



# WOW NEWS TOWER

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



ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. VIII—No. 6

OMAHA, NEBRASKA, MARCH 1, 1944

PUBLISHED MONTHLY

## FOUR WIN IN 'CHARM' AUDITIONS

### Listerine Buys the Neb.-Iowa Quiz

Top radio program news of the month was the announcement that the "Nebraska-Iowa Quiz" will continue, with the new series sponsored by Listerine Tooth Paste.

The popular Sunday afternoon show has been sponsored for two years on WOW by Noxzema Chemical Co., which relinquished the feature with the broadcast of February 27. The makers of Noxzema will soon announce a coast-to-coast network program.

When listeners of both WOW and WHO learned that the series would end, a wave of disappointment flooded both stations.

President John J. Gillin, Jr., of WOW, Inc., then in New York, purchased rights to the unique quiz and offered sponsorship to the Lambert Pharmaceutical Co. of St. Louis. The offer was accepted for both WOW and WHO.

Under the new sponsorship, a new series will begin with the old "score" (13 to 12 for Des Moines) discarded. The program will be conducted along the same general lines.

Thomson Holtz will remain as quizmaster in the WOW studios and Berry Lake at WHO in Des Moines.

Contestants will continue to receive cash awards, but in addition will be given generous-sized tubes of Listerine tooth paste.

The first program of the new series will feature teams representing the Omaha and Des Moines Traffic Clubs.

Listeners to the program are invited to suggest organizations which have chapters in both cities which might like to compete against each other.

"The Nebraska-Iowa Quiz" is heard simultaneously on WOW and WHO at 3:30 p. m., Sundays.

Both teams are usually supported by large studio audiences. Tickets of admission will be sent free on request by mail to any WOW listener who would like to attend and witness the quiz from the studio.

V...—

### KREISLER SIGNS

Fritz Kreisler, world-renowned violinist, will make his first appearance on the radio in a long and glorious career in a series of five guest performances on "The Telephone Hour's" "Great Artists Series" (NBC, Mondays, 8 p. m., WOW). The dates have not been announced, but his first broadcast will be this coming summer and the others in the ensuing nine months. Kreisler long and steadfastly refused all radio offers.

V...—

### HONOR GERSHWIN

Saluting the memory of George Gershwin for the third time in two seasons, Arturo Toscanini and the NBC Symphony Orchestra will present the great jazz composer's "Concerto in F" on Sunday, March 26 (NBC, 4 to 5 p. m., WOW), with Oscar Levant, "Information Please" brain-truster and concert musician—as piano soloist. The remainder of the March 26 program will be announced later.

V...—

### CHANGE TIMES

Two of radio's most popular programs will switch times with their broadcasts of April 3. "Dr. I. Q.," effective that date, will be sponsored by Mars, Inc., and will be heard at 9:30 p. m. on WOW. "Information Please," sponsored by the H. J. Heinz Co., will take the earlier time and will be heard at 8:30 p. m., Monday nights.

### DOES ONE HAVE THE 'UNDISCOVERED' VOICE?



These are the winners of the WOW-Land section of the "Hour of Charm's" search for the "Undiscovered Voice of America," selected in a competition in which 140 singers participated.

Reading from left to right, they are Gladyce Eisenach of Lincoln, Lenore Beck of Lincoln, Martha McGee Starks of Columbus and Evelyn Patrick of Mapleton, Iowa.

### Outstaters Top 140 Young Singers

Four charming WOW-Land girls were the regional winners of the "Hour of Charm's" search for "The Undiscovered Voice of America."

The winners, who emerged victors after judges had listened to 140 contestants, were Lenore Jeanne Beck of Lincoln, Gladyce Eisenach, Lincoln; Martha McGee Starks, Columbus, and Evelyn Patrick, Mapleton, Iowa.

Their voices were recorded and sent to New York to be entered in competition with winners from 28 other cities. Several national winners will then be called to New York for one-time appearances with Phil Spitalny's all-girl "Hour of Charm" orchestra (9 p. m., Sundays, on WOW). One national winner will receive a contract with a salary of \$150 a week for 13 weeks. All of the winners called to New York will receive expenses for themselves and a chaperon—\$100, and an additional \$100 if they appear on the coast-to-coast program.

R. P. Burrows of the General Electric Company, who supervised the Omaha auditions, said he was "amazed" at the uniform quality of singers from the WOW area.

"The middle west certainly may be proud of the musical talent in this section of the country. Almost every girl who competed had real talent."

Burrows said that originally it was planned to pick only three winners in the WOW area. The judges, however, were unable to come to a decision, so Mr. Burrows permitted a fourth winner. He said that almost all of the 23 girls who appeared for the final auditions in Omaha had sufficient talent to qualify for the national competition.

Mr. Burrows paid high tribute to the conscientious and expert work of the judges, who were Leo Kopp, Associate Director of the Union Pacific "Your America" network program; Lytton S. Davis, Musical Director, Omaha public schools, and Mildred Gibson Slocum, Omaha vocalist and voice teacher.

Auditions were conducted at the Masonic Temple, February 23 and 24, and in the WOW studios on the 25th. Official accompanists were Gladys Hamstreet May, Marvin Wright and Evelyn Smith.

### Two from Lincoln

All of the winners in the Omaha auditions have beauty and charm in addition to their musical accomplishments.

Miss Beck is a 19-year-old Chi Omega and a sophomore student at the University of Nebraska. She is majoring in voice and piano and in foreign languages, and she hopes to make a career of radio or light opera.

Miss Beck is the daughter of Mr. and Mrs. Jack G. Beck. Her father is Traffic Manager of the Martin Bomber Plant in Omaha.

She has appeared in many University of Nebraska productions and is a soloist in the Westminster Church choir in Lincoln. She formerly lived in Omaha and once attended Walnut Hill elementary school. Her hobby is collecting old music.

Martha McGee Starks is the daughter of Mr. and Mrs. R. R. McGee. Her father is Superintendent of Schools at Columbus and she is a teacher at the Dunkin, Neb., High School. Both Miss Beck and Mrs. Starks are students of Miss Alma Wagner of Lincoln. Mrs. Starks is a graduate of the University of Nebraska and has lived in Seattle and Bremerton, Wash.

Evelyn Patrick is 21 years old and the daughter of Mr. and Mrs. Joe W. Patrick of Mapleton, Iowa.

(Continued on page 2)

## LAST MINUTE NEWS BULLETINS

Kay Kyser, the Ol' Professor, starts his seventh year on NBC this month. In six years, he's never missed a broadcast. The "Kollege of Musical Knowledge" has traveled 150,000 miles by plane, bus and truck. Kyser, who was one of the first to take his show to the service camps (he started 11 months before Pearl Harbor), has given as many as 32 shows in one day.

V...—

The cast of NBC's "Portia Faces Life" recently gave Mona Kent a party on the occasion of the 1,000th script written for that daytime serial.

V...—

H. J. Heinz Co., sponsor of "Information Please," has renewed the popular quiz show over the full NBC network for 52 weeks. Maxon, Inc., placed the account.

V...—

Minetta Ellen, Mother Barbour of NBC's "One Man's Family," is proudly announcing the engagement of her grandson, Charles A. Smith, to Jane Weber of San Francisco.

V...—

Arthur Peterson, starred as Dr. Ruthledge in "The Guiding Light" (NBC, five-a-week, 1 p. m., WOW), and Bill Bavter in "The Baxters" (NBC, Saturdays, 2 p. m.), is the proud papa of a new six-pound, six-ounce daughter.

Several WOW men learned all about "BAX," new McKesson & Robbins multiple vitamin product, at a McKesson dinner for its salesmen at Hotel Blackstone last week. Guests of the company included John J. Gillin, Jr., Harry Burke, Bill Wiseman, and Ray Clark, conductor of the McKesson "Noonday Forum."

V...—

Four WOW executives will attend annual NBC War Clinic meetings in mid-March. John J. Gillin, Jr., Harry Burke and Joe Herold will attend the clinic in Chicago, March 13 to 15, inclusive. Bill Wiseman will attend the clinic at Dallas, Tex., three days earlier than the Chicago session.

V...—

Flying is the latest accomplishment of Gregor Ziemer, European authority of Bunte's "World Front." Ziemer has joined the Civil Air Patrol and is now working out the preliminary courses which will qualify him for the Auxiliary Air Corps.

V...—

Officers of International Rotary were able to bring a special message to the Omaha Rotary Club by courtesy of WOW, February 19, on Rotary's 39th anniversary. WOW piped the Rotary program to the Omaha club's meeting at Hotel Fontenelle. John J. Gillin, Jr., presided.

With all 128 NBC stations of the "Fibber McGee and Molly" network reporting, the friendly Wistful Vista, chalked up War Bond pledges of more than a million dollars through their simple, unheralded plea, asking friends to invest in Uncle Sam. The exact figure was \$1,000,297.25.

V...—

The Benjamin Moore Company, manufacturer of paints, will sponsor a new weekly 15-minute program over 54 NBC station beginning March 4, 9:30 to 9:45 a. m., on WOW. The program will consist of a series of talks on decoration, presented by a character called "Betty Moore."

V...—

Ralph Edwards, m.c. of NBC's "Truth or Consequences" program, has been reclassified 1-A and is scheduled for Army induction in March.

V...—

House Jameson, Henry's father in the "Aldrich Family," has been cast in NBC's "Brave Tomorrow" as Whit Davis, magazine editor.

V...—

Tommy Dorsey, Benny Goodman and Oscar Levant all are former members of the Firestone Symphony Orchestra.

V...—

Definition of the week (from the program "Definitions.") Antithesis: Antithesis National Broadcasting Company.

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

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# THE WOW NEWS TOWER

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## ORCHIDS . . . A-PLenty . . . !

Our hat is off to those Boy Scouts who worked like Trojans—and in sub-zero, snowy weather—on the Fourth War Loan drive. Theirs was not an easy task. When the drive was about over, they were asked to do the "cleanup"—to pick up the tough ones after the cream had been skimmed off. The boys did very well. The same thing goes for "Grand Ole Opry's" "Whitey" Ford, the "Duke of Paducah." He gave up several days of his valuable time to come to Omaha and help sell bonds without any pay (expenses paid by WOW). Whitey, too, did a great job.



Bill Wiseman

## BOUQUET EXTRAORDINARY . . . !

Lots of folks have tossed orchids at Lyle DeMoss, WOW's Program Manager, especially since he became producer of Union Pacific's "Your America" network show. But the one that Lyle treasures most was the one handed out by "Big Bill" Jeffers, Union Pacific's dynamic President the other day at the Omaha Optimist Club. Said "Big Bill":

"Lyle DeMoss has done a hell of a good job in producing our 'Your America' show. Lyle's success proves that ANYTHING can be done in Omaha—if we put our minds to it."

Your Truly might add that Mr. J. is not the first WOW client who learned that Lyle has the ability to produce great radio shows—shows as good as any produced on any network, anywhere.

President John J. Gillin, Jr., of WOW, and all the rest of us, have long known that given the time, money and opportunity, Lyle and his staff of workers can do a creditable job. All of us, too, including Lyle, are extremely grateful to Mr. J. for giving us that opportunity with the Union Pacific show.

## ACUFF WITHDRAWS . . .

Roy Acuff (Grand Ole Opry) has withdrawn as a possible gubernatorial candidate in Tennessee after worrying the daylight out of the incumbent and a lot of others. Choice crack of the word-battle for and against Acuff was Roy's reply to an assertion that "a governor must be a business man." Roy's backers pointed out that he paid income tax on more than \$200,000 for 1943, while incumbent's total salary was only \$4,000.

## LETTER FROM A SOLDIER . . .

The other day I read a letter from a soldier in Italy. He's been in the thick of battle for weeks, wallowing in the mud and continually in danger from enemy bombs. He's seen with his own eyes a number of his pals blown to bits all around him.

This lad wrote, in part:

"... I suppose you get touched' every day for some kind of a war fund drive . . . I know our family hasn't much cash to spare . . . and I know you bought a lot of bonds, BUT, Ma, please try to give something for me to the Red Cross. I'll personally guarantee that the Red Cross is doing a job—and a swell one. I know guys right in my outfit that owe their lives to the Red Cross. For my dough, the Red Cross is okay! . . ."

The "Ma" that this letter was written to is the wife of a man who earns \$32 a week as a railroad man. The family buys a \$25 bond every pay day. "Ma" puts in plenty of time in a service men's canteen, still keeps her tride (four in all) well taken care of. I don't know where she'll get any money to give to the Red Cross, but I'll bet she finds some somewhere!

## INTRODUCING CAPTAIN H. BURKE . . . !



If Uncle Sam finds its necessary to raise the Army age bracket just a trifle, one more member of WOW's staff will be ready to go. He's Harry Burke, Assistant General Manager and Sales Manager, pictured above. Harry is a captain in the Civil Air Patrol and is the Communications Officer for the Nebraska Wing.



Can you think of any better reason for making a BIG contribution to this month's Red Cross drive?

# NEWS TOWER LETTERS

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

## CROONER JIM REPORTS

Lemoore Army Air Field, Calif.—I'm half way through basic; have three months to go before graduation. Start flying twin engine tomorrow and in a month it'll be B-25's or P-38's. If a Henna "haided" cadet comes piling into your office about five or six weeks from now, it'll be me—on a cross-country.

Lyle, I'm convinced that this flying business is here to stay, but surely will be nice to come back when all this is over and hit the old mike a while. Golly! I never knew how very much I enjoyed radio till I came into the army. I've been gone 13 months now, and I still miss the game.

Give my best to every one. Tell 'em all to write sometime if they get a chance.

JIMMY BUNN.

V...-

## LIKES WEATHER

Chambers, Neb.—Please tell Ray Clark we surely appreciate WOW giving the South Dakota weather forecast, as we generally get what the weather man dishes out for South Dakota.

ORA RUSSELL.

V...-

## A PLEASED LISTENER

Hamburg, Iowa—We want to thank you for the decided improvement in the early morning News Tower. It has always been our waker-upper, and it used to do much to get us started on the day in a cheerful mood. When one must crawl out of a warm bed at 5 a. m. after only a few hours of sleep, a morale booster is sometimes rather important. We are music lovers at our house, or perhaps I should say melody lovers, for we can't take our classical music too strong, and the jangle of much modern music sends us hurrying to turn off the radio. The "boogy-woogy" we had been getting over WOW from 5:30 to 6 for several weeks past left even the milk cows irritated and restless. Since a great many of your early morning listeners are, no doubt, farmers, I'm sure there must be many as grateful as we for the recent change. It is pleasant to have an announcer who seems to be selecting his records, rather than grabbing anything in sight, just to kill time, and we do appreciate getting the news in a clear, understandable way. This new announcer interprets it as if he were wide awake and thinking of what he is doing—really seems to enjoy doing it.

We have the early morning News Tower to thank for teaching us to enjoy good cowboy music. Hank Lawson and his gang were enjoyable while they lasted. A little of the type of mountain music that goes to make up the folk music of this country, mixed in with the new songs and sweet dance music; such semi-classics as "Minuet in G," or "Goin' Home," and a male quartet occasionally in a sacred number, is a mixture that would start farmers' families and the cows in the dairy barn off to a pleasant day any time. Maybe that wouldn't suit the early risers in the city at all—I can't speak for them!

Anyway, thank you for the new announcer.

WOW has always been our favorite station, and my husband has been very proud of its policies, but for some time this early morning program has been the only one he gets to hear, and he was really beginning to think you'd let him down.

An early program like this isn't easy, I'm sure, but if your new announcer will just continue to give us a pleasant start to the day, we will do our part uncomplainingly. We will feed 'em, he can keep the morale high on our home front, and we'll each be doing a little toward getting this job over.

## AN IOWA FARMER'S WIFE.

P. S.—I wasn't joking about cows. They show a decided preference for melodious music. The jangling jazz type makes them restless and more difficult to handle.

# Martha Bohlsen Tells How to Cook Fish to Enhance Lenten Dinners

By MARTHA BOHLSSEN  
Nebraska Power Company Home Economist and  
Director Homemakers' Club of the Air—Saturdays, 9 A. M.

Well, here's the month of March, which brings us the first day of spring, and along with that pleasant thought we have the age-old uncertainty of the weather predicted by the lion or lamb which ushered the month in. But there's one thing consistent about the month of March, and that is that it always makes up the major portion of our Lenten season, and so, this month we're going to discuss fish. This discussion is not addressed only to those people who keep Lent as a season of fasting, but rather to all housewives who must feed their families well-balanced, varied diets on restricted food budgets. Fish is highly nutritive and ration-free, which should make it an item of interest to every homemaker.

Fish shares with meat a high Vitamin B-1 content as well as other valuable food elements. And here's something of special credit to fish: While no fruit or vegetable contains Vitamin D, yet salmon, herring and probably mackerel contain two or three times as much Vitamin D as eggs. Fish is also a rich source of minerals, such as iodine, copper, iron, calcium and phosphorus. So, without boring you too much with technicalities, you can be assured that in serving your family fish you are providing them with a food of a high varied nutritional value. But, in many families, it seems that fish dishes are not as readily accepted as they should be—either women do not like to cook fish, or they say their families don't enjoy eating it. And that's too bad when we realize the fine food values of fish.

Of course, there's probably a good reason for that attitude. Perhaps our method of preparation is at fault. Maybe you've confined yourself to frying fish, whereas if you broiled, baked or even steamed fish occasionally, it would meet with approval.

There are certain methods of preparing fish that should be considered along with the kind of fish you're serving, just as we consider

the cut of meat before we decide on a cooking method.

So, if you're planning a diplomatic campaign to make your family like fish, be sure to give the fish a break. The following table shows the kinds of fish most generally available in our own stores. Each one is rated as a fat or lean type of fish, and a cooking suggestion is given. For instance, you'll notice that all lean fish are excellent for frying, while fat fish are excellent for broiling.

It's a good idea to know the fish you're preparing, and then choose the method recommended for that particular type fish.

### Fish Cookery

Suggested methods for preparing various types of fish:

- Sole (lean fish). Excellent for frying. Good for baking and broiling.
- Haddock Fillets (lean). Excellent for frying, broiling. Good for steaming, baking.
- Halibut (fat). Excellent for broiling. Good for frying, baking.
- Salmon, fresh (fat). Excellent for baking. Good for frying, broiling, steaming.
- Bullheads (lean). Excellent for frying. Good for steaming.
- Catfish (lean). Excellent for frying. Good for baking.
- Pickarel (fat). Excellent for broiling. Good for frying, steaming, baking.
- Perch (lean). Excellent for frying. Good for broiling, baking.
- Pike—all kinds. (lean). Excellent for frying. Good for broiling, baking.
- Trout (lean). Excellent for frying. Good for broiling, steaming, baking.

V...-

## CHARM WINNERS

(Continued from page 1)

She is a student at the State Teachers' College at Wayne, Neb., and her voice instructor is Russell Anderson. Miss Patrick is majoring in music. She has won many musical honors in instrumental classifications (saxophone, clarinet and piano), but this is her first major victory with her voice.

The other winner, Gladycy Eisenach, is 19 years old and the daughter of Mr. and Mrs. George Eisenach of Lincoln. Her father is a mortician. Until a year ago she lived in Omaha. She is now the receptionist for Radio Station KFOR at Lincoln and has studied under Stanley Capps. She has had some experience singing with dance bands. Gladycy was the only one of the four winners with a low-pitched voice. All the others were sopranos.

# GOV. WARREN ON "YOUR AMERICA"

## STAFF STUFF

By SOREN MUNKHOF

Well, it's time for another Staff Stuff Column, and it really doesn't look as though we have a great deal of information on staff members for this issue.



Soren Munkhof

However, there is a forecast of some possible future changes in the staff. Several of the boys are receiving 1-A ratings and being listed for their draft examinations within the next few days.

The only staff member to report for the armed services during the past month, however, has been Ardice Fowler, news room Secretary. Private Fowler of the Women's Reserve Marine Corps writes us from Camp Lejeune, New River, N. C., that she is enjoying the rather stringent training. It has been suggested by a number of WOW staff members, that no matter how tough the marines are, that after her long months in the WOW news room, Ardice should be able to sail through it with ease. It appears from the tone of her letter that she is. I don't know whether we told our readers before or not, that taking Ardice's place as news room Secretary is Nancy Cline.

Another new girl on the staff is "Pat" O'Hara (another Irishman). "Pat" is a sister of Irene O'Hara, formerly Secretary to Promotion Manager Bill Wiseman. Irene, or "Irish," as she was called, as you know, is Mrs. Ed Siepmann, and is at Norfolk, Va., where her sailor husband is stationed. Irene, at last report, has a job there to keep her occupied while Uncle Sam keeps her husband occupied.

### Sandler Here

A recent visitor to the staff was Corporal Jack Sandler. Jack formerly did hockey broadcasts for WOW.

Most recent staff member to leave the station is Transmitter Engineer Ed Anderson, who has just left to take a position with General Electric.

Another interesting sidelight is the fact that recently two WOW members scheduled for jury duty in the District Court in the Douglas County court house, across the street from WOW. Program Manager DeMoss went happily about his many duties at the station and completely forgot about the jury assignment until after the jury panel had been called into the court room. Then Lyle had to hurriedly explain his tardiness to the judge. The other WOW member was Transcription Manager Tom Chase. Chase made it on time, all right, but was rapidly excluded from several cases because he had paid so much attention to news that he knew all about the cases before he came up for jury duty.

Incidentally, our readers might be interested in a little chuckle in reference to Sergeant Henry Bristowe, formerly of the WOW News Department and now with the Army Air Force in New Guinea. We received a letter from Sergeant Henry, in which he asked to be remembered to Aunt Sally. Henry signed the letter "Affectionately yours, YOUR NEW GUINEA SHUT-IN." Aunt Sally has asked listeners to her Sunshine Chain program to remember Henry. The members of the Sunshine Chain, you know, write cheery letters and send birthday and holiday cards to shut-ins—people who are so ill and weak they can't get around much any more.

That's all for now.

V...—

Epigram-maker as well as singing star is NBC Baritone Curt Massey, who notes that a character is a jerk with a personality.

## TIFFANY DIAMOND WON BY LINCOLN GIRL



Probably America's proudest 11-year-old is Malva Morlene Phillips, daughter of Mr. and Mrs. M. W. Phillips, Lincoln, who is shown above wearing a beautiful diamond solitaire from Tiffany's, which she won by responding to Colgate's "Million Dollar

Band" program on WOW. Malva suggested the tune "Mairzy Doats," for the benefit of her friends in the Lincoln Orthopedic Hospital, where she has been a patient for many months following an attack of polio.

## Mrs. Charske Sings With Fireman

A locomotive fireman and the wife of a big boss of the Union Pacific Railroad sang a duet on the NBC "Your America" show February 26.



Mrs. Charske

The fireman was Tenor Jack Wright of Omaha and his singing partner of the coast-to-coast network was Mrs. F. W. Charske of New York City and Texas, whose husband is Chairman of the Union Pacific's Executive Committee and acting Chairman of the road's Board of Directors.

The duet, by the way, compared favorably to any big-time network presentation, for Mrs. Charske is an accomplished vocalist and former concert star, and Wright is equally well-trained and has a beautiful voice.

An overflow crowd attended when Mrs. Charske, along with her famed husband and others, came to Omaha for the broadcast. As a further indication of the democratic policy of the Union Pacific "family," Mrs. Charske gave a party for the entire cast following the broadcast.

Other guests at the broadcast and at the party were Governor and Mrs. Herbert B. Maw of Utah. The chief executive of the Beehive State was one of five governors scheduled to be guests when their states are saluted during the next few weeks.



Governor Warren

On March 4 the "Your America" show will present another chief executive guest star, Governor E. P. Carville of Nevada, and on March 11, Governor Earl R. Warren of California will speak on the Union Pacific show.

Special interest attaches itself to the Warren appearance because of the Californian's recent national notice as a Republican candidate for President or Vice President. Many wise politicians have predicted Warren may be a running-mate for either Willkie or Dewey.

The "Your America" schedule calls for the appearance of Governor Sam C. Ford of Montana on March 18 and Governor Arthur B. Langlie of Washington on March 25.

V...—

Keep buying War Bonds and Stamps.

## AMERICA'S HOME FRONT SECRET WEAPON

### ... Our National Sense of Humor

Lou Costello: "I've got a million girl friends tearing their hair out waiting for me to call them."

Bud Abbott: "Why don't you call them?"

Lou Costello: "Who wants bald-headed girls?"

—Abbott and Costello Program.

V...—

Carmen Miranda: "Charlie, are you musically inclined?"

Charlie McCarthy: "I know how to make overtures."

—Bergen-McCarthy Program.

### Council Guest



One of America's most interesting feminine radio executives, Mrs. William H. Corwith, who has been called "NBC's Ambassador at Large," will speak in Omaha under the auspices of the Radio Council of the Omaha Area on Thursday, March 2, at 8 p. m., in the lecture hall at the Joslyn Memorial. Tickets of admission are being issued free by members of the Radio Council, of which Mrs. W. F. Ottmann is President. Mrs. Corwith will speak on the subject, "Behind the Scenes in Network Broadcasting." Her appearance in Omaha is by courtesy of Radio Station WOW.

Red Skelton: "A bill collector came to my house and I told him he couldn't get blood out of a turnip."

Ozzie Nelson: "What happened?"

Red Skelton: "He got his money. I found out I'm no turnip."

—Red Skelton Program.

V...—

Jack Benny: "How could you have the nerve to shoot craps with the doctor?"

Rochester: "Well, I'm a bone specialist myself."

—Jack Benny Program.

V...—

Charlie McCarthy: "Ain't education wonderful? It all happened in algebra class. Love smacked me right between the square root and the hypotenuse."

—Bergen-McCarthy Program.

V...—

Red Skelton: "Why didn't you tell me he was a butcher? I bowed to him because I saw everybody else bowing. I thought he was a vice president of NBC."

—Red Skelton Program.

V...—

Harry Hershfield: "His wife one time had a portrait painted of Coolidge, to put in his study. She wanted to surprise him. He took the thing and looked at it. Just then a United States senator came in. Coolidge shook his hand and pointed to the picture. The senator looked at it for about 15 minutes. All Coolidge said was, 'I think so. Can You Top This?' Program. too."

V...—

Joan Davis: "So he went to his draft board and oered his services, but they turned him down. They said they already had enough men on the board."

—Joan Davis Program.

V...—

Edgar Bergen: "I won't stand for this. You can't blackmail your school teacher this way."

Charlie McCarthy: "Do you know of a better way?"

—Bergen-McCarthy Program.

Don Wilson: "Well, anyway, Mary, you have to admit those fliers are romantic."

Mary Livingstone: "I'll say. Even the automatic pilot tried to put his arms around me."

—Jack Benny Program.

V...—

Frank Morgan: "I have a sore jaw. I paused in the corridor this evening to watch a pert young thing adjusting her stocking, and she cracked a smile."

John Conte: "She cracked a smile and you've got a sore jaw?"

Frank Morgan: "Yes—it was my smile."—Coffee Time.

V...—

Kay Kyser: "You men are teaching the Japs a lot about the sea. We know you like to see 'em get to the bottom of things."

—Kay Kyser Program.

## ADDRESS RADIO SESSION



Two of Omaha's most prominent leaders—Major General Clarence H. Danielson, commandant Seventh Service Command, and William M. Jeffers, President of the Union Pacific—spoke at the recent Tenth District meeting of the National Association of Broadcasters in Omaha. They are shown above on either side of John J. Gillin, Jr., President of Radio Station WOW, Inc., who introduced them. Mr. Gillin was re-elected Director of the Tenth District at the session.

# WOW WINS TOP '43 HOOPER RATINGS

## Hope and Fibber Lead Star Parade

Last month "Broadcasting" and "The Billboard" published the annual "CAB" and "Hooper" ratings, showing the most popular network programs on the air during 1943.



Bob Hope

Station WOW presents these reports with great pride, for they show that nearly all of the best programs are NBC shows and, therefore, WOW programs.

In the Hooperatings, 27 shows reached the "top 15" bracket for at least a two-week period during 1943—and 19 of these shows were broadcast by WOW.

In the CAB ratings, 9 of the 10 most popular shows for seven winter months were broadcast by WOW, and 7 of the 10 top shows were WOW shows during five summer months.

The two rating services differ only slightly in the over-all picture. And yet the ratings were determined by entirely different methods.

The Hooperatings are based on the "coincidental telephone call" technique. (For explanation of CAB technique, see opposite page.)

Listeners in 32 cities are called on the telephone while the program is in progress and asked: "To what program are you listening NOW?" In addition, reports are received from Hooper surveys in 50 cities eight times a year. The survey is all worked out on a scientific basis.

The Hooperatings perform a great service to listeners, even though the telephone-call checks are sometimes considered an annoyance by the listener. The "nuisance calls" enable program-builders to determine quickly whether their efforts are succeeding or failing. Nothing will remove a program from the air quicker than a Hooperating which is slipping badly. Transversely, if Hooperatings show a program is increasing in popularity, chances are it will remain on the air.

The listener who gives an accurate, complete answer to the telephone coincidental survey caller does himself a favor in the long run. Certainly every listener owes it to his own favorite stars to cooperate on such calls.

The 1943 Hooperatings (see chart) consistently list Hope, Fibber, McCarthy and Aldrich Family as 1, 2, 3, 4. It's about an even break between Maxwell House, Lux Theater and Jack Benny for 5th, 6th and 7th place. The Lux program rates highest of the shows (NOT carried by WOW).

After these places, the next 10 or 12 in the "top 15" are pretty much mixed up.

It is interesting to note that of the 27 shows which made the "first 15" during the year, 19 were NBC shows, seven were CBS shows and one (Winchell) is a Blue network show.

Another interesting fact is that the list of the top 10 or so is almost identical to last year's list, with the order only slightly varied. This indicates that the popularity of these shows is holding up from one year to the next.

### ? Your Last Copy ?

Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "3/44" means March, 1944. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

## THE HOOPER RATINGS CHART FOR TOP 15 FOR 1943

(Reprinted from "The Billboard" by special permission of C. E. Hooper, Inc.)

Based Upon Programs That Made the "First Fifteen" During the 12 Months of 1943 and the Relative Standing of Each Show Every Time It Was Rated.

The programs are listed in order of their combined ratings for the year. Bob Hope, who achieved more firsts than any other broadcast, is No. 1. Fibber McGee and Molly, who held down the No. 2 slot in most ratings, actually doing better than a "two" average, is second. Bob Burns, who made the ratings only once and then only as No. 15, is the final program listed, No. 28.

PROGRAM	JAN. 15	JAN. 31	FEB. 14	FEB. 28	MAR. 15	MAR. 31	APR. 15	APR. 30	MAY 15	MAY 31	JUNE 15	JUNE 30	JULY 15	JULY 31	AUG. 15	AUG. 31	SEPT. 15	SEPT. 30	OCT. 15	OCT. 31	NOV. 15	NOV. 30	DEC. 15	DEC. 31		
Bob Hope	1	1	1	1	2	1	2	1	1	1	1	2	Vacation	—	—	—	2	1	2	1	2	1	2	1	3	
McGee & Molly	3	2	2	2	1	2	1	2	2	2	2	1	Vacation	—	—	—	—	—	2	1	3	1	2	1	1	
Charlie McCarthy	2	3	3	3	3	3	3	3	3	3	Vacation	—	—	—	—	—	1	1	3	3	2	3	3	2	2	
Aldrich Family	5	5	4	4	4	4	5	4	5	4	7	3	4	Vacation	—	—	2	3	5	6	5	5	6	5	5	
Lux Radio Theater	9	8	6	5	9	6	4	6	7	6	3	5	5	Vacation	—	—	6	6	7	6	4	5	8	8	8	
Morgan & Brice	7	7	7	8	6	7	7	9	8	9	9	7	Vacation	—	—	—	3	7	8	10	11	7	8	10	10	
Jack Benny	4	4	5	9	8*	12*	9*	5	4	1	Vacation	—	—	—	—	—	—	—	—	5	4	6	4	7	7	
Mr. D. A.	6	6	8	6	7	8	8	7	10	8	5	4	1	3	2	1	4	10	4	4	8	9	7	11	11	
Walter Winchell	S	S	11	10	5	5	6	8	6	5	4	10	Vacation	—	—	—	10	4	7	9	12	8	10	6	6	
Kay Kyser	12	9	15	•	11	15	12	14	11	12	•	6	7	4	3	2	6	13	10	8	•	13	12	•	•	
Screen Guild	•	•	9	7	10	13	12	9	11	6	11	12	6	5	6	7	9	11	14	7	11	13	14	14	14	
Bing Crosby	11	11	10	13	15	•	•	11	14	14	S	9	8	10	10	7	12	8	9	11	S	S	11	12	12	
Davis & Haley													2	8	12	8	5	5	12	12	9	12	•	4	4	
Vallee & Davis	10	10	12	11	10	9	10	10	12	10	13	8														
Take It or Leave It	14	15	•	14	12	14	11	13	NB	13	8	•	10	2	6	5	9	14	•	•	•	•	•	•	14	14
Eddie Cantor	13	14	14	•	14	•	14	•	•	•	•	13	Vacation	—	—	—	—	—	14	15	•	•	9	•	•	
Fred Allen	•	13	•	15	•	13	•	15	15	15	14	12	Vacation	—	—	—	—	—	—	—	—	—	—	—	15	
Burns & Allen	•	•	•	•	•	•	•	•	•	•	12	14	Vacation	—	—	—	11	•	•	13	14	14	•	•	•	
Durante & Moore	S	S	S	S	S	S	•	•	•	•	•	15	6	7	9	•	•	11	13	•	•	•	•	•	•	
Abbott & Costello	8	NB	13	12	13	11*	Vacation	—	—	—	—	—	—	—	—	—	—	—	—	—	13	10	13	9	9	
Fitch Bandwagon	•	12	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	15	•	15	•	
Hit Parade	•	•	•	•	•	•	•	•	•	•	•	•	9	5	4	•	8	15	•	•	•	•	•	•	•	
Great Gildersleeve	•	•	•	•	•	•	•	•	•	•	11	•	•	•	•	•	•	•	•	•	•	•	15	•	•	
Can You Top This	•	•	•	•	•	•	•	•	•	•	9	•	•	•	•	•	14	•	•	•	•	•	•	•	•	
Blondie	•	•	•	•	•	•	•	•	•	•	15	•	•	•	•	•	•	12	•	•	•	•	•	•	•	
Waltz Time	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	13	•	•	NB	•	•	•	NB	•	
Truth or Consequence	•	•	•	•	•	•	15	•	13	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Bob Burns	15	•	•	•	•	•	•	•	•	•	•	•	•	•	Vacation	—	—	—	•	•	•	S	•	•	•	

\* indicates that the program rated is a substitute.

S indicates that the program aired during the period rated was a substitute and did not make the "First Fifteen."

NB indicates that the program was not broadcast during the period rated due to a special event.

— indicates the program was not on the air at this time.

VACATION indicates that the program was off the air for the summer or for illness.

• indicates that the program for this period did not make the "First Fifteen."

## HOPE, CROSBY, INFO PLEASE, and WARING TAKE HONORS IN EDITORS' POLL

The 13th annual poll of radio editors (conducted this year by "The Billboard") confirms the popularity of WOW shows, as indicated by the "Hooper" and "CAB" 1943 analyses.

The Editors' Poll, just completed, puts Bob Hope on top as the favorite comic for the third successive year. Fred Allen ran second, Fibber McGee and Molly third, Jack Benny fourth and Edgar Bergen fifth.

"Information Please" topped all the quiz shows, with "Take It or Leave It" as the runner up.

### In a Breeze

Bing Crosby still is a five-to-one favorite over all others among male popular singers. Frank Sinatra,

"The Voice," ran a poor second, but in this same classification last year he was fourth.

Among the most popular femi-

nine singers, Dinah Shore is still on top. Ginny Simms jumped from fourth place to second place, nosing out Kate Smith. Frances Langford is fourth.

### Stern Leads

In the sports category, Bill Stern continued to cop first honors as he has for the past three years. Ted Husing was second.

Among the commentators, Raymond Gram Swing carried off top honors, with H. V. Kaltenborn second.

The Omaha boy, Harlow Wilcox, passed up several competitors and came in second in the radio announcer group. Milton J. Cross was first. Ken Carpenter and Harry Von Zell tied for third. Bill Goodwin and Ben Grauer

ran fifth and sixth. "The Billboard" said the first six places were very close.

For the sixth consecutive year Fred Waring's show won the leading position in the favorite "15-minute" classification. "Vic and Sade" ran second and Walter Winchell third.

NBC's "The Army Hour" was first in the new classification called Army and governmental programs.

Frank Sinatra won the lead in the newest radio star classification.

### V...—

Frank Tours: "I have every reason to be happy. I have a wife and a cigaret lighter. And they're both working."

—F. Brice-F. Morgan Program.



Bing Crosby

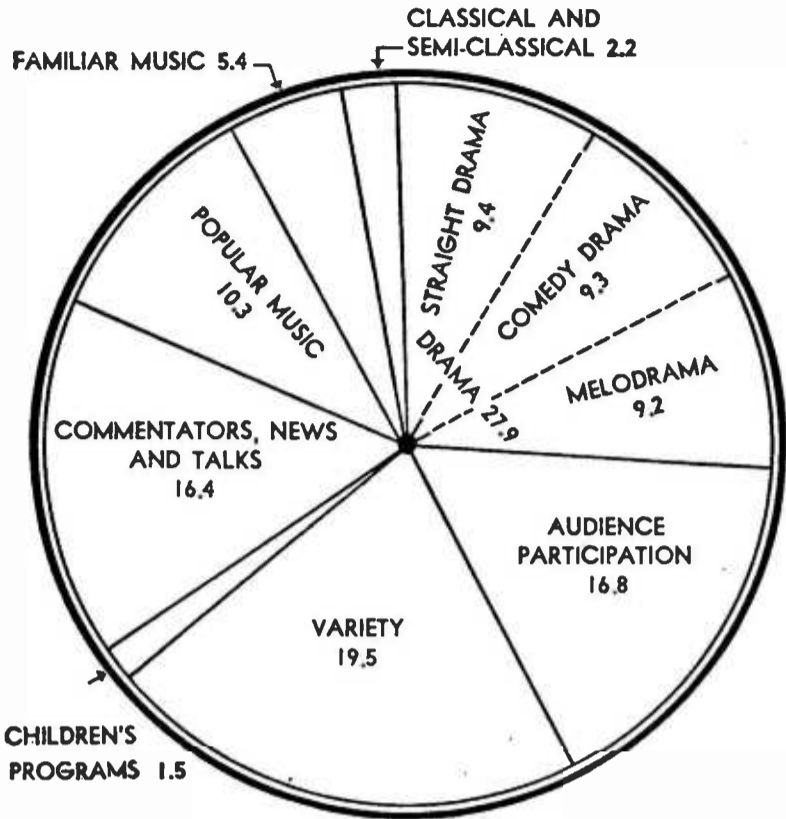


Fred Waring

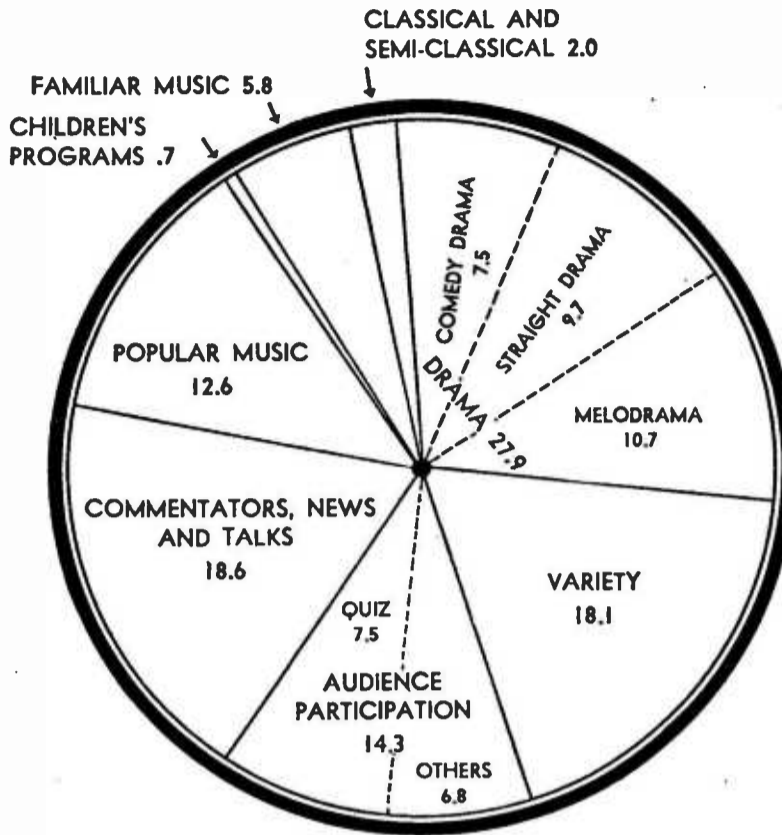
# McGEE LEADS 1943 CAB RATINGS

## DIVISION OF NIGHT NETWORK TIME BY PROGRAM TYPES

October, 1942—April, 1943



May, 1943—September, 1943



NOTE.—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs broadcast five times a week have been considered as one and one-quarter hours per week for the number of weeks investigated, 15-minute programs, three times per week, three-quarter hour, etc.

## WOW Shows in Nine of Top Ten Spots

"Interest in Newscasts Soared During 1943," is the "Broadcasting" headline over the annual analysis of commercial network programs by "The Cooperative Analysis of Broadcasting" (CAB). CAB reports that 18.6 per cent of all commercial nighttime network programs consisted of news or commentaries as compared with only 15 per cent in 1942.



Marian and Jim Jordan

The time devoted to newscasts and commentaries exceeds that devoted to variety shows, and ran second only to dramatic shows. The CAB analysis is reported by A. W. Lehman, CAB Manager, in the January 24 issue of "Broadcasting." It, too, rates network programs (see charts and tables).

According to CAB's rating, "Fibber McGee and Molly" ranked No. 1 during five winter months — November, January, February, March and April, and second during October and December. Bob Hope, who was rated first in October, also rated three seconds, one third place and two fourths. "Charlie McCarthy" snagged one first, in December; one second, three third places and two fourths.

The only program in the first 10 (winter months) NOT carried by WOW was the Lux Radio Theater, which placed first during five summer months, when many NBC features were off the air.

The only newcomer to the nighttime winter "top 10" list was Red Skelton. Walter Winchell and Kate Smith, who were in the first 10 a year ago, had dropped out of that elite class this year. Curiously enough, the Kraft show (Crosby) was seventh during the winter period, when it was an hour-length show, but dropped to 10th or below when the program was cut to half hour.

Mr. Lehman's report also lists the CAB ratings for the "top 20" nighttime network commercial shows during December. The December list runs like this:

Fibber McGee, Bob Hope, Charlie McCarthy, Jack Benny, Lux Theater, Red Skelton, Aldrich Family, Maxwell House, Mr. District Attorney, Kay Kyser, Kraft Music Hall, Sealtest Village Store, Kate Smith Hour, Eddie Cantor, Abbott and Costello, Hit Parade, Screen Guild Players, Take It or Leave It, Gildersleeve and the Fitch Bandwagon.

It is interesting to note that SIXTEEN of the twenty are shows carried regularly by WOW.

The Lehman report also lists the "top 11" daytime shows in this order: Kate Smith, Stella Dallas, Big Sister, Pepper Young's Family, Right to Happiness, Backstage Wife, Ma Perkins, Young Widder Brown, Romance of Helen Trent, Our Gal Sunday and Lorenzo Jones. Seven of the 11 are regular WOW shows.

### Acknowledgment!

The charts and material on this page are reprinted from "Broadcasting" (January 24 issue) by special permission of the magazine and A. W. Lehman, Manager of the Cooperative Analysis of Broadcasting (CAB).

Mr. Lehman points out that sponsors "exploited every source to bring new talent and new shows to listeners during 1943." Some of these efforts brought forth Groucho Marx and Jimmy Durante, as well as "Grand Ole Opry," "Blind Date" and other shows, new in type or format.

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

KNOCK . . . KNOCK! MAY I COME IN?

GOOD MORNING! Is breakfast ready? Now, perhaps it isn't morning when you read this letter, but such has been my daily greeting to the folks in RADIODLAND for so long that it has become a habit with me.

We've been having lots of fun at our breakfast-time chat lately. I've resumed the roll call to replenish Wanetta Jensen's hospital fund, and, as usual, our listeners are enjoying the game, evidenced by their amusing letters and also by the contributions in dimes.

Every morning I take a letter from the alphabet and call a group of names to join us at the little kitchen table. The persons who hear their names, answer the roll call with a dime. That dime means "present," and it is a very present help in time of need.

If the call finds someone still in bed, that person sends a dollar for being a Lazy Bones.

Many times I catch a woman mixing bread or packing her husband's lunch, and along comes a letter such as I received last week:

"Dear Aunt Sally: Sometimes I think you can actually see me, for this morning I had just put my hands in the bread dough when you called out to say, 'Well, there's Katie getting the bread ready,' and you just plain scared me for a moment."

I received this letter from a Frieda:

"Dear Aunt Sally: We are having a great time with this name game. We talk back to you at our house, and I must tell you what happened the other day. I had just put the last sandwich in the lunch box when you said: 'Well, there's Frieda with her husband's lunch all packed.' And I said: 'Do you think it's enough for the old man, Aunt Sally?' My husband gets a great kick out of

you and the things I answer back."

Another funny letter comes from a wife, who wrote:

"This morning I told my husband he had better get up before you got started calling names, because you were going to call the J's today and it would cost him a dollar. Well, he never budged, and you should have heard him laugh and howl when you called my name and my son's, and never got him."

Well, this only proves that people do like the personal touch and they like to play games.

They are grand people OUT THERE, and I feel so much a part of each home that I visit, for at this early hour I am in their own room or the kitchen, for that's where most radios are, I find.

Won't you join us some morning at 6:15 at the little kitchen table?

Well, 'bye for now!

YOUR AUNT SALLY.

### "Brenda" to Star in Hollywood Theater

Maybe you think of a nosegay as just an attractive bunch of flowers, but you'll change your mind in a hurry when you hear the Skippy Hollywood Theater production of "A Nosegay for Judith." Elvia Allman, the bubbling comedienne you know as Brenda, of "Brenda and Cobina," is the star of this fast-paced comedy. "A Nosegay for Judith" is a laugh hit you'll remember. Just see for yourself what happens when a big-time actress lands on the stage of a Cape Cod amateur theater. Remember the time—Skippy Hollywood Theater—next Tuesday evening at 6:30 over WOW.

### Fifteen WOW Girls Helping Red Cross

WOW's girls are working hard on Red Cross work. Fifteen of them are folding bandages several hours each week. The other girls, who are prevented by the hours they work from taking part in the bandage-folding program, are doing other Red Cross or Nurse's Aide work.

### Monthly Ranking of the 10 Nighttime Leaders for Seven Winter Months—1943

	For the Period	Oct.	Nov.	Dec.	Jan.	Feb.	March	April
Fibber McGee & Molly	1	2	1	2	1	1	1	1
Bob Hope	2	1	4	4	2	2	3	2
Chase & Sanborn	3	4	3	1	4	3	2	3
Jack Benny	4	3	2	3	3	4	4	4
Lux Radio Theatre	5	7	5	6	5	5	5	5
Aldrich Family	6	6	6	9	7	6	7	7
Red Skelton	7	6	9	7	6	8	8	6
Kraft Music Hall (1 hr.)	8	8	7	6	8	8	8	8
Maxwell House Coffee Time	9	10	8	8	8	7	6	8
Kraft Music Hall (½ hr.)	10	†	†	†	12	12	10	10

\*Half-hour program during this period. †One hour program during this period.

### Monthly Ranking of the 10 Nighttime Leaders for Five Summer Months—1943

	For the Period	May	June	July	Aug.	Sept.
Lux Radio Theatre	1	1	1	NB	NB	1
Aldrich Family	2	2	3	NB	NB	2
Mr. District Attorney	3	3	2	4	3	7
Kay Kyser	4	5	4	1	2	9
Kraft Music Hall	5	6	7	5	3	3
Your Hit Parade	6	10	9	2	1	5
Sealtest Village Store	7	4	8	7	3	4
Screen Guild Players	8	8	5	6	8	6
The Great Gildersleeve	9	9	12	NB	NB	10
Jergen's Journal—Winchell	10	7	6	2	SUB	8

NB—Not broadcast. Only programs broadcast three or more months out of the five summer months were used for the purpose of this analysis. SUB—Substitute program entitled Three Thirds of the News.

## CAB to Measure Audiences in All Cities Over 50,000

The Cooperative Analysis of Broadcasting, the radio research organization sponsored by the advertising industry, will expand its service to measure the program audiences of all cities of over 50,000 population, according to a United Press news release, received by WOW February 18.

In a letter to its members, the CAB describes its new policy as an "intention to cover the entire nation."

Around April 1, or shortly thereafter, CAB will probe audiences in 81 cities, coast to coast, to get a rating of a true cross-section of all American homes, the dispatch said.

In WOW's service area this will mean that ratings in the future will be made in Lincoln, Sioux City, Council Bluffs and probably Sioux Falls. All phases of the CAB work, including monthly and annual ratings (as explained above) for all network shows will be included, the dispatch indicated.

Nora Martin, flame-haired song star of NBC's "Time to Smile," has been called in by the War Department to record a "Personal Album" for the boys overseas.

Gildersleeve: "You never turn your back on a king or a duke." LeRoy: "Afraid you'll get a kick in the pants?" —"The Great Gildersleeve."

# KODY ON CANTEEN HONOR ROLL

## 2,700 Doughboys STATION KODY JOINS SELECT GROUP

### Served Big Cake

Radio Station KODY, "WOW's Little Brother," has joined the Honor Roll at the North Platte service men's canteen.

The folks at KODY "served" for their first time on Sunday, February 6, and are scheduled to repeat early in April.

On "KODY Day" at the canteen more than 2,700 service men and women, who stopped off while their Union Pacific trains were serviced, each received a "treat"—sandwiches, coffee and cake. It was about an average day. Sometimes as many as 5,000 are served in a single day.

In accepting a "day" at the canteen periodically, KODY joined the select group of 60 central-western Nebraska groups which serve regularly at the canteen (see photo, next column).

As a special feature of KODY's debut at the canteen, a gigantic cake was provided. Before the day was over, it had been cut into 2,700 good-sized pieces and distributed to visiting men and women. The cake weighed 250 pounds—was the largest ever baked in North Platte.

In addition to accepting a regular "serving" assignment at the canteen, KODY's General Manager, John Alexander, has started a daily quarter-hour radio program describing the scene each day at the canteen.

A dozen members of the KODY staff helped Alexander with the "serving." Included were radio announcers, engineers, stenographers and time salesmen, along with their wives and members of their families. Also assisting were members of the North Platte War Wives group and the Air Raid Warden's organization.

The workers arrived on the scene at 8 a. m., and remained until past 10 p. m., after the last train had departed. Two special broadcasts from the canteen, located in the Union Pacific depot, were presented during the day. One was a half-hour program, emceed by Joe di Natale, Program Manager of KODY. The other, a quarter hour, presented by Bill Wiseman of the WOW staff. Also present for the affair was Soren Munkhof, Manager of WOW's News Department, and Al Larson, Chief Auditor of WOW.

While "KODY Day" was a big event for the radio folks, it was just another day for Mrs. Adam Christ, Chairman of the Canteen



Pretty Canteen Worker Mary Schotter of North Platte adds the KODY and WOW call letters to the "Honor Roll" at the North Platte service men's canteen. Note list of cities and town which participate in the canteen's efforts.

Committee, and her staff. Mrs. Christ and a dozen other women supervise affairs at the canteen seven days a week, and have operated it every day since Christmas of 1941.

The food served is contributed by the organization or community serving each day, and augmented by purchased foods paid for by citizens who live in or near North Platte. In addition to "eats," free magazines, books, post cards and birthday cakes are provided. Service folks are permitted to eat as much as they want and urged to take some along with them when they leave.

In serving more than 1,500,000 soldiers since it was opened, the North Platte canteen has done an outstanding "morale-building job."

## 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

The best things are the costliest. Bargains are attractive, but you always get just what you pay for. Shortcuts sometimes prove to be the longest way.



Rev. R. R. Brown

When we discovered that our freedom and safety were endangered, we began to appreciate these intangible things more highly. We have united in making sacrifice and in re-adjusting our personal and family programs so that we might not only defend, but help defeat the enemies of our way of life.

One of the solemn occasions of the year in our church calendar is the Lenten season. In no period of the history of the world have spiritual things become more vital and real than now. The Bible has been discovered by many a neglectful soul. Prayer has provided the outlet for many an oppressed heart, and the means of deliverance for thousands of lives in danger. God is no longer a question for theological discussion, but a Person who is accessible and who knows, understands and cares.

The Lenten message emphasizes the challenging words of Jesus, when He said: "If any man will come after me, let him disown himself and take up his cross and follow Me."

It is a call to self-denial, but still more to the denial of self. It is a time for heart-searching, confession of sin and the adjustment of our lives to the purpose and power of Christ. It should not be just an occasion when we deny ourselves some article of food, or form of recreation, but it must go deeper until we deal with ourselves and emerge with another self, even Christ, who is the motivating power as well as the reason for living spiritually.

The revival of religion is the most urgent need in America. The restoration of moral values and the quickening of the conscience are vital if we are to be prepared for the present and postwar responsi-

bilities. Let us remember during this holy season that the way to the crown was by the way of the cross. Furthermore, if we are to fulfill our highest calling, we must be dominated by the spirit of Him, of whom it was said when he hung on the cross: "He saved others; Himself He cannot save." If we are to contribute to the salvation of a world, we must lose ourselves and our selfishness.

When we emerge from this time of self-denial, soul-cleansing and the renewal of our spiritual vows, we shall have a better understanding of our duties toward God and man. Christianity will not be merely attending a religious service once a week, but the spirit that shall dominate our thinking and influence our conduct. There will also come from it a new sense of brotherhood.

Don't fail to tune in to WOW every Sunday morning at 8:30 for America's first and oldest religious service.

V...—

## Aviation Big-Wigs Air Post-War Plans

A number of distinguished persons of the aviation industry participated in broadcasts over KODY recently during the convention of the Nebraska Aviation Trades Association in North Platte, February 10 and 11.



Roscoe Turner

One of the speakers who was interviewed was Don Huddle, the famous Roscoe Turner, holder of many aviation speed records.

Among others who took part in a roundtable discussion about the future of aviation in Nebraska were R. D. McDonald, District Airport Engineer of C. A. A.; Robert Davison and William Taylor, representing plane manufacturers; John Wilson, Executive Director of NATA, and C. F. Kirschner, Nebraska Aeronautics Commission.

CAKE SERVED 2,700 SOLDIERS



KODY FOLKS ON CANTEEN CREW



Manager John Alexander cuts the huge (250 pounds) cake served when KODY "served" at the North Platte canteen. Grouped around John are KODY and WOW staff members, including Joe diNatale (in dark shirt), Al Larson of WOW, extreme right, and Soren Munkhof, WOW news editor, peering over John's head.



Here are WOW and KODY folks as they served at the North Platte canteen. Left to right are Al Larson, WOW; Joe diNatale, Soren Munkhof of WOW, Mrs. John Alexander, Mrs. diNatale, Viola Boys, Emma Gerkin, Jerry Eads, Mrs. and Ed Laune, Mrs. Beauford Eaves, Jack Wells and John Alexander.

# SCOUTS SELL MILLION IN WAR BONDS

## Aid WOW-NBC in Clean-up

War Bonds sold by Nebraska Boy Scouts in the NBC-Scout "cleanup" drive on February 22 totalled more than a million dollars, according to tabulations made by John J. Gillin, Jr., President of Radio Station WOW, Inc., Omaha NBC affiliate. The exact total as of noon Tuesday was \$1,056,332.25, Gillin said.

Gillin said reports indicated that the grand total would exceed \$1,200,000.

George Chase, executive of the Cornhusker Council, Lincoln, reported a total sales of \$752,750. This amount included Lincoln (where Scouts have been canvassing since January 18), North Platte and Beatrice.

Scout Executive Martin Johnson of the Wyo-Nebraska Council at Scottsbluff said his Scouts sold \$6,442.25 worth, despite the fact that officially the Scottsbluff Scouts did not join in the cleanup drive because their area was over the top before the cleanup started.

Executive Sam Reaves of the Covered Wagon Council, Omaha, reported a total of \$291,140 sold by Scouts in and near Omaha, and an additional \$6,000 sold by Hartington, Neb., Scouts.

Gillin said that reports were missing from hundreds of other communities where Scouts worked.

The work of the Scouts, under their NBC tie-up, was highly praised by W. Dale Clark, State War Finance Committee Chairman, who pointed out that Scouts' sales were "E" bond sales, "which would not have otherwise channeled into War Bonds."

In addition to working closely with Scouts in the bond drive, WOW imported "Whitey" Ford, the "Duke of Paducah," for a War Bond movie premiere in Omaha—an event which was tremendously successful.

The "Grand Ole Opry" star auctioned off a calf donated by Governor Dwight Griswold, and won by the Nebraska chief executive in a bet based on the Third War Loan drive with the Governor of Arkansas.

Whitey's auction produced sales totalling \$5,700,000, which was in addition to \$1,500,000 worth of bonds sold for theater admissions.

The calf was purchased by Farrar Newberry, President of the Woodmen of the World, in behalf of the Society. The Woodmen bid \$3,000,000 for it. Later the calf was sent to a charitable institution.

## THE SPORTS EYE

By TOM DAILEY  
WOW Sports Editor

Hy'ya, Good Americans!

Dailey thoughts on sports: If you listen to my All-American Sports Parade, sponsored by the Nebraska Clothing Company each night, Mondays through Fridays at 10:15 p. m., I think you'll get a big boot out of the Monday night broadcasts for the next few weeks. Each Monday night the Sports Parade will be taken over completely by a young guest sports announcer from one of the high schools of this territory. And by completely, we mean just that. The young man will dig up his sports stories, write them and broadcast them for the full quarter-hour each Monday night. With this new idea we hope to give more publicity to the high schools of our section and at the same time give the young men a chance to show what they can do in the field of writing and broadcasting. Listen for the young men. And if a voice cracks now and then, remember it's probably just changing. . . . Was reading the reports from that San Antonio Golf Open the other day, noticing such names as Byron Nelson, Chick Harbert, Jug McSpaden and other big shots. But noticing that the tournament was played over the Brackenridge course and also noting the name of Jug McSpaden, we dug into the sports files and came up with a copy of a score card from that course when a record of a blazing 59 was shot back in 1937. The fellow who shot the 59? Jug McSpaden, in a practice round. . . .



Tom Dailey

200 Games  
How many bowlers can hang up a 200 game? Well, that's a matter for argument. But some fellow in the city of Louisville took time out to figure out the average scores of 1,600 bowlers, and only one of that number averaged at a 200 clip. . . . Throughout the day around the studios and offices of WOW we keep hearing something go "S-W-I-S-H," but when we look around, it's gone. It bumped into Lyle DeMoss the other day, however, and we found out the name of the fellow who gets around the desks, chairs and over the carpets so doggone speedy. He's Johnny Gillin, Prexy of WOW, former track man and foot ball backfield athlete of Creighton University. . . . Not too many years ago I used to divvy up peanuts and shoot marbles with a youngster in a small village in South Alabama.

### Boyhood Pal

Then came the days of shoes and neckties, and we went our respective ways. My name's at the top of this column. The other fellow of the peanuts-and-marbles days is now Mel Allen, whom you've heard many times on the networks. Swell guy. . . . Hitting the sports desk every day are various leftlets, hooks and pamphlets from the major league base ball clubs. When the pile gets . . . this high . . . we'll glance out the window some morning and see that robin. Spring! And base ball! . . . Remember? When Bearcat Wright fought Sam Langford here in Omaha? They fought for eight rounds, and before the ninth got going, Sam walked over to the "Cat's" corner and said: "Well, Cat, this is the last round." "What'cha mean, the last round?" asked the Cat. "It's only the ninth coming up and this is a 10-round fight." "It's the last for you, Cat," quoth Sam, and it was. The Boston Tar Baby flattened the Cat soon after the bell brought them out.

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

V. . . .

Ken Griffin, star of NBC's "Road of Life" and "Backstage Wife," is back on the air again after a siege in the hospital.

## War Celebs Visit Noonday Forum

People from all points of the globe were heard by WOW listeners on the Forum program during the month of January. Interviewed by Ray Clark on the "Noonday Forum" (McKesson - Robbins, 12:45, Mondays through Saturdays) included well-known individuals from South America, war-torn Europe and from scattered Allied battle fronts.



Ray Clark

One of the interviews was that with Dr. Rafael Escallon of Columbia in South America. He commented on Nebraska Senator Butler's remarks on Latin America.

Another especially interesting interview was with Dr. Harry B. van Walt, psychologist, author, journalist, lecturer and radio commentator. Doctor van Walt escaped from Holland when it was invaded.

Another person interviewed was Jack Pepper, who told of touring England, Africa and Sicily with Bob Hope.

There were also interviews with Rev. Fred Donell and the Rev. Bob Williams, Baptist ministers from China and Borneo.

M. W. Fodor, foreign correspondent, told of his experiences in Europe and his travels just ahead of the German blitz.

One of the special Forums, though in tragic circumstances, was the report by the Forum mike of the presentation, posthumously, of the Congressional Medal of Honor to the parents of Ensign John Parle. The award was made at Creighton University in honor of this Creighton man who died following a heroic action which is credited with making successful the raid on the island of Sicily.

There were also interviews with a number of nationally-known individuals on such topics of the day as the juvenile delinquency problem and the need for advancement of culture in the future.

## FORD SELLS CALF TO W. O. W.



Whitey Ford, "The Duke of Paducah," on the "Grand Ole Opry" show . . . an Arkansas calf . . . and Farrar Newberry, President of the Woodmen of the World Life Insurance Society. They figured in huge War Bond sale (see next column).

## Plan For All Candidates to Air Views

Despite its full schedule, WOW has evolved a plan to give all candidates an equal chance to air their views preceding the forthcoming (April 11) primaries.

WOW will make available as much as nine choice evening quarter hours each week for political speeches. The time will be available in equal amounts to candidates of the two major political parties.

National Committeemen and Women, and the State Chairmen of the two major parties, have been advised that the time is available. In addition, all candidates were notified.

Neither party will be permitted to "monopolize" the available time. A few days before the election any time that remains will be made available to any time buyer, regardless of what party or candidate he represents.

"Under this policy WOW hopes to accomplish two things," said President Gillin of Radio Station WOW, Inc. "First we want to give our listeners a chance to hear all sides of every issue, and, secondly, we want the division of available time to be absolutely fair."

## OPEN OMAHA "ALKY" PLANT



WOW's special events folks were on the spot at ceremonies opening Omaha's giant new industrial alcohol plant, as photo above illustrates. At the microphone is Council Bluffs Mayor, S. W. McCall; center, Mayor Dan B. Butler of Omaha, and right, George E. Johnson, President of the Farm Crops Processing Corp.

## WOW NEWS SCHEDULE

- The regularly scheduled newscasts on WOW are as follows:
- 6:00 A. M.—News Tower . . . . . Daily except Sun.
  - 6:55 A. M.—Farm News—Flex-O-Glass . . . . . Mon., Wed., Sat.
  - 7:00 A. M.—Alex Dreier—Skelly Oil . . . . . Daily except Sun.
  - News Summary, NBC . . . . . Sun.
  - 7:30 A. M.—News Tower . . . . . Daily except Sun.
  - 8:00 A. M.—World News Roundup, NBC . . . . . Sun.
  - 8:10 A. M.—World News—Nat. Biscuit . . . . . Mon. Thru Fri.
  - 8:45 A. M.—News Tower . . . . . Mon., Wed., Fri.
  - Omaha's Front Page—Nebraska Power . . . . . Tue., Thu., Sat.
  - 9:15 A. M.—Robert St. John—News . . . . . Mon. Thru Fri.
  - 9:30 A. M.—Omaha's Front Page—Nebraska Power . . . . . Sun.
  - 10:00 A. M.—News Tower . . . . . Sun.
  - 11:00 A. M.—World Front—Bunte Candy . . . . . Sun.
  - 11:15 A. M.—Omaha's Front Page—Nebraska Power . . . . . Mon., Tue., Thu., Sat.
  - 11:45 A. M.—CDN Foreign Service—Groves . Daily except Sun.
  - 12:00 Noon—News Tower . . . . . Sun.
  - 12:30 P. M.—News Tower . . . . . Daily except Sun.
  - 1:00 P. M.—Foster May—Sweetheart Soap . . . . . Sun.
  - 2:00 P. M.—Upton Close—Sheaffer Pen, NBC . . . . . Sun.
  - 4:30 P. M.—Searchinger Review, NBC . . . . . Sat.
  - 5:30 P. M.—Four-Bell News and Sports . . . . . Daily except Sun.
  - 6:15 P. M.—News of the World, NBC—Alka-Seltzer . . . . . Mon., Tue., Wed., Thu., Fri.
  - 6:45 P. M.—Highlights of News—Groves Cold Tablets . . . . . Mon., Wed., Sat.
  - 6:55 P. M.—Tom Reddy—Fitch Shampoo . . . . . Sun.
  - 10:00 P. M.—News Tower . . . . . Daily
  - 11:00 P. M.—News Reports, NBC . . . . . Sun.
  - 11:15 P. M.—News, NBC . . . . . Tue., Thur. Sat.
  - 11:55 P. M.—News Reports, NBC . . . . . Daily
  - 1:00 A. M.—News Reports . . . . . Daily

# WOW'S MARCH NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "3/4" Means This Is Your Last Issue!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
5:30	4-Bell News—Sports Phillips "66" Penn Tobacco Paxton & Gallagher Studebaker Clove Gum—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Clove Gum—Falstaff	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Clove Gum—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Clove Gum—Falstaff	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Clove Gum—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Clove Gum—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Clove Gum—Falstaff	The Great Gildersleeve  Kraft
6:00	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Victory Tune Time Fred Waring Chesterfields	Starring Curt Massey Schutter Candy Co.	Jack Benny	
6:15	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	News of the World Alka-Seltzer	Nebraska Power	General Foods Grape Nuts Flakes	
6:30	Pfd. Melodies—Hamm	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Bob Burns Lifebuoy	Prof. Melodies—Hamms	Eye-Witness, Hamms	Fitch Bandwagon Tom Reddy, News	
6:45	News, Groves		News, Groves		Club 590—4-Way	News, Groves	Chase & Sanborn Hour	
7:00	Cavalcade of America Du Pont	Johnny Presents Ginny Simms Philip Morris	Mr. and Mrs. North Woodbury Products	Maxwell House Coffee Time	Cities Service Concert Oil Marketing Companies	Abie's Irish Rose P. & G. Drene, Ivory	One Man's Family Standard Brands Fleischmann Yeast	
7:30	Voice of Firestone Concert	A Date With Judy Turns	Beat the Band Raleighs	Aldrich Family General Foods Postum	Your All-Time Hit Parade Lucky Strike	Truth or Consequences P. & G. Duz	Manhattan Merry-Go-Round Dr. Lyons	
8:00	Telephone Hour Bell Telephone	Mystery Theater Molle Shaving Cream	Time to Smile Ipana—Sal Hepatica	Kraft Music Hall Bing Crosby	Waltz Time Phillips Milk of Magnesia	National Barn Dance Alka-Seltzer	American Album of Familiar Music Bayer Aspirin	
8:30	Dr. I. Q. Vitamin Plus	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis	Joan Davis and Jack Haley Sealtest	People Are Funny Wings Cigarettes	Can You Top This? Colgate Dental Cream Supersuds	Hour of Charm General Electric	
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Show	Abbott & Costello Camels	Amos 'n' Andy Lever Rinso	Million Dollar Band Palmolive	Bob Crosby Old Gold	
9:30	Information Please H. J. Heinz	Red Skelton Raleighs	Lucky Strike	March of Time Magazine	Bill Stern—Colgate	Grand Ole Opry Prince Albert	WOW News Tower Kilpatrick's Uncle Sam	
9:45					NBC		Walter Winchell Jergens Lotion	
10:00	C. B. & Q. WOW News Tower Paxton & Gallagher Ironized Yeast	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C. B. & Q. WOW News Tower Paxton & Gallagher Ironized Yeast	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C. B. & Q. WOW News Tower Paxton & Gallagher Ironized Yeast	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	Basin Street Fun Woodbury	
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports	News Reports, NBC	
10:30	The Symphonette M. Piastro—Longines	Ronald Coleman Auto-Lite	The Symphonette M. Piastro—Longines	Those We Love General Foods	The Symphonette M. Piastro—Longines	I Sustain the Wings NBC		
11:00	Midnight Review Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman		

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

## MORNING AND AFTERNOON SCHEDULE

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

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

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