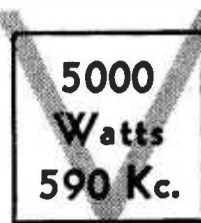




# RADIO NEWS TOWER

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



Complete Radio Program News From Radio Station WOW

VOL. VI—No. 6

OMAHA, NEBRASKA, MARCH 1, 1942

PUBLISHED MONTHLY

## 6,000 SEE PATRIOTIC REVUE

### Radio Workers Join WOW Blood Bank

Several members of Radio Station WOW staff, are included among Woodmen of the World employees who have (or will) contribute to Seymour Camp's "blood bank."

Among the first to volunteer were John J. Gillin, Jr., General Manager; Lyle DeMoss, Production Manager and producer of the "Red, White and Blue Patriotic Revue"; Bill Wiseman, Promotion Manager; Harry Burke, Program Manager; Foster May, News Editor, and Howard Peterson, Local Sales Manager.

First to actually give a pint of their blood were Eric Mattson, tenor, and Bruce Grant, announcer. Lyle DeMoss followed soon after.

Although many volunteered, not all were accepted.

Women of the staff were to be invited to volunteer later.

The actual taking of the blood was supervised by Dr. Herbert B. Kennedy, Medical Director of the Woodmen of the World, and Nurse Alyce Rastede.

The blood accumulated will be available for emergency use under direction of the Red Cross, either for men in the military service or for certain civilians.

V...—

### Betty Moore Back, Two Renewals

The annual spring series of programs on interior decorating and household furnishings by "Betty Moore" may be heard each Saturday at 9:45 a. m. on WOW through the courtesy of the Benjamin Moore Company.

Bob Becker's "Chats About Dogs," heard at 2 p. m., Sundays, and sponsored by John Morrell & Co. for Red Heart Dog Food, has been renewed according to word from NBC.

The Welch Grape Juice Company, sponsors of the Irene Rich "Dear John" programs on Sunday nights at 10 o'clock, has also renewed this series for an additional 13 weeks.

V...—

### YOUTH... EXPERIENCE

Four social register debutantes and four grandfathers will match wits on the "Battle of the Sexes" program, Tuesday, March 3 (NBC Red network, 8 p. m. on WOW). Julia Sanderson and Frank Crumit will preside as usual. The Park Avenue debbies will be Constance Sneed, Betty Lewis, Ruth Jones and Peggy Fairchild. The older generation team includes F. Thomas Hill, writer; Charles Bush, ex-government inspector; William Traxton, government employee, and B. F. Warren, radio script writer.

V...—

### THIS IS DIFFERENT

For the first time since it has been on the air, the NBC Sunday "Fitch Bandwagon" program will use an orchestra other than a dance group on March 8. The feature that night will be Edwin Franko Goldman's brass band, selected for the airing because its style and tempo fit the times.

V...—

### GETTING WELL

Miss Helen Lewis, Manager of WOW's Traffic Department, is convalescing from a minor operation at the Mercy Hospital in Council Bluffs.



In the photo above are depicted many of the highlights of WOW's "Red, White and Blue Patriotic Revue."

At upper left is John Gillin, Jr., General Manager of WOW, addressing the capacity crowd in Columbus between acts.

Then, left to right, are:

Louise Seidl at her harp.

Freddie Ebener (right under the V), director of the WOW Orchestra.

The girls' vocal sextet, including, left to right: Irene O'Hara, Doris Harberg, Millie Nielsen and

Marie (center) and The Twins, Inez, left, and Irene, right.

Next is Lyle DeMoss, master of ceremonies and producer of the show, with "Uncle Sam" (Eric Mattson) at the microphone.

Upper right is Marion Bergman doing a military tap at Fremont.

Just above the WOW letters is the "Angels of Mercy" scene, with Miss O'Hara at the microphone and "Uncle Sam" at right.

Below, enthusiastically waving their stamp books, is a portion of the crowd at Beatrice.

### Red... White... Blue Show Packs 'em In

(For further news and information about the "Red, White and Blue Patriotic Revue," see pages 4 and 5)

Six thousand patriotic WOW listeners are already buying an extra U. S. Defense Bond because they witnessed a WOW "Red, White and Blue Patriotic Revue."

The Revue will be shown in—

Hastings, March 1.

Norfolk, March 8.

Grand Island, March 15.

At these three March performances it is expected that 8,000 more WOW listeners will be started on the purchase of extra bonds.

Everyone who attends the "Red, White and Blue Patriotic Revue" automatically agrees to buy an EXTRA BOND. Admission is free, but in order to see the performance, each person must buy a minimum of 50 cents worth of stamps in a NEW book.

#### Future Showings

After the Grand Island performance, the Revue will be presented in Lincoln, Neb.; Sioux City, Carroll and Shenandoah, Iowa. Dates to be announced later.

First performance of the Revue was in Fremont, February 1. Almost exactly 2,000 persons attended. During the week following the show, direct bond sales boomed in this community. The Henry Tiegeler Post of the American Legion was the local sponsor.

The second performance (February 8), at Beatrice, competed with that section's most stubborn sleet and snow storm of the year. However, 1,600 persons thoroughly enjoyed the Revue, and approximately \$1,600 worth of stamps and bonds were sold. Sponsorship locally was by the Norman-Bitting Post of the American Legion, the Elks, the Eagles, Veterans of Foreign Wars and the Junior Chamber of Commerce.

The tally at Columbus, February 15, reached a total of \$15,455 in bonds and stamps. Two performances were presented (due to the size of the auditorium). Over a thousand persons crowded in to see the afternoon show and about 1,300 at night.

Executives of the Hartman Post of the Legion and aggressive members of the Young Men's Bureau of the Chamber of Commerce, aided by ex-Congressman Edgar Howard, conducted a vigorous supplementary sale of bonds. Four persons bought \$1,000 bonds, seven \$500 bonds, and many more in denominations of \$100, \$50 and \$25. Secretary Manager Ed Weerts of the Columbus Chamber of Commerce, figured out that the Revue netted \$7.77 average to Uncle Sam for each person who attended.

#### Hastings Next

As this News Tower went to press there was every indication that there would be a full house in the Hastings Auditorium, Sunday night, March 1. Leonard Waterman of the Tri-County Office and Cliff Hunt of the Hastings Post No. 11 of the American Legion, along with Amos R. Brand, W. R. Fergus and H. C. Rurup, made up the committee in charge. Several other civic organizations, including the Elks, were cooperating.

#### Then Norfolk

Sponsorship of the Norfolk show has been accepted by the Norfolk Post No. 16 of the American Legion. The committee in charge includes C. C. Becker, Chamber

(Continued on page 6)

### Bradshaw Thanks WOW Revue Cast

National Directors of the Woodmen of the World Life Insurance Society, meeting in Florida, were pleased to hear of the initial successes of the "Red, White and Blue Patriotic Revue."

"Please give my heartiest and sincerest congratulations to every member of the cast," wired President De Emmett Bradshaw to John J. Gillin, Jr., General Manager of WOW. "Our radio station is performing a wonderful patriotic service. Keep up the good work."

The Woodmen Society's financial aid made possible the presentation of the Revue in the first 10 cities where it has been and is to be presented.

V...—

"Accent on Youth," Samson Raphaelson's gay comedy of the romantic exploits of a middle-aged dramatist, with Screen Actor Walter Pidgeon in the starring role, will be the fare on Du Pont's "Cavalcade of America," Monday, March 2 (NBC Red network, 9:30 p. m. on WOW).

### YOUR STAMPS REALLY COUNT

"We are coming to realize that one extra plane, or extra tank, or extra gun, or extra ship, completed tomorrow, may, in a few months, turn the tide on some distant battlefield; it may mean the difference between life and death for some of our fighting men."

—From President Roosevelt's Fireside Chat broadcast throughout the world Monday, February 23.

V...—

### WRITES A MOVIE

Tobe Reed, m.c. of the "Fitch Bandwagon," has two major motion picture companies bidding for his war between the states story, "The Life of Anna Carroll." It is one of a large number of such historical stories Reed has compiled about unusual Americans.

### Flag and Quirt Promise Much Action

Plenty of action is promised on the "Captain Flagg and Sergeant Quirt" program, on Friday night, March 6, at 9, on the NBC Red network and Station WOW. Flagg and Quirt are sent to the dedication ceremonies of a large dam, to prevent sabotage. While they are there they run into a girl spy, and the situations result in plenty of good old-fashioned laughs, what with Old Doc (Cliff Arquette) in the big middle of the whole fray.

P. S.—The dam is saved.

V...—

### BOY FOR GOODWINS

Bill Goodwin, featured player and announcer of the "Burns and Allen" program, is the father of a husky boy, born in a Hollywood hospital. The infant was christened William Richard Goodwin.

V...—

Three Barrymores will take over a forthcoming Rudy Vallee Sealtest program. They'll be John, Lionel and Diana, for whom a special script is being prepared now.

### 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 3/42, which means March, 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. CAMPS AID WAR EFFORT

## Bradshaw Asks Listeners to Enroll

WOW listeners throughout the midwest are invited by President De Ennnett Bradshaw to join a Woodmen of the World group as an additional means of contributing to America's war effort.



De E. Bradshaw

Mr. Bradshaw pointed out that the Society "is coordinating its own effort to protect and safeguard American homes with the nation's objective of defending democracy and the free way of life and enterprise throughout the earth."

Membership in the Society during wartimes will give the individual greater economic security for himself and his family. In many cases it will offer him a direct group with which to participate in war work, such as the Woodmen blood banks, group drives for sales of U. S. Defense Stamps and Bonds, and group civilian defense activities. In every instance, the Woodmen membership will result in better citizenship through the patriotic and fraternal teachings of each group's rituals.

In Omaha, Seymour Camp members have already established a blood bank, and many members have already given blood to aid persons sick or injured. This, largest of all Woodmen groups, has been active in Defense Stamp and Bond sales, and in registration of its members for civilian defense duties.

The national headquarters of the Society has adopted the payroll deduction plan to aid in the Defense Bond effort. Still another Woodmen war effort is the "Red, White and Blue Patriotic Revue," being presented by Radio Station WOW in 10 midwestern cities and towns.

Organized in Omaha, June 6, 1890, it has in the 52 years of its service to American families paid to members and beneficiaries a sum in excess of \$341,000,000.

Life insurance in this progressive institution is granted upon accept-

## SEYMOUR RITUAL . . . START BLOOD BANK



Treasurer R. E. Miller delivering the Emblem of Mortality to Consul Commander Con. J. Basler. National Secretary Farrar Newberry, National Director W. C. Braden and Medical Director H. B. Kennedy spoke.



Don Nicol, a W. O. W. member, shown about to give blood for the Seymour Camp blood bank at an Omaha hospital. Nicol is a Woodmen underwriter. Shown assisting is Miss Alyce Rastede, nurse.

able application for membership. Such membership carries the opportunity to participate with one's fellows in fruitful endeavors for practical fraternity.

The Society maintains, through a large endowment, an accredited hospital in which any member of at least 18 months' affiliation may, if afflicted with tuberculosis, receive free treatment at the hands of a staff of experts. Here more than 3,000 such members have been guests since the sanatorium was opened in 1923.

The Woodmen of the World Society, owner and operator of Radio Station WOW, is among the financially strongest of all American life insurance organizations. Its total resources as of December 31, 1941, were in excess of \$132,000,000. For each \$100 of reserve and current liability the Society has on hand \$125 of admitted assets. Recognition of its strength is attested by insurance analysts and by its growing important membership clientele.

WOW listeners interested in associating themselves with a Woodmen group in their own community are invited to write to Radio Station WOW for full information about membership requirements.



The installation of the 1942 staff of officers of Seymour Camp No. 16, Omaha, Neb., the largest Woodmen group in the nation. In the circle, reading from extreme left to right, are: Financial Secretary C. M. Richards, Auditor Wayne C. Garrett, Sentry C. W. Gardiner, Watchman Kenneth Dietz, Escort Ray McGrath, Banker Harry Nelson, Adviser Lieutenant G. C. Schwenker and Consul Commander Con. J. Basler. Inside circle is National Treasurer R. E. Miller, the Installing Officer. Past Head Consul W. G. Johnson, the Installing Escort, is partially seen outside circle at the left.

## C-H-A-T-S

### With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK! MAY I COME IN?

Some time ago a listener likened the Sunshine Chain to a big, beautiful white ship sailing the sea of shadows to rescue all little vessels in distress, also carrying a cargo of sunshine to the small boats of the shut-ins. Every one who heard of the idea liked it so well that the first thing we knew we were a ship instead of a chain.



Aunt Sally

The assisting groups or clubs are referred to as little ships. Each ship has a name, a captain and a crew. At present the fleet consists of the good ship Martha, the Sally Dee and the Ship of Joy, all of Omaha. The gallant Ship of Service harbors at Council Bluffs, Iowa, and the Ship of Faith docks in Missouri.

Other ships are forming in Kansas, Minnesota and New York, and some day the fleet may reach from coast to coast.

Many of you know the grand work these members are doing and what a glow of sun and warmth ripples on the water where these ships have sailed.

Certain days are set for calls. These jolly women take different territories and stop at homes and hospitals with a laugh and a joke, a flower or a cake, and the sunshine lingers long around the bedside they have visited.

I want you to have the pledge of the Ship of Joy. You will understand why they leave so much happiness in their path.

#### Membership Pledge

In becoming a member of the Ship of Joy, I pledge myself in faithful service to all persons who are handicapped and in need of a friend. I will keep God's love in my heart with good will toward all mankind.

I will not indulge in harmful, small talk, gossip or criticism about any member of the Ship of Joy or anyone, anywhere, at any time.

My purpose shall be to bring joy into every life that shall in any way touch mine.

I shall keep in mind, always, the motto of the good ship, Joy: "Joy to the world, because of me, by me, through me; joy to the world."

With such a purpose, this little ship will surely leave a path of glory behind it.

Mrs. J. G. Miller, Captain Marjorie, is bound to pull into port this year with a wonderful record of service rendered. I'll tell you more about the other clubs next month.

Two little ships passed in the night for heavenly shores. Sarah Herrick of the Crowell Home, Blair, Neb., and Paul Beckman of Omaha. Two dear people who have been with us a long time.

Leona Scholten of Alton, Iowa, is having a bit of rough sailing right now, and this is the time for all of her brother and sister ships to stand by with a shower of cards and letters. That's all for this but my love.

And 'bye for now!

YOUR AUNT SALLY.

V. . .

### ADD NEW LINKS

The glad tidings spread by Aunt Sally's "Sunshine Chain" at 6:15 a. m., Mondays through Fridays, extend even to eastern Canada and south in Texas. Audrey K. Barr of Pembroke, Ontario, a regular WOW listener, is now corresponding with several Nebraska Sunshine Chainers. Still other midwesterners are in regular correspondence with Mrs. C. J. Carothers in Ranger, Tex. A recent issue of the Wichita (Kans.) Eagle reports in detail on the Chain's aid to Miss Mary Fry, a shut-in for 10 years.

## 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

"Faith pulled us through," headlined a "saga" of the sea. Seven courageous airmen on patrol duty in their plane

were stranded five and a half days in their disabled patrol plane. They graphically described the experiences of those days after they returned safely to the Panama Canal. Lieut. William T. Sutherland said: "Our faith pulled us through."



Rev. R. R. Brown

It is not necessary for us to rehearse the details of how they rigged up a temporary radio outfit and their signals were picked up in the States. Rations were low and their suffering intense. Every morning and evening they bowed in water over their knees and prayed. When opportunity came any time during the day, some member of the crew would pray. The newspaper article concluded by saying: "The voice of mother's prayers of their childhood returned . . . 'Our Father, Who art in heaven' . . . 'The Lord is my Shepherd. I shall not want.'"

On January 30 came, what will probably be a historic telegram from the brave General MacArthur and his boys, sent to the President of the United States on his birthday: "Today, January 30, the anniversary of your birth, smoke-begrimed men, covered with the marks of battle, rise from the fox holes of Bataan and the batteries of Corregidor to pray reverently that God may bless immeasurably the President of the United States."

These two incidents, to which could be added many others, remind us that in a day of trouble men become aware of their need of God and the place of religion in their lives. Faith and prayer are valuable assets at any time, but they become most consequential in an hour when a world is ablaze with an ever-spreading destructive fire. Who knows but there will be an element of judgment in the present conflagration and it will serve to melt the ice in our souls and to drive us from our materialism in business, atheism in our education and indulgencies in our social life? Furthermore, faith and prayer will prove effective as we plead for strength and wisdom for our President and those in authority over us for the preservation of all the men in the armed forces, prisoners in camps, those at home who have given up ones dear to them, for the spiritual life of the world and for a speedy peace. Let us ask God to make the nations who honor Him worthy of His recognition and blessing, so

that paganism and heathenism may not triumph and cover the earth with their spiritual and moral darkness. We are grateful for the many who have responded to the appeal to organize Spiritual Defense Groups in homes and communities. Nearly 400 have begun systematic prayer under the auspices of the World Radio Congregation.

We would remind all of our friends that on April 5 we will celebrate the 19th anniversary of the World Radio Congregation of Radio Station WOW. It will be a combined Easter and anniversary program.

Tune in each Sunday morning at 8:30.

## "This is War" Highlights WOW's Big Special Program Schedule

During the week ending February 20, WOW was carrying more than 50 quarter-hour units a week of special war programs, designed to build civilian morale and to aid The Cause in many ways.

Latest addition to the series is a new local feature called "Partners in Democracy," and scheduled from 2 p. m. to 3 p. m., Sundays. This feature was to be carried simultaneously by KOWH, KOIL, and WOW.

Newest and perhaps the most impressive war program ever presented by radio is "This Is War," carried by WOW (and via all nets) from 6 p. m. to 6:30 p. m., Saturdays.

Other special war broadcasts include such favorites as "Freedom's People," "America the Free," "Plays

for Americans," "The Sir Youth of America," "The University of Chicago Roundtable," "Listen America," and many special war news-casts. Consult schedule (page 8) for times of these programs.

V. . .

Despite the fact that all network advertising contracts carry war cancellation clauses, networks report almost no loss of business thus far due to the war. One tea company, which is short of imported tea, cancelled a network show (not on NBC).

## 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

During 1941, your loudspeaker poured out network programs for which 401 leading sponsors paid \$103,000,000.



Bill Wiseman

That's what these sponsors paid for time alone, and it does not include many other millions they paid for talent and other production costs.

Printers' Ink (February issue) gives the figures. It adds that these 401 leading sponsors are those who each spent \$100,000 or more during 1941. In 1940, 360 \$100,000-a-year network advertisers spent about \$93,000,000.

Of these 401, there were 46 companies which each spent a cool million or more for radio advertising.

The nation's largest advertiser was Procter & Gamble Company, which spent nearly \$13,000,000 in all media—and \$9,500,000 in radio alone.

Procter & Gamble is the company which brings you at least 36 quarter-hour units of entertainment every week via WOW. These programs include such favorites as "Truth or Consequences," "Abie's Irish Rose," "Vic and Sade," "Ma Perkins" and many others.

The second biggest network advertiser was General Foods, which spent a total of nearly \$10,000,000 in all media—\$7,000,000 plus on radio. General Foods programs on WOW include "Maxwell House Coffee Time," "The Aldrich Family," "Portia Faces Life," "When a Girl Marries" and others on WOW.

This, of course, could go on and on. Some more figures are very interesting:

Twenty-two of the 46 largest advertisers spent MORE THAN HALF of all their advertising money on the radio. Money not spent on radio was split between newspapers, magazines, farm papers, billboards, etc.

Twenty-four of the first 25 largest spent more on radio than all other media combined. Only nine of the first 46 did not use radio at all.

The 10 largest advertisers include three tobacco companies, two food companies, one automotive, one making soaps and cleaners, one making soaps and foods, and one making soaps, cleansers and toilet goods.

Of the 21 "1941 million-dollar radio advertisers," all use WOW regularly except two.

It would appear from this interesting Printers' Ink information that radio as an advertising medium is really here to stay.

v. . .

**HATS OFF TO WALTER WINCHELL . . .** Lieut.-Commander Walter Winchell (The Jergens' news hawk) of the United States navy in one week gave \$5,000 to the President's Birthday Fund, \$5,000 to China Relief, \$5,000 to the Red Cross and \$10,000 (pay for two broadcasts) to Navy Relief.

v. . .

**EVERY LISTENER . . .** To everybody in radio there's a sort of a reverence to the word CAB—short for Crossley Analysis of Broadcasting. For this concern rates programs, and has come to be almost the Bible of the industry. When a program's CAB rating goes up, the talent asks for money; when it goes down, the producer trembles.

These CAB ratings are determined by actual "listener checks," made in many cities by telephone.

Almost every listener, at some time or another, has been asked by phone to tell what program he is listening to. Sometimes these calls are something of a nuisance, but they ARE IMPORTANT.

This column urges you to answer these calls truthfully and as fully as possible. It'll help you keep the programs you like on the air and weed out the others.

# WOW AIRS 15 OF 20 "FIRSTS"

## Midwest Radio Men Here For NAB

Fifty to 60 key executives of radio stations in Iowa, Missouri and Nebraska are expected in Omaha March 2 for a meeting of the 10th District National Association of Broadcasters. The meeting was called by John J. Gillin, Jr., General Manager of WOW and a national NAB Director.

Main business of the meeting, which will be held at Hotel Paxton, is the election of a director for a two-year term. This must precede the national NAB convention in Cleveland, May 11, by 60 days.

Neville Miller, National President of NAB, and a group of his associates will attend the Omaha meeting.

Gillin said he had been advised that representatives of the Office of Censorship, Office of Facts and Figures and the Army and Navy Public Relations Divisions will attend and speak.

v. . .

## Lincoln Highway Renews For a Year

One of the best half-hour daytime dramatic shows, "Lincoln Highway," starring actors of Broadway and Hollywood, has been renewed for one year, effective March 14, by Hecker Products, Inc. The program is heard over 76 NBC Red network stations from 10 to 10:30 a. m., including WOW. This program has one of the highest daytime ratings. Benton and Bowles, Inc., New York, is the agency. The broadcast is sponsored in behalf of Shinola.

★ ★ ★



Lovely Ann Eden marked a career milestone when she turned to radio and landed on the Red network Saturday drama series, "Lincoln Highway."

## LATE NEWS FLASHES

Bea Wain has replaced Lucy Monroe on the "Manhattan Merry-Go-Round" program, sponsored by R. L. Watkins Co. for Dr Lyons Toothpowder, on WOW and 39 NBC Red stations, Sundays, from 8 to 8:30 p. m. Miss Monroe left to begin a nation-wide tour for the Treasury Department, promoting Defense Bonds and Stamps.

v. . .

Joan Davis, famed "fall girl" who has contributed so successfully to the weekly laugh session on the Rudy Vallee-John Barrymore Seal-test show, has been signed for another 13 weeks appearance on the program. (NBC Red network, 9 p. m. on WOW.)

v. . .

Lurene Tuttle, ingenue in Kraft's "Great Gildersleeve" program, and her husband, Mel Ruick, opened their home to soldiers stationed in North Hollywood for baths.

## THE "MOR" THE MERRIER



MOR laughs, MOR hit tunes, and the MOR the merrier, says R-r-r-uss Baker, as he frames MOR fun for WOW listeners for his new show, titled simply "Mor Music," heard 8:45 a. m., Tuesdays, Thursdays and Saturdays.

## VAN DYCK QUIZ

By Albert Mitchell, the "Answer Man." Heard on WOW, 6:45 p. m., Mondays and Fridays.

### QUESTIONS

1. Is it true that there is a water lily so large it will support a man's weight?
2. How many aliens are there in the United States?
3. President Roosevelt's yearly salary is \$75,000. What does Hitler receive?
4. Where did the watch get its nickname "turnip"?
5. What is the difference between a sweet potato and a yam?
6. Do blond whiskers grow less fast than dark?
7. Which is correct? A fuselage is part of a tank; part of the turret of a battle ship; the body of an airplane; the timing device of an aerial bomb.
8. Where is the source of the famous Suwanee River?
9. (For sportsmen) Which is correct? A poule d'eau is a wild duck; a pelican; the common coot; a jacksnipe.
10. What are capers before they're put in vinegar and sold as a relish?

(Answers on page 6)

## WINS AWARD

"The Aldrich Family," one of radio's youngest among the top ranking shows, has been named the outstanding commercial radio program in the Annual Advertising Awards just announced by Advertising and Selling, national trade magazine of the advertising profession.

v. . .

## MAPLE LEAF FUND

Lucille Manners, soprano star of the "Cities Service Concerts" (Fridays, 7 p. m., WOW, via NBC Red network), has been appointed national director of radio for the United States and Canada by the Maple Leaf Fund, the American-Canadian organization for allied relief.

## 10th BIRTHDAY



Judy and Jane, in real life Marge Calvert and Donna Reade, recently celebrated the 10th birthday of this popular daytime program heard on WOW, Mondays through Fridays, at 1:45 p. m., for Folger's coffee. Judy and Jane have been on the air continuously since 1932.

## McCarthy, Benny Top 1941's Star List

Fifteen of the 20 "leading evening programs" on the air are regular features on WOW. These are NBC Red network programs. The other four are heard in this area on the Columbia network.



Several radio trade papers reported during January the official CAB ratings for evening network shows during all of 1941.

Top evening network show of the year is Chase & Sanborn's "Charlie McCarthy" program. Second best-rated was Jack Benny's Jell-O show. Third, Fibber McGee and Molly for Johnson Wax. In fourth place was Columbia network's "Lux Radio Theater." Others in order were:

- 5th—"Aldrich Family," General Foods.
- 6th—Bob Hope, Pepsodent.
- 7th—Maxwell House Coffee Time.
- 8th—Walter Winchell, Jergens' Lotion.
- 9th—Kate Smith Hour, General Foods.
- 10th—Bing Crosby, Kraft Cheese.
- 11th—"The Fitch Bandwagon," Fitch's Shampoo.
- 12th—"One Man's Family," Tenderleaf Tea.
- 13th—Major Bowes, Chrysler Motors.
- 14th—Eddie Cantor's "Time to Smile," Ipana, Sal Hepatica.
- 15th—Kay Kyser, Lucky Strike Cigarettes.
- 16th—Lowell Thomas Newscasts, Sun Oil.\*
- 17th—"Mr. District Attorney," Vitalis.
- 18th—Fred Allen, The Texas Corp.
- 19th—Red Skelton, Raleigh Cigarettes.
- 20th—Burns and Allen, Swan Soap.

\*On eastern networks only. Most of the radio trade papers commented alike. They pointed out that "McCarthy" and Benny shows have always been neck and neck—almost a tossup. All call attention to the meteoric rises during 1941 of the "Aldrich Family," Winchell and Red Skelton programs—all WOW features.

Representative of the comments is a paragraph from Advertising Age in an article by C. Lawton Campbell, Vice President and Director of Radio for Ruthrauff & Ryan, Inc., a leading advertising agency:

"In the program field, 1941 had little that was new or startling to its credit. Probably no previous year revealed as few new contributions in the field of entertainment. The most popular programs of 1940 continued in their popularity in 1941, with slight changes in relative ratings. Jack Benny relinquished to "Charlie McCarthy" by a narrow margin. "The Aldrich Family" forged ahead to top place among dramatic programs. But no new program of the year was able to join 'The Top Ten.' The quiz shows continued in numbers, but not individually with larger audiences. The daytime serial continued to flourish to larger audiences, with no indication of abatement of its hold on housewives and its dominance of the daylight hours."

Mr. Campbell also commented that three programs started in the late fall "showed signs of great promise." These he enumerated as "The Great Gildersleeve," Orson Wells (now off the air) and a new Coca-Cola evening musical show. Accompanying Mr. Campbell's article was a chart which showed that the radio audience was about the same size from April through September of 1941, indicating that there is little loss of audience in warmer months, and that "seasons" are fast disappearing in the radio art.

# U. S. LAUDS WOW EXTRA BOND PLAN

## Citation Tops a Big List of Plaudits

A citation "for distinguished services rendered in behalf of the National Defense Savings Program" was received by Radio Station WOW, February 20, following the third successful performance of "The Red, White and Blue Patriotic Revue."

The beautifully-engraved document is signed by Henry Morgenthau, Jr., Secretary of the Treasury, and bears his department's official seal.

The citation was accompanied by a letter from Eugene W. Sloan, Executive Director, Defense Savings Staff, Washington, who said in part:

"It (The Revue) is one of the outstanding examples of the part radio is playing in contributing to the success of our campaign."

Likewise from official sources came other words of praise for the Revue and for WOW's "extra" stamp and "extra" bond sales plan.

Judge Orville Chatt, Nebraska Administrator for the Defense Savings Staff, who witnessed the first performance at Fremont, reported that state administrators in North and South Dakota and Montana had inquired as to whether the Revue would be available for cities in their states. Asserting that he had heard "reactions" in all three cities where the performance has been shown, Judge Chatt added:

"I want you to know that . . . the reaction from every standpoint was exceptionally fine."

Frank King, chief of the Radio Relations Bureau of the Treasury Department, in a letter to John J. Gillin, Jr., wrote that he is advising all radio stations in the nation of WOW's Revue effort, "citing it as an outstanding example of the part radio is playing to promote economic security."

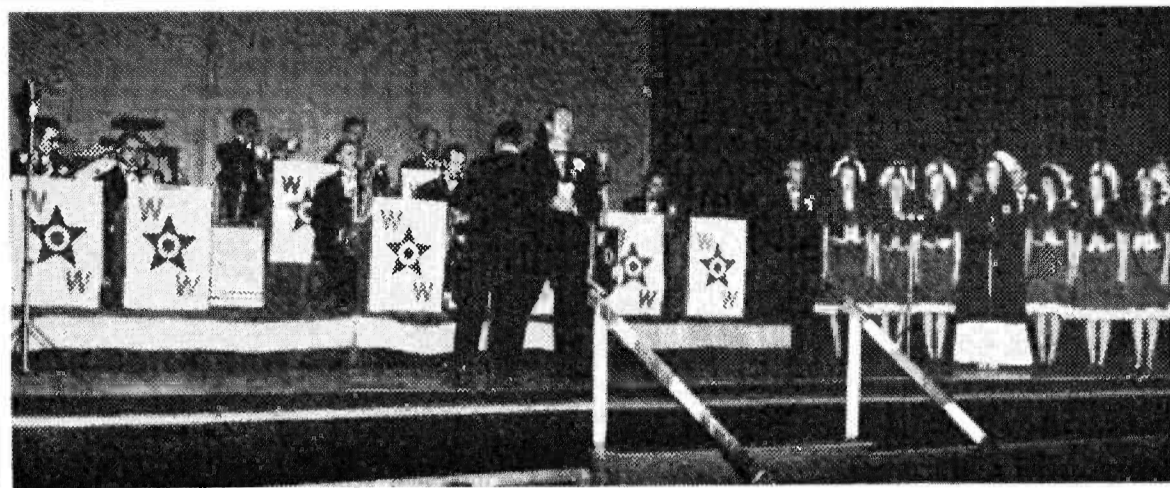
Miss Edith Johnson, Postmaster at Des Moines, who helped out by lending WOW a quantity of blank stamp albums, offered the fullest cooperation of her office, pointing out that "we are all in this effort together."

Postmaster Frank Perkins at Fremont, whose organization served as a "Guinea Pig" in trying out the entire stamp distribution plan, voluntarily wrote to other postmasters in great detail about the setup. Under a heading, "Observations," Mr. Perkins wrote:

"The show is a very fine one. It is clean and should be a hit in any city. The cast is excellent, the acts well chosen with capable headliners."

General Chairman John L. Cutright of the Fremont Legion Show Committee termed the Revue "a very generous and patriotic gesture." Chamber of Commerce Secretary C. W. Motter wrote that the Revue was a real contribution "to (Continued in column 5, this page)

## DEMOSS SINGS "WHITE CLIFFS OF DOVER"



Highlight of the last act of the "Red, White and Blue Patriotic Revue" comes when Lyle DeMoss sings "The White Cliffs of Dover."

Photo shows DeMoss, with the chorus and orchestra, snapped on the stage at Fremont during this impressive number.

## Uproarious Comedy, Thrilling Music and Impressive Drama Make Up WOW Revue

(Editor's Note.—The following is a detailed review of the "Red, White and Blue Patriotic Revue." It is presented to enable WOW listeners to better identify the personalities in the show when they see it.—The Editor.)

The "Red, White and Blue Patriotic Revue" opens in a novel manner—the opening strains of the Beethoven Fifth Symphony, known as the "Victory Chord," precede the sound effect of a roaring dive bomber and full chorus and orchestra in "We're All Americans." Then, down the center aisle comes the American Legion color guard, flanked by a soldier, a sailor, a marine and a coast guardsman. As the colors reach the stage, the audience joins in the singing of "The Star-Spangled Banner."

After a brief greeting by Lyle DeMoss, master of ceremonies, the WOW Orchestra, directed by Freddie Ebener, gives out with "Deep in the Heart of Texas"—the chorus on the stage and the audience join in hand clapping at intervals as the new popular tune progresses.

### Tap Dance

First featured soloist is Eric Mattson, tenor, who recently left the musical comedy stage in New York to become a regular staff artist at WOW. He sings "The World Is Mine Tonight" and, as an encore, "Tonight We Love." The next musical selection is a piano specialty by Marvin Wright and the orchestra, "Minute Waltz." Wright is an outstanding pianist and is responsible for many of the special musical arrangements used in the performance.

The next specialty is a military tap dance by Marion Bergman, who is employed in WOW's Traffic Department.

Maynard Wilson then gives his

"Trained Flea" comedy number. As this selection ends, Marie and The Twins, local trio, break out in an argument, which concludes with their singing of the new hit tune, "Everybody's Making Money But Tschakowsky." An orchestra novelty, based on "Chanson Triste,"

Part Three. The chorus sings "They Started Something" and Ebener sings "Old Mister Whiskers." A very unusual novelty, based on the way "Yankee Doodle" would be played in each one of the united nations is next on the program. The most colorful and elaborate scene in Part Two is the "Angels of Mercy" number, in which Miss Irene O'Hara, soprano, who is secretary to Bill Wiseman at WOW, sings the solo, and the chorus, dressed as Red Cross nurses, assists. Next comes the introduction by "Uncle Sam" of his fighting forces. As a male quartet sings official songs, a representative of the army, navy, marine and coast guard take a bow. Then, as a tribute to soldiers of World War No. 1, Morton Wells sings "My Buddy." This is followed by Lyle DeMoss' comedy rendition of "Pagliacci," combined with "The Man on the Flying Trapeze." Next, Bill Loose, flutist, and Maynard Wilson, on the bass clarinet, do a musical specialty. Part Three ends with Mattson singing "The Americans Come," famous dramatic song of World War No. 1.

Preceding Part Four, Foster May delivers an address on U. S. Defense Stamps and Bonds.

During all of Part Four the stage is flooded with blue lights. This act opens with Louise Seidl, of the WOW Orchestra, in "Home, Sweet Home" and "Leibstraum" on the harp, with Ray Olson, WOW Davis Award announcer, as narrator. Another musical highlight of Act Four is Lyle DeMoss singing "The White Cliffs of Dover" with the chorus.

The show ends with Trumpeter Billy Hill playing taps and the chorus and orchestra in "God Bless America," with a dramatic reading by Olson.

## A CUP OF PEP



Petite Marion Bergman, who works in the WOW Traffic Department and does a military tap in the "Red, White and Blue Patriotic Revue," is shown in her dressing room enjoying a cup of Nestle's Nescafe. The makers of Nescafe recently began an intensive promotion campaign via WOW.

comes next. The finale of Part One is a specialty by Morton Wells, who until recently was in the No. 1 trumpet chair in Orrin Tucker's orchestra. The selection is "His Old Cornet." Included in this number is a vocal interlude by Freddie Ebener. The chorus joins in the finale, "Thank Your Lucky Stars."

Part Two of the Revue is a between-acts community singing stunt with Lyle DeMoss and Tom Dailey, WOW Sports Editor, participating. Ten Stamp albums with 50 cents worth of stamps in each are given away.

Part Three opens with the bugle call, bringing "Uncle Sam" down the middle aisle. "Uncle Sam" is portrayed by Eric Mattson, and he acts as master of ceremonies during

## 30 Cities Ask to See WOW Revue

Local sponsorship of WOW's "Red, White and Blue Revue" had been offered by more than 30 cities and towns up to mid-February. Letters, telephone calls and telegrams have been received from all directions asking details of the sponsorship arrangement.

One request proposed a tour through North and South Dakota and Montana. Another suggested a three-night tour including McCook, North Platte and Kearney. Requests came from as far away as Mitchell, S. D.; Belleville, Kans.; Alliance, Neb., and Atlantic, Iowa.

Many requests came from American Legion Posts and other patriotic societies. Others came from Chambers of Commerce, women's groups, schools and, in one or two cases, church groups.

The list of cities (up to February 15) who have requested the "Red, White and Blue Patriotic Revue" include:

Nebraska: Hebron, Syracuse, Hampton, York, Kearney, Nebraska City, Wayne, Plattsmouth, Oakland, McCook, Shickley, Omaha, Lincoln, Falls City, Blair, Superior and Valentine.

Iowa: Neola, Ida Grove, Atlantic, Council Bluffs, Missouri Valley, Denison and Forest City.

Belleville, Kans., and Mitchell, S. D.

V. . .

## MANY CITATIONS

(Continued from column 1)

welfare and upbuilding of community life in Nebraska." Commander John C. Warren of the Beatrice Legion reported in part:

"I have heard nothing but highly complimentary remarks. Every one praises your staff's obvious sacrifices in order to put on this fine entertainment . . . in furthering the Great Cause."

Chairman Frank Shonka for the Legion at Columbus and Secretary-Manager E. H. Weertz of the Chamber both praised the show highly. Shonka wrote:

"We of the Legion feel that the splendid presentation of the WOW 'Red, White and Blue Revue' was one of the finest examples of morale-building stimulus which has thus far come out of our unified effort against the common enemy. We know that every citizen in this community agrees with us."

Scores of letters of praise came from WOW listeners throughout the midwest.

V. . .

Carter Products Co., Inc., will present "Jimmy Fidler from Hollywood" on a network including WOW, starting in March. For exact time and starting date, listen for announcement on the air.

## FINE "HOME" FOR WEEKENDS



The "Red, White and Blue Patriotic Revue" cast travels in a luxurious Union Pacific Super Coach. Photo shows the entire cast alongside of its weekend "home."

## ELKS' CLUB LADIES DINE CAST



Wives of Elks Club members, who served a delicious steak dinner at Beatrice, posed for the photo above with the cast. The "feeds" in Fremont, Beatrice and Hastings were wonderful.

# PRESS AIDS, PRAISES PATRIOTIC REVUE

## Hospitality of Host Cities is Tops

Members of the "Red, White and Blue Patriotic Revue" cast will never forget the hospitality of the folks in Fremont, Beatrice and Columbus.

Some of the cast members had qualms about giving up 10 Sundays when they had completed almost three solid weeks of after-hours rehearsals preceding the performance at Fremont. However, the WOW folks were treated so royally in the first three cities that now every member of the show looks forward to the weekend trips with pleasant anticipation.

From the time their luxurious Union Pacific Super Coach unloaded for the first time, at Fremont, until the troupe returned home early Sunday morning after the Columbus performance, every moment away from home has been an enjoyable one.

Chairman John Cuttright, in charge of the Fremont show, had arranged every possible convenience for members of the cast. Preceding the performance, a grand fried chicken dinner was served in one of the rooms at the Fremont Auditorium. The Petrow's Cafe staff supervised and served the meal, and many prominent Fremont citizens joined the cast at dinner. Although nerves were taut and everyone was on edge, the hospitality of the Fremont folks added greatly in making the first performance run smoothly.

### Sleet Storm

The hundred-mile trip to Beatrice was equally enjoyable, in spite of a bad break in weather conditions. General Chairman Woody McKisick and his aides cooperated wonderfully in hundreds of small details. The wives of Elks Club members served the dinner in the basement of the Beatrice Auditorium. The menu included choice steaks, delicious salad and all the trimmings.

During the Beatrice performance a severe sleet storm set in, and for a time it appeared that the entire cast might have to remain over night. The management of the Burwood Hotel graciously offered to put up the cast over night without cost. Later it was learned the sleet storm was local and the cast proceeded on its way home. Delayed in leaving by the storm, and losing an hour en route by the inauguration of Victory Time, the bus rolled into the radio station at 4:30 a. m., Monday. Most of the cast had to report for work at the usual hour the same morning.

### Mayor Entertains

Columbus, too, demonstrated its famous hospitality when the Revue got to town. Because two performances were necessary, due to the

## MUSICAL TRIBUTE TO "ANGELS OF MERCY"



Another colorful and inspiring musical selection is the "Angels of Mercy" section in Part Three.

Miss Irene O'Hara, soprano, does the solo and the ladies of the vocal chorus are costumed as nurses.

## Revue "Induces Patriotic Soul of Nebraska to Shine" Says Editor Edgar Howard of Columbus

(Editor's Note.—Former Congressman Edgar Howard, who is editor of the Columbus Telegram, went all-out for the WOW "Red, White and Blue Patriotic Revue." The following is an editorial written over Mr. Howard's signature, entitled "The Patriotic Soul of Columbus," which appeared in the Telegram on February 16.—The Editor.)

It never ceases to shine, but last night, in the City Auditorium, it shone with a brilliance beautiful and inspiring beyond words to portray. The Columbus Legion boys had invited the WOW entertainers to put on their patriotic show, the "Red, White and Blue Revue," and

low seating capacity in the auditorium, the cast got a double workout. Between shows, the Columbus Legion served a banquet at Hotel Thurston. Many members of the cast found time to renew acquaintances at the home of Louis Ramboeur for a few minutes preceding the evening performances. Likewise, after the final performance, most of the members of the cast were guests of Mayor Harry Lohr in his home.

Mayor Lohr became so enthusiastic about the WOW Defense Stamp effort that he personally purchased two large advertisements preceding the show in the Columbus Telegram and the Columbus News.

The Columbus Fire Department volunteered the use of part of its quarters as dressing rooms and lounging rooms for the cast.

last night there assembled in the Auditorium the largest indoor audience in the history of Columbus.

And the show! It was a combination of fun, beauty, music and drama—all combined to arouse the patriotic pulses of the Columbus citizenry to a bit faster beating.

## BETWEEN ACTS



Between acts, the audience participates in a community sing quiz. Photo shows a Fremont lass singing with Mortie Wells, as Lyle Demoss encourages them. It's Marvie Wright, pianist and arranger, with accordion.

And that show did just that. I believe that all our home folks are complimenting the visiting performers by name, since every member of the cast was better than good.

What was the stellar object of that remarkable performance last night? Commander Murphy of the local Legion had announced that the big object was to increase the purchase of government war stamps and bonds. Did the show accomplish that objective? Indeed, it went "over the top" and then some. Secretary Weerts of the Chamber of Commerce was at the elbow of Commander Murphy all the way, and he announces this morning that 2,220 persons bought 50-cent stamp books at the afternoon and evening meetings, and that the two audiences bought \$15,455 worth of the war bonds.

But while comparatively no city in all Nebraska has bested Colum-

bus in point of stamps and bonds purchased, that WOW crowd did something even better than that. The "Red, White and Blue Revue" carried the patriotic soul of Columbus to the very skies. I told Foster May of WOW that I now felt confident that within a near day I might be able to announce to the world the full fruition of my own beautiful dream—my dream that at least one war stamp book or bond shall be issued to every living soul in Columbus, regardless of age.

And so I lift my hat and my voice in honor and praise of the Columbus Legion boys, Mayor Lohr and the Chamber of Commerce for bringing to Columbus an entertainment which through the years will in memory be warming to the hearts of our people. And to Foster May and his troupe of troubadours: God bless you for your inspiring efforts to induce the patriotic soul—not only of Columbus, but of all Nebraska to shine with increased effulgence and beauty.

## DRIVER JOINS ARMY

Ed Lund, Union Pacific Super Coach bus driver, who successfully piloted "The Red, White and Blue Patriotic Revue" cast to Fremont, and later to Columbus, bid goodbye to the cast after the Columbus trip. He was scheduled to report to the United States army, Saturday, February 21.

An expert driver, who has guided the huge luxury cruisers on thousands of miles in all kinds of weather, Lund said he hoped to become an instructor in driving mechanized units and trucks.

## Papers Go All Out to Help Bond Sales

Local newspapers and radio stations have given all-out cooperation to WOW in publicizing of "The Red, White and Blue Patriotic Revue."

In addition, the newspapers in Fremont, Beatrice and Columbus have given glowing reviews of the performances and of the stamp sale successes thus far.

Sixty-two patriotic Fremont business firms participated in a full-page ad in both the Tribune and the Guide, publicizing the Revue. Its headline said: "You Can Help Stamp 'Em Out by Attending WOW's 'Red, White and Blue Patriotic Revue.'" Editorial Director Ralph Partridge of both the Tribune and the Guide used many columns of pictures and stories.

Following the performance, the Tribune said: "The event was termed a success today, and it was pointed out that since new albums were issued for the stamps purchased at the auditorium, a number of persons were started on new bond purchases."

Cecil Lash, Beatrice Legionnaire and official of the Beatrice Sun, performed yeoman service in assisting with publicity for the second performance. The Sun carried an unique "Questions and Answers" story and several pictures of the cast. A page-1 story in the Sun, February 8 edition, reported that "Tonight people of Beatrice and vicinity will be rewarded for showing their patriotism" (by attending "The Red, White and Blue Patriotic Revue").

The day after the show the Beatrice Sun said: "Everybody thoroughly enjoyed the two hours of entertainment."

Both the Columbus Telegram, edited by Edgar Howard, and the Columbus News, of which O. H. Walters is the publisher, went all-out to help "The Red, White and Blue Patriotic Revue." Fifty-five merchants in Columbus sponsored a full-page ad, the headline of which read: "The Feature Attraction of the Year—WOW's 'Red, White and Blue Revue.'"

Columbus' Mayor Harry Lohr purchased two large ads, one in each of the Columbus papers, calling attention to the Revue. Both papers supported the Revue generously in their news columns.

Edgar Howard wrote two editorials—one preceding the show and one following.

Secretary-Manager Ed Weerts of the Columbus Chamber of Commerce was quoted in a Telegram story as saying that the 2,000 persons attending the patriotic Revue spent an average of \$7.77 each for stamps and bonds at the two performances in Columbus.

## UNCLE AND FIGHTIN' MEN



Uncle Sam's fighting forces also take part in the Revue. Photo shows "Uncle" (Eric Mattson) introducing the coast guardsman, marine, sailor and soldier at the Beatrice performance. Musical Director Freddie Ebner is peeking over the soldier's shoulder.

## KEEP STAMP BOOKS FLYIN'



This is the packed house at the Columbus evening show proudly waving their U. S. Defense Stamp books. Every person at every performance buys 50 cents worth of Defense Stamps in a new album in order to attend the "Red, White and Blue Patriotic Revue."

# B & W'S "FLAGG & QUIRT" SHOW CLICKS

## Lowe, Gargan in Title Roles of New Show

### NEW B & W HIT RECALLS "WHAT PRICE GLORY?" SUCCESS

Black cats, ha'nts and hoodoos meet with some tough competition Friday nights when that indomitable pair, "Captain Flagg and Sergeant Quirt," are heard on WOW and the NBC Red network at 9 p. m. They are sponsored by the Brown & Williamson Tobacco Co. in the interest of Wings King Size cigarettes.

The tough marines, in taking this new assignment, head a general shift in Brown & Williamson programs. "Uncle Walter's Doghouse" has moved to Wednesdays, taking the "Plantation Party" time at 7:30 p. m. The "Plantation Party" program moved into the Friday 8:30 p. m. spot, formerly held by "Doghouse." "Flagg and Quirt" replaced "Wings of Destiny."

A fourth Brown & Williamson show, Red Skelton and Company, continues in its present period at 9:30 p. m., Tuesdays, over WOW via the NBC Red network.

Edmund Lowe and William Gargan, both veteran stars of stage and screen drama, have the principal roles in "Captain Flagg and Sergeant Quirt."

Lowe played Quirt in the screen version of "What Price Glory," and brought the role to the air when "Flagg and Quirt" came to radio last autumn.

William Gargan, a husky Irishman from Brooklyn, has assumed the role of the doughty and argumentative Captain Flagg.

A veteran of dozens of motion pictures, Gargan began his career shortly after his graduation from St. James High School in Brooklyn. After appearances in such stage plays as "Aloma of the South Seas" and "Animal Kingdom," he moved to Hollywood, where he quickly became a favorite with the directors.

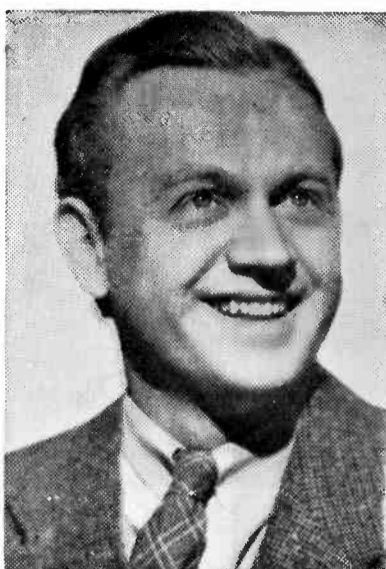
The role of Captain Flagg will be the first regular radio assignment Gargan has had, although he has made guest appearances on the air.

Phil Kramer will continue to play the role of Private Frumpkin when "Flagg and Quirt" come to the Red, and Cliff Arquette again will be heard as "Old Doc."

Miss Kathleen Fitz plays June Farrell, marine base nurse.

V...—

Defeat isn't so bitter, philosophizes Hugh Studebaker ("Bachelor's Children") as long as you don't swallow it.



The veteran, Cliff Arquette, plays the interesting role of "Old Doc" in "Captain Flagg and Sergeant Quirt."

V...—

## G-E Girls Never Lend, Never Borrow

Sarcastic or wrath-provoking remarks about "Who wore my best pair of nylon stockings?" are never heard around the dressing rooms of the General Electric all-girl "Hour of Charm" orchestra. The girls have a rule, made by their self-governing committee, which says: "No borrowing of any kind."

They've learned from experience, particularly when they are on tour, that if they have to eat together, live together and play together, there just can't be any boarding-school nonchalance about borrowing each other's clothes.

"Any exceptions?" Evelyn, the orchestra's concertmaster and President of the Self-Governing Committee, was asked. "Well," she replied, "maybe once in a while a piece of costume jewelry, but nothing else." Phil Spitalny, the orchestra's director, even has the girls' names sewed into their concert costumes.

V...—

People who make a practice of getting right down to the point, says Tums' Harry Salter, soon gain a reputation for bluntness.



Lovely, vivacious Kathleen Fitz, star of many a dramatic serial, plays the role of a marine base nurse, June Farrell, in "Captain Flagg and Sergeant Quirt."

## A NAVY MAN

Phil Lord, Arnold Grimm in the daytime serial, "Arnold Grimm's Daughter," and a Lieutenant Commander in the U. S. Naval Reserve, had a special reason for celebrating Washington's birthday, February 22. It happens that it also is his own birthday.

V...—

Rich relatives, according to Ed Byron, the "Mr. District Attorney" producer, are the kin you love to touch.

## Crosby Keeping His Birthdays a Secret

Bing Crosby can keep a secret. The NBC crooner finished 10 years of broadcasting this month and didn't say a word about it.

No one else noticed, so the anniversary slipped by without even a telegram of congratulations from his sponsors or NBC.

"I didn't want any fuss made over the date," Crosby said recently. "I feel old enough as it is."

Bing is now well in his 11th year of air crooning, and he still won't tell the exact date the 10 years were up.

Bing directs the "Kraft Music Hall," Thursdays, at 8 p. m., over the NBC Red network and WOW.

V...—

Rudy Vallee has enlisted in the California State Guard evacuation unit as a buck private.



Edmund Lowe, stage and screen star, plays the suave, slick, goat-getting Sergeant Quirt. William Gargan plays Captain Flagg.

V...—

## 6,000 SEE REVUE

(Continued from page 1)

Chairman; John Mapes, Publicity; Mrs. Marie Weeks, Postmistress, Stamp Sales; Mayor Art Breyer, Auditorium and Stage, and Tracy D. Leedom, Expenses. Performance will begin at 8 p. m. in Norfolk's beautiful new City Auditorium.

Two performances of the Revue will be given March 15 in Grand Island's famous Leiderkranz Auditorium. The Leiderkranz Society is contributing the Auditorium, the Elks lodge, No. 604, will provide the dinner for the cast and the Grand Island Post No. 53 of the American Legion will handle other details. It is expected that the Grand Island hall, which accommodates only 1,200 persons, will be filled at both performances.

G. W. Monson, Post Commander; Arch Jarrell, Editor of the Independent; H. F. Mayer, President of the Leiderkranz; Postmaster H. C. Mench, and O. A. Beltzer, Hall County Defense Stamp Chairman, had a large committee in charge of the Grand Island performances.

V...—

## DRESSING ROOM

Bess Johnson has been assigned a dressing room—one of the few—at the NBC studios. Because she has to report at the studio at 7 a. m. each day, and she lives 30 miles from work, she has to rise with the dawn. So, immediately after her "Story of Bess Johnson" airing is over at 9:15, she trots off to her dressing room, catches 40 winks of nap and goes out feeling fresh as the proverbial daisy.

# Step Down Food Costs, Step Up Nutrition

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

If March comes in like a lion and goes out like a lamb, or if the reverse is true, makes very little difference to the homemaker today who is much more interested in factors concerning the better feeding of her family than she is in the weather. Even our seasonal holidays seem to have taken on a "practical" view rather than the festive atmosphere which accompanied them formerly. And there is a very good reason for this attitude. In the first place, so much has been said and written about "hidden hunger" and our undernourished nation. We have learned that a large percentage of our population, irrespective of income groups, are not obtaining their vitamins and minerals. Dr. W. H. Sebrell, Surgeon of Public Health Service, in an address to the American Public Health Association, stated: "Many of us are eating inadequate diets, not from inadequate incomes, but from poor selection, special diets or lack of knowledge as to what we should eat."



Martha Bohlsen

Therefore, we find that homemakers have taken a new interest in the subject of nutrition. They're anxious to know "what foods the family needs"—and "how to preserve the valuable food elements" after the foods are brought into the home. It's easy to understand that "the only vitamins that count are the ones that reach our tables."

In addition to food study itself, there will need to be some adjustments made in the management of food, because of inevitable food shortages. Sugar has already been called to our attention, and housewives are eagerly looking for substitutes for this sweetening agent that has for so many years been a readily procured item on the grocery list.

The government is also urging us to cut down on food budgets. It's an assignment of "stepped down" food costs, with "stepped up" nutrition, so that the savings in the food bill may be used in the purchase of Defense Bonds and Stamps to help win the war. So, it's easy to understand that today's homemaker, who is the commander-in-chief in this nation's second line of defense—the home front, has great responsibilities which cannot be regarded lightly. Information regarding better nutrition and better handling of foods is easily secured, because it has been made available to us at every turn. As to the actual recipes for some of these adjustments, I would like to submit the following: One, a good recipe for

a honey cake, using no sugar at all, and the other for a good whole-grain bread, using molasses and whole-wheat flour, making it a vitamin-rich bread for your family:

### HONEY CAKE

One-half cup shortening.  
One cup strained honey.  
One-half teaspoon salt.  
One egg, well beaten.  
One-half cup sour milk.  
Two cups cake flour.  
One teaspoon baking soda.  
One half teaspoon cinnamon.  
Cream shortening and then add honey and egg. Sift the flour, measure and sift with soda, salt and cinnamon. Add alternately with milk to first mixture. Mix thoroughly and pour into a shallow, well-oiled pan. Bake in a moderate oven, 350 degrees, and allow 50 minutes for the baking.

### WHOLE-WHEAT BREAD

Two cups scalded milk.  
One-third cup molasses.  
Two teaspoons salt.  
One yeast cake, dissolved in one-fourth cup lukewarm water.  
Four and two-thirds cups coarse entire wheat flour.  
Add molasses and salt to the milk and cool to lukewarm, and then add the yeast which has been dissolved in the warm water. Add the flour and beat well. Cover and let rise until doubled in bulk. Beat again and turn into greased bread pans, having the pans about half full. Let rise again and then bake at 400 degrees for about 50 minutes. Entire wheat bread should not quite double in bulk during the last rising, since there will be some rising in the oven during the early baking period.

**TIMES' A-WASTIN**

**FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS**

*BIMBY DEFECK*

THE SPORTS EYE

By TOM DAILEY  
WOW Sports Editor

Hello, Good Americans!  
Digging into the sports records, one can find many amusing and interesting bits of information concerning the origin of various games and sports and the world.



Tom Dailey

Know what "tickling" is? It's an old word for plain, everyday river-bank fishing. Hundreds of years ago, before anglers had modern tackle, a fellow would lean over the lake or river bank where fish were swimming lazily, slip his hands underneath the fish and gently tickle him. The poor fish liked it, and probably still does, and while he enjoyed this pleasant back-scratching, the "fisherman" nabbed him and divorced him from the aqua pura.

Ever play the game of "Poona"? Many of you have, because it's nothing but Badminton. In 1873 the Duke of Beaufort liked the sport of Poona, and formally introduced it to society at a house party at his home, named "Badminton" in Gloucestershire, England. And so the game received its name from the duke's domicile. Remember that the next time you play Poona.

Did you know that bowling originated as a religious ceremony. Ancient records tell us that the first bowling was done in the cloisters of cathedrals. Parishioners used to throw balls at pins, called "Heides," meaning heathen. If a hit was scored, it indicated that the thrower was leading a clean and pure life and was capable of slaying the heathen; if he missed, it meant that he should come to church more often.

Reading the records, we find that wrestling and boxing date back some 5,000 years. It seems they found two slabs over at Khafaje, near Bagdad, in Mesopotamia. One was of stone, on which was the bold relief of two boxers, squared off for a tussle. The other was a bronze figure, two wrestlers with "holts" on each other. Looks as though these two ring sports were going on 50 centuries ago. First American bare-knuckle champ was a gent named Jacob Hyer. For some 25 years he went around saying he could lick anybody in America. No one disputed his word and he never fought again. But in 1841, his son, Tom Hyer, claimed his dad's title and defended it until 1852, at which time he retired.

A great sport is cornhusking, and no doubt the greatest contest took place in 1935, when Elmer Carlson of Audubon, Iowa, won the championship of America. Here's what Elmer did: He husked 41.52 bushels in 80 minutes! That's about 3,744 ears of corn, weighing in the neighborhood of 2,995 pounds! He averaged 46.8 ears per minute hitting the bang boards. He smashed the record held by Carl Seiler of 36.9 bushels.

It seems that football had a rather ghastly beginning. When the Danes conquered England back in 1017 A. D., English workmen, cleaning up the debris, found the skull of a Dane and started kicking it around, having lots of fun. Then the youngsters took up the idea and football was on its way. Picking up the ball and running with it was barred until a little incident at Rugby College, England, took place in 1823. William Ellis was having trouble kicking the ball, and, to the amazement of all players and fans, he picked it up and ran across the enemy goal line. Because of this, he became a social outcast. He had violated one of the principal rules of the game! But today there's a monument at Rugby College with this inscription: "This stone commemorates the exploit of William Webb Ellis, who, with a fine disregard for the rules of football, as played in his time, first took the ball in his arms and ran with it, thus originating the distinctive feature of the Rugby game."

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

MAY COVERS FARM INSTITUTE

NBC Newsmen Missing in Orient

Three of NBC's staff of crack war correspondents are now listed among the missing as a result of the Japanese wave of aggression in the Pacific. The missing newsmen are Bert Silen, who, from Manila, accomplished one of the war's greatest jobs of news coverage before the Philippine capital fell to the Japs; Dick Tenny in Tokio and Edward Hart MacKay in Shanghai. Two NBC correspondents managed to elude the Axis aggressors. They were Martin Agronsky, who left Singapore for Batavia en route to Australia, and Alex Dreier, who escaped from Berlin only hours before Germany went to war with the United States.

V...—

VAN DYCK QUIZ

(Answers to questions, page 3)

- 1. Yes. The "Victoria Regia," a giant water lily of Brazil and Guiana has floating leaves eight feet in diameter. You can sit on them and they will support you.
- 2. About 3,000,000.
- 3. No salary, but certain perquisites.
- 4. From the Old Mother Goose rhyme: "If wishes were horses, beggars would ride; if turnips were watches, I'd wear one by my side."
- 5. A yam is much larger, lighter-colored generally, and less sweet.
- 6. No. They're merely less noticeable.
- 7. The body of an airplane.
- 8. In the Okefenokee Swamp of Georgia.
- 9. The common coot or "blue peter."
- 10. Capers are the unexpanded flowers of a semi-tropical plant. They are imported from Africa and the Levant.

V...—

"KALTY" AGAIN

For the second time in a week H. V. Kaltenborn, NBC Red network news analyst, has won first place in a poll of the preferences of radio editors. Several days ago he topped his field in "Motion Picture Daily's" annual survey. And now he leads by a margin of 116 votes in the 1941 poll conducted by "Radio Daily."

V...—

Because a chronic cold had been causing Clifton Utley to cough repeatedly during his early morning Skelly news programs, the commentator took a forced vacation of a few days. Louis Roen, announcer, substituted.

SOUTH DAKOTA PRODUCERS



Thousands of persons saw Foster May in person recently when he broadcast from Huron, S. D.'s "Northwest Production for Victory" exposition. Among those who told of South Dakota's victory production were T. H. Luebke, President of the Huron Chamber of Commerce; Harry N. Schuler, Regional AAA Administrator; John Cready, British Supply Council, London, and Dr. H. D. Weeks, President of the University of South Dakota, at Vermillion.

Marley and Black Speak of Iowa Confab

Personages of world importance in business, industry and agriculture faced Foster May's Butter-Nut Coffee program mikes recently at the National Farm Institute in Des Moines.



Foster May

Interviews were recorded with Lord Marley, former member of Britain's House of Lords and former British Undersecretary of War; Dr. A. G. Black, Washington, Governor of the Farm Credit Administration; Roy F. Hendrickson, Secretary, Agricultural Department, U. S. Chamber of Commerce; Liang' Mo Liu, United China Relief official, and Leslie A. Wheeler, Director, Foreign Agricultural Relations, United States Department of Agriculture.

In addition, May secured a personal interview for WOW's news with Leon A. Henderson, U. S. Price Control Administrator, whose epochal speech on inflation was also carried on WOW.

A number of important personalities were interviewed by Mr. May during the middle fortnight of February.

These included Thomas R. Curran, United Press executive, who discussed the qualifications, duties and problems of a war correspondent.

On February 11, Carveth Wells, the explorer and writer, who has spent many years in Singapore and the Malayan jungles, was interviewed.

Vital information to prospective selectees was given on another broadcast by Mr. I. B. Zimman, Omaha draft board official, just preceding the February 14 and 16 registration.

Other interviews were with Edward Lyons of Lincoln, the former Loyalist flyer during the Spanish War; E. Jay Howenstein, Executive Secretary of the National Society for Crippled Children, Elyria, Ohio; Pierre Von Paasen, Dutch journalist and best seller author, and Dr. Frank Hubbard, Director of Research of the National Education Association, Washington, D. C.

Mr. May appeared before many groups, including the Women's Division of the Omaha Chamber of Commerce, a group of members of the League of Women Voters, the Omaha Concord Club and the Omaha Quota Club.

V...—

People who refer to money as filthy lucre, comments Frank Fay, usually turn out to be jealous because they can't get their hands dirty.

PRAYER OF A FARMER

I thank Thee, O Lord, for these, Thy gifts which I have received from Thy bounty;

For the fertile fields and the rain and the seed that goes a thousandfold;

For the thought and the power to till from so little of the world's land the greatest supply of the world's food;

For milk, enough to give each American three glasses every day in the year;

For butter, enough to be spread for each of us four slices every day;

For winter strawberries, artichokes, melons and avocados, once the delicacies of kings, now food of free men;

For meat, enough to give two pounds to every one each week;

For plentiful potatoes, to each three times a day every day of the year;

For eggs, enough for every American's breakfast table six times a week;

For turkeys, enough for every American family's Christmas dinner;

For the two-thirds of the farmers who own their own farms.

Give me the strength of unselfishness, O Lord, that I may see these bountiful foods on every table; that I may give to the poor as well as the rich; that I may bring the world again to thoughts of human consideration.

Hasten the day, I beseech Thee, when the men of arms prostrate themselves at Thy feet famished from their futile slaughters.

Hasten the day, O Lord, when I may bargain butter for smoking guns and proclaim Thy doctrine of foods of the earth for all men.—Author Unknown.

SPONSOR VISITS TOM DAILEY



Another "good sport" who appeared on Nebraska Clothing's "All-American Sports Parade" was W. Otto Swanson, President of the sponsoring company and prominent Omaha civic leader. He is pictured here with Russ Baker (left) and Tom Dailey.

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.
- 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, NBC... Sun.
- 3:00 P. M.—Week's News... Sun.
- 4:45 P. M.—War Reporters—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

# WOW'S MARCH NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "3/42" 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 Vicks—Burlington Bus Dentyne Gum Studebaker Salad Wafers	4-Bell News—Sports Vicks—Dentyne Gum Phillips—Studebaker Salad Wafers	4-Bell News—Sports Studebaker Vicks—Burlington Bus Dentyne Gum Salad Wafers	4-Bell News—Sports Studebaker Vicks—Clove Gum Phillips—Dentyne Gum Salad Wafers	4-Bell News—Sports Studebaker Vicks—Burlington Bus Dentyne Gum Salad Wafers	4-Bell News—Sports Tri-States Dentyne Gum Studebaker—Phillips Salad Wafers	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		Emma Otera, NBC
6:30	Dinner Music	Burns and Allen Swan Soap	Jimmie Fidler—Carter	Al Pearce Camels	Dinner Music	H. V. Kaltenborn, NBC	
6:45	Answer Man, Van Dyck		Dinner Music		Answer Man, Van Dyck		
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	One Man's Family Standard Brands
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	Manhattan Merry-Go-Round Dr. Lyons
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 Alka-Seltzer	American Album of Familiar Music Bayer Aspirin
8:30	That Brewster Boy Quaker Oats	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis		Capt. Flagg and Sgt. Quirt Wings Cigarettes		Sports Newsreel Colgate Shaving Cream (9 to 9:15 only)
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Show Lucky Strike	Rudy Vallee Sealtest	Grand Central Station Rinso	Famous Jury Trials O'Henry Candy	NBC
9:30	Cavalcade of America Du Pont	Red Skelton & Co. Raleighs		Frank Fay Tums	C., B. & O. WOW News Tower National Biscuit	C., B. & O. WOW News Tower National Biscuit	C., B. & O. WOW News Tower National Biscuit
10:00	C., B. & O. WOW News Tower National Biscuit	C., B. & O. WOW News Tower National Biscuit	C., B. & O. WOW News Tower National Biscuit	C., B. & O. WOW News Tower National Biscuit	C., B. & O. WOW News Tower National Biscuit	C., B. & O. WOW News Tower National Biscuit	Walter Winchell Jergens Lotion
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	WOW News Tower Kilpatrick's Dwarfies
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.—Chatter and Patter . . . . .	Daily except Sun.	11:30 A. M.—As the Twig Is Bent—Gen. Foods—Grapenuts . . . . .	Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—Early Morning News Tower—Block Drug . . . . .	Daily except Sun.	Ika Chase, NBC . . . . .	Sat.
6:15 A. M.—Aunt Sally . . . . .	Mon., Tue., Wed., Thu., Fri.	11:45 A. M.—Helen's Home—Lever Bros.—Rinso . . . . .	Mon., Tue., Wed., Thu., Fri.
Time and Tunes . . . . .	Sat.	12:00 Noon—Aunt Jenny—Lever Bros.—Spry . . . . .	Mon., Tue., Wed., Thu., Fri.
6:30 A. M.—Markets (Remote) . . . . .	Daily except Sun.	Whatcha Know, Joe? NBC . . . . .	Sat.
6:35 A. M.—Time and Tunes . . . . .	Daily except Sun.	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, Dwarfies . . . . .	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.
7:11 A. M.—Transcriptions . . . . .	Daily except Sun.	1:00 P. M.—Light of the World—General Mills—Gold Medal Flour . . . . .	Mon., Tue., Wed., Thu., Fri.
7:15 A. M.—Ideal Melodies—Wilson & Co. . . . .	Mon., Wed., Fri.	Farm Facts and Fun . . . . .	Sat.
Morning Stars—Wimssett (Last 3/14) . . . . .	Tues., 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.—The Mystery Man—General Mills—Wheaties . . . . .	Mon., Tue., Wed., Thu., Fri.
Musical Clock . . . . .	Sat.	1:30 P. M.—Valiant Lady—General Mills Bisquick . . . . .	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.	Patti Chapin Sings, NBC . . . . .	Sat.
European 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.—Musical Melodies . . . . .	Daily except Sun.	2:30 P. M.—Pepper Young—P. & G. Camay . . . . .	Mon., Tue., Wed., Thu., Fri.
Little Doghouse . . . . .	Sat.	Listen America, NBC . . . . .	Sun.
Chapel Service, Rev. R. R. Brown . . . . .	Sun.	2:45 P. M.—Vic and Sade—P. & G. Crisco . . . . .	Mon., Tue., Wed., Thu., Fri.
8:45 A. M.—Reveille Roundup—Groves Bromo Quinine . . . . .	Mon., Wed., Fri.	3:00 P. M.—Backstage Wife—Watkins Products . . . . .	Mon., Tue., Wed., Thu., Fri.
Hymns of All Churches—General Mills . . . . .	Sat.	Down Mexico Way, NBC . . . . .	Sat.
Mor Music—Wilson & Co. . . . .	Tue., Thu., Sat.	The Week's News—Kilpatrick's—Dwarfies . . . . .	Sun.
9:00 A. M.—Bess Johnson—Colgate Supersuds . . . . .	Mon., Tue., Wed., Thu., Fri.	3:15 P. M.—Stella Dallas—Sterling Products . . . . .	Mon., Tue., Wed., Thu., Fri.
Police Bulletins . . . . .	Sat.	Tony Wons' Scrap Book—Hall Bros. . . . .	Sun.
9:15 A. M.—Bachelor's Children—Palmolive . . . . .	Mon., Tue., Wed., Thu., Fri.	3:30 P. M.—Lorenzo Jones—Sterling Products . . . . .	Mon., Tue., Wed., Thu., Fri.
Homemakers' Club of the Air—Nebraska Power . . . . .	Sat.	Air Youth for Victory, NBC . . . . .	Sat.
9:30 A. M.—Helpmate—Cudahy Dutch Cleanser . . . . .	Mon., Tue., Wed., Thu., Fri.	3:45 P. M.—Young Widder Brown—Sterling Products . . . . .	Mon., Tue., Wed., Thu., Fri.
Thrilling Stories of America, NBC . . . . .	Sun.	Melody Strings, NBC . . . . .	Sat.
9:45 A. M.—Road of Life—P. & G. Oxydol, Chipso . . . . .	Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—When a Girl Marries—Gen. Foods—Baker Chocolate and La France Satina . . . . .	Mon., Tue., Wed., Thu., Fri.
Betty Moore—Benjamin Moore Co. . . . .	Sat.	Doctors at Work, NBC . . . . .	Sat.
Musical Meditations—Omar Wonder Flour . . . . .	Sun.	Metropolitan Auditions—Sherwin Williams . . . . .	Sun.
10:00 A. M.—Mary Marlin—P. & G. Ivory . . . . .	Mon., Tue., Wed., Thu., Fri.	4:15 P. M.—Portia Faces Life—General Foods—Bran Flakes . . . . .	Mon., Tue., Wed., Thu., Fri.
Lincoln Highway—Shinola . . . . .	Sat.	4:30 P. M.—Musical Melodies . . . . .	Mon., Tue., Wed., Thu., Fri.
WOW News Tower—Kilpatrick's, Dwarfies . . . . .	Sun.	Creighton University . . . . .	Tue., Thu.
10:15 A. M.—Right to Happiness—P. & G. Naptha . . . . .	Mon., Tue., Wed., Thu., Fri.	In a Sentimental Mood, NBC . . . . .	Sat.
Rhapsody of the Rockies, NBC . . . . .	Sun.	Nichols Family—Vicks Vapo-Rub . . . . .	Sun.
10:30 A. M.—Lone Journey—P. & G. Dreft . . . . .	Mon., Tue., Wed., Thu., Fri.	4:45 P. M.—Arnold Grimm's Daughter—General Mills—Kix . . . . .	Mon., Tue., Wed., Thu., Fri.
America the Free—Anacin . . . . .	Sat.	War Reporters—Libby-Owens-Ford Glass . . . . .	Sat.
Music and American Youth, NBC . . . . .	Sun.	5:00 P. M.—War Headlines—Plough, Inc. . . . .	Mon., Tue., Wed., Thu., Fri.
10:45 A. M.—David Harum—B. T. Babbitt, Bab-O . . . . .	Mon., Tue., Wed., Thu., Fri.	Headlines Ahead . . . . .	Sat.
11:00 A. M.—Musical Melodies . . . . .	Mon., Tue., Wed., Thu., Fri.	Catholic Hour, NBC . . . . .	Sun.
Creighton University of the Air . . . . .	Sat.	5:05 P. M.—Melody Time . . . . .	Mon., Tue., Wed., Thu., Fri.
Sunday Down South, NBC . . . . .	Sun.		
11:15 A. M.—Toby and Susie—Peter Pan Bakers . . . . .	Mon., Tue., Wed., Thu., Fri.		
Markets and U. S. Government Reports . . . . .	Sat.		