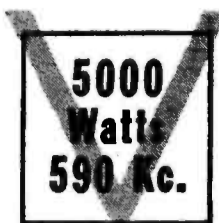




# WOW NEWS TOWER

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



ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. VIII—No. 3

OMAHA, NEBRASKA, DECEMBER 1, 1943

PUBLISHED MONTHLY

## "Your America" Puts Spot on Omaha

### Seek 'KODY' For North Platte Station

In order to perpetuate the pioneering spirit of the west, the call letters of Station KGNF will be changed to KODY, if the FCC approves a petition filed in Washington recently by John J. Gillin, Jr., President of Radio Station WOW, Inc., new owners of the North Platte property.

The new call letters are singularly appropriate, because the North Platte transmitter is located on the site of the original William F. (Buffalo Bill) Cody ranch.

The FCC approved the WOW purchase of the station in an order issued a fortnight ago. The order approved the assignment of the KGNF license by The Great Plains Broadcasting Co. to the Omaha group which operates WOW.

The Commission at the same time granted an application for a construction permit to change KGNF's wavelength from 1,460 kc. to 1,240 kc.; to change the power to 250 watts unlimited, and to make certain improvements in the transmitter. These improvements will enable the station to operate full time, instead of sunrise to sunset, as at present.

#### Program Schedule

Mr. Gillin said the new owners will take over December 15. Within a short time after the take-over, full NBC network service will be started, and programs will be provided on a 16-to-18-hour per day basis, seven days a week.

In addition to all NBC programs, many of the features carried over WOW by transcription, and from other sources, will also be heard over the North Platte station.

#### Union Pacific First

On almost the same day the FCC approved the North Platte deal, President W. M. Jeffers of the Union Pacific signed "Contract No. 1" for a program which will be his Christmas gift to the people of North Platte—his former home.

The contract calls for a broadcast of Dicken's "A Christmas Carol," starring Lionel Barrymore, and including Mr. Jeffers' Christmas greeting to his former neighbors and the 2,000 Union Pacific employees in Lincoln County.

#### "Your America," Too

Mr. Jeffers also ordered the North Platte station put on the NBC net which will carry "Your America," Union Pacific's big new half-hour program, which starts, coast to coast, January 8.

Several other WOW clients have indicated they will want their programs carried on the North Platte station.

Plans are being made for a gala formal opening, which will probably take place late in January.

On the basis of engineers' estimates, the North Platte station will, under the new setup, give primary service to all listeners within about 80 miles of the transmitter. The service area is expected to embrace all, or heavily-populated parts, of 21 counties. The population in this estimated service area is about 130,000, and the homes with radios number about 30,000. About 56 per cent of the population to be served live on farms or ranches.

V...—

### SIX YEARS OLD

Monday, October 25, marked the sixth anniversary of the daytime serial, "Stella Dallas (NBC, five-a-week, 3:15 p. m., WOW).

### STARS OF UNION PACIFIC'S "YOUR AMERICA"



There's a heap o' genius and talent in the "Your America" Union Pacific program organization. For example, there's Grace McTernan, soprano guest soloist, who is the daughter of a retired Union Pacific conductor. Then there's WOW's Lyle DeMoss, who is king pin (the producer) of the show. There's also (lower right) Josef Koestner, famed composer-conductor, who's in charge of all music.

"Your America" uses three announcers, with WOW's Ray Olson as No. 1. Virgil Sharpe (2) of KOIL and Thompson Holtz (3) of WOW are narrators. Each script also includes a stirring dramatic piece by Nelson Olmsted (4), NBC's ace story-teller. In the first show (January 8) Olmsted does D. L. Champion's gripping "A Sergeant's Reprimand," a story you'll never forget!

## LAST MINUTE NEWS BULLETINS

A series of international exchange programs with the BBC, scheduled to make its NBC debut Saturday, December 11, has been postponed until Saturday, January 1. NBC and the BBC will cooperate in the weekly show which will bring together groups of entertainers from the two countries.

V...—

Katherine Seymour, author of NBC's "Light of the World," has been elected Secretary of the Authors' League of America.

V...—

The "Radio Award for 1943" has been given to NBC's "Salute to Youth" by the Hillman group of women's magazines.

Gag of the week, culled from NBC's "National Barn Dance":

Pat Buttram: "I dreamed I was makin' a movie, and in the pitcher there wuz me and Paulette Goddard and Charles Butterworth. I was the hero and Paulette wuz my leading lady."

Joe Kelly: "What was Butterworth?"

Buttram: "Oh, 45 cents a pound and 16 points, same as allus."

V...—

The 10th anniversary of the opening of the NBC studios in New York's Radio City was observed on November 11. No special broadcast or ceremony was held. Almost 5,000,000 persons have visited the studios during the decade.

Ransom Sherman, Uncle Dennis of "Fibber McGee and Molly" (NBC, Tuesdays, 8:30 p. m., Omaha time), is celebrating his 20th year in radio this month. The bespectacled, bow-tie-wearing comedian made his microphone debut in Chicago as a "singer" (the quotes are Sherman's) during November of 1923.

V...—

The socially registered Clara Jane Diana Thomas has joined Phil Spitalny's all-girl orchestra on the "Hour of Charm (NBC, Sundays, 9 p. m., WOW). The blonde 20-year-old harpist is the daughter of Clara Fargo Thomas, noted mural painter, and Joseph B. Thomas.

### Union Pacific to Use 45 NBC Stations

The biggest thing that has ever happened in radio in Omaha is "Your America," the Union Pacific's coast-to-coast NBC program series.

For the first time in Omaha's radio history, a Class A network show, comparable in quality to such headliners as "The Voice of Firestone," or "The Cities Service Concert," will originate in Omaha.

It will also be the first time since the late "Empire Builders" series for the Great Northern, on NBC, that a railroad has used a trans-continental radio hook-up.

"Your America," which has been in rehearsal for several weeks, will use mostly talent from Omaha and vicinity.

For years a few Omahans have known of the great reservoir of unused radio talent in Omaha, but it remained for President W. M. Jeffers of the Union Pacific and his associates to make it possible for this talent to be heard by millions of radio listeners throughout the nation. Much of this talent, incidentally, is from Union Pacific's own organization of 64,000 employees.

#### Starts January 8

"Your America" will feature an orchestra and vocal ensemble of 58 artists under the baton of Josef Koestner, together with Nelson Olmsted, the nation's foremost story-teller; guests, soloists and several Omaha radio announcers.

The program series will make its debut Saturday, January 8, at 4 p. m., Omaha time, over a network of 45 NBC stations. The same NBC network carries, regularly, 33 of the top 50 of all programs on the air.

Union Pacific has signed a contract to carry "Your America" every week for a full year, to call attention to its 75th anniversary. This is by far the largest single piece of radio advertising ever contracted for in Omaha.

#### WOW Producer

Of special interest to WOW listeners is the selection of Lyle DeMoss, Program Manager of WOW, to produce "Your America" series. To be selected as the producer, in full charge of a coast-to-coast radio program of this importance, is as high an honor as ever came to an Omaha radio man. DeMoss has devoted many hours every day, and most of his evenings, for the past month to this big assignment.

It is notable, too, that Ray Olson of the WOW staff was selected as chief announcer for the series. Thomson Holtz of WOW and Virgil Sharpe of KOIL, do part of the narrating.

#### Spirit of West

"Your America" has a good chance of becoming "The Oklahoma!" of the current radio season. Much of its music is original, the work of Maestro Koestner. Each episode portrays by music and narration the romance and the spirit of the Great West.

After hearing a rehearsal, Mr. Jeffers said:

"When listeners, and especially easterners, hear our programs, I feel they will come to the realization that there is real talent here in the west, too.

"I believe these broadcasts will do a great deal to inform the people of the east about the people of the west, and about the states in which they live and work."

As an additional feature, the weekly broadcast series of half-hour shows will present personal appearances by the governors of

(Continued on page 6)

# THE WOW NEWS TOWER

THE RADIO NEWS TOWER IS PUBLISHED EVERY MONTH BY RADIO STATION WOW, INC., OF WHICH JOHN J. GILLIN, JR., IS PRESIDENT AND GENERAL MANAGER

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BILL WISEMAN, EDITOR SOREN MUNKHOF, ASSISTANT

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## THE BIG TIME . . .

If you want to get a bigger kick out of radio-listening than ever before, just take a trip to New York City and go to a few big Broadway shows. There—with their names in blazing lights—with the newspapers shouting their praises—with their names in nearly every conversation—you'll find—JUST A BUNCH OF RADIO FOLKS. There, you'll find folks with whom we hinterland listeners have an intimate acquaintance—via our loudspeakers.



Bill Wiseman

For instance, "One Touch of Venus" is the second biggest musical hit on Broadway. The stars are Mary Martin and Kenny Baker. When a yokel from Nebraska sees this show, he has a strong inclination to holler "Hi, Mary!" or "Hey, there Kenny! How ya doin'?" We know them that well, even though we never before saw them in person.

Then travel over to the St. James Theater to see "Oklahoma"—most sensational hit in years. Two of the top stars are Betty Garde and Joan Roberts, both soap-opera radio stars—both regular members of our own living room family circles via radio! Incidentally, "Oklahoma" is a great show, probably the greatest since "Rose Marie."

Go see "Dough Girls," and you'll find that Arlene Francis of radio fame steals the show.

It's true all the way down the line. The biggest stars are those whom we know well—those whom (we say with some far-fetched pride) our own little WOW has helped to get to the top.

## HITLER EPITAPH . . .

(As heard on Mollie's "Mystery Theater")

'Neath this sod,  
Tell us, God,  
What gives?

—Frank Koester, Cincinnati Post.

V...—

## THE HUMAN SIDE . . .

Some things that'll make you like your favorite stars even better:

Bing Crosby got a punko tune from a soldier lad in New Guinea. Despite it's quality, Bing had an arrangement made and recorded it, sending the record to the boy.

Bud Abbott lost plenty of cash when his partner, Lou Costello, was ill. Despite the fact that it looked like Lou might never perform again, Bud refused to go on without him.

Bob Hope voluntarily gave up his bedroom on the train to three enlisted men so they'd have a place to sleep. Hope slept in an upper.

Bob Crosby for six full years refused to permit his brother's name to be used to promote his own popularity. Now, doing it the hard way, Bob is a brilliant star in his own right.

V...—

## WORDS WITH OOMPH . . .

The boys and girls on WOW's announcing and writing staffs have been having a field day with the "10 most expressive" and "10 most beautiful" words in the English Language.

These words were selected by Wilfred Funk, well-known author and dictionary publisher, whose new book, "Thirty Days to a More Powerful Vocabulary," maintains that in any language:

- The most bitter word—ALONE.
- The most revered—MOTHER.
- The most tragic—DEATH.
- The most comforting—FAITH.
- The most beautiful—LOVE.
- The saddest—FORGOTTEN.
- The most cruel—REVENGE.
- The most peaceful—TRANQUILITY.
- The warmest—FRIENDSHIP.
- The coldest—NO.

Doctor Funk started a world-wide discussion a few years ago by choosing the "Ten Most Beautiful Words in the English Language":

- Dawn Hush
- Lullaby Luminous
- Murmuring Chimes
- Tranquil Golden
- Mist Melody

Some fun, eh?

V...—

## THE FEED BOX . . .

Don't be surprised if you hear Bill Thompson on his own show for a soap company soon . . . Bill left the "Fibber McGee" show to be near his ailing parents in Chicago . . . Jerry Wayne has a 13-week renewal on the Luckies' "All-Time Hit Parade" . . . Mortimer Snerd was eight years old a fortnight ago . . . There's a rumor that Joan Davis may leave the Sealtest show . . . Her agents are reported to be asking \$12,000 a week for her services . . . Remember Pat Friday, the little lovely discovered by Bing Crosby a couple of seasons ago? . . . She's been finishing her schooling (UCLA) and may soon appear as Bob Crosby's regular vocalist . . . Don't be surprised if four or five WOW men report for induction within 60 days . . . or if a top-notch local newscaster leaves Omaha, or at least his present employment . . . Arlene Francis is really lovely . . . She's the only big star whom we've met in person for the first time without being disappointed . . . Hildegard is a honey, too . . . Wonder when they'll release for airing some of the other tunes from "Oklahoma," such as "Pore Jud" . . . "I Just Can't Say No" and "The Farmer and the Cowman"—all great tunes . . . Incidentally, you can put orders now (for delivery in 30 days or so) for "Oklahoma" record albums.

# RADIO AND WAR

\* \* \*

*In military terms, radio is a war machine, a war weapon. With it one plays upon the minds and hearts of men. It can be used to strengthen the moral fibre of a people at war, or it can be used to demoralize those far behind the fighting front. In a war where everything we have is at stake, as at the present moment—everything from property to liberty and life—at such time it is to be remembered that radio is essential in total warfare.*

—Major General L. R. LaFleche,  
Canadian Army.

## 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.

"We have seen His star in the East." These words fell from the lips of the inquiring Magi nearly 2,000 years ago.

A great nation, strong and sometimes ruthless, ruled the civilized world. The Roman Empire, noted for its law, but notorious for its cruelties, ruled the little land of Palestine and its people, Israel. Religious declension, combined with political bondage, made the people hopeless, but what a glorious moment it must have been when this luminary appeared in the heavens and Wise Men began to follow its light trail.

Rev. R. R. Brown



We are approaching another Christmas season with more than 30 nations combined in a struggle for deliverance from a militaristic combination that would rule and ruin the whole world. We are looking for some light to break through the darkness, some hopeful sign of speedy deliverance and encouragement to expect a peace that will bring peace.

There are gleams of light on our dark horizon, as we observe the onward march of our victorious armies, a breaking of the power of submarines and the domination of our air forces. Politically, the Moscow conference has been hailed as our greatest forward step. The unrest of oppressed peoples who will become our allies the moment we invade their countries gives us strength. Bountiful harvests and near peak production are all heartening.

But we would welcome more light and greater wisdom in our leadership. They saw a star in the skies. With all the encouragement and ever-brightening prospects here upon earth, our final solution must come from above. Men who are to be trusted with the world's future cannot hope to be wise enough unless they, too, follow the light-beams of Divine wisdom and are dominated by the warm breath of the love of God.

Christmas time banishes more hatreds and creates a greater feeling of brotherliness than any other season of the year. Whose heart is not moved by the text: "For God so loved the world that He gave His only begotten Son that whosoever believeth in Him should not perish, but should have everlasting life?"

This spirit and God's wisdom are the hope of the world. We must have changed men before we can change the world. If a confused humanity would follow this light and come, not where the young child was, but where this living

One is, and leave their lives and problems, and worship, a new day would be born. The final hope of humanity is when the Daystar of promise shall appear and God's kingdom shall be established upon the earth.

\* \* \*

We want to thank all of you for your prayers and gifts that have enabled us to pay the indebtedness on our property and rededicate the Chapel Studio of the World Radio Congregation free of debt. November 7 was a memorable victory day.

Mrs. Brown, our family and associates join me in wishing the executives and staff of WOW, and the readers of the News Tower, a Christmas full of the joy that comes from worship and giving.

# 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.

## THANK YOU

Omaha—The members of the Omaha Symphony Orchestra and the Board feel that a major part of the success of the concert, under the leadership of Rudolph Seidl, with the great artist, Oscar Levant, was due to the wonderful help which was given by your various editors and reporters of WOW radio station.

I have been asked to express to you their thanks and appreciation.

(Signed)  
HARRIETTE D. CONLIN.

## ELEANOR?

Omaha—Morning of November 12 I tuned in on Station WOW. There was a lady and a gentleman wisecracking. The gentleman said he wondered why there had never been a woman President. Answer: There will be a woman President in 1949.

After the year of 1944, the United States will be torn with civil dissension. There will be hunger, famine, unemployment and probably revolution, and out of this a woman President will arise, a Joan of Arc of America. This woman will take office in 1949. The birthplace of this woman is in northern Pennsylvania or near the border-line in New York state.—H. A. C.

## ENJOYS HYMNS

Broken Bow, Neb.—It has always seemed to me that the radio program-builders have slighted the most popular type of music—the familiar hymns of all churches.

There's hardly a person alive who is not familiar with "The Old Rugged Cross," "Onward, Christian Soldiers" and many, many others. Even non-church-goers—folks who seldom give little thought to religion—remember and enjoy the old hymns, familiar to them in their childhood.

Do WOW program producers agree?

PFC. HAROLD STORK.  
Note.—They certainly do!



## IT'S YOURS...FREE!

16 pages for recording dates, names, places, adventures, gifts, furloughs—all of keen interest to both those in the service and those at home. Embossed cover, 5x8 inches. Illustrations include all service medals and insignia of the United States Armed Forces.

## TO GET YOURS...

Simply send one new or renewal subscription to the News Tower Magazine, 50 cents per year, cash in advance, to

# RADIO STATION WOW, Inc.

Insurance Building

OMAHA, NEBRASKA



# RADIO COUNCIL NAMES OFFICERS

## STAFF STUFF

By SOREN MUNKHOF

We are gratified to note that this little column has a fan. We have received a letter from Marian Ham (correct), nee Stitt, who formerly worked for WOW, and who now lives in Edmonton, Canada. Marian writes that she is delighted at the chance to read this column because it keeps her in touch with all the old staff members she does not get to see much of any more.



Soren Munkhof

Incidentally, another WOW girl who left here to go to work for NBC, Chicago, will be returning to Omaha and WOW for the Christmas holidays. Her name is Marian, too—Marian Bergman. Also of NBC, Chicago, is another ex-WOW staffer, Vedder Stevens, who was formerly a rewrite man in the WOW News Department. He is now with NBC news.

Lou Dwyer, recently with WOW, is now with United Press, Radio Division, in Chicago, as is Everett Irwin, one-time a WOW rewrite man. Irwin is now Assistant Division Radio Manager for United Press. Also in the same office is Jay Breen, once of WOW News Department, and more recently of Bozell & Jacobs Advertising Agency in Omaha.

While we are discussing people who have left WOW, Jeanette Gross is now working for Station KMYR at Denver.

### Marriage Big News

Probably the big social news of the month for the staff, however, was the marriage of Irene O'Hara, "Irish," as the staff members call her. She was married November 15 to Edward Siepmann. The girls on the staff held a cocktail party and dinner for Irene before her marriage to Edward, who came here on leave from the United States Navy for the wedding. Irene plans to stay at the station until after the first of the year, or until after she knows more definitely where her new husband will be stationed.

Marty Thomson of the WOW Continuity Department has left, after a dinner party at the Paxton given by the girls on the staff.

Among the brief jaunts recently was Dorothy Balle's week-end in Chicago. Dorothy is the receptionist at the station.

### New Staff Members

New members of the staff are Betty Jane Carney, whose husband is in the Army Air Corps; Kathleen Walsh, Kathleen Dubozio and Patricia Day.

Society Note: Thomas Barnum Chase, WOW's "most veteran" announcer, informs us proudly that he, too, made a trip recently. He went to South Omaha to have roast chicken with his mother, and the event is here duly recorded.

### Staff Member Visits

Phyllis Murphy, WOW's mail clerk, has just returned from a brief visit to Harrisburg, Pa., where she visited with her fiance, Lieut. M. L. Balch.

WOW's quartet, by the way, sang at an old-timers' meeting of the Woodmen of the World, Seymour Camp No. 16, and also entertained the WAC band at the Storz trophy room during November.

For a service note, we have the information that John Knudsen and John Rich, both of whom acted in locally-produced WOW script shows, have been commissioned as second lieutenants in the Air Corps.

James McGaffin, formerly of the WOW news staff, has been promoted to staff sergeant. Jim is still in North Africa, working in an Army radio station as a news and continuity writer.

## Dreier to Address Oil Men Here

Alex Dreier, famed NBC news commentator, will speak in Omaha before the annual convention of the Nebraska Petroleum Marketers' Association (December 6-7). Dreier, the last American correspondent to leave Berlin after America entered the war, does the Skelly network newscast at 7 a. m., week days.



Alex Dreier

Ray Clark, chief newscaster of Radio WOW, will also speak before the oil men's meeting.

## Skelly Oil Renews Alex Dreier Program

Skelly Oil Company, through Henri, Hurst and McDonald, Inc., has renewed the "Skelly News" program, featuring Alex Dreier, NBC commentator, for 52 weeks, beginning December 13, it was announced recently by Paul McCluer, sales manager for the NBC Central Division.

The program is aired Mondays through Saturdays from 7 to 7:15 a. m. on WOW and 20 other mid-west stations. Lloyd Burlingham, farm expert, shares the Saturday edition with Dreier, and each week presents the W. G. Skelly Award for Superior Achievements in Agriculture to an outstanding farmer for his accomplishments in the battle for food production.

V...—

## Sealtest Program Now in Fourth Year

The Joan Davis Thursday night Sealtest program has entered its fourth year without a break.

Started in October of 1940, with Rudy Vallee as the star, the program hasn't missed a Thursday night since, except once when President Roosevelt took over the time. Since Rudy went into the Coast Guard last summer, Joan has headed the program, with Jack Haley as her comic sidekick.

## Her Hobby is Talking, so Barbara Bates Went Into Radio Business

One of the new WOW staff members is a sprightly and cheery young thing by the name of Barbara Bates.

Barbara was born, as she says herself, of poor but eccentric parents in Bradley, S. D., March 28, 1917.

Barbara was one of six children, collected books and did odd jobs around the printing office of her father's newspaper in Redfield, S. D. That was an education in itself, but she went on to take more formal schooling in the public schools and later at Yankton College.



Barbara Bates Gunderson

## DONNA BECOMES PIN-UP GAL



Nebraska's own Donna Dae, star vocalist of Fred Waring's "Pleasure Time," has been chosen official pin-up girl by the AAF group of Mitchell Field, L. I. Donna was awarded the honor at a special show put on at the field by the men. In appreciation, Donna gave with some vocals herself.

## AMERICA'S SECRET WEAPON

### ... Our National Sense of Humor

#### QUAINT QUIPS FROM NBC SCRIPTS

Bob Burns (in Lever Bros.' Bob Burns show):

I was in the last war and I tried to get in this one. I went down to my old outfit, the Marines, and tried to get back in. But they said

they were havin' trouble enough with Hitler. Why encourage him?

V...—

Ishkabibble (in Kay Kyser's Lucky Strike "Kollege" of Musical Knowledge):

First letter is from Genevieve Cronk. Dear Ishkabibble: I am madly in love with a sailor. Is it true that sailors have a girl in every port? Dear Genevieve: All I know is that every port I'm in, one of 'em gets mine.

V...—

Joan Davis (on the Sealtest NBC "Village Store" program):

It seems every girl has a fellow except me. I don't even get a chance to say "No" to a guy. I wish I were on the draft board for about 10 minutes, just so I could reject a few.

V...—

John Conte (on Maxwell House "Coffee Time" program):

Surely there must be something in this world you can interest yourself in besides women. Well, isn't there?

Frank Morgan: Have you been drinking, Jockey?

V...—

Gildersleeve to his Secretary (on "The Great Gildersleeve" Kraft program):

Bessie, have you ever thought of going into war work? You'd make a wonderful bottleneck.

V...—

#### DEFINITION OF THE WEEK

Gesture—It ain't gesture imagination. This is really the National Broadcasting Company.

V...—

#### WOTTA BOON!

Jackie Kelk, "Homer" on "The Aldrich Family," claims that as soon as the shortage eases, he's going to work on rubber yarn for knitting, so that when women drop a stitch it will bounce back!

V...—

#### HM-M-M...!

Bernardine Flynn observes: The only person I know who makes a success running other people down is the elevator boy!

## Mrs. Ottman is Head of Omaha Group

Omaha's first Area Radio Council has been formed, with Mrs. W. F. Ottman as its first President.

Other officers of the new group include John J. Gillin, Jr., President of Radio Station WOW, Inc.; the Rev. Paul Smith, S. J., of Creighton University, and Dr. E. M. Hosman of Omaha University, all Vice Presidents. Mrs. LaVerne Smith of the PTA Council is Secretary, and Mrs. M. H. Cockrel of the Association of University Women, Treasurer.



Mrs. Ottman

The Council was officially formed November 8, with 35 civic and cultural groups represented at the meeting. It was organized to provide a meeting ground for the radio industry, lay participants in radio and the listening public. In addition, the council will endeavor to interpret the problems of the radio industry to the public and bring the wishes of the listeners to the broadcasters. It will try to develop and maintain the highest individual standards of radio appreciation. The Council will also try to further utilize radio as an educational medium for the benefits of adults and children, and foster and encourage the study of the problems of radio broadcasting as related to the listening public.

The decision to establish a radio council, under the set-up provided by the National Association of Broadcasters, was made after a recent meeting, at which Dorothy Lewis, coordinator of listeners' activities of the National Association of Broadcasters, was guest speaker.

V...—

## Stokowski Takes Over the NBC Symphony

Leopold Stokowski has completed plans for his 12-week season with the NBC Symphony Orchestra on the General Motors "Symphony of the Air," beginning Sunday, December 12 (NBC, 4 p. m., WOW). He is expected in New York December 3, after several months of musical activity on the West Coast and in Central America.

A comprehensive list of modern composers will mingle with the old masters during Stokowski's podium season. He plans some notable world premieres.

Arturo Toscanini will return for the winter symphony season's final six broadcasts beginning March 5.

V...—

## KEPLINGER WINS

Dick Keplinger, announcer at Station KOMO, Seattle, and former Omahan, is the national winner in the 1943 H. P. Davis Memorial Announcers' Award competition. The four time-zone winners are Don Lyon, WSYR, Syracuse; Orval Anderson, WFAA, Dallas; John M. Woolf, KOYL, Salt Lake City, and Herb Allen, KFI, Los Angeles.

V...—

## IN MOVIES TOO

Radio's royal family, the Barbour, are going to be brought to the screen. Contracts between the National Broadcasting Company, Author Carlton E. Morse and Charles Rogers have been signed to bring the 11-year-old "One Man's Family" to the nation's movie-goers for the first time.

V...—

Max Hill and Roy Porter, popular news analysts and radio reporters, have been added to the NBC overseas staff. Hill will be sent to Turkey to cover the Middle East territory and Porter will be assigned to follow the war in Burma, China and India.

# TELEPHONE HOUR -- ALL AMERICAN

## Guest Artists Blend Old and New Music

(Reprinted by courtesy of "Tune In" Magazine)

Schedule-makers would hardly classify "The Telephone Hour" as a "patriotic program"—among the service men's shows, historical dramas and war workers' broadcasts, but there is something inherently American about this series dedicated to the great music and great musicians of the world.



Donald Voorhees

"The Telephone Hour" has done its share of purely patriotic broadcasting. It was the first network show to put on a specially-prepared program the very day war was declared, and has devoted other periods to victory rallies and the war effort. But these have all been "extra added attractions."

Americanism is not the avowed aim of Bell Telephone System's "Great Artists Series." It's the actual spirit of the choice of programs and players—a veritable musical "melting pot," blending the Old World with the New.

Musical numbers range democratically from Bach to Irving Berlin, from "Swanee River" to "Santa Lucia," from Latin-American folk songs to the latest in modern Russian opera. And the background of the 57 members in the permanent Bell Symphonic Orchestra—as well as the guest artists—is as varied as the scores from which they play on Monday nights.

All American citizens now, they hailed originally from every part of the globe. Thirty-five were born in this country, 10 in Russia, four in Italy, two in France, one each in various other countries. They have played with the Orchestra Symphonique de Paris, the Leningrad Orchestra, the Metropolitan Opera and the best symphony organizations from Boston to San Francisco. Some have conducted their own orchestras. Others have worked under Toscanini, Stokowski, Beecham, Walter, Stravinsky, Ravel.

### Four Years Old

Their present conductor, Donald Voorhees, who organized the orchestra when the program was first launched almost four years ago—is as American as he can be. When he was awarded an honorary Doctor of Music degree by Bates College, the citation called him "a son of old American stock who has attained eminence in a field hitherto largely dominated by Europeans."

For all the old-Holland ring of his name, Voorhees is as Pennsylvania Dutch as Philadelphia scrapple, and his family history dates back to early colonial days. Although young Donald was born in Allentown, Pennsylvania's Guthsville was named after his family's people. The old homestead, built in the 1600's, is still the scene of big family reunions every year.

### And Dance Band

His rise to his present position in music is true to the best Horatio Alger traditions. He worked hard, from boyhood on, to achieve success. At 5, he was taking violin lessons. At 7, he was studying piano. At 11, he was choirmaster and organist of the family church in Allentown. At 12, he was playing the piano in the town's only legitimate theater, the Lyric. During his last years in high school, he was leader of the Lyric's orchestra, still church organist and choirmaster—and conductor of a dance band.

During these youthful years, he was also studying with Dr. J. Fred Wolle, founder and conductor of the Bethlehem Bach Choir, and was fully expected to become Doctor Wolle's assistant and possible successor. A sudden telephone call from New York changed all that. Young Voorhees tossed some clothes into a suitcase, made a dash for Broadway, and the next night was

## GUEST STARS ON THE TELEPHONE HOUR



**JAMES MELTON . . .** Telephone Hour guest star last week and irregularly for two years. He'll "guest" again February 14 and March 20.



**LILY PONS . . .** Her coloratura soprano voice was heard November 29 for the eighth time on The Telephone Hour. She is scheduled again for January 31.



**NELSON EDDY . . .** Sang for The Telephone Hour last summer for the first time, again on November 8. He's signed for a repeat on January 24.



**JASCHA HEIFETZ . . .** Played his beautiful violin for the 10th Telephone Hour program recently, will appear again January 10 and March 6.



**MARION ANDERSON . . .** Has sung for the "great artist" series six times and will return for guest appearances December 13 and January 17.



**HELEN TRAUBEL . . .** Who will sing on the December 15th edition, will return with her majestic soprano voice on December 20 and on February 21.

conducting the orchestra for the opening of a musical revue starring Eddie Cantor. Then only 17, Voorhees was probably the youngest orchestra leader who ever handled the music for a big Broadway production.

Theatrical engagements came thick and fast after that, and it took radio to bring the former Bach expert back to serious and semi-classical music. In 1927, Voorhees helped open the then-new Columbia Broadcasting System, as house conductor, along with Howard Barlow. After a year with the network, he began to free-lance in commercial radio, where he has had one of the most successful careers combining popular music with the classics.

Sponsored programs were just beginning to consider "good music," and the classical-trained, theater-wise young musician was in great demand. He became, successively, conductor of the Atwater Kent and General Motors hours.

Since 1931, he has been musical director of radio programs for E. I. Dupont de Nemours and Company, and inaugurated its "Cavalcade of America," which he still conducts, in addition to his "Telephone Hour" work.

With all this, Voorhees is now just 40. He has a 20-year-old daughter, 9-year-old-son—and at one time owned 150 dogs. His hobby is breeding Scotch terriers, acting as steward of the Westminster Kennel Club Show in Madison Square Garden and judging at eastern dog shows.

His formula for success is a simple one. "The public makes the programs," he says. "A conductor's personal likes must be subordinated to what the public wants—and the public wants music with melody." He adds: "There is no sense trying to give people music simply because it was written by a master, or for any other reason save interest in the music itself."

### Respect Him

That's why there is such a wide range in the selections offered by "The Telephone Hour's" "Great Artists Series." But, with all his democratic viewpoint on musical subject-matter, he is an exacting taskmaster when it comes to performance. Musicians respect him all the more for his devotion to the highest professional standards and appreciate the fact that, as a conductor, he subordinates, not only his personal likes to "what the public wants," but his own personality to the spirit of the composer's original score.

Great artists are glad to return to his program, time and again—as shown by the picture-schedule on this page, giving dates of guest appearances for the winter. Himself a conductor, as well as pianist, Iturbi speaks for many when he describes Voorhees as "the most thorough conductor in music today."

## The Newsroom Doesn't Forget WOW Service Men

The problem of finding time to write the boys who have left the WOW newsroom for the armed services has been solved by WOW's news director.

With a list of Army, Navy and Coast Guard members to write to that is reaching major proportions, something had to be done to conserve writing time. Here is the list: Ensign H. W. Baker, Navy; Second Class Petty Officer Horace Mamer, Coast Guard; Corporal Edward A. Hatch, Army; Private First Class Herb Conley, Army; Private Henry Bristowe, Army; Private William Monaghan, Army;

Lieut. James Farlee, Army, and Staff Sergeant James McGaffin, Army.

The boys are scattered from North Africa to Australia, including armored force camps, signal corps schools, OCS schools and Navy installations.

The solution to the letter-writing problem is a simple one. Soren Munkhof, the WOW news director, simply writes a six-page single-spaced letter each WEEK and sends a copy to each man on the list. The letter is a NEWS letter, containing excerpts from letters from the service men themselves, news and gos-

sip about the rest of the staff at the station, including marriages and births and I-A classifications, and reports on the activities of mutual friends in Omaha.

We quote one excerpt taken from a letter from Private Henry Bristowe, which was included in a recent news letter, all of which try to play up humorous incidents.

Said Private Bristowe: "Austrian beer, incidently, is a bit like half and half (porter and ale), with a torpedo in it. However, the Aussies have such strict curfews on liquor that it takes a Philadelphia lawyer to get a drink."

## C-H-A-T-S

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

KNOCK! KNOCK!  
MAY I COME IN?

Hello, everybody with a nose in the good old News Tower! How are you, and do you know what a white elephant is? Well, a white elephant is something you have around the house that you want to get rid of, perhaps a vase or picture that your mother-in-law gave you or something that dear husband bought you the time he wanted to square himself.



Aunt Sally

The SUNSHINE SERVICE just put over another success, and this time it was a rummage and white elephant sale on the rainiest day Omaha has experienced in a long time. In spite of the dripping sky, barrels and boxes of shoes, hats and what-have-you were sent on their way and left behind them shiny dimes and nice green dollars. We talked about the sale a few times over the air, and as a result streams of packages came in every day after our good neighbors had gone through the attic and closet to help us gain some plunder to sell. Thanks a million to these friends for standing by in such a splendid way.

To the members of the SUNSHINE "Ship of Joy," a great big, beautiful orchid and all the credit. If you want anything done, you may depend upon the "Ship of Joy" to do it.

These fine women are workers, and HOW they work and WHEN they work everything goes over in whiz-bang style. The members secured the store building, spent time and gas to pick up the packages when the donors could not deliver them to us. They worked two days in an unheated room, the first day to tidy the place—get it in order for the sale, unwrapping hundreds of packages and placing goods on display. The sale lasted two days, and I know these energetic women were plenty tired when it was all over. But there was more joy than weariness when they found they had realized \$156.35, all clear. More power to the "Ship of Joy's" grand crew! Wherever they sail they leave a path of sunshine behind them for the shut-ins. They bring joy to many sad hearts and lonely homes.

And now a word to my children who may have a nose in the News Tower. Each member should have received a card asking for complete information, that our files may be put in order. Your correct age, date of birth, with what church affiliated, affliction and sizes of clothing, with height and weight, as well as favorite color and hobby. Questions asked: Do you have a copy of "Impressions"? Do you take the News Tower? Do you get the breakfast-time chat every morning at 6:15? and Do you understand about your report?

This year each shut-in will be adopted by a listener, and the idea is to see that you get what you really want and need—so far as is possible, so you are to send in a Santa Claus letter, telling four things you would like to find on your tree on Christmas morning. Please do this immediately, so that our Christmas shopping may be done soon. We are supposed to send packages off early. And now, listen to me, my dears! DON'T YOU OPEN ANY OF THOSE PACKAGES UNTIL Christmas morning! Now, if you did not receive the card I spoke of, send the information right away.

Well, 'bye for now!

AUNT SALLY.



# THE VOICE OF FIRESTONE CELEBRATES

## Christmas Recipes Big News Now

By MARTHA BOHLSEN  
Nebraska Power Company Home  
Economist and  
Director Homemakers' Club of the  
Air—Saturdays, 9:15 A. M.

In making your plans for the Christmas season this year, you're probably a little bit concerned about the candies. The sugar supply in the family is not too plentiful even though we've learned to make a little sugar go a long way, and we've built up a little reserve to permit some extra sweets for the season. We also know that we do not see the liberal supply of candies in the stores as we've seen them for years. So, if we can salvage a pound or two of sugar from the family supply, we may be interested in making some candies at home. One of the favorite candies in every family is caramels, and we have a recipe that you'll want to try. Candy-making at home is one of the happiest experiences of childhood, don't you agree? Therefore, I have a theory that every girl ought to be given the kitchen occasionally, with the understanding that she is to have the privilege of concocting, and making herself, her own favorite kind of home-made candy. And I don't know of a better time to encourage this kitchen venture than right now. Don't be worried about the young girls attempting anything as difficult as caramels. I know there was a time when caramels were considered a confectioner's delicacy. But today, with controlled temperatures, we have definite advantages of old cooking methods. A combination of both brown and white sugar is used, because this produces caramels which have an especially appetizing golden-tan color. Here's the recipe for the caramels, and also another delicious candy called "Persian Dainties" that you'll want to try.

Martha Bohlsen

**BROWN SUGAR CARAMELS**  
Two cups brown sugar.  
One cup granulated sugar.  
One-half cup light corn syrup.  
One cup evaporated milk.  
One-half cup butter.  
Two cups milk.  
Four teaspoons vanilla.  
One cup nutmeats.  
Mix together in a saucepan, the sugar, corn syrup, evaporated milk, butter and about one-third of the milk. Place on range and cook, stirring constantly, until the mixture reaches 248 degrees. Add another third of the milk and cook again to 248 degrees. Finally, add the remaining portion of the milk and bring again to 148 degrees. Then remove from heat, add vanilla and nut meats, and turn at once into a slightly-greased square pan. Chill and turn the block of candy out of the pan in order to cut it evenly. Cut into square with a large sharp knife. Wrap each caramel in waxed paper.

**PERSIAN DAINTIES**  
Two tablespoons gelatin.  
One-half cup cold water.  
Two cups sugar.  
Three-fourths cup boiling water.  
One-half cup chopped nutmeats.  
One-half cup raisins.  
One-half cup dates, cut in small pieces.  
Two tablespoons lemon juice.  
One-fourth teaspoon salt.  
Soak gelatin in cold water for five minutes. Heat sugar, salt and boiling water to boiling point and add the softened gelatin. Boil slowly for 15 minutes. Cool slightly and add nutmeats, raisins, dates and lemon juice. Pour mixture into pan about 8x4 inches that has been rinsed in cold water. Allow to cool for at least 12 hours (not in a refrigerator). Then cut in squares and turn in confectioner's sugar. Makes 100 pieces.

## RED CROSS TEAM IS QUIZ WINNER



No one would seriously doubt that Omaha's Junior Red Cross folks are smarter than those in Des Moines, except all the people in the state of Iowa. WOW listeners confirmed their judgment on Noxzema's "Nebraska-Iowa Quiz" November 21.

Pictured above is the Omaha Junior Red Cross team which defeated the Des Moines team. Left to right, they are Rex Maire, Lois Anne Snyder, Beverly Ullman, Austin Phelps, Jr. Also shown are John Leslie and Emcee Thomson Holtz (with headphones).

## Music Program Passes 15th Year

"The Voice of Firestone," offering the music America loves to hear, celebrated its 15th anniversary, Monday, November 29 (NBC, 7:30 p. m., WOW). The program has been a starring vehicle for such greats of the musical world as Lily Pons, John Charles Thomas, Lauritz Melchior, Gladys Swarthout, Nelson Eddy, Rose Bampton and Margaret Speaks. **Richard Crooks**



The program has had only four regular conductors, although there have been several guest conductors for a few weeks. The first conductor was Hugo Mariani, who started the series. Following him, William Daly took the baton, and his death in 1936 brought Alfred Wallenstein to the podium. Wallenstein left the program after seven years to take the post of musical director of the Los Angeles Symphony Orchestra. Howard Barlow is now conductor, with Metropolitan Opera Tenor Richard Crooks as soloist. The Firestone program has been a highlight of WOW's weekly schedule since its beginning.

## STAR JOINS 'MET'

Josephine Antoine, "Carnation Contented" soprano star, will again be starred with the Metropolitan Opera this season. Her first appearance was December 1 in the role of "Queen of the Night," in Mozart's opera, "The Magic Flute."

## WALTZ FEATURED

A "waltz a week" is the new feature of the "Voice of Firestone (NBC, Mondays, 7:30 p. m., WOW). Conductor Howard Barlow has instituted this new feature in response to many many requests from listeners.

## DR. I. Q. TO INDIANA

Jimmy McClain, NBC's quick-witted mental banker, will broadcast his Dr. I. Q. program from the stage of Loew's Theater, Indianapolis, Ind., for a six-weeks period, beginning Monday, December 6 (NBC, 8:30 p. m., WOW). He currently is at Shea's Theater in Buffalo, N. Y.

## STAR GIVEN CLOCK

Cities Service Soprano Lucille Manners recently received an unusual gift from one of her radio fans—a musical alarm clock. When it "rings," it plays "Siboney," one of the NBC soprano's favorites.

## SHARPIE SKELTON

Red Skelton has been waiting two years for Harriet Hilliard to "blow up" her lines. The NBC mother of Junior finally did on a recent Raleigh broadcast (NBC, Tuesdays, 9:30 p. m., WOW). "I knew those false teeth would slip some day," was Skelton's instant ad lib.

## HERE'S A GIFT IDEA FOR YOU

A News Tower subscriber in Lincoln considers this publication "The biggest bargain I know of." Perhaps YOU have a friend or two who would enjoy this magazine every month. The cost is only 50 cents a year. For a Christmas gift—or any type of gift—send a subscription. Simply write the name (or names) of the folks you want this paper sent to, enclose 50 cents for each name, mail to WOW News Tower, Omaha, and the subscription will be sent at once.

## Mitchell Passes 20th Radio Year

If there's a name that the farmer recognizes from his radio listening, it's Everett Mitchell. Last week, without a ripple in his schedule at the NBC studios, Mitchell, ace farm commentator, passed another milestone. It was the windup of his 20th year in broadcasting.

Joining NBC in 1930, Everett became m.c. of the "National Farm and Home Hour," which established him as a leading farm commentator. He was appointed director of agriculture for the NBC Central Division in July, 1943. Mitchell currently is heard on "Voice of the Dairy Farmer (NBC, Sundays, 12:45 p. m., WOW).

## Aids War Effort

The Theo. Hamm Brewing Company has set a new policy of substituting important war-effort messages for most of its "commercials" on its three-weekly WOW programs. All three features have recently been renewed on WOW.

The Hamm's programs are "Preferred Melodies," 6:30 p. m., Mondays and Fridays, and "Eye-Witness News," 6:30 p. m., Saturdays.

## Ironized Yeast and the Nebraska Power Company are new co-sponsors of WOW's 10 p. m. news.

Ten per cent in War Bonds is the minimum you should be investing by New Year's.

## Latin-American Gives to Yanks

Our Latin-American good-neighbor policy works both ways, as Bill Stern, NBC director of sports, learned recently. He received a letter and a check for \$50 from O. H. Mitchell of Santiago, Chile. Mitchell, who wrote that he listens to Stern's Colgate sports broadcasts, sent the check to buy copies of "Yank" magazine, Army publication, to be sent to soldiers not now subscribers. The sports editor of "Yank" was a recent guest on Stern's show.

## NEW RADIO MARVEL AIDS RESCUES AT SEA

A little device, weighing less than 20 pounds, is one of the newest marvels of radio designed to help in the rescue of airmen of the R. C. A. F. forced down at sea or in isolated land areas.

This sea rescue radio transmitter, dubbed "coffee grinder" because of its similarity in appearance, is one more step towards perfecting the system of bringing swift aid to airmen drifting at sea, and already it has been the means of effecting speedy rescue due to its insistent SOS.

Compact in design, the set is an ingenious, waterproof and completely foolproof radio transmitter, capable of sending an SOS that can be heard 150 miles away. It can be adjusted to send an automatic signal, or a message may be tapped out on its built-in telegraph key. No knowledge of radio is required to operate the instrument, as it sends out an automatic distress signal merely by turning, or "grinding," the handle. If the operator knows code, he can send out a full message on a telegraph key. An automatic signal lamp is provided, too, in case the opportunity to make visual signal arises. This, like the other, is designed for either automatic or key operation, similar to the Aldis lamp.

The unit is complete in every detail, from the parachute to float it down to sea, to a built-in aerial, which is one of the factors contributing to the set's power and range. In still weather two balloons filled with hydrogen elevate the aerial, and if a wind is blowing two box kites do the lifting. The



Two fliers, adrift in an RCAF rescue dinghy, operate a "coffee grinder" radio transmitter which can send out an SOS signal for 150 miles. The antenna for the "coffee grinder" is pulled aloft by a balloon. (RCAF photo)

hydrogen, incidentally, is supplied from tiny generators which are lowered into the sea. With its 300-foot antenna extended skyward, the set is ready for operation, and will continue to transmit its signal as long as the crank is turned. The system of lights indicate the right speed at which to "grind" and to tune the set into the correct frequency. The entire outfit can be dropped

by parachute to rescue aircraft, and many larger aircraft and planes on sea-rescue patrol carry them as part of their emergency equipment. When a dinghy is sighted without a sea-rescue set aboard, one is dropped by parachute, enabling the man in the dinghy to signal his position. Where crews are equipped with the device, they are able to establish immediate contact and reduce to a minimum the time spent at sea.



# WOW FOLKS AID FIRE VICTIMS

## \$2,000 Raised to Aid Family in Need

By SOREN MUNKHOF

Just four days before Thanksgiving, late on Monday evening, November 22, fire raged through a little house in the lowlands of East Omaha.

An heroic little 10-year-old girl, Donnajean Dorrance, saved her 9-year-old brother, Ronald, and a 7-month-old baby girl named Sharon. By the time she got the two out of the house, the fire was so strong that neighbors restrained her from rushing back into the house to save her other four brothers and sisters. They died in the flames.

### Set Up Fund

The WOW News Department asked its listeners to contribute to a fund to help bury the four dead children and to give a better chance in life to the three surviving children. The result was magnificent. WOW's listeners more than lived up to the spirit of the Thanksgiving week in which the tragedy occurred. At the time this News Tower went to press, we had received \$1,822.44 in cash, and there were still outstanding a couple of hundred dollars of pledges.

The money was turned over to a board of trustees named by WOW's News Department. On the board are District Judge Frank Dineen, Douglas County Judge Robert Troyer and Douglas County Attorney Kelso Morgan. They drew up a trust agreement under which they agreed to look after the children and to see that they are cared for, clothed, fed and educated until such time as the money shall run out or until the children are all at least 21 years of age.

### Baby Sharon Helped

Immediate medical care was ordered by the trustees for baby Sharon, who was on the verge of pneumonia from exposure the night of the fire. The doctor sent by the trustees to take care of the baby had pronounced the crisis passed before this magazine went to press.

There were several very large contributions, but the trustees say that they feel even more deeply the smaller contributions of the many people in this territory who stopped their work and put aside their own troubles to send a dollar or \$2, \$5 or \$10, to the Dorrance fund.

Among the major contributions was a \$500 check from George Brandeis of J. L. Brandeis Store, and another \$500 check from Mr. and Mrs. Paul Gallagher of Paxton-Gallagher Wholesale Grocery Company. There was a \$100 contribution from the Omaha Police Shield Club, one from Station WOW and one anonymous.

We are sorry that we cannot list the amounts of all the other contributions, but we are listing the names of those who gave.

Here are the contributors from Omaha:

Employees of County Clerk's Office, Douglas County Court House; Mrs. M. L. Kohlsdorf, Billy Fitzgerald, Jr., I. B. Zimmerman, Diane Joyce Fellman, Nancy and Georgie Green, Mr. and Mrs. Joe Goldware, Mrs. John Voolmer, Frank Campbell, Second Ward Improvement Club, J. E. Thiehoff, Dr. E. F. Giles, E. A. Monroe, Ike Levison, Mrs. Tom Simott, Harley Bromwell, Mr. and Mrs. Oscar Copeland, Mrs. Harold James, Mrs. J. J. Friedman, Mr. Burt Brown, Mrs. Bennett Davis, Mrs. Alvin L. Shaw, Dave Lewis, Mrs. Russell Meacham, Lyle DeMoss, Mrs. Hjal, Mrs. Elizabeth Mallus, Martha Hajek, Mrs. Hartman, Joseph J. Chadnick, Robert and Richard Brannum.

Elaine Gayle, Mrs. Willis C. Smith, Mrs. Gerald Lee Ziegman, Roy Harrop, Mrs. E. L. Zander, S. F. Bates, L. H. Leeder, Mrs. Ella C. Burke, Mrs. Amanda Atkinson, Bert Brown, Plumer Weston, Willis C. Smith, Golden Glow Charity Club, B. Daris Family, Mrs. Mattie Holmes, Mrs. C. L. Reed, Mrs. Farer, Mrs. Alvina Blackett, Robert Berne, Mrs. William T. Corbourn, C. L. Duffield, W. Weiner, Joseph J. Chadwick, Mrs. R. A. Long, John, Dickey and Marilyn Pahl; Mrs. G. E. Johnson, Mrs. Ethel Lloyd, Mrs. Martin S. Hartman, Mr. and Mrs. R. Dean, J. F. Wolff, Mrs. D. S. Tipple, Mrs. Jennie Hutton, Mrs. Anna Lewis, Mrs. R. H. Spiegall and Bonnie Jean, U. S. Grant Women's Relief Corps, J. B. Potts, Mr. and Mrs. Joseph Goldware, George Thomas, Martin Eheni-ich, W. C. Gatz, D. L. Felton, Keith Wilson, P.F.C. John Gilmore, Mrs. Fred Schultz, Mrs. A. S. Henry, Mr. and Mrs. Dale Goodman.

Mrs. A. Nelson, Ed Alderman, Union Pacific Bridge and Building Department, Customers of Canton's Grill, Mrs. Be-

## "Consequence" is Buried

If an archaeologist should be poking around the Douglas County court house yard 5,000 years from now, he may happen on an interesting Ralph Edwards "Truth or Consequence" gag.

For, on December 2, at 2 p. m., the Tribe of Yessir of the Omaha Chamber of Commerce and Radio Station WOW buried that now-famous "time capsule," which was prepared on the NBC show several weeks ago. It's a long story.

In New York, Edwards called to the microphone a man named Paul Ballot, who failed to answer an impossible question and was required to "take the consequences."

First Ballot posed for a photo with his tongue hanging out. Next he scribbled his name on a piece of paper. Then he gave up his chewing gum and a lock of hair.

To these odd items was added a diaper—and all these things were described as "evidence of how a mere man of 1943 looked, dressed and behaved." The "evidence" was then stuffed into a metal cocktail shaker, which was labeled "Time Capsule."

The capsule was sent to WOW for burial "in the approximate center of the United States."

WOW then turned the burial ceremony over to the Tribe of Yessir, which had been seeking an "unusual postwar project."

The burial was conducted as "A good-will gesture to the Omaha boosters who are active 5,000 years hence."

Big Chief L. C. McVea and Little Chief E. F. Agee, in tribal dress, conducted the ceremony. They were assisted by Princesses Ramona McAleavy and (Mrs.) Mildred Slocum.

Lyle DeMoss was on hand to describe the affair for the WOW audience.

Now, over the spot where the capsule is buried is an appropriate marker, the wording of which is reproduced herewith.

A copy of the transcription was sent to Edwards, who had promised to mention the Omaha ceremony on his network show.

V...—

## SANTA SKELTON

Red Skelton isn't taking any chances on Santa Claus failing to pay a visit this Christmas to hospitalized soldiers, sailors and marines. The price of admission to the comedian's broadcast previews and Raleigh broadcasts this month is one Christmas gift, earmarked for a service man. Red personally will distribute the gifts at Yuletide.

trada, Mrs. James P. Johnson, W. M. Hunter, Mr. and Mrs. E. L. Zauder, Mrs. John W. Tague, James J. O'Brien, C. Midlemis, W. M. Hunter, L. R. Grace, E. C. Alderman, Mrs. C. E. Hendershot, Alvin L. Shaw, Dave's Sporting Goods, Omaha Association of Fire Fighters, Local No. 385; A. Nelson, Mrs. Joe Kaplan, Mrs. J. Gardner, Tonie's Market, J. E. Vollmer, Mrs. Paul Engler, L. S. Spiedil, Mrs. Anna DeVos, Gail Elaine, Louie's Market, Bob Rudd, Belvedere Ladies Aid, Mrs. Shirley, Mrs. W. W. Kraft, "M. P.," "J. A.," H. J. Beaver, T. E. Patterson, Etta Collier and 10 anonymous contributions.

From outstate Nebraska we have these contributions:

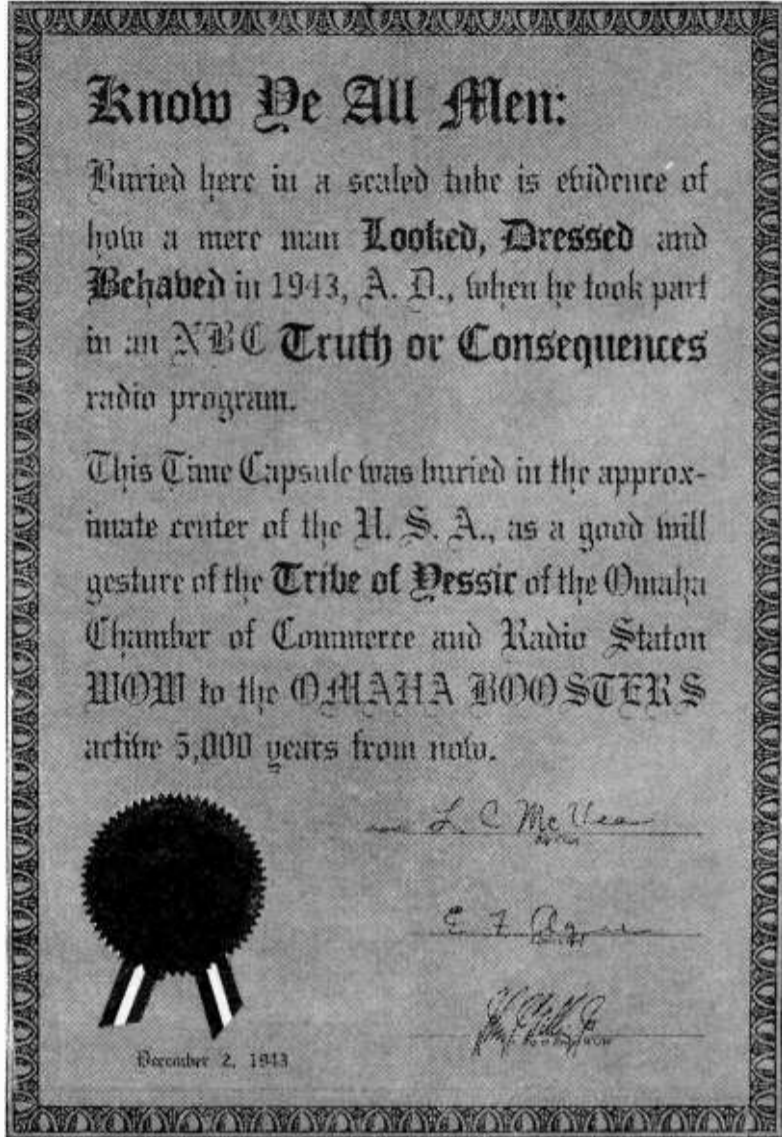
M. L. Graves, Wymore; Miss Suda Wood, Tekamah; Mrs. Albert Rinne, Steinauer; Ottman V. Poessnecker, Atkinson; Anonymous, Beacer City; Dr. and Mrs. Z. E. Matheny, Bellwood; Edna A. Jones and granddaughter, Grenda, Plattsmouth; Anonymous, Ames; Mr. and Mrs. Harry Wilkins, North Platte; Mr. and Mrs. W. J. Geib, Valparaiso; Joe Konopik, Westpoint; A Friend, Pickrell; F. M. Packwood, Bennett; Mrs. John Thimm and Mrs. John J. Wiebe, Beatrice; Mrs. Dan Doyle, Hastings; John J. Krupski, Grand Island; Anonymous, Lyons; Vivian Stuart, Columbus; R. D. Herrington, Waterloo, and Frank Dudeck, North Bend.

From Iowa we have other contributions:

F. E. Peterson, Mrs. Minnie Scheef, Mrs. Nels Paulsen and anonymous from Council Bluffs; Russell Henry, Creston; Miss Jettie Davis, Winterset; Paul G. Papato, Lucas; Mr. and Mrs. Earl Out-house, Moorhead; Tell B. Whelle, Tom and Chuck Larson, and Mrs. Clyde Arnold from Sioux City; J. M. McGreer, Red Oak; Mrs. J. W. Miller, Shenandoah, and Mrs. Henry Annan, Clarinda.

Also heard from were Mrs. Mattie Peters, Elkpoint, S. D.; Mrs. Carl Nelson, Turton, S. D.; Warren C. Little, Huron, S. D.; Mr. and Mrs. Lawrence Cordill, Woodston, Kans., and Dr. A. M. Anderson, Luverne, Minn.

## TIME CAPSULE PLAQUE



This plaque is posted over the spot where Ralph Edwards' "Consequence" Time Capsule was buried the other day on the Douglas County court house lawn.

## "Your America" Puts Omaha in the National Spotlight

(Continued from page 1)

the states served by the Union Pacific, Mr. Jeffers said.

The programs will be presented before an audience in the in the sixth-floor auditorium of the Masonic Temple. Attendance will be limited to 500 and admission will be by ticket.

Maestro Koestner, it was announced, has been in Omaha for a month auditioning and rehearsing

instrumental and vocal talent so that the music for several shows will be ready before the first broadcast in January. Since 1929, Mr. Koestner has conducted nearly 3,000 coast-to-coast radio performances. Among them were the "Armour Hour" for nearly three years, an oil burner program for nearly three years, the "Hoover Sentinels," featuring Madame Schumann-Heink, for nearly three years, and a reducing food program, featuring Marion Talley, for nearly three years.

### NBC Conductor

Mr. Koestner was born in Bavaria, began study under his father at the age of 4; for 12 years studied at the famous Conservatory of Leipzig under some of its greatest masters; conducted the Waldenburg Civic Orchestra, the Leipsig Popular Symphony and other musical organizations. For a year and a half he coached the musicians at Leipsig Opera House, teaching 72 entire operatic scores in that time.



David Lewis

He became a staff conductor for NBC in 1929.

On her 75th anniversary program, the famous diva, Schumann-Heink, presented Mr. Koestner with an age-yellowed scroll. It was a 176-year-old musical score written by Zingarelli for his opera, "Romeo and Juliet."

### Son in Navy

The roll of artists who have brought their talents to radio under Mr. Koestner's baton reads like a "Who's Who" of music. Schumann-Heink, Marion Talley, Moissaye Boguslawski, Mary McCormic, Mario Chamlee, Cyrena Van Gordon, Rosa Ponselle and James Melton have been a few.

Maestro Koestner is married and has an 18-year-old son who is now being inducted into the Navy. Mrs. Koestner is in Chicago at present.

Writing the script is David P. Lewis of Chicago, who has made an outstanding record in the radio field. Mr. Lewis, too, has become an Omahan, and Mrs. Lewis is expected to join him next year.

The 45-station network will carry the broadcast from Maine to California.

V...—

## NEW FEATURE

"Hook 'n' Ladder Follies," a weekly half hour of firehouse frolic, bowed in over the full NBC network Saturday, November 13, at 10 a. m., WOW. Sponsored by Goodyear Tire and Rubber Company, the program uses Ralph Dumke as master of ceremonies.

Dumke, who has his own radio programs in the New York area, is one of the stars of the stage revival of "The Merry Widow," and formerly was half of the "Sisters of the Skillet" team.

## Carnation and Bandwagon Renew

The "Carnation Contented" program and the "Fitch Bandwagon," two of WOW's top NBC musical programs, have been renewed for another year, it was announced by Paul McCluer, Sales Manager for the NBC Central Division.

One of the oldest commercial programs originating in Chicago, the "Carnation Contented" program is sponsored by the Carnation Company (Carnation Evaporated Milk), through Erwin, Wasey and Company, and will celebrate its 12th anniversary on January 3, 1944, the date the 52-week contract renewal becomes effective. The show is aired Mondays from 9 to 9:30 p. m., Omaha time, over 65 NBC stations.

Current stars of the program are Percy Faith, conductor of the Carnation Orchestra; Josephine Antoine, coloratura of the Metropolitan Opera, and Rainhold Schmidt, basso of the Chicago Opera Company.

The "Fitch Bandwagon" is sponsored by the F. W. Fitch Company (Shampoo Dandruff Remover and No-Brush Shaving Cream), through L. W. Ramsey Company (Davenport, Iowa), on Sundays, from 6:30 to 7 p. m., Omaha time, over the full NBC network.

The "Bandwagon" features guest appearances of the nation's top orchestral talent and noted stars of radio, stage and screen, with Tom Reddy as m.c. The 52-week contract renewal is effective January 2, 1944.

V...—

## WOW Shows Win 8 Spots in First 10

(Reprinted from November 8th BROADCASTING MAGAZINE)

Larger audiences are building up for the 1943-44 radio season, CAB predicts on the basis of its first report of the fall and winter period. The report includes the initial ratings for six old-time radio productions—

"Fibber McGee and Molly," Eddie Cantor, Kate Smith, Bob Burns, "Amos 'n' Andy" and "Big Town."

("CAB" means Crossley Analysis of Broadcasting, a nationally-known, reputable agency, which scientifically evaluates popularity of all radio programs.)—The Editor.

The 10 CAB leaders for October were "Fibber McGee and Molly," Bob Hope, "Lux Radio Theater," "Charlie McCarthy"-Chase & Sanborn, "Kraft Music Hall," Red Skelton, "Sealtest Village Store," "Maxwell House Coffee Time," "Aldrich Family," Kay Kyser and "Hit Parade."

(Note.—Eight of the 10 top-notchers are NBC features carried exclusively in this area by WOW.)

V...—

## "Lighted Windows" New WOW Feature

From behind America's lighted windows . . .

Charles Robinson, author of the new institutional program of the Aluminum Company of America, will begin telling the intimate story of an American family in wartime from behind "Lighted Windows" when the show premieres over NBC, Saturday, December 4, at 10:30 a. m.

Married, the father of three children (same family situation as in the script), Robinson hopes to present through "Lighted Windows" family answers to many wartime problems. Assisting him is Fulton Oursler, who will act as consulting editor.



Marian and Jim Jordan

# "FORUM" EXPLAINS WORLD NEWS

## THE SPORTS EYE

By TOM DAILEY  
WOW Sports Editor

Hy'ya, Good Americans!

The month of December will find hundreds of football players, coaches and fans living in anticipation of spending the Christmas and New Year's holidays at the scene of some great bowl game — Miami, New Orleans, Dallas, Pasadena. Talk of football and some of the game's greatest stories will be told at the Christmas dinner table, and as old friends get together to celebrate the new year. And whenever we think of football stories, we, like many other people of sports, recall the great and immortal Knute Rockne of Notre Dame, who was a past-master at the art. There was humor, logic, pathos in his stories — and we'd like to tell you a couple of them.



Tom Dailey

### Backfire

Rock held quizzes each week with his entire squad, and one day he glowered over a third-string quarterback and snapped: "It's fourth down. We're on the six-yard line and goal to go. The defense comes into seven-man line with three men in the second wave and the safety man right on the goal line. What would you do?"

"I'd move up on the bench and watch the touchdown," said the youngster.

Notre Dame was having a tough time with the Nebraska Cornhuskers one day, and at the half Rock demanded of a halfback why he didn't block the Nebraska end who was causing so much trouble.

"Well, Rock, that end's tough. I go after him, but he's tough."

"Tough?" sneered Rockne. "Tough? Well, why don't you show him your scrapbook? He probably doesn't know who you are."

(P. S.—The end had a rough day of it after that.)

### His Greatest

Perhaps the great coach's greatest player was George Gipp. It is known that when Gipp passed away, Rock was at his bedside and talked with him, but no one ever exactly knew what Gipp had said to his coach, and Rockne kept the words to himself until one day when the Irish were playing the Army at Yankee Stadium.

Army was leading at halftime, 6 to 0, and the players were in the dressing room. In walked Rock, and went over the first half of play with his boys, pointing out mistakes and giving credit here and there. Then he stopped talking and stood silent for a long while. Then, very softly he spoke: "For years since George Gipp died, men have asked me what he said. I never told them before. 'Rock,' that boy said to me, 'it isn't hard to die, and I'm not afraid to go. But I want to tell you something. Some day, when it's tough, Rock, some day when you need a game, ask the boys to win one game for George Gipp.'"

Again Rockne paused. Then his voice rose like a tumult as he roared: "Young men of Notre Dame, THIS is that game!"

The young men of Notre Dame answered the whispered prayer of George Gipp and won the game.

Rockne, a bright star of the football heavens, still lends inspiration to a game at which he was a master.

V...—

The OWI now estimates that time and talent donated by the broadcasting industry to war information campaigns exceeds 103 millions a year.

## Falstaff Again Signs For 2 Shows

Falstaff's "Midnight Revue," heard on WOW at 11 p. m., Mondays, Wednesdays and Fridays, and at 11:20 p. m., Tuesdays and Thursdays, and Tom Dailey's week-day "Falstaff Sports Review" (5:55 p. m.), will continue to be heard through the winter or longer. Renewal contracts were received recently for the two features.

The "Midnight Revue," conducted by John Leslie, features listenable music and interviews designed to aid the war effort. Its new contract assures listeners of hearing this feature at least through February 26th.

The new contract covering Dailey's week-day sports revue will continue the program at least through March 31, 1944.

V...—

## Hillbilly Music is Here to Stay

The rustic folk of the Tennessee mountains demonstrated that hillbilly music is here to stay when NBC's "Grand Ole Opry" program celebrated its 18th anniversary on the air (Saturday, November 27).

Fathered by George Dewey Hay, the Solemn Old Judge, and a single old-time fiddler on November 28, 1925, over Station WSM, Nashville, Tenn., the Opry through the years has burst beyond its provincial dreams to the point where it is now aired on the NBC network each week.

Recognized as America's most authentic folk music show, the program is sponsored by Prince Albert (NBC, Saturdays, 9:30 p. m., WOW), with Whitey (Duke of Paducah) Ford as m.c.

V...—

## PROGRAM CHANGES

Orchard & Wilhelm's program, "Home Beautiful," presented by Mrs. Guy U. Purdy, has been moved to 11:35 a. m., Saturdays, and "What's What Today?" sponsored by the Metropolitan Utilities District, has been moved to 8 a. m., Saturdays. The "Farm Newscast," sponsored by Flex-O-Glass, has been changed to Mondays, Wednesdays and Saturdays at 6:55 a. m.

## WOW NEWS SCHEDULE

The regularly scheduled newscasts on WOW are as follows:

- 6:00 A. M.—Farm News.....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.
- 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..... Daily except Sun.
- 8:45 A. M.—Cerophyl Laboratory News..... Mon., Wed., Fri.
- Omaha's Front Page—Nebraska Power..... Tue., Thu., Sat.
- 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.—News, Views and Interviews, Foster May — Haskins Soap..... Sun.
- 2:15 P. M.—Upton Close—Sheaffer Pen, NBC..... Sun.
- 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—Beaumont 4-Way..... 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

## JEFFERS' YULE GIFT



Smiling "Big Bill" Jeffers, President of the mighty Union Pacific Railroad, is pictured here arranging for his Christmas gift to radio listeners in the North Platte area.

Mr. Jeffers had just signed a contract with John J. Gillin, Jr., President, WOW, to present Dicken's "Christmas Carol" on KGNF at Christmas time. It was the first contract signed for a KGNF program since WOW took over the North Platte station.

## Council Bluffs Students Use the 12:30 News as Classroom Exercise

WOW's noonday news period, which has been carried at 12:30 for the past eight years, is serving a double purpose. Not only does it bring the last-minute news to thousands of listeners all over this area, but it also serves as a class exercise for Journalism students at Abraham Lincoln High School in Council Bluffs.

Mr. H. Arthur Lee, instructor in Journalism at Abraham Lincoln High School, has a class in beginning Journalism from 12 to 12:45 each noon. If the pupils have finished their regular class work by

12:30, he turns on the radio in the classroom to the WOW newscast.

Mr. Lee has found the results extremely satisfactory from several viewpoints. For one thing, he has found that his pupils strive diligently to get their other work done in time to hear the newscast. He has also found that it gives them not only a greater insight into world news of today, but also gives them some indication of what radio news departments are doing in presenting that news and the mechanics of presenting it.

V...—

## Rev. F. J. Spellman

### Joins Goodyear Show

Distinguished guest of Goodyear's "Salute to Youth," Tuesday, December 7 (10:30 p. m., WOW), will be Rev. Francis J. Spellman, archbishop of the Roman Catholic archdiocese of New York, recently returned from a six-months visit to 34 countries.

The archbishop's participation on the program, which weekly presents Quentin Reynolds, war correspondent and author, the music of Raymond Paige's 40-piece Young Americans Orchestra, and songs by Nadine Conner, Metropolitan Opera star, will be the reading of his own "An American Creed," a tribute to the thousands of American boys whom the archbishop met and led in worship on the tour in his capacity as Catholic Military Vicar of the U. S. Armed Forces.

V...—

## JOINS CAST

Jose Ferrer, who won the plaudits of New York's drama critics for his performance as Iago in the season's new hit, "Othello," has joined the cast of NBC's "A Woman of America." He replaces Luis Van Rooten in the part of Emilio Prieto. Another newcomer is Louise Larabee, who plays Fanny Carlisle, a dance hall girl. Miss Larabee appeared last summer in Broadway's "Junior Miss."

V...—

## PFISTER FARM

"A Farm You'd Like to Know" is the intriguing title of a new feature sponsored by Pfister Associated Growers.

## Visitors Tell of Foreign Nations

WOW listeners who followed the "Noonday Forum" during the past month heard first-hand information and news about England, India, Norway and many South American countries. Many of the November "Noonday Forum" programs included valuable knowledge about our country's allies, thus contributing greatly toward improving relations between the people of the midwest and the nations which are joined with us in war against a common enemy.



Ray Clark

Among those who appeared on the McKesson-Robbins program (12:45 p. m., week days, on WOW), were:

Graham Hutton, Director of the British Press Service in the United States and former London Economist editor.

Mrs. Maxa Nordau, Zionist Movement leader, philosopher and writer, recently returned from Occupied France, and visits in Spain and Portugal.

Mrs. Mary Cannon, Inter-American representative of the Women's Bureau, Department of Labor, Washington, D. C., recently returned from a South American tour, which included visits to Uruguay, Chile, Brazil, Paraguay and Ecuador.

Dr. J. Dodd, Secretary of the Board of Foreign Missions of the Presbyterian Church, who was for 19 years a missionary in India.

Carl J. Hambro, President of the Norwegian Senate and of the League of Nations, in this country on a speaking tour.

An interesting insight on the character and personality of the Japanese was given by the Rev. Will Eckel, who was a missionary for the Church of The Nazarene for 25 years in Japan.

Another interesting "Noonday Forum" program presented an interview with Robert Pinckney, 16-year-old Harvard, Neb., boy who bought the Harvard jail at a sale, sold it to Charlie McCarthy and recently reacquired it.

First birthday of the SPARS, the 168th anniversary of the founding of the Marines and a special WAC Armistice Day program were other features of the month.

An interesting special event originated at a luncheon in Lincoln for eight firms who have received "E" Awards during the past year. All firms are members of the Associated Industries of Nebraska.

V...—

## GRAUER ON SCREEN

Ben Grauer announces over NBC for the NBC Symphony Orchestra, "Information Please," "Mr. and Mrs. North," "Salute to Youth," and Babe Ruth; emcees "For This We Fight" and announces Walter Winchell on the Blue. Now he has signed as commentator for a news one-reeler to be called "Viewsreel."

## NEW WAR MAPS

A few copies of Radio WOW's Global War Map (Second Edition) are still available, free, with new or renewal subscriptions to the WOW News Tower. The map folder includes new maps, corrected to September 1, 1943, of all theaters of war. The war map may be purchased for 15 cents by anyone who is already a regular subscriber to the WOW News Tower.



# WOW'S DECEMBER NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "12/43" 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 Fairmont 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 Fairmont 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 Fairmont Interstate Transit Lines Dentyne—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	Curt Massey & Co. Schutter Candy Co.	Jack Benny  General Foods Grape Nuts Flakes
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	Fitch Bandwagon Tom Reddy, News
6:30	Pfd. Melodies—Hamm	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Bob Burns Lifebuoy	Prof. Melodies—Hamm	Eye-Witness, Hamm	Chase & Sanborn Hour
6:45	News, Groves	Johnny Presents Ginny Simms Philip Morris	Mr. and Mrs. North Woodbury Products	Maxwell House Coffee Time	Club 590—Groves	News, Groves	One Man's Family Standard Brands Fleischmann Yeast
7:00	Cavalcade of America Du Pont	Horace Heidt and Frankie Carle Turns Treasure Chest	Beat the Band Raleighs	Aldrich Family General Foods Postum	Cities Service Concert Oil Marketing Companies	Abie's Irish Rose P. & G. Drene, Ivory	Manhattan Merry-Go-Round Dr. Lyons
7:30	Voice of Firestone Concert	Mystery Theater Molle Shaving Cream	Time to Smile Ipana—Sal Hepatica	Kraft Music Hall Bing Crosby	Your All-Time Hit Parade Lucky Strike	National Barn Dance Alka-Seltzer	American Album of Familiar Music Bayer Aspirin
8:00	Telephone Hour Bell Telephone	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
8:30	Dr. I. Q. Vitamin Plus	Bob Hope Pepsodent	Kay Kyser Show	Abbott & Costello Camels	Amos 'n' Andy Lever Rinso	Million Dollar Band Palmolive	Bob Crosby Old Gold
9:00	Contented Hour Carnation Milk	Red Skelton Raleighs	Lucky Strike	March of Time Magazine	Bill Stern—Colgate	Grand Ole Opry Prince Albert	WOW News Tower Kilpatrick's Uncle Sam
9:30	Information Please H. J. Heinz	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	Walter Winchell Jergens Lotion
9:45	C. B. & Q. WOW News Tower Paxton & Gallagher Ironized Yeast	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports	Basin Street Fun Woodbury
10:00	The Symphonette M. Piastro—Longines	Salute to Youth Goodyear Tire	The Symphonette M. Piastro—Longines	Those We Love General Foods	The Symphonette M. Piastro—Longines	I Sustain the Wings NBC	News Reports, NBC
10:15	Midnight Review Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman	

Hear MIDNIGHT REVIEW 11 or 11:20 Week-Nights—Also Programs 12:30 A. M. 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—Ethyl Corp., Allcock, Roberts Dairy . . . . . 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.  
A Farm You'd Like to Know—Pfister Assoc. Growers. . . . . Tue., Thu.  
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, Dwarfies, Mid-Continent, Peter Paul. . . . . Daily except Sun.  
Mood of the Morning, NBC. . . . . Sun.  
7:45 A. M.—Reveille Roundup—Groves Cold Tablets. . . . . Mon., Wed., Fri.  
Lyle, Stan and Lyle—Nutra Mills. . . . . Tue., Thu., Sat.  
8:00 A. M.—Symphony of Melody. . . . . Mon., Tue., Wed., Thu., Fri.  
What's What Today?—Metropolitan Utilities. . . . . Sat.  
World News Roundup, NBC. . . . . Sun.  
8:10 A. M.—World News Review—National Biscuit. . . . . Daily except Sun.  
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—Cerophyl Laboratories. . . . . 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.  
Police Bulletins. . . . . Sat.  
9:15 A. M.—The Open Door—Standard Brands. . . . . Mon., Tue., Wed., Thu., Fri.  
Homemakers' Club of the Air—Nebraska Power. . . . . Sat.  
9:30 A. M.—Helpmate—Cudahy, Old Dutch Cleanser. . . . . Mon., Tue., Wed., Thu., Fri.  
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.  
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. . . . . Sun.  
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.—A to Z in Novelty. . . . . Mon.  
Hymns of All Churches—Gen. Mills, Softasilk. . . . . Tue., Wed., Thu., Fri.  
Betty Crocker—Gen. Mills, Softasilk. . . . . Sat.  
World Front—Bunte Bros., Candy. . . . . Sun.  
11:15 A. M.—Marvie and Lyle—Groves Cold Tablets and Vitamins. . . . . Mon., Wed., Fri.  
Omaha's Front Page—Nebraska Power. . . . . Mon., Tue., Thu., Sat.  
11:30 A. M.—Musical Moments. . . . . Daily except Sun.  
Markets. . . . . Sat.  
Home Beautiful—Orchard & Wilhelm. . . . . Sat.  
Stradavari Orchestra—Prince Matchabelli Perfume. . . . . 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. . . . . Sun.  
12:25 P. M.—A Song and a Smile, Marvie and Lyle—Campbell Cereal, Malt-O-Meal. . . . . Mon., Tue., Wed., Thu., Fri.  
12:30 P. M.—WOW News Tower—Ten Crown, Haskins. . . . . 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—Haskins Soap. . . . . Sun.  
1:15 P. M.—Today's Children—General Mills, Flour. . . . . Mon., Tue., Wed., Thu., Fri.  
1:30 P. M.—Light of the World—General Mills, Cheerioats. Mon., Tue., Wed., Thu., Fri.  
That They Might Live—Red Cross. . . . . Sat.  
Westinghouse Concert. . . . . Sun.  
1:45 P. M.—Judy and Jane—Folger Coffee. . . . . Mon., Tue., Wed., Thu., Fri.  
Football Games and Scores—Nebraska Clothing. . . . . Sat.  
2:00 P. M.—Woman of America—P. & G. Ivory Snow. . . . . Mon., Tue., Wed., Thu., Fri.  
The Baxters, NBC. . . . . Sat.  
Reports on Rationing—Association of Candy Manufacturers. . . . . Sun.  
2:15 P. M.—Ma Perkins—P. & G. Oxydol. . . . . Mon., Tue., Wed., Thu., Fri.  
Upton Close, NBC—Sheaffer Pen. . . . . Sun.  
2:30 P. M.—Pepper Young—P. & G. Camay. . . . . Mon., Tue., Wed., Thu., Fri.  
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—Haleys MO. . . . . Mon., Tue., Wed., Thu., Fri.  
3:15 P. M.—Stella Dallas—Phillips Chemical. . . . . Mon., Tue., Wed., Thu., Fri.  
3:30 P. M.—Lorenzo Jones—Dr. Lyons Products. . . . . Mon., Tue., Wed., Thu., Fri.  
Nebraska-Iowa Quiz—Nozzema. . . . . Sun.  
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.  
Not for Glory, NBC. . . . . 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. . . . . Sun.  
5:15 P. M.—Company's Coming—Vick Chemical. . . . . Mon., Tue., Wed., Thu., Fri.

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