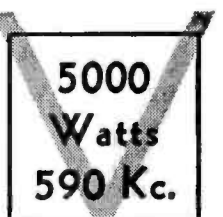




RADIO NEWS TOWER



Complete Radio Program News From Radio Station WOW

VOL. VII—No. 5

OMAHA NEBRASKA, FEBRUARY 1, 1943

PUBLISHED MONTHLY

WANTED: WAR NURSES NOW!

Creighton Gives Scrap Award to WOW

Another of the plaques which denote distinctive service has been awarded to Radio Station WOW, to be displayed with a collection awarded by many sources over a period of years.

The latest award was made to the radio station by the Creighton University School of Journalism for WOW's part in scrap salvage drives which has been so important a part of the war effort.

Presentation Made on Air

The Rev. T. S. Bowdern, S. J., regent of the Creighton School of Journalism, made the presentation in a program heard over WOW at 10:15 p. m., January 31. John J. Gillin, Jr., President and General Manager of the station, accepted on behalf of the radio station staff.

Award of the plaque to WOW was made by a vote of the Creighton Journalism faculty, serving as judges in the state-wide contest. The award was based on the efforts of the station to publicize the scrap drives through spot announcements, special programs and news stories.

Newspapers Also Rewarded

Also granted awards in the contest and mentioned in the award program were several Nebraska newspapers, contestants in the daily and weekly newspaper sections of the contest.

The Daily Citizen of Holdrege, Neb., won first place in its division, with honorable mentions going to the Plattsmouth Evening Journal and the Nebraska City News-Press.

Weekly newspaper honors went to the Pilot Tribune of Blair, Neb., which won first place in its field. Honorable mentions went to the Madison Star-Mail, the South Omaha Sun, the Randolph Times-Enterprise, the Crofton Journal and the Omaha Star.

Station Congratulated

"Radio Station WOW jumped into the campaign with both feet and contributed a large measure to the success of the salvage campaign," said Father Bowdern. "WOW won the award fairly and the station deserves it."

"I am, of course, deeply honored to have WOW awarded the Creighton journalism plaque for our part in the salvage effort," said Mr. Gillin, in accepting the award. "But, this station was only one factor in the drive. We feel that radio stations and newspapers all over the state, and especially the public itself deserves the greater part of the credit."

V...—

Burke and DeMoss Are Promoted

Radio Station WOW, Inc., has announced promotions for three WOW men.

Harry Burke was named Assistant General Manager and Sales Manager. For several years he had been Program Manager.

Lyle DeMoss was elevated from Production Manager to Program Manager.

Ray Olson was promoted from Assistant Production Manager to Production Manager.

In his new post, Burke will assume many new administrative duties throughout the radio station and will be in direct charge of all time sales.

DeMoss' new duties include all program matters, and supervision of all announcers and talent.

Olson will have charge of production of all programs.

Ladies, Where Do You Fit In This Picture?



Nurses' Aide? Graduate Nurse? Red Cross Nurse? Army Nurse?

IF YOU CAN'T BE ONE OF THE ABOVE, YOU CAN JOIN A HOME NURSING CLASS

WOW, Red Cross Seek War Nurses

The American Red Cross, through Radio Station WOW and NBC, has begun a 13-week campaign to enlist thousands of midwestern women in several types of nursing service.

Nationally, NBC affiliated stations will attempt to enlist 36,000 additional army and navy nurses, 100,000 nurses' aides for civilian and veteran hospitals and to enroll 1,000,000 more American women in home nursing classes.

The opening gun of the WOW-Land campaign was fired January 24, when Mrs. Catherine Gehrman, Recruiting Secretary, Seventh Service Command, issued a plea for war nurses in connection with NBC's program, "That They Might Live" (Sundays, 11:30 a. m., on WOW).

Following a powerful, dramatic episode, featuring Martha Scott, Mrs. Gehrman said in part:

"At this point the question of entering war service is a matter for every eligible nurse in the WOW territory to take up with her own conscience.

"Any registered nurse, between the ages of 21 and 40, married or single, and in reasonably good health, who would like to become a war nurse is invited to send me her name here at Radio WOW."

Twenty-four persons vitally interested in the Red Cross-WOW nurse campaign met at a luncheon Monday, January 25, to discuss plans for the drive.

On the "That They Might Live" program for January 31, Mrs. T. C. Mallon, Director of Red Cross Nursing, Douglas County Chapter, was scheduled to make a special plea for nurses' aide enlistments. On February 7 a plea for home nursing enrollment was to be given.

In addition to the "That They Might Live" program, WOW will broadcast transcribed dramatic programs, entitled "March of Mercy," twice weekly, on Tuesdays at 11:30 a. m. and Thursdays at 10:30 p. m.

Plans are made to establish nurses' aide instruction classes in cities throughout the WOW territory in which there are accredited hospitals, where the work may be given by competent instructors.

It is also planned to make home nursing classes available in all cities and towns in WOW-Land, and particularly in small towns.

It was pointed out at the meeting that there is an urgent need for competent instructors for nurses' (Continued on page 3)

V...—

Buy a Bond For Each Berlin Bomb

The heroic exploits of Allied fliers in three successful bombing raids on Berlin has inspired the cast of "Helpmate," NBC daytime serial, to organize an "Extra Bonds for Berlin Bombs Club." The club members are pledged to purchase an extra War Bond every time the United Nations air force drop bombs on the German capital. Charter members are Sidney Ellstrom, Fern Persons, Beryl Vaughan, Kathryn Card and John Larkin, all members of the cast; Allan Grant, pianist, and James Whipple, director of the program.

V...—

A LA MILTON CROSS

If your News Tower is a bit late this month (and in the months to come), please don't fret about it. Just blame it on the wartime conditions.

LAST MINUTE NEWS BULLETINS

President John J. Gillin, Jr., of WOW, Inc., and three other executives of the radio station, will attend the National Broadcasting Company's War Clinic in the Drake Hotel in Chicago, February 4, 5 and 6. Lyle DeMoss, Bill Wiseman and Joe Herold will accompany Mr. Gillin.

observed its first birthday on the air January 23. Ringsiders behind the scenes in broadcasting gave it little chance to succeed when it first came to the air. Now it's one of radio's top shows.

It's still love for single Connie Haines and Joel Allen, Lockheed executive. The gardenias she receives just before her turn on the Abbott and Costello program each week are constant proof.

A unique wartime "conference by wire," in which executives of S. C. Johnson & Son and members of the company's NBC "Fibber McGee and Molly" cast addressed Johnson divisional managers and salesmen in 21 cities in the United States and Canada over an NBC "closed circuit" was held recently, with pickups from the NBC New York, Chicago and Hollywood studios. Johnson division managers and salesmen gathered in NBC affiliated stations all over North America.

Congratulations are in order for the "Abie's Irish Rose" producers (Procter & Gamble's Drene). It

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

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

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 2/43, which means February, 1943.

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!

TWO WOW FARMERS WIN SKELLY "S"

Honor Given to Food Front Champs

Two WOW-Land farm families have received the Skelly Agricultural Achievement Award for making outstanding contributions to the war effort. The award, established by W. G. Skelly, carries with it a citation for "superior achievement in agriculture," a \$100 United States War Bond and a Skelly "S" pennant, along with other distinguishing and identifying insignia. The awards are made weekly in connection with the Skelly morning newspaper of the air, which features Commentator Alex Dreier (7 a. m. week days on WOW).



Alex Dreier

First WOW-Land farmer to be so honored is Brady Riddle of Monona County, Iowa. The Riddle farm is located about 60 miles north and east of Omaha. Mr. Riddle is one of the nation's outstanding experts on corn and hog production, and his record in this field, along with achievements of his wife and children, won them the Skelly "S." Mrs. Riddle is known throughout western Iowa as an expert on canning fruits and vegetables, and has won many prizes at the famous Iowa State Fair. The three Riddle children, two boys and a girl, have been very active in 4-H Club work, and both Mr. and Mrs. Riddle are 4-H Club leaders.

Kansas Wins

Two weeks after Mr. Riddle was honored, the award went to the Harry Eicher family of Brewster, Thomas County, Kans.

Last fall Eicher harvested a Victory crop of 16,000 bushels of wheat and 4,600 bushels of barley. He also marketed 100,000 pounds of beef and 12,000 pounds of pork. He now has 100 hogs on his farm, and has expanded his beef herd from 175 to 290 head. The family also cares for 100,250 chickens and maintains a large Victory garden. Four of the Eicher children—Lillian, Kenneth, Edith and Esther—have achieved enviable records through their 4-H Club projects. The fifth child, 7-year-old Curtis, will begin his first 4-H Club work this spring.

Egg Win

Two other Skelly agricultural awards were announced—one went to Sam and Frank Honegger of Forest, Ill., for their egg-production record. The Honegger brothers have set a goal of 1,000,000 eggs in 1943. Their flock of 5,000 white leghorns produced almost that number in 1942. As a result of their efforts, egg-production quotas in their neighborhood have been raised to a minimum of 200 eggs per laying hen.

The January 9 winner was Robert Lee Nash of Ryan, Okla.

V...—

HERE & THERE

Add ironies: Jay Jostyn, the highly respectable "Mr. District Attorney," began his radio career as a gangster in a west coast crime serial. Who says crime doesn't pay? ... Sidney Breeze (Dr. Ralph Thompson in "Road of Life") has a grudge against Sir Galahad, and this is the reason. When Sid was a lad he happened to read Tennyson's description of Galahad: "My strength is as the strength of 10 because my heart is pure." "That's me," said Sid to himself, and he went out and challenged the school bully. And that is why Sid doesn't like Sir Galahad... Harry Hershfield, jokester on NBC's "Can You Top This?" (Saturdays, 8:30 p. m.), was asked how he met his wife. He replied: "Through her rival, as usual." ... Horace Heidt, "Treasure Chest" emcee, was grieving over his blasted illusions. "I always thought the stork brought the babies to their daddies," he says, "but recently I found out that the daddies bring their babies to the Stork Club" ...



What is this America that we read about, and talk about, hear about over the radio, and ask God, in Irving Berlin's songs, to bless?

I'll Tell You What America Really Is!

America is the "Sleeping Giant" of nations—suddenly transformed into a Smashing Colossus; the joyrider turned Paul Revere; the jazz orchestra become the fife and drum corps.

It is Hollywood and Broadway, suddenly warmed by the spirit of Bunker Hill and Lexington; it is the night club, the cabana colony and the country club discarding its play clothes for uniform and jumpers, and the sign of the Red Cross upon its sleeve.

It's music and the rumba, shifting to blare of bugles; it is all the trivial ditties of Tin Pan Alley welling into "My Eyes Hath Seen the Glory of the Coming of the Lord" and "Oh, Say, Can You See by the Dawn's Early Light?"

It's the soda clerk dying for democracy, the fat man on the golf links flinging away his clubs to become an air warden; the youth on the tennis court suddenly flashing through the air to bomb a hostile battleship—a Colin Kelly.

It is the cry of "Gimme, Gimme," changing to "Up and At 'Em"; the slogans, "Every man for himself," and "What do I get out of it," becomes again, "Don't shoot until you see the whites of their eyes!"

It is the Stork Club playboy turned parachute trooper; the grimy coaltown laborer leading a suicide squadron to retake Manila; the village ne'er-do-well on a mine sweeper on a raging sea; it is the tap dancer, stripped to the waist in a blazing gun turret; the ex-gangster suddenly finding his soul in the emulation of Ethan Allen, Captain Parker and Sergeant York.

It is a cocktail lounge transformed into a barracks; it is a youth idling on Florida beach suddenly giving his life in the defense of a lonely island outpost; it is laughter in a loaded beach wagon turning into a hoarse shout of "Let 'em have it!" from an army tank.

It is the club car fading into a jeep car, the de luxe Pullman into an ammunition train, and the porter into Gunga Din; the Timid Soul laying down his life for a pal; the street corner idler winning a citation for valor; the "boy who wasn't much use" sticking to the guns of a flaming, sinking cruiser, taking one last defiant shot before a cold and pitiless ocean closes over him to strangle out his life.

It is the Three-Hours-for-Lunch fellow turned Minute Man. It's Bill Knudson, Alfalfa Bill Murray and Sergeant York, Colonel Lindberg and General Pershing, Louis the Lugg, Jimmy Durante and Bishop Manning; it is Carrie Nation and Hiram Walker, Israel Putnam and Fibber McGee, George Washington and Benny Goodman, Jack Benny and Alexander Hamilton, Robert E. Lee and Ulysses S. Grant, John L. Lewis and Henry Ford, William Green and Tom Girdler, Al Smith and Herbert Hoover, Franklin Roosevelt and Wendell Willkie!

It is the messenger with a singing telegram delivering, instead, the 1942 message to Garcia.

It's Dorothy Thompson and Sophie Tucker, Walter Lippman and One-Eyed Conolly, Nicholas Murray Butler and Willie Howard, the skyscraper scrub-woman and the colonel's lady! It is Gypsy Rose Lee and Molly Pitcher, John Paul Jones and Commodore Perry and Bob Hope, Jefferson Davis and Booker T. Washington, Stonewall Jackson and Bill Robinson, the Italian mayor, LaGuardia, of New York; the German mayor, Carl Zeidler, of Milwaukee; the Irish mayor, Kelley, of Chicago—all races, all colors, all creeds.

It's Eleanor Roosevelt and Aime Semple McPherson, Sally Rand and Barbara Fritchie—and every man, woman and child who buys a War Bond and Stamp.

It's self-interest become self-sacrifice. It is the spirit of indifference become again, the Spirit of '76.

It is the homestead turned cathedral because of the prayers of mothers; the dingy town become a flaming symbol because it has given birth to heroes; the prophecies of Holy Writ become the events of the moment; the human heart and soul becoming torch and beacon to light the way to Freedom and Liberty for all the peoples of the world.

It's America! It's America for whom we give up something we might like to own, or would wish to sell; for whom we fight—and pray—and WORK!

GOD—BLESS—AMERICA!

—By RALPH W. CARNEY.

(Courtesy Sunday News)



"Over-Optimism Will Lead to Eternal Regret"

By The Rev. R. R. Brown, Pastor of WOW World Radio Congregation

Conflicting emotions have characterized the reactions to the utterances of our President and other great leaders regarding the length of the war. Hope springs forward with the announcement of every Allied victory and the suggestion that maybe peace will be in sight in 1943. But, with the announcement of ship sinkings and stubborn Axis resistance, and the widening of the South Pacific battle front, we are made fearful that it will be longer than most men anticipate before the "lights go on again."



Rev. R. R. Brown

But whatever foundation men have for their predictions, it seems to us that victory is inevitable. We, too, are hopeful that 1943 may bring us peace, or prepare the way for the return of the dove of peace in 1944. Now there must be no compromise

with ourselves nor surrender to a false optimism.

It will be to our eternal regret if the civilian population is thinking of an early peace to get release from the limitations and disciplines of

wartime. Have we learned all the lessons that are needful if we are to be entrusted with the task of leadership in the making of peace and a new order after the war? Has the church realized the spiritual awakening that should be expected and that is so greatly needed? Will we come out of the war extolling our greatness, or shall we be prepared to recognize that victory is a gift of God to a nation that has no desire to exploit others nor to possess their possessions? All of us pray and live daily in the hope that our armed forces will soon be released and the boys come back again. America should pray and work as never before that we might be worthy of a peace that will last.

God forbid that the boys should return and find us unchastened, selfish, pleasure-seeking and indulgent! May they find that we have scars of war deep in our consciousness, soberness of mind, resoluteness of will to carry on, so that those who have died may not have died in vain.

We covet the interest of all of our friends in the part that we are playing through our chapel service every Sunday morning at 8:30 o'clock.

WOW

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Bill Wiseman, Editor.

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Bohlsen Gives Home-Baking Helps

By MARTHA BOHLSSEN

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

In all of the hints for good nutrition that are handed to us now, we hear more and more about the importance of eating plenty of bread—enriched white bread or whole wheat bread. The idea is that we must be sure to get our full share of all-important vitamin B complex, and cereals are a good source of this vitamin. Well, some families are naturally big



Martha Bohlsen

bread eaters, while others can make a loaf of bread go too far. One way to encourage our families to eat more bread is to give them a little variety. Quick breads are always a treat, especially light, fluffy muffins. You can use different kinds of flour to give your variation—whole wheat flour, graham flour, rolled oats, bran—all of these provide a delightful change and still give you a healthful bread. And the nicest thing about making all these variations is that you need only one good foundation recipe for muffins. I have one favorite muffin recipe that I call "standard" and it makes 12 medium-sized muffins. Here are the ingredients:

- Two cups sifted flour.
- Three teaspoons baking powder.
- One-half teaspoon salt.
- Two tablespoons sugar (if desired).
- One egg, beaten.
- One cup milk.
- Two to four tablespoons melted shortening.

Mix above ingredients in the regular muffin method, sifting the dry ingredients together, and then adding the egg and milk, which are blended together. The shortening is added at the very last. Fill muffin tins two-thirds full and bake in a moderately hot oven, 400 degrees, for about 20 minutes.

Now for a few variations: First, the muffins of different kinds of flour. The standard recipe calls for two cups of white flour, but you can vary this by substituting part whole wheat or buckwheat flour or cornmeal, or rolled oats. Use two-thirds cup of white flour with a cup and a third of whole wheat or buckwheat flour or fine cornmeal. As for the rolled oats, simply use one cup of fine rolled oats in place of one of the cups of flour called for in the recipe.

If you like fruit bread, you can make it by varying that standard muffin recipe. You can add to the dry ingredients either a half cup of chopped dried fruit like raisins, prunes and so on—or a whole cup of fresh blueberries or cranberries. The recipe needs a little adjusting when you use fresh fruit. You cut down the liquid slightly and increase the sugar and fat. Another good variation is nut muffins, made simply by adding a half cup of chopped nuts to the dry ingredients. Still another is bacon muffins, made by adding a fourth cup of crisp bacon bits (or some of the "cracklings" from rendering lard).

If you want hearty and very flavorful muffins, add either peanut butter or grated cheese in place of the fat called for in the recipe. One-third cup of peanut butter and one-half cup of grated cheese takes the place of the two to four tablespoons of fat in the recipe.

Such variation will keep the menu interesting in spite of rations and food shortages, and they'll help your family to get their quota of valuable vitamins through the source of bread.

WOW-LAND "LISTENS MOST" TO NBC

Didja Know? . . .

By BILL WISEMAN

A SERMON FOR RADIO COMICS . . .

Everybody likes a good funny story—even if it's a bit off-color. We read realistic novels with enjoyment—even though they make us blush to the roots of our hair. We go to night clubs and vaudeville shows, expecting—yes, and even hoping—to see and hear spicy stuff.

But when we hear vulgarity coming out of our loudspeakers it makes us indignant. We "burn"—and that's as it should be.

We, as listeners, have every right to insist that our radio programs be Simon Pure.

Why? Because radio walks right into the family circle—a place where we don't discuss off-color matters or tell dirty jokes.

The radio comedian who stoops to vulgarity to get laughs from a studio audience usually ad libs such lines. They're not in the script. You can't "censor" the dumbbell who makes a bad social error at your dinner table. All you can do is to not invite that person to come to your house again.

The comic who makes a bad social blunder on the air, has misjudged you, Mr. Listener. He thinks you're a moron, too! He doesn't understand (or hasn't stopped to think) that you are an 80-year-old religious grandmother, or a 10-year-old school girl, or just a person of fine sensibilities who has a deep respect for good manners.

The most successful radio comedians respect the sanctity of our family circles. They hold no brief (nor do we!) for the new theory that the war has loosened our standards of good taste, good manners and high standards of decency. There is ample evidence, too, that our fighting men, in service camps, do not desire or want to hear vulgarity—or to have it transmitted to their wives, daughters and sweethearts back home.

So far, radio as a whole, has a marvelous record of providing entertainment suitable for every family circle. Recently some new comics have begun to get a bit off the beam.

Our One Little Voice votes to keep such comics in the honky-tonky joints (from whence they came) and where they belong!

V. . . —

RADIO'S FIRST DSC HERO . . .

By direction of President Roosevelt, First Lieut. Thomas E. Knode, former NBC newsman in Washington, has been awarded the Distinguished Service Cross for extraordinary heroism in action at Buna Village in New Guinea. He is the first radio man to receive the DSC—second highest award this country bestows. Lieutenant Knode led his platoon in a battle, was wounded twice, refused to stop, or be removed from the scene, until the mission was successfully accomplished.

V. . . —

HOT NEWS . . .

On January 18 it was eight below zero at 12:30 p. m. in front of WOW's newsroom. There in the cold stood eight men for 12 minutes listening to Ray Clark give the noon news!

V. . . —

A PROMOTION . . .

William (Bill) Ray, former NBC press department manager at Chicago, has been promoted to NBC Central Division News and Special Events Director. Ray succeeds Ken Frye, who has joined the OWI's foreign service branch.

WOW Shows Top Newspaper Surveys

NBC has carried off top honors in another major poll, the 10th annual vote conducted by the New York World-Telegram. NBC performers and programs (all regular WOW features) won top places in 10 of the 17 classifications.

NBC took the top three places—Hope, "Information Please" and Jack Benny, in that order—among favorite programs, and eight of the 12 top shows named were NBC programs.

These include: Favorite program, Bob Hope, NBC; best comedian, Bob Hope, NBC; best quiz program, "Information Please," NBC; most popular girl vocalist, Dinah Shore, NBC and Blue; most popular male vocalist, Bing Crosby, NBC; best sports announcer, Bill Stern, NBC; best studio announcer, Milton Cross, NBC and Blue; best quarter hour, Fred Waring, NBC; brightest new star, Dinah Shore, NBC and Blue; best government show, "The Army Hour," NBC.

V. . . —

FUNNY CHANGE

Brown & Williamson's program, "People Are Funny," has moved forward half an hour on WOW's Friday night schedule. Effective after January 29, it will be heard at 8:30 p. m.

V. . . —

SEEK NURSES

(Continued from page 1)
aid and home nursing classes.

WOW will act as an information clearing house on all matters concerning the drive.

"There is an important place in this drive for every woman," said John J. Gillin, Jr., President and General Manager of WOW.

"Every housewife should join a home nursing class, so that she can perform many minor medical services for the members of her family. This is vitally important in communities where physicians have gone to war. As time goes on, more and more communities will be without physicians. Every housewife owes it to her country and to her family to study home nursing.

"There is a wonderful opportunity for thousands of women, between the ages of 18 and 50, to become nurses' aids. Nurses' aids relieve registered nurses for war duty. All women who live in communities where there is an accredited hospital can take instructions and become nurses' aids.

"The most urgent need of all is for war nurses, women who are between the ages of 21 and 40, and are already registered nurses. These must come from nurses in private practice, or nurses who are now engaged in jobs non-essential to the war effort.

"I earnestly urge all women interested in any phase of this vast nursing program to send their inquiries to WOW, Omaha, and I promise they will be given immediate attention."

Among those present at the campaign luncheon was a delegation of five from Council Bluffs.

The complete list is as follows:
Mrs. Herman Johnson, Chairman of Nurses' Aid Committee, Douglas County Chapter, Red Cross.
Mrs. Harold Peterson, Nurses' Aid, Douglas County Chapter.
Dr. C. M. Wilhelm, Co-Chairman of Subcommittee on Emergency Medical Service. Also OCD Chairman, Medical Aid Committee.

Mrs. J. H. Sholder, Jr., President Nebraska State Nurses Association.
Vincent C. Haskell, Chairman Douglas County Chapter.
Mrs. Halcie Boyer, Executive Secretary, District No. 2 of State Association.

Inez Tralsted, Administrative Director of Visiting Nurses Association.
Cecelia Meister, Chairman, Local Committee of Nursing Service.

Esther Wellman, Director of Publicity, Douglas County Chapter, Red Cross.

WIN "MERRY WIDOW" LAURELS



Two of WOW's brightest personalities—Eric Mattson, tenor, and Lyle DeMoss, baritone—proved they have exceptional histrionic ability in a recent "Merry Widow" offering in Omaha at Central High School. They are pictured above with Catherine Shaw Miller, soprano, who played the title role. Eric played Prince Danilo and Lyle, Baron Mazzi (Popoff).

YOU'RE SURE WELCOME, MR. DAVIS!

(A Telegram)

MR. JOHN J. GILLIN, JR., PRESIDENT AND GENERAL MANAGER, RADIO WOW, INC., OMAHA, NEB.:

FOR THE UNITED STATES GOVERNMENT MAY I EXPRESS SINCERE APPRECIATION TO YOU, YOUR WAR PROGRAM MANAGER AND STAFF, FOR YOUR COOPERATION WITH THE VARIOUS WAR INFORMATION ACTIVITIES SO IMPORTANT TO AMERICA'S PROSECUTION OF THIS WAR; AND PARTICULARLY FOR RECOGNITION YOU ARE GIVING NEW OWI ANNOUNCEMENT AND TRANSCRIPTION PLANS. OUR THANKS ALSO GOES TO THOSE SPONSORS WHO ARE SO WILLINGLY AIDING YOU TO ASSURE GOOD TIME AND REGULAR AUDIENCES BY GIVING THEIR TIME FOR THESE IMPORTANT WAR EFFORTS.

(Signed) ELMER DAVIS,
DIRECTOR, OFFICE WAR INFORMATION.

Captain Anna A. Montgomery, Assistant Superintendent, Army Nurse Corps.

Agnes Love, Publicity Chairman, Local Red Cross Nursing Service.

Mrs. T. C. Mallon, Director of Red Cross Nursing, Douglas County Chapter.

Mrs. R. H. Wensberg, Chairman Home Nursing Committee, Douglas County.

Rosemary Tuttle, Executive Secretary, Douglas County Chapter, Red Cross.

Catherine Gehrman, Recruiting Secretary, Seventh Service Command, for War Nurses.

POTTAWATTAMIE COUNTY
Mrs. M. C. Hennesy, Chairman of Home Nursing Committee.

Jessie Wortman, Chairman of Nurses' Recruiting Committee, also key nurse for seven southwestern Iowa counties.

Mrs. Kenneth Magarrell, Chairman of Nurses' Aid.

Mrs. B. L. Williams, Publicity Chairman, Nurses' Recruiting Committee.

Hollyce D. Brown, Executive Secretary, Pottawattamie County Chapter, Red Cross.

The following also attended the luncheon: Harvey Weertz, Regional OCD office executive; L. E. May, Omaha office, War Information; Bill Wiseman, Promotion Manager, Radio WOW; Lyle DeMoss, Program Manager, Radio WOW.

Largest Survey Ever Made is Proof

Omaha, WOW's home city, is first in America in the percentage of nighttime audience listening to NBC in cities with more than 40,000 radio families.

Eighty-four per cent of Omaha's nighttime audience listens to NBC. WOW is the only station within 125 miles of Omaha.

Here's the way Omaha compares with other cities in the 40,000-to-60,000-radio-families class:

CITY	Radio Families	% Who Listen Most at Night to NBC
1. OMAHA, NEB.	58,464	84%
2. Oklahoma City, Okla.	51,859	83%
3. Fort Worth, Tex.	44,111	80%
3. San Antonio, Tex.	50,505	80%
4. Miami, Fla.	42,062	73%
5. Des Moines, Iowa	44,262	71%
6. Dayton, Ohio	56,887	71%
6. Birmingham, Ala.	57,157	66%
7. Hartford, Conn.	42,970	62%
7. Long Beach, Calif.	56,454	62%
8. Grand Rapids, Mich.	45,549	61%
9. San Diego, Calif.	60,687	48%
10. Memphis, Tenn.	60,696	44%
11. Syracuse, N. Y.	55,452	39%

These facts are revealed in Volume I of "A Tale of 412 Cities," a preliminary report on the 1942 nationwide all-county NBC survey—largest and most comprehensive study of radio listening habits ever conducted.

The survey also reveals that NBC has a similarly high night audience in the five largest WOW-Land cities.

Here's the way these WOW-dominated cities stack up:

	WOW Net	Network B Station
IN OMAHA	84%	13%
IN COUNCIL BLUFFS	80%	19%
IN LINCOLN	57%	32%
IN SIOUX CITY	72%	18%
IN SIOUX FALLS	57%	39%

NBC expects to announce additional details concerning its daytime coverage in the near future.

V. . . —

Tommy Riggs and his irrepressible niece, Betty Lou, came in for a change in habits as they shifted the time of their Friday night broadcast on NBC from 9 to 9:30 p. m., Omaha time, January 29.

V. . . —

Tex Beneke, featured tenor saxophone player and vocalist with the Glenn Miller band, has joined the ranks of Horace Heidt's Tums "Mistical Knights."

AMERICA'S SECRET WEAPON

. . . National Sense of Humor

Bob Burns, radio's "Arkansas Traveler," says that down in his home state there is always one sure way to tell when the honeymoon is over:

"When the little woman quits speakin' of him as 'a bad little boy' and begins callin' him 'a mean old man'—brother, it's over!"

(Hear Bob Burns, 6:30 p. m., Thursdays, on WOW.)

V. . . —

"Now that you have to have a permit to buy a prune," says Kay Kyser, the Old Professor, "it'll probably shed its inferiority complex, quit worrying and lose its wrinkles!"

V. . . —

During a recent rehearsal of Rudy Vallee's program, one of the musicians misplaced a brief case. It couldn't be found.

"Better look in the bass fiddle case," Rudy suggested. And then he explained:

"In the so-called good old days at NBC in New York there was a little man who played a big bass fiddle and, believe it or not, he was always losing it. One day he

left it in a studio in which we were rehearsing, so we took a look inside. In addition to the bass fiddle he had shaving equipment, a mirror, a couple of extra neckties, some collars, a raincoat, a pair of rubbers, a flask of gin and his press notices pasted on the sides of the case. He had everything but mice!"

(Hear Rudy Vallee, 8:30 p. m., Thursdays, on WOW.)

V. . . —

The eye-filling charm of a pretty girl continues to have major appeal for men in the armed forces, according to Jimmy McClain, mental banker of the "Dr. I. Q." program. Jimmy says that while he was staging an un-broadcast quiz program for navy men and their wives in Atlanta, Ga., a lovely young lass from the south walked up to participate.

"Are you connected with the navy in any way?" the quizmaster asked her.

"No," she replied, "but Ah suah would lak to be!"

"There was a mad scramble for the stage," Jimmy recalled. "I never had so many volunteers in my life!"

NBC STAR PARADE MARCHES ON

A Blonde Charmer



PRETTY, BLONDE Vivien, soprano on "Hour of Charm" (Sundays, 9 p. m., WOW) was all set to follow a teaching career, but decided to take a flier at singing. Results: A stint with Toscanini, leading part in Broadway musical shows, and finally top billing with Phil Spitalny's General Electric All-Girl Orchestra.

Mountain Jam Session



LOOKS LIKE a Smoky Mountain jam session, doesn't it? The lady giving out with aria is Rachel Veach, and the yokel scraping the hot obligato is Roy Acuff. The solemn old judge, not so impressed, hovers in the background. These and the other personnel of Prince Albert's "Grand Ole Opry" are heard every Saturday, 8:30 p. m., WOW, over the NBC network.

He'll Dood-it Again



RED SKELTON seems to be having a tough time explaining something. Or maybe it's just that beauteous Harriet Hilliard has got him confused. Anyway, Harriet, Red and Ozzie Nelson can all be heard Tuesday evenings, 9:30, WOW, over the NBC network for Raleighs.

No Rationing of Great Shows via WOW

The year of 1943 finds America and Americans living a good life, if not a life quite as full to overflowing as the world has long associated with this country. Gas is already being rationed to save precious rubber for the stepped-up war effort; rail travel will be restricted to speed the movement of troops and materiel. Other pleasures and luxuries—even some items that we now consider necessities—are likely to be put aside until the war is won.

But one thing is certain: Whatever the privations we are asked temporarily to endure, there will be no weakening of morale, particularly on the home front. Work will be harder; hours will be longer, but there will be compensations. Many people will discover for the first time that the home, with its newspapers and its radio, offers unlimited opportunities for the entertainment and relaxation they crave.

Thanks to the American system of broadcasting, the world's best comedians, the finest musicians and the best-informed commentators are available without charge to anyone who owns a radio set. This is not a novelty—it has existed for many years. But it does no harm at this time to remind listeners of the lavish offerings that are patterned to suit their various moods.

Last fall the biggest "parade of stars" in the history of radio were lined up as regular entertainers in the WOW-NBC schedule.

As the new year gets under way, the "parade" continues, with nearly all of the same big-hit shows still in WOW's schedule and many new ones added.

Most year-end contracts were resigned for all of 1943. There will be no letup in good entertainment for WOW listeners.

V...—

Fans Ease Loss in Crosby Fire

Gifts and offers of gifts have been flooding Bing Crosby ever since the disastrous fire which ruined his home in San Fernando Valley.

Thousands of "Kraft Music Hall" listeners and movie fans have offered record collections, pipes, dogs and other prized possessions to replace his losses.

Complete collections of all of Crosby's records have been proffered with the universal comment, "I wouldn't sell them for any amount of money, but I'd like to give them to you."

Many of the letters and gifts came from service men. One army sergeant wrote that every time Bing smoked a pipe in one of his pictures, he'd bought one just like it. The sergeant asked Bing to take his choice of pipes from the collection.

Dogs of all breeds, ranging from dachshunds to German police dogs, were urged on the famous star, and one vaudevillian wanted to break up his trained dog act to give Crosby either one of his canine stars. A prized spaniel owned by the Crosby children was a casualty of the fire.

V...—

Most Folks Prefer to Take the Consequences

An America at war works hard and also plays hard—and "Truth or Consequences" (WOW, Saturdays, 7:30 p. m., Omaha time) helps 25,000,000 Americans let off steam, says "Coronet" Magazine in a 16-page picture article in the current issue.

Most contestants prefer to miss the questions and join in the consequential fun in this screwiest of screwball shows, says "Coronet," and no one enjoys the proceedings more than Master of Ceremonies Ralph Edwards.

Of the program's vast listening audience, "Coronet" reports, some 20,000 people each week write in to suggest new "consequences" or to praise the show.

Ferocious Henry



ALDRICH FAMILY fans hear many a spat between Henry and Sister Mary, Thursdays at 7:30 p. m. on WOW, but the kids never get any more ferocious than they appear in this sneak shot at a rehearsal of this General Foods show. Both Mary Rolfe and Norman Tokar are redheads, at that.

Lovely Mary Marlin



ANNE SEYMOUR, dramatic star in the P. & G. Ivory Snow, "Story of Mary Marlin." This well-known daytime serial comes on the air five times a week at 2 p. m. on WOW via NBC.

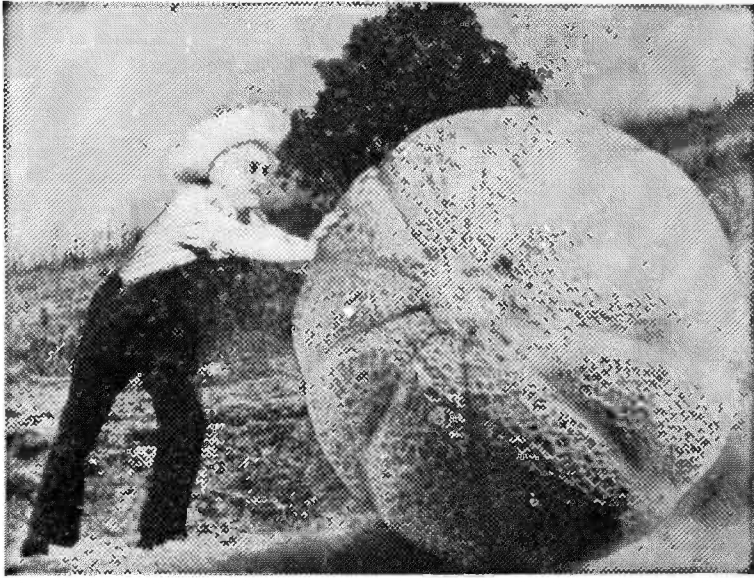
People Are Funny



HERE ARE three people bearing out the claim of the Wings NBC show, "People Are Funny." The two emcees, Art Baker (standing) and Art Linkletter, have the girl from the studio audience simply in stitches with their uproarious quizzing. "People Are Funny" comes on WOW, Fridays, 8:30 p. m.

STARS PARADE TO CAMPS TOO

Morgan's Garden



FRANK MORGAN, the tall-tale expert of Maxwell House "Coffee Time," can even make pictures lie. Says Frank: "Muskmelons? Why I never raise anything on my ranch that I can't personally handle myself. The melons weren't quite six feet high this year, but they were richer in vitamin content. The shells can be used as bomb shelters."

Radio is Morale Builder on All Fronts

Not until the history of this war is written, will the vital part played by radio in strengthening the home front and maintaining the morale of men in uniform be fully appreciated. Government officials most intimately concerned with the successful waging of the war have repeatedly praised the broadcasting industry for its whole-hearted cooperation, which began long before Pearl Harbor. Today, radio is throwing its entire extensive resources into the common fight, and, as a result of its ability to carry messages to reach the remotest parts of the country without delay, its influence is beyond measure.

Not only does radio supply the entire nation with a constant flow of authoritative accounts of last-minute developments on all political and military fronts, but its artists are taking their programs directly into the training camps and armed bases. There, where amusements are limited, these stars appear in person to do their part in lifting spirits and sustaining morale. Radio artists, such as Bob Hope, Kay Kyser, Jack Benny, Abbott and Costello, Eddie Cantor and Rudy Vallee, to name only a few, have performed regularly at scores of camps, where the men find it difficult to devise ways to spend leisure hours. Many encampments and posts are located great distances from established sources of entertainment, but even when such places are more accessible, transportation is a problem. That is why soldiers herald the coming of an outstanding program troupe as the highlight of the week's activities.

Strengthening of confidence in the home is equally important in wartime. Here again radio has stepped in to supply the need for information and entertainment. News commentators cull reports from all over the world and analyze developments; government officials explain new regulations so that the public may know how to aid in hastening victory; drives for War Bond sales and for the collection of valuable scrap are carried to the country by special broadcasts, and bulletins from the front lines are distributed so widely and quickly that the farmer in Kansas and the city dweller hear them at the same instant.

Radio's pre-eminent place in providing clean, bright entertainment for the whole family has never been questioned. In no other country are listeners provided with so wide a variety of amusing programs as in America. Yet radio is never satisfied—it is always seeking ways to increase its service.

The great parade of NBC stars to service camps, and their hundreds of fine broadcasts for U. S. fighting men all over the globe, has resulted in more interesting and more entertaining programs for folks on the home front, too. The "visible audiences" of service men provide inspiration which makes comedians and other performers work harder and do a better job. Even though some of the big NBC programs seem to be for the service audiences particularly, with the home audience considered incidental, there have been no complaints from home-folks listeners. If it entertains the boys, the home folks are more than pleased.

V...—

HAPPY BIRTHDAY

An invitation by Maestro Arturo Toscanini to appear twice as guest soloist with the NBC Symphony Orchestra was happily accepted recently by Vivian Della Chiesa, radio and opera soprano, as a smash climax for her 10th anniversary in radio, which she celebrated in January. She is heard regularly as featured songstress on the Bayer "American Album of Familiar Music" (WOW, Sundays, 8:30 p. m., Omaha time).

When a Gal Weds



MARY JANE HIGBY plays the leading role of Joan Davis on the daily NBC General Foods serial, "When a Girl Marries," heard on WOW at 4 p. m., five days a week. Blonde Mary Jane is a native of California.

Sews Soldiers' Stars



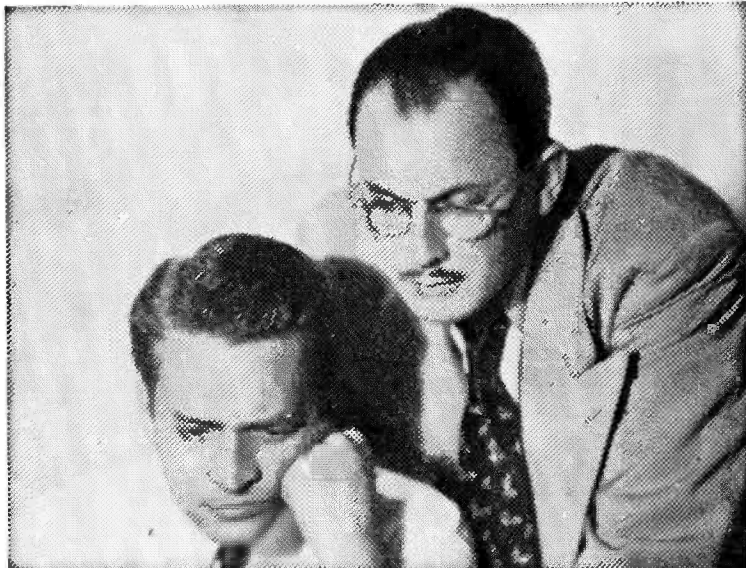
MODERN BETSY ROSS . . . Minetta Ellen, Mother Barbour in Standard Brands' "One Man's Family," has claimed the task of sewing stars on NBC's Hollywood service flag. "One Man's Family" can be heard every Sunday at 7:30 p. m., WOW, over the network most people listen to most.

Champ of the Peepul



"MR. DISTRICT ATTORNEY," hot on the trail of an evil-doer, while faithful Harrington listens in attentively. Comely Miss Miller is ready to take down the brain's words should the occasion arise. This program (for Vitalis) is heard Wednesdays at 8:30 p. m. on WOW.

Tough One Brewing



"DR. I. Q." (seated at typewriter) looks as if he couldn't figure this one out himself. Allen C. Anthony, trusted aide, looks puzzled, too. You may be sure they're cooking up a "honey." In real life, "Dr. I. Q." is Jimmy McClain. You can hear the doctor shoot fast ones every Monday over WOW at 8:30 p. m. for Vitamin Plus.

Sarcastic Charlie



NO STRAW MAN is Chase & Sanborn's Charlie McCarthy. He can dish it out with the best of them, as unfortunate souls coming up against his sarcastic tongue will tell you. That look in Bergen's eye seems to indicate that he well understands which side his bread is buttered on.

"INFO PLEASE" MONDAYS FOR HEINZ

Same Stars Set to Carry on Quiz

Radio's No. 1 quiz program, "Information Please," will be heard on WOW on Mondays at 9:30 p. m., starting February 15, under sponsorship of Heinz Famous "57" Varieties.



Clifton Fadiman, famous book reviewer for The New Yorker Magazine, will continue as master of ceremonies, and the other mental giants—John Kieran, Oscar Levant and Franklin P. Adams—will remain as regulars on the show.

In addition, guest stars will visit the program frequently.

The change in the "Information Please" setup followed one of the most unusual controversies in the history of radio broadcasting, in which the talent on the show cancelled its relations with the sponsor. Members of the cast and the owner of "Information Please" objected to use of certain promotion on the program on the ground that it interfered with the program content.

At one stage of the controversy legal action between the talent and its sponsor was begun.

Particularly, the talent objected to the frequent use of the phrase, "Lucky Strike Green has gone to war," and later to the phrase, "The best tunes of all go to Carnegie Hall. Yes, the best tunes of all go to Carnegie Hall." The former phrase was used to publicize a package change in the sponsor's product and the latter as part of a campaign to call attention to a new radio program soon to be heard.

For a time during the controversy it appeared that the program might be moved to another network.

The scheduling of "Information Please" on Monday nights made it necessary for a new time to be found for Williamson Candy Company's "Famous Jury Trials." Announcement will be made on the air as to when this popular program will be heard after February 15.

V...

Sportsmen Gives Knives For Soldiers

Sportsmen in WOW-land have contributed several hundred hunting knives for use by the nation's fighters. The request for hunting knives was first made over the National Broadcasting Company network by Kay Kyser on the Lucky Strike "Kollege of Musical Knowledge" program. Tom Dailey, WOW's Sports Editor, also called attention to the campaign.

Ernie Bihler, President of the Nebraska Wildlife Federation and Omaha photographer, contacted many sportsmen. As this issue of the News Tower went to press, several large cartons of hunting knives had been shipped by Bihler and Dailey.

The knives are to be used by soldiers and marines to clear jungle undergrowth, and in some cases in hand-to-hand combat.

V...

SUCCESS STORY

The Byron Reed Company, Inc., pioneer Omaha Real Estate organization, is portrayed as an outstanding example of how to use radio advertising successfully in the January issue of Radio Showmanship Magazine.

In a full-page story, Radio Showmanship explains how Linn P. Campbell, President of the Byron Reed Company, and his advertising representative, Allen Reynolds, have used WOW successfully for nearly six years. The article points out one instance in which a house was advertised for sale in a one-minute spot announcement at 1:30 p. m., and states that by 5 p. m. the same afternoon the house was sold.

SMARTIES



JOHN KIERAN . . . "the human encyclopedia" and newspaper columnist . . . remains on the Monday night "Information Please."

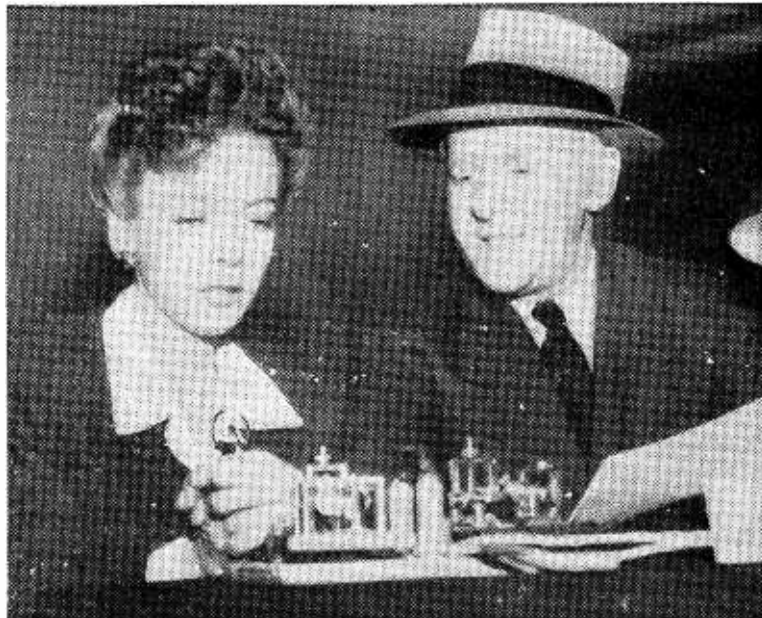


OSCAR LEVANT . . . pianist, wisecracker, will add musical genius . . . and low-brow comedy to new "Information Please" series.



FRANKLIN P. ADAMS . . . of FPA newspaper fame . . . will also remain as one of the new Monday night "Information Please" brain-trusters.

WINCHELL BACK IN U. S. A.



WALTER WINCHELL, America's one-man radio newspaper, is back at his old job for Jergens' Lotion (Sundays, 9:30 p. m., on WOW), after completing a special mission to South America. He's a lieutenant commander in the navy. Pictured with him is Ida Lupino, screen star.

Tale-Spinner Nesbitt Began Acting Career at Age of Five

A predilection for the theatrical world was evident in the makeup of John Nesbitt when he was 5 years old.

Not that the raconteur of the Westinghouse series on WOW (Sundays, 1:30 p. m., via NBC) went looking for opportunity at that date. It was an enforced piece of acting into which John managed to get himself.

Visiting Boston with his father, John became fascinated with the glittering surroundings of the St. James Theater and wandered off. In record time the boy was mistaken for one of the children due for a rehearsal of "The Blue Bird," and was shuffled into a private room, where he was put through his acting paces.

While John disported himself in a vivid, 5-year-old Shakespearean manner, a diligent search was in progress throughout the length and breadth of Boston. There was even talk of kidnapping, as the youngster had vanished so completely.

At length, however, the wandering boy was found, and his father took the necessary steps to instill in the young man's mind that he must not just toddle off without any explanations. He was allowed to remain in the play, however, until the offering closed.

His next acting step, while not as personally unfortunate, proved a costly lesson to St. Mary's College. The young student, who, later, as the result of his phenomenal success with "The Passing Parade,"

was to be called "the man with the perfect voice," talked the college authorities into letting him organize a little theater. Result: A deficit for the school of \$4,000.

"No one can say," John explains today, "that I haven't come up the hard way."



One of America's greatest storytellers is John Nesbitt, whose "Passing Parade" is a regular feature of the new Sunday afternoon (1:30) Westinghouse concerts, which stars Baritone John Charles Thomas.

Nebraskans Smarter (or Luckier?) by 4 to 2 Margin!

As the end of January neared, Nebraska folks were smarter (or luckier!) by the narrow margin of 4 to 2 in Noxzema's "Nebraska-Iowa Quiz" series.

This interesting new program, in which teams from Nebraska and Iowa compete each Sundays at 3:30 p. m., has aroused a friendly, large-scale rivalry between "mental giants" of the two states.

On January 24, an Omaha team, headed by J. C. Travis, Chairman of the Douglas County President's Birthday Ball Committee, succeeded in downing a team from the same organization in Des Moines. The week prior to that, an Ak-Sar-Ben team, headed by W. D. Lane, Chairman of Ak-Sar-Ben's War Activities, triumphed over a team representing The Greater Des Moines Committee.

On January 10, a team representing the Nebraska-Glenn L. Martin Company went down to defeat by a narrow margin to a team from an

Iowa airplane plant. Similarly, an Omaha team representing the Civilian Air Patrol was defeated on January 3 by a Des Moines life insurance team.

The Omaha President's Birthday Ball Committee team collected winnings totalling slightly more than \$70, and the entire amount was given to the drive. With Chairman Travis were Mrs. Howard Rushton, Chairman of the Women's Division; Mrs. Ben S. Shapiro, Assistant Chairman of the Women's Division, and Gerald Collins, Vice Chairman in charge of solicitations in South Omaha.

One member of the Ak-Sar-Ben team was Alice Jeanette Meyer, reigning queen of Ak-Sar-Ben. The other members, in addition to Mr. Lane, were J. L. Thurmond, member of His Majesty's Council, and Mrs. Helen Munro, who was a star of the 1942 Ak-Sar-Ben Den Show.

The Glenn L. Martin folks who participated on January 10 included George Palmer, Allen Kendall,

Betty Addair and Betty Schmidt.

The Nebraska Civil Air Patrol team consisted of George Fraser and Irving Green, representing the First and Second Squadrons; Madeline Kranda, Communications Officer, and Dorothy Orr, Wing Adjutant.

Noxzema's "Nebraska-Iowa Quiz" is broadcast simultaneously over Radio WHO in Des Moines and Radio WOW.

Listeners are invited to send questions to be used.

WOW listeners are also cordially invited to attend the "Nebraska-Iowa Quiz" in the WOW studios. Doors close promptly at 3:15 p. m.

V...

Expansion of four daytime dramatic programs—"Ma Perkins," "Road of Life," "Right to Happiness" and "Vic and Sade"—to the full NBC network and an added station lineup for a fifth—"Lone Journey"—began January 18. All of the programs are sponsored by Procter & Gamble.

C-H-A-T-S

With Your Own Aunt Sally of WOW . . . KNOCK . . . KNOCK! MAY I COME IN?

Well, here you are reading the News Tower and learning about all that is recent in radio. The News Tower is an added joy to people who are fortunate enough to have a radio and doubly fortunate to be in the territory of WOW, and it makes up in a big way for the absence of a radio. Readers may keep in touch with radioland through the interesting columns of the News Tower.



Aunt Sally

There are quite a number of our shut-ins who do not awaken in time for my daily visit to their homes, and they would be entirely unaware of what is happening in the Sunshine service if it were not for my News Tower message.

More shut-ins received subscriptions to this paper in the past year and I hope 1943 will find the News Tower in the house of every one of them.

It looks as if my usual January letter to the members will be something only to contemplate. Being as yet unable to get caught up after the holiday rush and tumble, and finding a secretary is like finding a needle in a hay stack, I have had to forget the letter. I'm going to let the News Tower help me this time, and right here and now I will write that letter.

My Dear Children:

I want to thank you for your splendid cooperation in the past year. You have shown your appreciation of membership in this organization by your loyalty. By loyalty and cooperation I mean that you have faithfully sent in your report at the first of the month and you have replied to letters written by our listeners, and you have not forgotten your cards and letters of thanks for attention received.

All these things are necessary for the good of the cause, and the report is especially important, as it keeps me in touch with each of you and also what is being done by our listeners in the work.

Every year the files must be corrected and brought to date. For that reason I would like each one of you to send me the following information:

- Full name and present address.
- Age, day of month and year of birth.
- With whom you live?
- With what church affiliated.
- Do you take the News Tower?
- If so, when does your subscription expire?
- What is your chief interest or hobby?
- Do you do any handwork?

Do you take subscriptions for magazines, sell handwork or greeting cards?

From the women I would like to know your dress or gown size, weight and height; also size of hose, shoes or house slippers.

From the men I would like to know weight, height, size of shirt collar and length of sleeve. Also size of shoes, slippers and sox.

If you have not sent your picture, please do so as soon as possible. A snapshot will do.

If you have been a member for some time, you will, no doubt, think we have the information I have asked for, but cards get mixed up sometimes and mistakes are made in changing records, so please answer each question again so we may start the new year in order.

Our membership has increased in the past year, more workers and shut-ins. The more the merrier, so

(Continued on page 7)

"FLYIN' FREIGHTER" CREW ON WOW

THE SPORTS EYE

By TOM DAILY
WOW Sports Editor

Hy'ya, good Americans!
"Upon the field of friendly strife
Are sown the seeds which
Upon other days and other fields
Will bear the fruits of Victory."

Those words were written many years ago by General Douglas MacArthur. Long before America went to war and long before America's sport heroes began to make them come true. But they're doing it now on a dozen far-flung battle fronts the world over. Yes, American sport heroes are still fighting to win—with the same undying spirit of Victory taught them when they starred on some football team, baseball team, in the boxing ring, on the golf course and a dozen other fields of friendly strife.



Tom Daily

TO MENTION NAMES

Boxing has given Uncle Sam such well-known names as Joe Louis, heavyweight champion of the world, and his dangerous challenger, Billy Conn. There's the light heavyweight king, Gus Lesnevich; Middleweight Champion Tony Zale and Welterweight Champion Red Cochrane. Many other boxers are fighting now under the Stars and Stripes. Billy Soose, Ken Overlin and Barney Ross, that rough and tough marine on Guadalcanal who hit the headlines recently for his acts of heroism.

Major league baseball has contributed some 150 men, led by such famous names as Hank Greenberg, Bobby Feller and dozens of others. From the golf links have come Bobby Jones, Bud Ward, Sam Snead, Dick Chapman, Jim Turnesa and Porky Oliver, to name a few. Every sport has done its bit by giving up its brightest stars, and it would take several volumes of this edition to name them all.

SPORTS BACKGROUNDS

Back in 1907, the star and captain of a winning high school football team in Kansas went to West Point, where he made the army team. He won his "A," and men who played with and against him recall this fellow because of his daring, his exceptional ingenuity and a fierce driving power. His name? Ike Eisenhower.

Then there was the fellow who used to be a rough and tumble boxer in his school days in California, and who later took his daring into the skies as a stunt flyer. We know him today as Brigadier General Jimmy Doolittle.

From Virginia Military Institute to West Point went the fellow who kept on driving despite the odds against him on the football field. Off the gridiron he excelled in swordsmanship, horseback riding, swimming, pistol and rifle shot. He was one of the greatest athletes in West Point history. Major General George Patton.

In 1934 came the last day of the football season for army and navy, and the annual service game coming up. Navy hadn't beaten army in some dozen years. They locked in battle—and down a soggy gridiron, and, with a couple of minutes to go, the score was still nothing to nothing. Navy had the ball on the army 26-yard line. In the huddle a young man said: "How about a field goal? The coach promised to let me try it some day."

"But what if you miss?" came the retort. The youngster, replied: "I don't miss. I'm a cinch to do it." And he did—booted the field goal and navy went off with a 3-to-nothing win over the army. Well, that same young man returned recently from a dangerous tour of Japanese waters—in a submarine, still able to

ANSWERER . . . INGENUE . . . MELODEER



ALBERT MITCHELL . . . the "Answer Man," who recently received his 300,000th letter. He has answered more than a half million questions.

HE'LL ANSWER IT!

Albert Mitchell Receives His 300,000th Letter

How much mail is 300,000 letters? Well, in weight it is approximately 9,375 pounds—almost five tons! Each letter—with stamped, self-addressed envelope enclosed—costs the sender for stamps alone from 4 to 6 cents. At an average of 5 cents per letter, the cost of mailing these 300,000 letters amounts to \$15,000!

How many questions did this vast mail contain? A conservative figure would be half a million.

Half a million questions for the "Answer Man," Albert Mitchell, to answer! Questions about such widely-assorted subjects as astronomy, ceramics, herpetology. No wonder the "Answer Man's" staff of experts is kept at top speed the year around obtaining the information he must have to render the accurate and up-to-the-minute service he does.

The "Answer Man" program is heard over Station WOW, Mondays and Fridays at 6:45 p. m., for Van Dyck Cigars.

V . . .

James J. Metcalfe, whose poetry Franklyn MacCormack often reads on the "Hymns of All Churches" program, was once an F. B. I. agent.

V . . .

AUNT SALLY

(Continued from page 6)

if you know any shut-in who does not belong to such an organization, write that person to find out if they wish to join with us. If so, send in the name.

The Sunshine service became active for WOW in 1935. Since that time we have spent \$6,430.26 for the comfort and happiness of our shut-in members. From those figures we cannot tell the exact number of persons benefited, as everything purchased by us remains our property and is returned when no longer needed and sent elsewhere.

We have room for more workers, and if you are searching for happiness at the end of the rainbow, you will find it quicker in the SUNSHINE SERVICE.

Well, 'bye for now!

YOUR AUNT SALLY.

fight where it's wet and do it well. For, you see, his name is Lieut. Slade Cutter.

We could cite many cases of action and bravery in this second world war, where the thought, written by General MacArthur years ago, is coming true today. In the diligent practice and execution of great American games, we can see a great part of the foundation of the best fighting men in the world today—the soldier, sailor, marine and fier of the U. S.



PETITE RUTH RUSSELL . . . of "Just Plain Bill," celebrated her 10th anniversary in radio. The sweet ingenue has been in the cast of "Just Plain Bill" (4:30 p. m., Mondays through Fridays on WOW) since the show began.



MORTON WELLS . . . director of the "Jive by Five" and other orchestral units, featuring Hamm's "Preferred Melodies," Fridays at 6:30 p. m. on WOW.

V . . .

You get \$4 back for every \$.3 you invest in War Bonds.

Hamms Presents Exciting News Dramas and Sparkling Music

Two dramatic news programs, "Nightcap Yarns" and "Eye-Witness News," and a sparkling new musical program called "Preferred Melodies," are rapidly gaining great popularity on WOW.

These three programs are sponsored by the Theo. Hamm Brewing Company.

"Nightcap Yarns" is heard at 6:30 p. m., Mondays; "Preferred Melodies" at the same hour Fridays, and "Eye-Witness News" at the same time on Saturdays.

"Nightcap Yarns" presents Frank Graham, versatile Hollywood actor, in a series of thrilling stories which

recall the early days of radio, when story-telling was a great art.

"Preferred Melodies" is an all-musical feature which presents WOW's studio orchestra, directed by Morton Wells, and a featured soloist each week.

"Eye-Witness News" is a program in which Associated Press war correspondents relate thrilling war incidents which took place on the various war fronts.

All three of the new Hamm's programs began during the week of January 11. They were placed by the Mitchell-Faust Advertising Agency, Chicago.

KALTENBORN PREDICTS FOR 1943

The Nazis will weaken in 1943, H. V. Kaltenborn, NBC news analyst, declares in his predictions for the year which appear in the current issue of "Look" magazine.

Here is what Kaltenborn sees: "Hitler will fail to exploit conquered Russian agricultural and industrial areas.

"The Russian armies will drive back the Nazis, but will regain only part of their lost territory.

"Day and night Allied air raids will disorganize transportation and seriously weaken Axis war industry.

"There will be a progressive

weakening of Hitler's war machine as the result of declining home and front-line morale.

"We shall employ top-of-the-world land and air routes to Russia, Siberia and China.

"Italy will be eliminated as an important military factor, though Nazi pressure may keep part of Italy in the war.

"We shall drive the Japanese out of the Aleutians, New Guinea, New Britain, the Solomons and Burma.

"Congress will modify the 40-hour week, impose a sales tax and compulsory savings."

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.—Alex Dreier—Skelly Oil Daily except Sun.
- 7:30 A. M.—News Tower Daily except Sun.
- 8:00 A. M.—World News Roundup, NBC Sun.
- 10:00 A. M.—News Tower Sun.
- 12:00 Noon—News Tower Sun.
- 12:30 P. M.—News Tower Daily except Sun.
- 1:00 P. M.—News, Views and Interviews, Foster May—Haskins Soap Sun.
- 2:15 P. M.—Upton Close—Sheaffer Pen, NBC Sun.
- 4:45 P. M.—Alex Dreier, NBC Sat.
- 5:00 P. M.—War—National Biscuit Mon. Thru Fri.
- 5:30 P. M.—Four-Bell News and Sports Daily except Sun.
- 6:15 P. M.—News of the World, NBC—Alka-Seltzer Mon., Tue., Wed., Thu., Fri.
- 6:45 P. M.—Highlights of News—Beaum't 4-Way. Wed., Sat.
- 10:00 P. M.—News Tower Daily
- 11:00 P. M.—News Reports, NBC Mon., Wed., Sat., Sun.
- 10:15 P. M.—Searchinger, Analysis Sun.
- 11:15 P. M.—H. V. Kaltenborn Mon., Tue., Wed., Fri.
- 11:55 P. M.—News Reports, NBC Sun.
- 1:00 A. M., 2:45 A. M., 3 A. M.—News Reports, NBC Daily

Ray Clark Tells of First Glider Trials

First "flying freight train" to visit Nebraska and Omaha sailed right over a WOW microphone recently at the Omaha Municipal Airport.

From a vantage point at the top of the airport's Administration Building WOW's Ray Clark described the "glider train" in flight.



Ray Clark

There were two gliders, attached by cables to an army airplane.

Clark described the landing and induced the flight leader to give WOW listeners a graphic word-picture about the use of gliders in transporting freight and men for war purposes.

Only a day or two later, Clark took his "Noonday Forum" audience on a radio trip to the Mead Ordnance Plant for another interesting airplane story. The occasion was the delivery of a PT-19 trainer which the plant workers had purchased as a gift to the government. The mother of a boy who survived a crash at Pearl Harbor christened the plane.

A third interesting airplane story was Clark's interview with officials of the Nebraska Wing of the Civil Air Patrol. Those who took part were Major Harry B. Sidles, Wing Commandant; Captain Vic Schroeder, in charge of Courier Service; Captain Oscar Cooke, First Squadron Officer, and Captain William Fraser, Engineering Officer.

This quartet of civilian flyers described the CAP's courier service, which is giving valuable service to the army.

Among the other interesting personalities interviewed by Clark on the "Noonday Forum" program recently were:

Tapman Gregory, New York City, Chairman of the Committee on War, of the American Bar Association, with Robert Moody, West Point, President of the Nebraska Bar Association.

Private Lloyd D. Breedon of Omaha, home on furlough after 10 months active duty as a radio man with the army air corps in the Pacific theater.

Max Cullen, representative of the National Livestock and Meat Board, who discussed the "Share the Meat Plan."

Lavonne Peterson, 23-year-old blind radio technician, who is an instructor in electronics at the Army Radio School in Omaha.

Harold O. McLain, Chicago, business executive, President of the Railways Ice Company, who discussed the future of small business.

George Round, Extension Editor, University of Nebraska; Ray Russell, Saunders County Agent, and Ralph Raikes, Chairman Farm Mobilization Program, who discussed the "Food for Victory" program.

George C. Vournas of Cleveland, Supreme President of the Order of Ahepa, who told of this Greek Society's \$50,000,000 Bond Drive.

The "Noonday Forum" is heard at 12:45 p. m., Mondays through Saturdays, on WOW, and is sponsored by the McKesson & Robbins Co., makers of Calox Tooth Power, and Bexel, a vitamin product.

? Your Last Copy ?

Yes, sir. Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "2/43" means February, 1943. If your subscription expires soon, RE-NEW now! Just send your name, address and 50 cents to WOW!

WOW'S FEBRUARY NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "2/43" 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 Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Readers' Digest Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Readers' Digest Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Readers' Digest Interstate Transit Lines Dentyne—Falstaff	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Readers' Digest Interstate Transit Lines Dentyne—Falstaff	The Great Gildersleeve Kraft Dinner, Margarine, Parkay
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	Dinner Music	Jack Benny General Foods Grape-Nuts	
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	Nite-Cap Yarns Hamms Beer		
6:30	Nightcap Yarns, Hamm	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Arkansas Traveletr Bob Burns Lifebuoy	Prof. Melodies, Hamms	Eye-Witness, Hamms	Fitch Bandwagon	
6:45	Answer Man, Van Dyck		News, 4-Way Cold		Answer Man, Van Dyck	News, 4-Way Cold		
7:00	Cavalcade of America Du Pont	Johnny Presents Philip Morris Ginny Simms	Mr. and Mrs. North Woodbury Products	Maxwell House Coffee Time General Foods	Cities Service Concert	Abie's Irish Rose P. & G. Drene, Ivory	Chase & Sanborn Hour Coffee and Tenderleaf Tea	
7:30	Voice of Firestone Concert	Horace Heidt and Frankie Carle Tums Treasure Chest	Tommy Dorsey Raleighs	Aldrich Family Postum Grapenuts	Lucky Strike	Truth or Consequences P. & G. Ivory	One Man's Family Standard Brands Fleischmann Yeast	
8:00	Telephone Hour Bell Telephone	Battle of the Sexes 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	Manhattan Merry-Go-Round Dr. Lyons	
8:30	Dr. I. Q. Vitamin Plus	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Vitalis	Rudy Vallee Sealtest	People Are Funny Wings Cigarettes	Can You Top This? Colgate Dental Cream Supersuds	American Album of Familiar Music Bayer Aspirin	
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Show Lucky Strike	Abbott and Costello Camels	Betty Lou and Tommy Riggs Lever Swan	Sports Newsreel Colgate Shaving Cream 9:15—Campana Ser.	Hour of Charm General Electric	
9:30	Information Please H. J. Heinz (Begins 2/15)	Red Skelton Raleighs		March of Time (Mag.)	To Be Announced	Grand Ole Opry Prince Albert	Jergens Journal Jergens Lotion Parker Family—Jergens	
9:45								
10:00	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	C., B. & Q. WOW News Tower Groves	WOW News Tower Kilpatrick's Uncle Sam	
10:15	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Story Behind the Headlines	
10:30	World's Most Honored Music—Longines	St. Louis Serenade NBC	World's Most Honored Music—Longines	Inter-American Univ. NBC	World's Most Honored Music—Longines	Mr. Smith Goes to Town, NBC	Sammy Kaye's Sunday Serenade	
11:00	News Reports, NBC	Easy Does It Metz Brewery	News Reports, NBC	Easy Does It Metz Brewery	Easy Does It Metz Brewery	News Reports, NBC	News Reports, NBC	

Hear FALSTAFF HOUR 11:30 Week-Nights—Also Good Programs 12:30 A. M. to 6 A. M. EVERY NIGHT

MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies.....	Daily except Sun.	11:15 A. M.—Company's Coming—Vicks Vaporub.....	Mon., Wed., Fri.
6:00 A. M.—Early Morning News Tower.....	Daily except Sun.	Markets.....	Sat.
Morton Salt.....	Mon., Wed., Fri.	11:30 A. M.—Musical Interlude.....	Daily except Sun.
6:15 A. M.—Aunt Sally.....	Mon., Tue., Wed., Thu., Fri.	Golden Melodies.....	Sat.
Time and Tunes.....	Sat.	Red Cross Program.....	Sun.
6:30 A. M.—Markets (Remote).....	Daily except Sun.	11:55 A. M.—Miniature Meditations—Omar.....	Mon., Tue., Wed., Thu., Fri.
6:35 A. M.—Time and Tunes.....	Daily except Sun.	12:00 Noon—Aunt Jenny—Lever Bros.—Spry and Vimm.....	Mon., Tue., Wed., Thu., Fri.
Markets.....	Sat.	Man on the Farm—Quaker Oats.....	Sat.
6:45 A. M.—Farm Fun, with Ray Olson—N-R Tablets.....	Mon., Wed., Fri.	WOW News Tower—Kilpatrick's, Uncle Sam's Breakfast Food.....	Sun.
7:00 A. M.—Alex Dreier—Skelly News.....	Daily except Sun.	12:15 P. M.—Markets (Remote).....	Mon., Tue., Wed., Thu., Fri.
News Summary, NBC.....	Sun.	Labor for Victory, NBC.....	Sun.
7:05 A. M.—Organ Music, NBC.....	Sun.	12:30 P. M.—WOW News Tower—Peter Paul—Haskins.....	Daily except Sun.
7:15 A. M.—Musical Clock.....	Mon., Wed.	Defense Program.....	Sun.
Lyle, Don and Stan—Nutrena Mills.....	Tue., Thu., Sat.	12:45 P. M.—Noonday Forum—Bexel Vitamins, Calox Tooth Powder.....	Daily except Sun.
Aunt Jemima—Quaker Oats.....	Fri.	1:00 P. M.—Light of the World—General Mills—Cheerioats.....	Mon., Tue., Wed., Thu., Fri.
7:30 A. M.—WOW News Tower—Roberts, Mid-Continent, Peter Paul.....	Daily except Sun.	Farm Facts and Fun.....	Sat.
NBC String Quartet.....	Sun.	News, Views and Interviews, Foster May—Haskins Soap.....	Sun.
7:45 A. M.—Reveille Roundup—Bromo-Quinine.....	Mon., Wed., Fri.	1:15 P. M.—Lonely Women—General Mills—Flour.....	Mon., Tue., Wed., Thu., Fri.
Morning Melodies.....	Tue., Thu., Sat.	Sunday Varieties.....	Sun.
8:00 A. M.—Toby and Susie—Peter Pan.....	Mon., Tue., Wed., Thu., Fri.	1:30 P. M.—Guiding Light—General Mills—Wheaties.....	Mon., Tue., Wed., Thu., Fri.
World News Roundup, NBC.....	Sun.	Musical Melodies.....	Sat.
8:15 A. M.—Big Sister—Lever Rinso and Lipton Tea.....	Mon., Tue., Wed., Thu., Fri.	Westinghouse Concert.....	Sun.
What's What Today.....	Sat.	1:45 P. M.—Judy and Jane—Folger Coffee.....	Mon., Tue., Wed., Thu., Fri.
8:30 A. M.—OWI, Uncle Sam.....	Mon., Tue., Wed., Fri., Sat.	National Congress, Parents and Teachers.....	Sat.
Aunt Jemima—Quaker Oats.....	Thu.	2:00 P. M.—Mary Marlin—P. & G. Ivory Snow.....	Mon., Tue., Wed., Thu., Fri.
Chapel Service, Rev. R. R. Brown.....	Sun.	Minstrel Melodies.....	Sat.
8:45 A. M.—Creighton University.....	Tue., Thu.	Association of Candy Manufacturers.....	Sun.
Morning Melodies.....	Sat.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
9:00 A. M.—Sweet River—A. E. Staley Starch.....	Mon., Tue., Wed., Thu., Fri.	Upton Close, NBC—Sheaffer Pen.....	Sun.
Aunt Jemima—Quaker Oats—and Police Bulletins.....	Sat.	2:30 P. M.—Pepper Young—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—The O'Neills—Standard Brands Baking Powder and Desserts.....	Mon., Tue., Wed., Thu., Fri.	News and Charles Dant's Orchestra, NBC.....	Sat.
Homemakers' Club of the Air—Nebraska Power.....	Sat.	This Is the Army Hour, NBC.....	Sun.
9:30 A. M.—Helpmate—Cudahy Dutch Cleanser.....	Mon., Tue., Wed., Thu., Fri.	2:45 P. M.—Right to Happiness—P. & G. Ivory Bar.....	Mon., Tue., Wed., Thu., Fri.
Words and News, NBC.....	Sun.	3:00 P. M.—Backstage Wife—Diamond Dyes.....	Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Lone Journey—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.	Matinee in Rhythm, NBC.....	Sat.
Little Doghouse.....	Sat.	3:15 P. M.—Stella Dallas—R. L. Watkins, Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
Musical Meditations—Omar Wonder Flour.....	Sun.	3:30 P. M.—Lorenzo Jones—Phillips Cream and Magnesia.....	Mon., Tue., Wed., Thu., Fri.
Road of Life—P. & G. Duz.....	Mon., Tue., Wed., Thu., Fri.	Music of the Americas.....	Sat.
To Be Announced.....	Sat.	Nebraska-Iowa Quiz—Noxzema.....	Sun.
WOW News Tower—Kilpatrick's, Uncle Sam Breakfast Food.....	Sun.	3:45 P. M.—Young Widder Brown—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
10:15 A. M.—Vic and Sade—P. & G. Crisco and Ivory.....	Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—When a Girl Marries—General Foods Calumet.....	Mon., Tue., Wed., Thu., Fri.
Rhapsody of the Rockies, NBC.....	Sun.	Doctors at War, NBC.....	Sat.
10:30 A. M.—Snow Village—P. & G. White Laundry.....	Mon., Tue., Wed., Thu., Fri.	NBC Symphony Concert.....	Sun.
U. S. Coast Guards on Parade—NBC.....	Sat.	4:15 P. M.—Portia Faces Life—General Foods Bran Flakes.....	Mon., Tue., Wed., Thu., Fri.
Musical Moments.....	Sun.	4:30 P. M.—Just Plain Bill—Anacin and Benefax.....	Mon., Tue., Wed., Thu., Fri.
10:45 A. M.—David Harum—B. T. Babbitt, Bab-O.....	Mon., Tue., Wed., Thu., Fri.	Beverly Mahr.....	Sat.
Dinning Sisters—NBC.....	Sun.	Three Suns Trio, NBC.....	Sun.
11:00 A. M.—Hymns of All Churches—Gen. Mills Softasilk.....	Mon., Tue., Wed., Thu., Fri.	4:45 P. M.—Front Page Farrell—Hills Tablets and Bisodal.....	Mon., Tue., Wed., Thu., Fri.
Betty Crocker—Gen. Mills Softasilk.....	Fri.	Alex Dreier, NBC.....	Sat.
Creighton University.....	Sat.	5:00 P. M.—War News—National Biscuit.....	Mon., Tue., Wed., Thu., Fri.
Emma Otera, Soprano.....	Sun.	Headlines Ahead.....	Sat.
		Catholic Hour, NBC.....	Sun.
		5:05 P. M.—Songs of the Allies—Groves Bromo.....	Mon., Wed., Fri.
		Song and Smile—Groves B-Complex.....	Tue., Thu.

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