

Here are two new spring luncheon or supper recipes:

**CREAMED EGGS IN SPINACH RING**  
 Two cups cooked spinach.  
 Four egg yolks, well beaten.  
 One teaspoon lemon juice.  
 One teaspoon onion juice.  
 One-half teaspoon salt.  
 One-eighth teaspoon nutmeg.  
 One-eighth teaspoon pepper.  
 Three-fourth cup cream.

Combine ingredients and turn into a buttered ring mold. Place a pan of hot water and bake in a moder-

ate oven, 350 degrees, about 30 minutes. Turn out on serving plate and fill center with creamed hard cooked eggs. Hot buttered beets, creamed ham or salmon may be used instead of the creamed eggs.

**ASPARAGUS SHORTCAKE**  
 Bran biscuit dough.  
 Cooked asparagus.  
 Cheese sauce.

Divide biscuit dough into two equal portions and roll into rectangles about 5x12 inches. Spread one layer with softened butter; cover with other layer. Cut crosswise into 2x5-inch strips. Bake in a hot oven, 450 degrees, about 15 minutes. Split shortcakes and put asparagus stalks between layers. Cover with cheese sauce.



# THE SPORTS EYE

By TOM DAILEY  
WOW Sports Editor

Hello, good Americans!

Let's tune in on a baseball game! "Well, good afternoon, baseball fans! Here we are at World Park,



Tom Dailey

all set to bring you a last-minute account of the big game now going on. First, the lineups. For the Wrongs: Mussolini catching, A. Hitler, pitching, Hirohito on first, Viedkund Quisling at second, Goebbels at shortstop, Rommel on third, Yamashita in left, Himmler playing center and Count Ciano in right. Lining up for the Rights: "Doug" MacArthur catching, Franklin Roosevelt pitching, Winnie Churchill at first, Joe Stalin on second, Ernie King at shortstop, Hank Stimson at third, McKenzie King in left field, Bill Knudsen in center and Frank Knox in right field. There you have the lineups, and the game is entering the ninth inning. Up to right now, let us say by way of explanation, that the Wrongs took a small lead at the start of the game, simply because of buying off the umpire, and also because the Rights were playing without gloves, bats and chest protectors. But as we go into this inning, we expect to see some terrific play on the part of the Rights. Roosevelt, on the mound, finishes his warm-up tosses and Rommel steps up to the plate. MacArthur flashes the signal, and here's the pitch! Too much steam on that one, and Rommel misses! They're carrying him off the field—looks as if his back is broken—he's a wreck!

### "Mac" Walks to Mound

"MacArthur walks out to the mound to speak to Hurler Franklin, and now he takes his place behind the plate again—and up steps Adolph Hitler. The pitch—and an infield roller—down the first base line. Churchill grabs it—waits for the runner—now meets him at first and into the dirt goes the batter! Just a minute and we'll see what happened! Our informant on the playing field tells us that Hitler is out cold, and it's feared that he'll never walk again. Next batter up—Mussolini. The pitch! A baseball—smack on the dome of the fellow with the jutting jaw.

### F. D. R. at Bat

"Well, ladies and gentlemen, if this keeps up, the Wrongs will run out of players. What's this? Bill Knudsen is running in from center field—and he's loaded down with protectors, balls, bats and gloves—and some spikes. He distributes these articles to players on his side and we're ready to go again, with the Rights at bat and the score tied. The Wrongs make substitutions, with Goebbels now pitching for Hitler. Yamashita moves in to catch—with MacArthur the first man up to bat. Here's the windup! Yamashita reaches for the ball—MacArthur swings, smacks the catcher over and whams the ball over the right field wall for a homer! That brings up Joe Stalin, with the Rights now leading. Joe takes a cut at the first one—bangs it to shortstop, and as Quisling moves for it, it takes a bounce and smacks him in the face—and he's down. Stalin keeps going and finally there's a play at home plate, and Joe is safe! The Rights' lead is increasing. Roosevelt the next hitter—up now to avenge his team's early game losses. He digs in—Goebbels winds up—the pitch! Roosevelt, with the new bat Bill Knudsen gave him, really layed on that one, and the Wrongs are getting deeper into the soup. Here's Winnie Churchill at bat. He swings on the first one—out to centerfield it goes—back, back, and over the wall! Going for the ball was Himmler, but he ran into the wall and knocked himself out. The Wrongs are losing fast—the Rights getting stronger all the time. As Churchill crosses home plate, he slows down and lights up his cigar. Wait a minute! Something's going on. As Hank Stimson and Ernie

# MAY MIRRORS MIDWEST MIND

## NBC STARS SHINE AMIDST NEW SPRING FINERY



Thousands of WOW listeners went "star-gazing" recently as the much-discussed traveling NBC photo exhibit went on display in the windows of the Nebraska Clothing Company. Eighty large photographs of NBC stars heard on WOW were exhibited. Tony Wons peered through a display of men's hats. Lucille Manners provided background for a display of women's spring hats, and Bing Crosby is shown through an exhibit of women's millinery.

King leave the dugout with bats, the umpire calls time. The Wrongs gather in a pitiful huddle around second base. Tattered and torn from this battle—but the Rights stand ready to go on with the game. They're still talking—and meanwhile let us say that we've never seen a team come to the front as have the Rights—since an early game deficit. They're unbeatable now, and it seems as though the Wrongs realize it. Yes—they're through. Out of players—out of bats, spikes, protectors. Their ranks are riddled, ladies and gentlemen, and they're giving up! They can't go on—and the Rights win!!!

"And so we sign off from World Park for this time, with the hope that we never see another game like this one."

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

V...—

### 2,000 VISITORS

More than 2,000 persons visited the new show rooms of the Pittsburgh Plate Glass Company in its new headquarters at 18th and Farnam Streets recently, following an "official opening" broadcast over WOW.

## SCRIVENER



Jimmy Fidler, who recently started his news broadcasts on WOW.

## Jimmy Fidler Again Airing Movie News

Hollywood's ace reporter, Jimmy Fidler, who recently returned to WOW, has already developed a large and faithful listener following.

Fidler, who broadcasts direct from the film capital, gives inside information and last-minute news reports about favorite movie stars. This program is heard on WOW 6:30 to 6:45 p. m., Wednesdays.

The sponsor is the Carter Products, Inc., makers of Arrid.

V...—

## DAILEY 'DOUBLE'

Sportscaster Tom Dailey has a new spring hat. He paid a double price for it at the Nebraska Clothing Company! W. Otto Swanson, President of Tom's sponsoring company, has the laugh on Tom and the satisfaction of knowing that he (Swanson) is a good radio announcer.

Recently Swanson bet Dailey double or nothing that he (Swanson) could read a sports story without making a single error. Despite the fact that the story included the famous radio catch-line, "The seething sea ceaseth to sufficeth us," Swanson read it perfectly and Tom paid double for the hat.

## War and Politics Head Coffee Confabs

The war, politics, social trends—the things that midwest leaders are thinking about these days—were covered by Foster May on his Butter-Nut Coffee programs during the past month.



Foster May

First off, with the start of March, May enlightened his listeners on the Omaha public school levy issue by presenting each side on successive days. T. H. Maenner, Omaha realtor, spoke against the two-mill school levy increase. The next day Dr. Hobart M. Corning, Superintendent of Schools, told why the levy should be increased. Both talks preceded the election, March 17, which WOW reported in full. (The voters approved the increase, indicating they favored increased salaries for teachers and school service workers.)

Whether or not a group of business men would be willing to give their annual vacations to relieve the farm labor shortage was the question Foster put to the Square and Compass Club, March 6. Opinion was sharply divided.

Official advice on how to fill out income tax returns and file them was given on the Butter-Nut program March 7 by no less an authority than George W. O'Malley, Collector of Internal Revenue for Nebraska.

Women listeners to May's program heard "the low down" on spring fashions and effect of the war on women's apparel, March 9, when May took his microphone to the 30th annual "Market Week" at Hotel Paxton.

A group of representative business leaders at lunch at the Chamber of Commerce expressed their views on suggested curtailment of sports activities for the duration during another feature program. They agreed that "body-building sports" should be continued, and opinions were divided on horse races and professional hockey.

Advice to listeners on salvage of war materials in the home was given in another interview with Gene Hart of Washington, D. C.

Harold Young, private secretary to Vice President Henry Wallace gave intimate details about his chief's life and activities on program March 13.

On March 17, May interviewed Lester B. Grainger, Executive Secretary of the National Urban League, and on March 19, Leon G. Turrou, former G-man, in Omaha for an address before the Ad-Sell League.

V...—

Frank Fay says the Japs have found out that Pearl Harbor just wasn't their oyster!

## GUIDES NEWS 'ROUND WORLD



With all this equipment at his fingertips, Don Martin, Director of NBC News and Special Events in San Francisco, keeps his pulse on the boiling air waves of the Far East so WOW listeners can hear Alka-Seltzer's "News of the World," which has been renewed for 52 weeks.

## 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.—World News Roundup, 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, NBC..... Sun.
- 3:30 P. M.—Week's News..... Sun.
- 4:45 P. M.—War Reporters—Libbey-Owens-Ford Glass.. Sat.
- 5:00 P. M.—War Headlines—Nat'l Biscuit.. Mon. Thru. Fri.
- 5:30 P. M.—Four-Bell News and Sports... Daily except Sun.
- 6:15 P. M.—News of the World, NBC—Alka-Seltzer..... Mon., Tue., Wed., Thu., Fri.
- 6:45 P. M.—H. V. Kaltenborn, NBC..... Sat.
- 10:30 P. M.—News Tower..... Daily
- 11:00 P. M.—News Reports, NBC..... Daily
- 11:55 P. M.—News Reports, NBC..... Daily

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RADIO NEWS TOWER

# WOW'S APRIL NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "4/42" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:15	Tune Time	Tune Time	Tune Time	Tune Time	Tune Time	Tune Time	Catholic Hour (5 to 5:30)
5:30	4-Bell News—Sports Burlington Bus Studebaker Salad Wafers Yucatan—Falstaff	4-Bell News—Sports Phillips—Studebaker Salad Wafers Yucatan Falstaff	4-Bell News—Sports Studebaker Burlington Bus Salad Wafers Yucatan—Falstaff	4-Bell News—Sports Studebaker Clove Gum—Phillips Salad Wafers Yucatan—Falstaff	4-Bell News—Sports Studebaker Burlington Bus Salad Wafers Yucatan—Falstaff	4-Bell News—Sports Tri-States Studebaker—Phillips Salad Wafers Yucatan—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	This Is War NBC	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		Fitch Bandwagon
6:30	Dinner Music	Burns and Allen Swan Soap	Jimmie Fidler—Carter	Al Pearce Camels	Dinner Music	Dinner Music	Charlie McCarthy Chase & Sanborn Coffee
6:45	Answer Man, Van Dyck	Johnny Presents Philip Morris	Dinner Music	Maxwell House Coffee Time General Foods	Answer Man, Van Dyck	H. V. Kaltenborn, NBC	One Man's Family Standard Brands
7:00	Cavalcade of America Du Pont		The Thin Man Woodbury Products		Cities Service Concert	Abie's Irish Rose P. & G. Drene	Manhattan Merry-Go-Round Dr. Lyons
7:30	Voice of Firestone Concert	Horace Heidt Tums Treasure Chest	Uncle Walter's Doghouse Raleigh Pipe Tobacco	Aldrich Family General Foods Postum	Information Please Lucky Strike	Truth or Consequences P. & G. Ivory	American Album of Familiar Music Bayer Aspirin
8:00	Telephone Hour Bell Telephone	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 Alka-Seltzer	Hour of Charm General Electric
8:30	Dr. I. Q. Vitamin Plus	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis		Plantation Party Bugler Tobacco		Sports Newsreel Colgate Shaving Cream 9:15—Dant's Orchestra
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Show	Rudy Vallee Sealtest	Capt. Flagg and Sgt. Quirt Wings Cigarettes	Famous Jury Trials O'Henry Candy	Dear John Welch Grape Juice
9:30	NBC	Red Skelton & Co. Raleighs	Lucky Strike	Frank Fay Tums (Last April 16)	Grand Central Station Rinso	Justice Rides the Range—Falstaff	NBC
9:45		Justice Rides the Range—Falstaff	Justice Rides the Range—Falstaff	Justice Rides the Range—Falstaff	Justice Rides the Range—Falstaff	Justice Rides the Range—Falstaff	WOW News Tower Kilpatrick's Uncle Sam
10:00	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	AP News
10:15	C. B. & O. WOW News Tower	C. B. & O. WOW News Tower	C. B. & O. WOW News Tower	C. B. & O. WOW News Tower	C. B. & O. WOW News Tower	C. B. & O. WOW News Tower	AP News
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.—Chatter and Patter . . . . . Daily except Sun.	11:30 A. M.—Home Beautiful—Orchard & Wilhelm . . . . . Mon., Wed., Fri.
6:00 A. M.—Early Morning News Tower . . . . . Daily except Sun.	Melody Time . . . . . Tue., Thu.
6:15 A. M.—Aunt Sally . . . . . Mon., Tue., Wed., Thu., Fri.	Ika Chase, NBC . . . . . Sat.
Time and Tunes . . . . . Sat.	11:45 A. M.—Melody Time . . . . . Mon., Tue., Wed., Thu., Fri.
6:30 A. M.—Markets (Remote) . . . . . Daily except Sun.	12:00 Noon—Aunt Jenny—Lever Bros.—Spry . . . . . Mon., Tue., Wed., Thu., Fri.
6:35 A. M.—Time and Tunes . . . . . Daily except Sun.	Whatcha Know, Joe? NBC . . . . . Sat.
Markets . . . . . Sat.	12:15 P. M.—Markets (Remote) . . . . . Mon., Tue., Wed., Thu., Fri.
6:45 A. M.—Lyle and Eddie—Nutrena Mills . . . . . Mon., Wed., Fri.	WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food . . . . . Sun.
7:00 A. M.—WOW News Tower—Roberts, Mid-Continent, Peter Paul . . . . . Daily except Sun.	12:30 P. M.—WOW News Tower—Peter Paul—Haskins . . . . . Daily except Sun.
News Summary, NBC . . . . . Sun.	World Is Yours, NBC . . . . . Sun.
7:05 A. M.—Organ Music, NBC . . . . . Sun.	12:45 P. M.—Foster May—Butter-Nut Coffee . . . . . Daily except Sun.
7:10 A. M.—Transcriptions . . . . . Daily except Sun.	1:00 P. M.—Light of the World—General Mills—Cheerioats . . . . . Mon., Tue., Wed., Thu., Fri.
7:15 A. M.—Do You Remember . . . . . Mon., Wed., Fri.	Farm Facts and Fun . . . . . Sat.
Mor Music—Wilson & Co. . . . . Tue., Thu., Sat.	Sammy Kaye's Sunday Serenade, NBC . . . . . Sun.
7:30 A. M.—Clifton Utley—Skelly News . . . . . Mon., Tue., Wed., Thu., Fri.	1:15 P. M.—Arnold Grimm's Daughter—Gen'l Mills—Flour . . . . . Mon., Tue., Wed., Thu., Fri.
Musical Clock . . . . . Sat.	1:30 P. M.—Guiding Light—General Mills—Wheaties . . . . . Mon., Tue., Wed., Thu., Fri.
Gypsy Ensemble, NBC . . . . . Sun.	Call to Youth . . . . . Sat.
7:45 A. M.—Musical Laundry Man—Kimball Laundry . . . . . Mon., Tue., Wed., Thu., Fri.	University of Chicago Roundtable, NBC . . . . . Sun.
AP News, NBC . . . . . Sat.	1:45 P. M.—Judy and Jane—Folger Coffee . . . . . Mon., Tue., Wed., Thu., Fri.
7:55 A. M.—Defense Reporter . . . . . Sun.	Matinee in Rhythm, NBC . . . . . Sat.
8:00 A. M.—Morning Melodies . . . . . Daily except Sun.	2:00 P. M.—Against the Storm—P. & G. Ivory . . . . . Mon., Tue., Wed., Thu., Fri.
Happy Jack Turner, NBC . . . . . Sat.	From New England to You, NBC . . . . . Sat.
World News Roundup, NBC . . . . . Sun.	Bob Becker's Chats About Dogs—John Morrell & Co. . . . . Sun.
8:15 A. M.—Ye Old Music Shoppe . . . . . Mon., Wed., Fri.	2:15 P. M.—Ma Perkins—P. & G. Oxydol . . . . . Mon., Tue., Wed., Thu., Fri.
Morning Market Basket, NBC . . . . . Sat.	National Congress, Parents and Teachers, NBC . . . . . Sat.
Deep River Boys, NBC . . . . . Sun.	H. V. Kaltenborn, NBC . . . . . Sun.
8:30 A. M.—Reveille Roundup—Groves Bromo-Quinine . . . . . Mon., Wed., Fri.	2:30 P. M.—Pepper Young—P. & G. Camay . . . . . Mon., Tue., Wed., Thu., Fri.
Little Doghouse . . . . . Sat.	This Is the Army, NBC . . . . . Sun.
Chapel Service, Rev. R. R. Brown . . . . . Sun.	2:45 P. M.—Right to Happiness—P. & G. Naphtha . . . . . Mon., Tue., Wed., Thu., Fri.
8:45 A. M.—Sweet River—A. E. Staley Starch . . . . . Mon., Tue., Wed., Thu., Fri.	3:00 P. M.—Backstage Wife—Watkins Products . . . . . Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Bess Johnson—Colgate Supersuds . . . . . Mon., Tue., Wed., Thu., Fri.	Down Mexico Way, NBC . . . . . Sat.
Police Bulletins . . . . . Sat.	The Week's News—Kilpatrick's, Uncle Sam Breakfast Food . . . . . Sun.
9:15 A. M.—Bachelor's Children—Palmolive . . . . . Mon., Tue., Wed., Thu., Fri.	3:15 P. M.—Stella Dallas—Sterling Products . . . . . Mon., Tue., Wed., Thu., Fri.
Homemakers' Club of the Air—Nebraska Power . . . . . Sat.	3:30 P. M.—Lorenzo Jones—Sterling Products . . . . . Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Helpmate—Cudahy Dutch Cleanser . . . . . Mon., Tue., Wed., Thu., Fri.	Air Youth of America, NBC . . . . . Sat.
Thrilling Stories of America, NBC . . . . . Sun.	WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food . . . . . Sun.
9:45 A. M.—Mary Marlin (Beg. April 13)—P. & G. Oxydol, Chipso . . . . . Mon., Tue., Wed., Thu., Fri.	3:45 P. M.—Young Widder Brown—Sterling Products . . . . . Mon., Tue., Wed., Thu., Fri.
Betty Moore—Benjamin Moore Co. . . . . Sat.	4:00 P. M.—When a Girl Marries—Gen. Foods—Baker Chocolate and La France Satina . . . . . Mon., Tue., Wed., Thu., Fri.
Musical Meditations—Omar Wonder Flour . . . . . Sun.	Doctors at Work, NBC . . . . . Sat.
10:00 A. M.—The Bartons (Beg. April 13)—P. & G. Duz . . . . . Mon., Tue., Wed., Thu., Fri.	Ports of the Pacific, NBC (Begins 4/19) . . . . . Sun.
Lincoln Highway—Shinola . . . . . Sat.	4:15 P. M.—Portia Faces Life—General Foods—Bran Flakes . . . . . Mon., Tue., Wed., Thu., Fri.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food . . . . . Sun.	4:30 P. M.—Musical Melodies . . . . . Mon., Wed., Fri.
10:15 A. M.—Vic and Sade (Beg. April 13)—P. & G. Crisco . . . . . Mon., Tue., Wed., Thu., Fri.	Creighton University . . . . . Tue., Thu.
Rhapsody of the Rockies, NBC . . . . . Sun.	Ricardo Time, NBC . . . . . Sat.
10:30 A. M.—Lone Journey—P. & G. Dreft . . . . . Mon., Tue., Wed., Thu., Fri.	World's Most Honored Music—Longines . . . . . Sun.
America the Free—Anacin . . . . . Sat.	4:45 P. M.—Hymns of All Churches—General Mills—Cake Flour . . . . . Mon., Tue., Wed., Thu.
Music and American Youth, NBC . . . . . Sun.	Betty Crocker—General Mills—Cake Flour . . . . . Fri.
10:45 A. M.—David Harum—B. T. Babbitt, Bab-O . . . . . Mon., Tue., Wed., Thu., Fri.	War Reporters—Libby-Owens-Ford Glass (Last April 11) . . . . . Sat.
11:00 A. M.—Musical Melodies . . . . . Mon., Tue., Wed., Thu., Fri.	5:00 P. M.—War Headlines—National Biscuit . . . . . Mon., Tue., Wed., Thu., Fri.
Creighton University of the Air . . . . . Sat.	Headlines Ahead . . . . . Sat.
Sunday Down South, NBC . . . . . Sun.	Catholic Hour, NBC . . . . . Sun.
11:15 A. M.—Toby and Susie—Peter Pan Bakers . . . . . Mon., Tue., Wed., Thu., Fri.	5:05 P. M.—Melody Time . . . . . Mon., Tue., Wed., Thu., Fri.
Markets and U. S. Government Reports . . . . . Sat.	