

CHRISTMAS WILL BE HAPPIER IF YOU BUY AN EXTRA WAR BOND NOW!



WOW NEWS TOWER

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



ISSUED TO INCREASE ENJOYMENT OF WOW RADIO PROGRAMS

VOL. IX—No. 3

OMAHA, NEBRASKA, DECEMBER 1, 1944

PUBLISHED MONTHLY

PLAN MANY CHRISTMAS SPECIALS

Year-End Brings Many Program Changes

Important changes have been announced in several of the top-rated NBC programs which are carried by Radio Station WOW.

Kay Kyser, celebrated ol' professor of the "Kollege of Musical Knowledge" (WOW, Wednesdays, 9 p. m.) will strike up the band for a new sponsor—the Colgate-Palmolive-Peet Company—with his December 27 broadcast.

The program, which will originate from service posts all over the country, will continue in its same time spot for the usual full hour. It will continue to feature the same stars—Kyser's wife, the blonde singer, Georgia Carroll; the Town Criers Quartet, Ish Kabibble of the mixing-bowl hairdo and pixie poetry, Sully Mason with his swingy songs and Don Leslie of the romantic ballads.

Announcement has also been made that the popular "Information Please" program will be sponsored by Socony Vacuum Oil Company of New York, starting early in February. The H. J. Heinz Company, current sponsors of the program, has announced it will use other forms of radio advertising. The date of this change is February 12.

The Carnation Company, through Erwin Wasey & Co., Ltd., has renewed the "Carnation Contented" program (Mondays, 9 to 9:30 p. m., WOW) on 77 NBC stations, effective January 1, 1945.

A radio feature for 13 years, the program stars Josephine Antoine, Metropolitan Opera soprano, and Basso Reinhold Schmidt, with music supplied by a chorus and Percy Faith's orchestra.

V...—

FOR ALL LISTENERS

Urban as well as rural listeners are finding fun and pleasure listening to "Cheer-Up Time," a new quarter-hour program presented on WOW, Sunday at 9:45 a. m., by courtesy of the Iowa Master Breeders Hatcheries. It includes homespun philosophy, humor and "homey" music, emceed by Lyle DeMoss. Jean Edwards writes "Cheer-Up Time."

V...—

HURRY! HURRY!

Only a few days remain for WOW-Land boys and girls to secure "Ranch House Jim's Pocket Ranger's Guide." The guide may be obtained by writing to Ranch House Jim, WOW, and sending one box top from a package of Ranch House Jim Pancake flour.

V...—

HARD TO FOOL

Despite rationing and shortages, American housewives have refused to gamble and have insisted on nationally advertised brands, according to a survey by the A. C. Nielson Company, famed researchers, reported in the November 27 Advertising Age. The survey shows the sale of nationally advertised food-stuffs have increased 55 per cent during the war years.

V...—

HAMMS RENEWS

The Hamm Brewing Company has advised WOW that its programs will be renewed. The company sponsors "Preferred Melodies" at 6:30 p. m. on Mondays and Fridays and "Eye-Witness News" at the same hour on Saturdays.

WOW GIRLS EXTEND CHRISTMAS GREETINGS



For years WOW's friends have been looking at photos in the News Tower of such homely mugs as Ray Clark, John Gillin, Tom Dailey and the like. Just to be different this month, we present some of the fairer members of the WOW staff—girls who do clerical work behind the scenes. These typical WOW girls join the staff in wishing all WOW friends a Happy Christmas. They are, above, left to right: Loretta Dundis, program department; Mary Clare Dickerson, file clerk; Sybil Mills, promotion department. Below, left to right: Barbara Lamberton, program department (she's wearing a new engagement ring); Shirley Brown, switchboard operator and hostess, and Jerry Hetmanek, secretary to Lyle DeMoss.

TIME STRETCHER

Found, at last, a radio "time stretcher!"

A trade paper ad for a Lincoln station recently advertised it is carrying 206 hours and 45 minutes of network commercials every week. The ad gave no explanation of the fact that there are only 168 hours (7x24) in a week.

V...—

SPARE TIME

Several WOW girls have been devoting their spare time recently working in AWVS War Bond booths.

GILLIN UNDER KNIFE

John J. Gillin, Jr., President and General Manager of Radio Station WOW, became a patient at St. Joseph's Hospital (November 28) for minor surgery. His trouble was a recurrence of an old ailment sustained years ago when he was a Creighton track star.

V...—

KODY BIRTHDAY

Birthday greetings will be in order for Station KODY, WOW's "Little Brother" at North Platte, December 13. The station will be 1 year old (under Radio Station WOW, Inc., ownership).

MAESTROS BACK

Two former WOW musical directors, Captain Fred S. Ebener of the Army Air Corp and Morton Wells of the Navy, visited WOW last week. Ebener has been in Alaska and Wells is stationed at Navy Pier, Great Lakes.

V...—

NEW NEWSCAST

The makers of Wildroot Creme Oil are presenting a news commentary on WOW from 11 to 11:15 p. m., Sundays. Thomson Holtz was selected as commentator.

HURRY!...and Order Your "Radio at War" Book!

WOW's "Radio at War" book is now (finally!) off the press and ready for delivery. It's a war souvenir that should be in EVERY WOW HOME!

It's a 40-page, 5-color book, picturing all the folks you know at WOW!

If your News Tower subscription expires soon, just wrap 50 cents in a piece of paper, with your name and address, and mail it to WOW—NOW!

You can have "Radio at War" FREE with one new or renewal subscription to the News Tower.

Look on upper margin, page 8, this issue. If you find "12/1" after your name, that means your subscription expires December 1.

Schick Hospital Yule Show Planned

Old St. Nick is going to crawl right out of your loud-speaker this year and present you with the finest lineup of Christmas special programs yet heard on the air.

Special emphasis will be given throughout the holiday season on programs designed to cheer up GI Joes throughout the world and to spur home front folks into greater efforts toward finishing up the war as quickly as possible.

In addition to the scores of fine NBC shows already in the production cauldrons at Hollywood, New York, Chicago and at overseas military installations, WOW is planning many special Christmas events.

One of the outstanding WOW programs is tentatively set for December 23 at 3:30 p. m., direct from the United States Army's huge Schick General Hospital at Clinton, Iowa. For many weeks patients, many of them war heroes, have been rehearsing a big musical revue, under professional direction. While WOW can't broadcast the entire production, its highlights will be welded into an air version of the show for midwest listeners.

Many of the patients at Schick are from Nebraska, Iowa and other WOW-Land points. It's the Army policy to rehabilitate wounded men in hospitals as near their home towns as possible.

The Lambert Pharmacal Company, sponsors of Listerine's "Nebraska-Iowa Quiz," is donating time for the Schick broadcast and for another special holiday feature on December 30.

Program Manager Lyle DeMoss also plans special Christmas programs this year, using the famed Boys Town Choir and possibly from Army and Navy installations elsewhere in WOW's territory.

V...—

From Overseas
Several special Christmas programs from different theaters of war are included in NBC's Christmas program plans. The Army and Navy special service departments have ordered full cooperation wherever such activities do not interfere directly with the prosecution of the war.

It is expected that hundreds of home-fronters will hear relatives or friends who will be unable to get Christmas furloughs.

V...—

ROSE BOWL GAME

NBC (and WOW) will carry the ball again New Year's Day.

For the 18th consecutive year, the National Broadcasting Company will broadcast exclusively the far-famed Rose Bowl game, the nation's football classic, from Pasadena, Calif.

Bill Stern, ace sportscaster, will again do the play-by-play.

V...—

WOW IN LEAD

The Radio Council of Omaha Area has issued a new (November 19) "Guide to Good Radio Listening." The new guide lists 140 programs on WOW, KFAB, KOWH and KBON.

Of these, 46 programs are WOW features and the other 94 shows are divided among the other four stations.

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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AS I SEE IT! . . . By BILL WISEMAN

CHRISTMAS IS COMING . . .

As the Christmas season approaches, all of us here at WOW are in a thoughtful mood. It's no time, this year, for gaiety and levity.



Bill Wiseman

We're thinking of our boys, our WOW boys, who are far away. Our hearts are filled with appreciation for these lads who are fighting like demons so we can keep what we have and carry on.

We're grateful, too, to all our listeners, business and personal friends, who have been so loyal and so faithful to WOW for so many years and particularly during 1944.

We expect to do our best in 1945 to justify that confidence and to hold these friendships intact.

If a million folks wish each of you, our friends and listeners, a very Happy Christmas, none will do it with more sincerity than the Management and Staff of WOW.

V. . . —

THIS'LL HELP . . .

Within a few more weeks all musical commercials will be eliminated from WOW newscasts. In the interests of smoother programs, WOW has notified all advertisers that such commercials will be taboo on WOW newscasts at the end of current contracts.

V. . . —

MOSTLY SHOP TALK . . .

The new Harold Lloyd Old Gold "Comedy Theater" opened with an 11.2 national Hooper rating, which was a couple of points above the rating of its predecessor . . . It's a great show . . . Incidentally, nine of the top ten highest-rated national network evening shows are on WOW (as of October 31) . . . Precedent went out the window when Omaha stations decided to "shoot the works" to help Martin-Nebraska enlist more help.

V. . . —

CONGRATULATIONS . . .

Every member of the WOW staff joins us in offering sincerest congratulations to Announcer Jack Wells at Station KODY, North Platte "WOW's Little Brother." Wells won top honors in the "Local Frequency Group" in the 1944 H. P. Davis Memorial Announcers Award competition. Wells receives a properly-inscribed emerald ring.

V. . . —

POWER OF DEMOCRACY . . .

Chances are you were listening to your radio on election night. Audience checks indicate that 56 per cent of all the people in this nation were listening. This compares with the 49.7 percentage who listened on Pearl Harbor day and 37.5 per cent who listened on D-Day.

The way radio covered all phases of the campaign, and ended it all in a glorious climax by giving you election returns faster, more accurately than ever before, was nothing short of a miracle.

WOW is especially proud of the fact that it covered the Douglas County election and gave you conclusive returns within less than an hour after the polls closed.

V. . . —

"FIVE YEARS OF WAR" . . .

Hundreds of copies of "Five Years of War" were sent out by Ray Clark recently. Two of the requests merit special notice.

One from Captain Dudley P. Osborn, Jr., United States Marine Corps Reserves, reads as follows: "Je serais tres enchanter si vous m' enverrez "Cinq ans de Guerre." Translated, that means, "I would be very happy if you would send me "Five Years of War."

Another interesting request came from Corporal Irene Seiders, WRS-16, MCAS, Cherry Point, N. C. Corporal Seiders said: "After six months of Cherry Point, give me "Five Years of War."

BUY THIS MAN A
HARI-KARI KIT

Pearl Handle Dagger	\$44.50
Velvet Kneeling Pillow	9.98
Handy enamel Basin	20.00
Genuine turkish towel	.52
TOTAL	\$75.00

Buy **EXTRA** War Bonds

Our Willie Sees the World . . .

(An editorial in the "Times-Republican," Marshalltown, Iowa)

We recall the posters which read: "Join the navy and see the world." This editor has just received a letter telling about a grandson who is in the Army Air Transport Command, and while our readers may not be interested in the family connection, they will understand it is typical of how our young men today are getting opportunities to see the world.

The William the Fourth of our family is not yet 20 years of age. From the University of Nebraska when he was in his freshman year he entered an army air training school. He is now assigned to Pacific area air transport command duty as an air-flight traffic clerk attached to a C-54 34-passenger plane carrying important personnel over and bringing mostly wounded emergency cases back to the United States.

His trips will cover up to 15,000 or more miles, over and back, and we wouldn't undertake to say how much faster those trips will be made than they could by surface craft, but we remember the claim that no airport in the world is now more than 60 hours distant from any other airport in the world by modern planes.

What we are thinking of is the type of experience this lad, still a few weeks less than 20 years of age, will have. He will see the main points in the Pacific. He will, no doubt, pass over our great naval fleets in those waters. He will ride with generals. He will see natives on many islands of the sea.

This is the lad who only a few months ago came out of high school and was busy in his college fraternity house pouring over books and cramming for class recitations. It is the same lad who thought it wonderful to get away for a day and make the trip of 55 miles home. And now he will rise in a majestic ship from the San Francisco area and plunge into space for a 15,000 to 20,000-mile round trip which takes him in distance more than half way around the world every trip.

We wonder how much this great and sudden change will alter the perspective of our William. We wonder how easy it will be for him and millions of others to slip back into normal life when war ends. We know American boys in the other World War did a fine job of becoming civilians again. We understand how much bigger this war is, how many more American boys are involved, how far-flung are the battle lines, how modern and powerful are the fighting weapons of 1944.

The future of America will be largely in the hands of millions who like William the Fourth was picked from a classroom or from a factory or farm or office or store, and hurtled into the greatest war in history. William and the others wouldn't have been satisfied to have stayed out of it. While this one family waits and hopes and prays for the war to end and for William and the others to return, we can't help wondering, too, what kind of man William will be when he returns world-minded. We know he was reared well, that Uncle Sam trained him well, that he believes his country is fighting for the right. Those are all good foundations for William's and the nation's future.

(Note.—The author of the above editorial is W. H. Wiseman, father of the editor of the News Tower. The boy referred to is the son of the News Tower editor.)

V. . . —

Gildersleeves Have Housemaid Trouble

Hal "The Great Gildersleeve" Peary has his share of household headaches in real life as well as on his Sunday radio show (5:30 p. m., NBC-WOW). After several weeks of being maidless, the Pearys have finally found an experienced girl. But Hal complains that every time the telephone rings, the maid refuses to answer it.

"Well, why should I?" she demands. "Most of the time it's for you."

V. . . —

NEWCOMER

Newcomer to Hollywood radio is Axel Gruenberg, who has taken over the reins as director of NBC's "Star Playhouse." Gruenberg, a native of Russia, entered radio in Detroit, and during recent years has been active in both Chicago and New York.

V. . . —

WHO'S SOLVENT NOW

Pert Ruth Roland, the page girl who keeps the score of the audience participants in "Finders Keepers" with Bob Sherry (NBC, five-a-week, 9:30 a. m., WOW), gave a soldier contestant the \$14 he won in the jackpot. In addition, the GI had won \$12 finding the mistakes in the lyrics of Songstress Julie Conway.

"Now we're broke," sighed Ruth as she paid him off.

"When I came in," grinned the soldier, "I was broke."

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.

AUNT SALLY FAN

Kearney, Neb.—Dear "Aunt Sally": I thought you should know how happy you made one little girl in Kearney. We heard your broadcast a week ago Saturday, and last Saturday Judy listened again, for she was so sure her name would be mentioned again. When I stopped to see her yesterday afternoon she said: "Oh, auntie, look at all the mail I got from The Little Dog House program!" It was so interesting to see that cards came from Omaha, Lincoln, Hastings, and even one from Kansas.

Judy had rheumatic fever, so is still under the doctor's care and will be unable to attend school this year. She is getting along nicely and manages to keep busy with handwork, books and so on. She enjoys her bedside radio.

My husband and I listen to your early morning program almost every morning. We enjoy your cheery "Good morning! May I come in?" So often I thought I would surely get a note off to you, but then the day passed and I didn't get it done. Now, when you do something nice for someone who is very dear to us, we realize more than ever how valuable your program really is.

I am enclosing a dollar bill for you to use either in your early morning program work or your Saturday morning work for the little folks.

MRS. GLEN A. BERGQUIST.

V. . . —

SAME TO YOU

Barnston, Neb.—I see by my paper my WOW News Tower subscription expires with the December issue, so I am renewing it. Also my niece's, Mabel Lewis, Sioux City, Iowa.

We both enjoy it more than you will ever know, so I am enclosing \$1 in currency for our subscription for 1945.

I listen to WOW more than any other station. Think most of the announcers are tops, and that is putting it mildly. Best wishes to all. Enjoy the Nebraska-Iowa Quiz very much. May this be a very successful and prosperous year for all connected with your station.

MAMIE L. ANDERSON.

V. . . —

ENJOYS SERENADE

Farragut, Iowa—This is my first letter of this kind, but wanted to let you know how much we enjoy your "Supreme Serenade" program. You have been a favorite of ours for a long time. I wish we could have more daytime programs of this kind. I used to enjoy the WOW studio orchestra and "Company's Coming" so much. "Finders Keepers" on the network is lots of fun, too. I could do with fewer daytime serials.

Will enclose some clippings. Perhaps you can find a place for them.

MRS. ENOS WARNER.

V. . . —

WANTS WAR BOOK

Lincoln, Neb.—For some time I've been wanting to mail 50 cents to WOW to renew our subscription to Radio News Tower and get "Radio at War." I hope it's not too late. I'm enclosing 50 cents for renewal of News Tower. Don't think it expires until next April. We get a lot of pleasure from that little magazine. My husband said he believed I liked it better than our daily paper. Well, to be honest, I do. It has more news in it. We sure do miss Ray Olson's voice on WOW. But we hear him, now and then, on the network. We're glad always to know someone has taken a step higher up the ladder. We wish him all the luck in the world. Enjoyed reading his letter in the News Tower. We listen to your station so much we almost feel like we know you all.

MRS. R. H. HEUSSER.

(Continued on page 7)

FOR LIBERTY AND PEACE ON EARTH LET'S MAKE THIS A WAR BOND CHRISTMAS

HEROLD REPORTS ON TELEVISION

STAFF STUFF

By SOREN MUNKHOF

This month was visitor's month at WOW. In for a couple of days was Lieut. (jg) Bill Dunbar, one-time WOW control room operator, who stopped over on his way west to a new assignment. Another surprise visitor was Captain Freddie Ebener, ex-WOW musical director, who stopped here on leave on his way from Alaska to a reassignment base in the United States.



Soren Munkhof

Ebener wears four gold service stripes on his left sleeve. That means 24 months of service in an overseas area. The rest of our visitors are feminine. Irene O'Hara, now Mrs. Siepmann, formerly Bill Wiseman's secretary, stopped in for a short visit. So did Bobby Randall, now Mrs. John Bass, formerly of the Program Department. Another visitor was Esther Kralik, one-time secretary to Assistant General Manager Harry Burke.

While we are on the subject of traveling, business-tripping during the month were President Johnny Gillin, Assistant G-M Harry Burke, Program Director Lyle DeMoss, Promotion Manager Bill Wiseman and Women's Director Barbara Bates Gunderson. Barbara made another trip during the month when she hopped into Washington for a few days to visit her army husband before he went overseas.

Latest reports say that First Lieut. Edward Arthur Hatch, formerly of the newsroom, is in England, and Staff Sergeant Jimmy McGaffin, formerly of the WOW newsroom is in Caserta, near Naples in Italy.

As a social item we have the fact that Bobby Lambertson of the Program Department has just become engaged to Gayle Tate.

Incidentally, our own secretary, Nancy Cline, gets married next month to Ray Zimmerman of the U. S. Marketing Service. Ray is heard on WOW regularly on the South Omaha Market Reports. The wedding will take place at Dundee Presbyterian Church at 7 p. m., on Thursday, December 21.

We congratulate Ray Zimmerman, but we are not going to list the "also-rans."

Those droopy heads and bleary eyes around WOW, November 8 and 9, were caused by the fact that the entire staff worked late election night getting together election results for presentation over the station. Also joining in the election coverage were 27 WOW special correspondents from surrounding towns, 60 special workers borrowed from the Woodmen of the World Society and the staffs of United Press, Associated Press and the National Broadcasting Company to help present the election coverage.

V...-

Try This When You Take the Mrs. to Lunch

At lunch one day, Dick Haymes, emcee of the "Everything for the Boys" program, met a friend who was boasting of the swath he was cutting in the Sunset Strip night spots.

"Sounds like you're having a fine time," said Haymes, "but I don't see how you can afford to take so many of those young movie starlets to expensive restaurants."

"Oh, that's easy!" the man said. "Just before we go in, I always ask each girl if she hasn't been putting on weight lately."

EDITORS HONOR NEWS TOWER FOURTH TIME



WOW's News Tower magazine hit the jackpot when honors were passed out this year at the recent Dallas meeting of the Southwestern Association of Industrial Editors. The WOW publication won awards in all three classifications—for Public Service, Appearance and Editorial Content.

It was the fourth year in a row the association honored the News Tower, so casting modesty to the four winds, Editor Bill Wiseman posed with the certificates. The Woodmen Magazine, edited by Horace Rosenblum, also won high honors. Several hundred publications were judged.

WOW Engineer Lauds Television Quality

NOTE.—Joe Herold, WOW's Chief Control Engineer, recently returned from New York City, where he studied newest advances in the progress of television under the nation's most expert scientists. In layman's language, Mr. Herold reports herewith on his trip—outlines what WOW listeners may look forward to when this station starts Omaha's first television station.—THE EDITOR.

My recent stay in New York, attending the NBC affiliates television course, gave me a wonderful opportunity to study the television as it is at present and probable developments for the future.



Joe Herold

There are three television stations in New York regularly broadcasting programs for public consumption. These stations are operated by NBC, CBS and Dumont. Hours of operation are shared so that only one station is on the air each night. Restriction of broadcast hours is due to wartime shortages of skilled personnel and equipment.

Approximately 5,000 television receivers were sold in the New York area during the pre-war period and are practically all in operation at this time. No new receivers will be available until after the war.

The service given these 5,000 receivers is in most cases excellent. Considerable experimentation is under way with "sponsored" and "sustaining" types of programs. Advertising agencies are showing a great deal of interest in this new commercial medium and are experimenting to find best procedures for production of the commercial types of television programs. Experiments are being made with the "special events" types of programs, and it has been found that television receiver owners are greatly interested in this type of program. This experimentation includes all types of sports events, such as football, baseball, hockey, boxing, wrestling, etc. The instantaneous feature of televising this type of program has a terrific audience appeal.

Reception Good

Technically, the quality of the programs as viewed at the receiver is excellent. The definition of the television image appeared to equal that of a good 16 millimeter motion picture. This is on equipment manufactured before the war and considered, due to wartime developments, as practically obsolete. The picture size on the pre-war type of receiver is approximately 9x12 inches. This picture size seems satisfactory for small groups with seating arrangements directly before the viewing mirror. The sound portion of the television program is also reproduced by the television receiver. Although separate transmitters are used for the television image and the sound portion of the television program, both are received on a single receiver.

Some of the developments already completed for postwar release are cameras more sensitive than the human eye, more powerful transmitters, more efficient transmitting and receiving antennas, simplified operation of receivers, larger receiver viewing screens and considerable choice in receiving viewing screen sizes. I witnessed a demonstration of the RCA postwar projection type television receiver. This receiver is constructed with the viewing screen mounted in the front of the receiver upon which the picture is projected by an in-

(Continued on page 4)

AMERICA'S HOME FRONT SECRET WEAPON

Is Our National Sense of Humor

Marlin Hurt ("Fibber McGee's" and Molly's) cook, Beulah) knows a man who calls his pet terrier Motorboat. "It's because she had nine puppies," explained the man to Marlin. "With her it's a case of pup, pup, pup, pup."

V...-

How to bathe a baby was described by Announcer Bill Anson on a recent "Starring Curt Massey" program (NBC, Saturdays, 6 p. m., WOW).

"First," he said, "you place the little darling in the bathtub. If the baby turns red, the water's too hot. If the baby turns blue, the water's too cold."

"But," interrupted Massey, "what happens if the baby turned white?" "It probably needed a bath," replied Anson.

V...-

Bob Burns gets chummy with his studio audience every week before his NBC broadcast, telling them what he's been doing since his previous broadcast. Recently Bob reminded the folks that his newest picture, "Belle of the Yukon," would soon be showing in the theaters.

"The star is Gypsy Rose Lee, who plays the Belle," Bob said, "but I oughta tell you one thing—the Belle don't peel!"

V...-

A man had been trying to get a hotel room for a week. He finally found a vacancy and moved in bag and baggage. No sooner had he gotten himself settled then there was a knock on the door, and a blonde and a brunette moved in, bag and baggage. The man strode over to the telephone and called the room clerk. "It's outrageous! The brunette has to go!"—Harry Herschfeld, "Can You Top This?"

V...-

Archie of "Duffy's Tavern" says that a sarong is a bright-colored potato sack—for tomatoes.

Harold Lloyd: "Something wrong, Carl?"

Carl Hoff: "Something? Everything's gone wrong today. My first violinist has broken his second string for the third time, three of my musicians are wearing brown shoes with their tuxedos, two of my musicians aren't wearing any shoes at all. . . My tuba player has the hiccoughs, and everything he plays sounds like a march."

V...-

Hal Peary: "I want a cigar that's not just a cigar—one that will make an impression, if you know what I mean."

Mr. Peary: "You must be thinking of an exploding cigar."



MUTUAL admiration society is indicated here as Jerry Colonna and Ish Kabibble (Merwyn Bogue), two of radio's funnymen, comb their famed hirsute adornments at a rehearsal.

Favorite yarn of Don Wilson, announcer on the Jack Benny program, concerns the two patients in a well-known institution for mild mental cases. One of them was hard at work on a step-ladder, painting the ceiling, and the other was down below, doing the heavy looking-on. Finally he said: "Hey, Joe! You got a good, firm grip on that brush?" "Sure!" said the first inmate. "Why?"

"Because," said his friend, "I'm taking this ladder away."

V...-

Lou Costello: "My cousin, Hugo, writes that he's been thrown into the guardhouse for bringing poison ivory into the camp."

Bud Abbott: "Poison ivory? You mean poison ivy."

Lou Costello: "No. This was poison ivory. They caught him with loaded dice."

V...-

In the midst of a recent NBC "Star Playhouse" rehearsal, "Your Hollywood Neighbor," Gale Page called to Producer Axel Gruenberg and said: "Please do something about this defunct Irishman before airtime, will you, Axel?"

"What do you mean?" asked the producer.

"I mean," explained Gale, "that this is a dead mike!"

V...-

Comedian Jack Haley met an actor friend of his in the halls of NBC's studios in Hollywood. "That's a nice-looking suit you're wearing," Jack told his friend. "Mind if I ask you how much you paid for it?"

"Not at all—\$115."

"That's quite a lot of money, isn't it?"

"Oh, I don't know," said the friend. "After all, I got nine pairs of pants with it."

FOR THAT BOY IN YOUR LOCKET DIG DEEP IN YOUR POCKET THIS MONTH!

OMAHANS WIN 6 STRAIGHT QUIZZES

WOW Teams In Winning Streak

As this was written (November 25), the Nebraska teams in the "Nebraska-Iowa (Listerine) Quiz" had won six victories in a row. The score stood at 18 wins for Des Moines and 17 wins for Omaha. It was the longest successful winning streak in the history of the program (Sundays, 3:30 p. m., on both WOW and WHO).

Master of Ceremonies Thomson Holtz and Producer Gene Edwards were hoping the Congenial Couples Class of the Dundee Presbyterian Church would even up the score on the program of November 26.

WOW Takes Over

The broadcast of December 2 will be an important one, too, for on that date WOW takes over full production of the popular Listerine feature.

WOW owns full broadcast rights to the "Quiz" in the middle west, but since the Listerine series started, production of the show has been done by WHO in Des Moines. Under the new setup the quizzes will open in Omaha, commercials and judging will be done in Omaha and the program on both ends will be under full WOW direction.

Omaha workers on the show are hoping that before December 23 WOW will be in the lead.

On December 23 and December 30, Listerine will donate its Sunday time for two special Christmas programs. Plans are under way for one of these features for a program from the U. S. Army's Schick General Hospital. Another Christmas feature is planned from various Army and Navy installations in Nebraska.

The new setup involves no change in the plan of arranging for teams. WOW and WHO alternate in the selection of organizations to be represented, and an attempt is made to match teams representing the same organization in each city, each week.

The setup for studio audiences will also remain the same. Visitors are welcome at all programs to see and hear the programs in the studios. Because of limited seating space, those wishing to attend the quizzes are requested to write in for tickets.

Listeners are also invited to submit questions to be used in the Quiz.

OMAHA ADMEN START QUIZ VICTORIES



Omaha's six-programs-in-a-row winning streak in the "Nebraska-Iowa Quiz" (Listerine) started when these members of The Omaha Advertising Club defeated their Des Moines opponents. Left to right, they are: Harry F. Humphrey, President; Oscar Mardis, Membership Chairman; Thomson Holtz, master of ceremonies for WOW; Charles R. Docherty and Gilbert C. Harry, both past Presidents.

C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK!
MAY I COME IN?

Hello, everybody! How are you? My letter for this month will be chiefly to my shut-in family and might well be from Santa Claus, because that's my little game right now — playing the part of that good old fellow, "Santa Claus."



Aunt Sally

My aim has been to direct the old chappie to the home of each and every one of my children—old, young or in between. For a month I've been going around in circles and am a bit dizzy, but I do feel confident that every member will be adopted by some good neighbor listener for a surprise Christmas package.

This adoption plan occurred to me as our membership increased and I found it utterly impossible to shop for gifts and wrap them for mailing for such a large number of persons.

Each member was asked to make three wishes for Christmas gifts. In this way useful and needed things would be supplied instead of so many gifts that could not be used. Remembering each one was a simple matter when one knew what to shop for.

The response to the adoption idea has been wonderful. Our listeners were cooperative and so anxious to help. These good neighbors who join me at 6:15 are the grandest people in the world, and it was evident they had real fun preparing the surprise boxes.

We hear lots about this selfish, sordid, mercenary old world, but I could tell you a lot about a great many dear people whose hearts are as soft as vanilla pudding.

It is a certainty that a large percentage of people have a desire to assist others who are less fortunate. The books of the Sunshine Service, with everything we have accomplished in the past 10 years down in black and white, tells the story of hearts that were touched, ears that heard and hands that did something about it.

And now, my dear children, are you listening? For your Aunt Sally wants you to hear and pay attention to a few suggestions about your part of cooperation in this Christmas game.

If someone prepared a box for you or sent you a gift of any kind, they did it to make you happy—they tried to please you.

It required thought, time and money. They had fun doing this and they didn't do it for the thanks they would receive, but we are all human enough to want to know a favor we did has pleased. We want to know if we made someone happy. We want to know if our gifts arrive safely as well.

Now, your part is to acknowledge your package in due time. In the past some of you have said that names and addresses were lost. In spite of your excitement and anxiety to know the contents of your package, the very first thing I want you to do is to take the name and address of the sender from the wrapper and write it in a little book where it cannot be lost. If you are unable to write, be sure to tell the person who opens the package for you to save the name and address the first thing.

Then as soon as the holiday week is over, settle yourself down to faithfully attend to sending a card or letter to every kind person who remembered you. We know you all appreciate every generous thought and deed, but you must voice your appreciation to make it real. Put it down in black and white for all to see.

(Continued on page 7)

Veterans Auditions Uncover New Stars

A talented new crop of top-line radio performers will emerge from veterans of this war, a preliminary survey of the results of the first three weeks of NBC's "Welcome Home Auditions" reveals.

One of every three veterans interviewed thus far has been found worthy of professional employment—an astounding figure in light of the fact that less than 1 per cent of applicants for general auditions ever pass.

"Welcome Home Auditions," conceived by Clarence L. Menser, NBC vice president in charge of programs, are designed to provide an open door to GI talent seeking postwar employment in radio.

V. . .

TOPS IN QUIZZES

"Truth or Consequences," radio's maddest program, ranks No. 1 of all audience participation shows, as revealed in the latest Hooper survey. Not only does Ralph Edwards' Saturday night quiz top all others in the same category, but the Duz program also ranks among the first 15 of all radio shows.

A "Young" Lady Changes Her Mind

Certainly a lady "88 years young" has a right to change her mind!

Last January, Mrs. Lockhard, Sumner, Neb., cancelled her WOW News Tower subscription so she'd have more pennies for postage to use in writing to her five grandsons fighting for freedom overseas.

Now Mrs. Lockhard asks permission to change her mind. She wants the News Tower and WOW's "Radio at War" book—so she can send them to those fighting grandsons.

In accepting the News Tower renewal, WOW promised that Mrs. Lockhard may have four extra copies of "Radio at War" free—so those grandsons can each have one as her gift.

TRAVELERS

Jamup and Honey, veteran black-face comics of Prince Albert's "Grand Ole Opry," are proud exhibitors of a commission signed by Arkansas' Governor Homer Adkins, appointing them "Arkansas Travelers" in recognition of their contribution to the entertainment world. The only other person in show business holding such a commission is Bob Burns.

V. . .

PRODUCER NOW

Don Cope, who originally directed NBC's "A Woman of America" when it made its debut in January, 1943, has returned as director of this drama of pioneer days. Cope also is directing NBC's "Rosemary" program and the Barry Wood-Patsy Kelly show.

V. . .

NEWCOMERS

New to the cast of NBC's "Just Plain Bill," are Ann Shepherd as Barbara, Grace Keddy as Madge and Ara Gerald as their mother, Mrs. Taylor.

An Excellent Christmas Gift

Here's an idea! For the lowly sum of 50 cents (or less) you can give some friend or relative a News Tower Christmas Gift Subscription! Read full details NOW of the special Christmas Gift Subscription offer on page SIX of this issue!

"Harrington" Is An "Admiral" Too

Len Doyle, who plays the role of "Harrington" on "Mr. District Attorney," heard every Wednesday night at 8:30 p. m. on WOW via NBC, is spending his free time acting in a new Broadway play called "The Streets Are Guarded." It is a story about the United States Marines, and Harrington, Chief Special Investigator, is an Admiral.

V. . .

FAGS NO WORRY

The current tailor-made cigarette shortage isn't worrying Don Quinn, writer of the "Fibber McGee and Molly" opus (NBC, Tuesdays, 8:30 p. m., WOW). After seeing two western films a week at Hollywood's famous Hitching Post Theater, Quinn has turned to rolling his own ciggies.

V. . .

SHORE IN RUT

Dinah Shore, star of "Dinah's Open House," on NBC Thursday nights, is in a rut. All she does is win popularity poll after popularity poll. Most recent was the one conducted by the Cleveland Plain Dealer, which named her America's No. 1 singer of popular songs.

Coming Soon!



GLAMOUROUS Kay Campbell, the NBC actress, will play the role of "Nancy," feminine reporter, when Omar Wonder Flour presents "The Adventures of Omar" on WOW, starting December 23 (9 a. m., Saturdays). Frank Dane will play "Sweeney," also a reporter.

Now It's Room Clerk Ray Suber



Ray Suber, the NBC's serial story actor, bought the Clarendon Beach Hotel in Chicago to assure himself all the service he thought necessary. With the help situation what it is, Ray now finds himself too busy being general handyman to enjoy the luxuries he sought. Ray, who got his start at WOW, and is also a former Omaha Community Playhouse star, is well known in WOW-Land.

FETE KODY DAVIS AWARD WINNER

Tips On How to Make Yule Sweets

By MARTHA BOHLSEN

Director Homemakers' Club of the Air (Nebraska Power), 8:30 A. M., Saturdays, on WOW

The glorious holiday season will be with us again within a very short time. I know that every homemaker



Martha Bohlsen

is busy making plans for the big Christmas dinner as well as for the festive days throughout the season. I don't need to take up space here reminding you of all the traditional dishes that will again make this year's Christmas a memorable one, because hereditary tastes and likings have established these special dishes within the individual family, and certainly you don't want to change them. There is one little matter, however, that is giving the homemaker a little concern this year, and that is the matter of "holiday sweets." In normal times, we're told, that we buy a pound of candy per person per month. If we add to this the amount of candy, the pounds and pounds of candy that are made at home, that figure would certainly be much larger. Well, of course, I know as well as you do, that we're not eating that much candy now, nor are we making that much at home. But when Christmas rolls around, that sweet tooth makes itself known and demands a sweet snack here and there all through the season. You'll want to make some candy at home, and you're interested in candies that do not require very much sugar, because you already have trouble making that half pound of sugar go as far as you'd like. But there are some very delicious candies, and also some cookies, that could almost be classed as confections, that will supply the sweets for the season and will at the same time be very kind to the sugar ration.

Below are a few of these recipes. They're all tested, so that you don't need to take any chance on wasting precious ingredients when you make these sweets.

SCOTCH TOFFEE

- Two cups uncooked oats.
- One-third cup melted fat.
- One-half cup brown sugar.
- One-fourth cup dark corn syrup or honey.
- One-half teaspoon salt.
- One and one-half teaspoons vanilla.
- One cup semi-sweet chocolate bits.
- One-half cup finely-chopped nuts.

Pour melted fat over rolled oats. Mix thoroughly. Add brown sugar, syrup, salt and vanilla and mix until well blended. Pack firmly into a well-greased eight-inch square pan and bake 12 minutes at 450 degrees, or until a rich brown color. Mixture will be bubbling. Place on a wire rack and let stand until completely cold. Loosen the edges, turn pan over and strike firmly against table top until candy is loosened. Melt the chocolate bits in the top of a double boiler and spread on top of candy. Sprinkle finely-chopped nuts over the top. Chill in refrigerator until chocolate hardens, then cut in small squares.

VANILLA SHORTIES

- Two-thirds cup oleomargarine.
- One-fourth cup sugar.
- Two teaspoons cold water.
- Two teaspoons vanilla.
- One-half cup chopped nutmeats.
- Two cups flour.

Cream the margarine and add the sugar, then the cold water and vanilla. Stir in the nutmeats and then the flour. The dough will be quite stiff. Pull off, small pieces of the dough and form into rounds about one inch in diameter. Arrange them on a greased cookie sheet, quite close together, and bake for 30 minutes in a moderate oven, 350 degrees. Roll them in powdered sugar while they're still quite warm.

NEW SINGERS IN NBC PARADE OF STARS



Jack Benny claims he "discovered" Larry Stevens, his new singer, in a filling station. Anyway, everybody agrees that Larry is a terrific "find," and he's handsome, too, don't you agree?



The John Raitts pose with their newest addition, Taffy, only non-musical member of the family. John stars as vocalist on "The Shaeffer World Parade" and in "Oklahoma." His wife is a pianist.



Luscious! This is Joan Merrill, another new vocal star. You hear her on the Edgar Bergen-Charlie McCarthy show, Sundays nights, on WOW. Come on, television!



Iowa, Kansas Farmers Top Skelly Wins

To the states of Iowa and Kansas go divided honors of supplying some of the topnotch agriculturists of the nation, at least on the basis of a recent count of the first weekly W. G. Skelly Agricultural Award winners, according to Lloyd Burlingham, midwest farm expert of the "Skelly News" program (NBC-Split, Saturdays, 7 a. m., WOW).

Since the inauguration of the award system in January, 1943, 12 farmers from Kansas and Iowa have walked off with awards. Following are Minnesota with 11, Missouri and Nebraska with 10 each, and Illinois, Oklahoma and Wisconsin with nine each. South Dakota produced six winners, Colorado five, North Dakota four, and Texas, Arkansas and Wyoming one each.

V...—

Benny, Hope, Dinah on 'The Army Hour'

Jack Benny, Bob Hope and Dinah Shore, veterans of overseas entertainment missions, got together at NBC recently to tell "Army Hour" listeners of the importance of USO camp shows.

Armed with a barrage of statistics, they revealed that no less than 137 USO troupes are overseas right now, made up of entertainers paid by the USO, and that since October, 1941, USO camp shows at home and overseas have given 123,967 performances.

Hetherington Is WOW's St. Louis National "Rep"

Introducing Chris Hetherington, WOW's representative in St. Louis, Mo., and up and down the Mississippi Valley from Omaha south to New Orleans.

Chris is WOW's direct contact with sponsors of many fine programs and messages heard on this station. Included among his accounts are those of Plough, Inc., Purina Mills, Gooch Products, Nutrena Mills, Staley Milling Company, Skinner Manufacturing Company, Mid-Continent Petroleum, Interstate Bakers and many others.

It was the Chicago Tribune which gave Chris his first advertising job away back in 1919. In 1928 he became associated with the Columbia Broadcasting System and later with WBBM, Chicago. He became midwestern division manager of John Blair & Co. (WOW's national representatives) in 1939.



Chris Hetherington

H. Jack Wells Is Honored At Staff Party

John J. Gillin, Jr., President of Radio Station WOW, Inc., and Lyle DeMoss, Program Manager of WOW journeyed to North Platte a fortnight ago to help honor H. Jack Wells, staff announcer at Station KODY and winner of the 1944 H. P. Davis National Memorial Announcers' Award (Small Stations Division).

At a KODY staff dinner, Wells was presented with a set of beautiful matched briar pipes by Mr. Gillin, from his fellow workers both at KODY and WOW.

In recognition of his honor, Wells was introduced to a coast-to-coast NBC network on a program November 2.

Ben Grauer, announcer for the General Motors Symphony of the Air, "Information Please" and "Mr. and Mrs. North" and other top-ranking shows, was national winner.

Wells was one of four sectional winners. Kenneth Banghart of WRC, Washington, D. C., won top honors in the NBC "owned and operated stations" classification; Bob Haynes of WGY, Schenectady, was the winner from the "cleared frequency" stations, and Ned Sarrrell, KDYL, Salt Lake City, from the "regional frequency" group.

Ray Clark of WOW was given a Second Honorable Mention on the "regional frequency" classification. (See page 7.)

The Davis Awards, established in 1933 by Mrs. Davis, widow of H. P. Davis, who is called the "father of broadcasting" because of his interest in radio broadcasting in its early days, are open annually to staff announcers of all independent stations affiliated with the National Broadcasting Company.

Ben Grauer won a gold medal and \$300 in cash.

Wells will receive an emerald ring suitably engraved.

Several years ago Ray Olson, then of the WOW staff, now with NBC in Chicago, won the top honors in the "regional frequency" classification.



Carol Bruce started her career as a New York model, and now she's the singing star of Raleigh's "Carton of Cheer" program. Both the movies and musical comedy found her before she got in radio.

V...—

TELEVISION

(Continued from page 3)

genuously reflecting mirror and lens device. The picture size is 16 by 21½ inches, a very acceptable size, as you will realize if you check the dimensions on your yardstick. The picture quality is excellent. This receiver is to be sold in the \$300-\$350 price range. Less elaborate receivers with smaller viewing screens will be available at considerably lower prices.

FCC Standards

The Federal Communications Commission is now in the process of examining evidence and recommendations for standards for post-war television. It is expected that the FCC will adopt standards that will be adhered to for a definite period of time to prevent obsolescence of receivers. The decision on standards to be made by the FCC is of tremendous importance to the future of television. This decision will determine whether television will be offered to the public immediately after the war or will be restricted to further experimentation with new developments in radio discovered in the prosecution of the war.

Television will have a great influence in our way of living. It is the greatest science developed by any civilization and will raise the educational and entertainment standards for all.

V...—

Helen Choat has been cast as Joyce Miller and Jack Kejk as Tommy Taylor in NBC's "Rosemary."



H. Jack Wells

Wells has been associated with KODY for more than six months. He was formerly employed by KFAB at Lincoln and he worked for a time in stations in Kansas.

V...—

75-year-old Women's Tonic Maker Uses Radio

Pierce's Proprietaries, Inc., makers of Dr. Pierce's Golden Medical Discovery and Dr. Pierce's Favorite Prescription, has begun an intensive announcement campaign on WOW. The advertising was placed by the Duane Jones Co., New York. The Dr. Pierce "women's tonics" have been popular in American households for many years. They were first marketed nearly three-quarters of a century ago.

WOW HELPS HONOR PHARMACISTS

They Also Serve Says Clark On Forum

They also serve who labor long hours behind America's prescription counters!

In tribute to druggists and their employees, WOW recently joined with the Omaha Pharmaceutical Association in observance of National Pharmacy Week.

Selected as a representative druggist to receive high honors for both himself and his profession was Emil Cermak, "dean of Omaha apothecaries," who has been contributing to public health as a conscientious pharmacist for more than half a century.

Cermak operates his own store at 13th and William Streets. He has also practiced his profession at 16th and Farnam Streets and in South Omaha stores. He came to Omaha in 1886 after completing his education in his native land of Czechoslovakia.

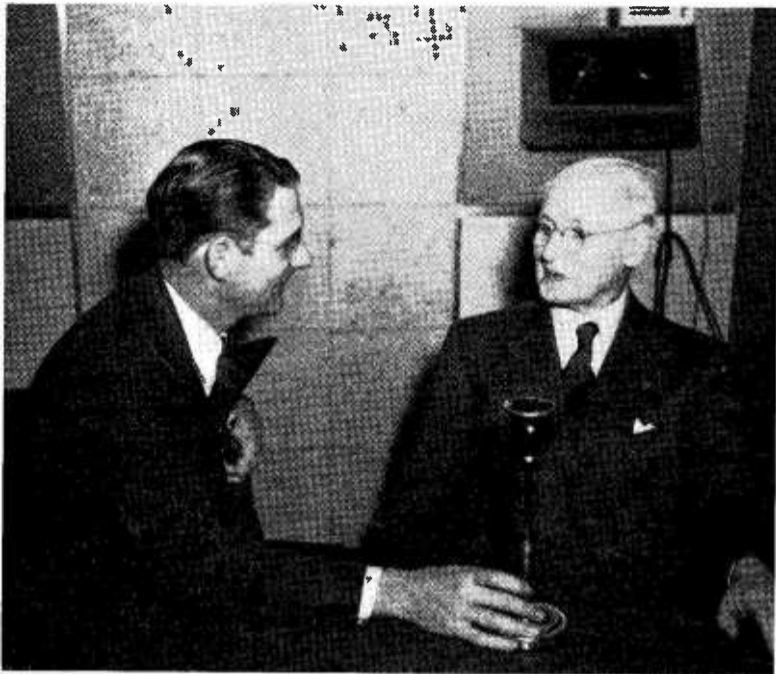
Present Scroll

The Omaha pharmacists presented Cermak with a handsomely-engraved scroll, calling attention to his long years of service to his profession.

Ray Clark, WOW's director of Special Events, was on hand with his portable transcribing equipment to record the ceremony when President L. Canar did the honors.

Next day, Cermak appeared as guest-interviewee on Ray Clark's "Noonday Forum" (McKesson-

TRIBUTE TO DRUGGISTS



Emil Cermak, "dean of Omaha apothecaries" (right), pictured with Ray Clark before the "Noonday Forum" microphones in WOW's studios.

"Smoky" Lohman on KC Jamboree

The "kid" of the "Prairie Ramblers," famous radio singing and instrumental quartet, is Dale Lohman, who used to play his "git-tar," as he insists on calling it, on WOW, Omaha, before he joined the act and went to Chicago two years ago. The act is being featured now in the "KC Jamboree," which is heard every Saturday over WOW at 10 a. m.

Even though the Ramblers had been entertaining radio audiences 12 years when "Smoky" Lohman joined up, he was made one of the family at once and has been receiving one-fourth of the act's revenue ever since.

Dale was 10 years old when he first began picking at a guitar under the guidance of his father, who for years played in dance orchestras in and around the family home town, Warrensburg, Mo. He made his music "debut in a high school play there.

"It was a Spanish operetta and they needed someone to play the git-tar, so it was me," the younger Lohman explained in Chicago a day or two ago. He made his first radio appearance on the Kansas City, station, KCMO, and then broadcast from KTUL, WOW and KWTO, Springfield, Mo.

"Smoky" Lohman is married, and the family, including a son 9 months old and a daughter, aged 7, recently moved into a newly-acquired house in Maywood, Ill., a residential suburb of Chicago.

V...—

WINS SKELLY AWARD

Joe J. Cox, outstanding potato and poultry producer of Codington County, S. D., was presented with the 101st weekly Skelly Agricultural Award and \$100 War Bond on the "Skelly News" program, Saturday, December 2 (NBC-WOW, 7 a. m.)

In addition to marketing 13,500 dozens of eggs last year, Fox has had a prominent part in his county's outstanding current yield of 500,000 acres of certified potatoes.

Lloyd Burlingham, midwest farm expert, will present the award, and Louis Roen will read a summary of the late news.

V...—

SIGNS WITH BING

Eugenie Baird, pretty vocalist, formerly with Glen Gray's Casa Loma orchestra, has been signed to sing with Bing Crosby at KMH, along with a new choral group, directed by Charles Henderson, author on "How to Sing for Money." John Scott Trotter continues to provide the orchestral accompaniments and Ken Carpenter continues as the announcer.

A recent addition to the cast of NBC's "A Woman of America" is Betty Philson, who plays the part of Rachel, the little girl that Heroine Prudence Dane reared as her own.

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

Once more the war clouds would dim out the light of the Christmas star, and the roar of guns and the

hymns of hate would smother the Christmas song of "Glory to God in the highest and peace on earth and good will toward men." But we must reject the temptation to doubt and to bend in our faith and to assume an attitude of defeat in the hour of great strife and confusion. It is not easy to sing of hope when everything seems so hopeless. The usual happy occasions of the festal season are marred by the thoughts about loved ones somewhere with the armed forces, or the presence of a chair that will be forever vacant. But the star of Christmas brings to us the cheering and comforting thought that God has not forgotten man or His world. The light of His truth still shines brightly upon man's pathway. The revelation of God in Christ is still the answer to his deepest need for personal peace, his guidance and



Rev. R. R. Brown

comfort. Let us pray that the nations' leaders will not lose sight of the star which leads to the full answer of a world's need—not now to a Babe in a manger, but to Christ of God, the King of Glory.

The relationship of the peace proclaimed on that first Christmas Day rests with men. They must accept Him as the Prince of Peace and His way of righteousness as the foundation of peace.

We trust that 1945 will be the beginning of the end of this bloody conflict. We hope and pray that the hour of the world's sorrow will soon pass. Let us close the year with a deep recognition of our debt to God and begin the new year with a new commitment of our lives to Him for highest living, noblest and sacrificial service. Let us be prepared not merely to welcome home, but to bring our boys back into an atmosphere of spiritual life, love and consolation.

Mrs. Brown and my associates join me in wishing all of you a most glorious and blessed Christmas and His hope and peace for 1945.

Tune in each Sunday morning at 8:30 to our chapel service. Our Christmas program the morning of December 24 and any special programs will be announced.

WHAT IT TAKES!

What are the qualities necessary in the makeup of a successful pharmacist?

This was one of the questions put to Emil Cermak, dean of Omaha apothecaries. Mr. Cermak enumerated them:

First, the pharmacist must be patient, willing to work all hours of the day or night.

Secondly, he must be cautious—always extremely careful and exacting in his work.

The pharmacist must have good health, clean living habits and a sincere desire to serve humanity regardless of what personal sacrifices may be involved.

"He must have all these qualities in addition to his scientific knowledge of pharmacy and chemistry," Mr. Cermak added.

Robbins, 12:45 p. m., week days, on WOW) and told the amazing story of his career.

Old Tools

The interview was preceded by the transcribed ceremony of presentation.

As a part of the interview, Mr. Cermak described his rare collection of pharmaceutical equipment, which includes a mortar made and used more than 400 years Before Christ and a pestil made and used in England more than a century ago. He told of the colors and odors used in the compounding of drugs into medicines. He also described his large collection of herbs, roots, barks and flowers from which drugs are compounded.

Mr. Cermak opened his own pharmacy in Omaha in 1893, and this year he is celebrating his 51st year in business. He invited all interested in the science of pharmacy to visit his store, which Mr. Canar referred to as "an extremely interesting combination of the old and the very modern."

Canar said that every druggist in this area should at some time visit Mr. Cermak in his store.

V...—

ESCAPE INJURY

Six members of Ray Noble's NBC orchestra narrowly escaped injury last Monday in a crash landing at San Bernardino, Calif. The men were returning to Hollywood by Flying Fortress after appearing on the previous day's "Chase & Sanborn Program" at the Army Air Base, Almagordo, N. M.

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(Each person on your list above will be notified before Christmas of this gift subscription from you. Subscriptions received prior to December 15 will begin with the January issue.)

CLIP THIS AND MAIL TO WOW TODAY!

RAY CLARK CITED IN DAVIS AWARDS

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Hy'ya, good Americans!

This is a Christmas story. It is the story of a gift to a little girl.

Patsy, pretty 4-year-old, had been chattering for many weeks about a toy soldier from Santa Claus.



Tom Dailey

"Mommy," she had said so many times, "won't Santa bring me a nice toy soldier to go with my doll? Why don't you write to daddy and tell him to tell Santa to bring me a toy soldier?"

Mother had written to daddy about the toy soldier—to daddy, in the Solomon Islands—and he had written back to say that he would be sure to tell Santa Claus to bring Patsy the toy soldier—as a sweetheart for her pretty doll.

It was Christmas Eve. Patsy had gone to bed—to dream about the toy soldier—and mother was decorating the Christmas tree. All the presents had been placed under the tree, save one—the toy soldier. Very carefully mother unwrapped a small package—and stood the wooden soldier next to Aunt Martha's box of candy. Patsy would see him first thing tomorrow morning. Then, with the nightly wish, and this night more than all, mother wished that daddy were here—at Christmas time. And in her prayers she asked God to send him happiness for the Holy day tomorrow. Then she, too, went to sleep.

It was around 3 o'clock in the morning when mother heard the noise in the house. Scared? Yes, but she charged it off to her imagination and went back to sleep.

She felt better when she awoke to find Patsy tugging at her arm. "Get up!" she said. "Merry Christmas, mommy! Let's go see if Santa brought me my toy soldier. He is going to be my doll's sweetheart from now on."

And they walked down the stairs to the Christmas tree. Aunt Martha was already up and in the living room. Patsy ran to the Christmas tree, grabbed up the toy soldier and held it to her heart—in child-like happiness. Mother brushed away a tear.

Aunt Martha said to mother: "Dear, I hope you will forgive me for the pitiful present I have for you. But you know that my finances—"

"Please, Aunt Martha," mother said. "Just your love—"

"But I do have another little present for you," continued Aunt Martha. "Since Patsy is so fond of the toy soldier as a sweetheart for her doll, and since you are as lovely as a doll, I thought you, too, would like a toy soldier for Christmas and so I have one for you."

"Really?"

"Yes, dear. All right, toy soldier!"

From behind the curtain stepped daddy.

Two toy soldiers, two sweethearts for two dolls—and a Merry Christmas.

V...—

France Presents Nazi Radio to Eisenhower

A complete radio station, built originally by Vichy engineers to German specifications and mounted on two railway cars, was presented recently to General Eisenhower by General De Gaulle as a gift of the French people, according to Merrill Mueller, NBC war reporter. Mueller said that the station will be coupled to General Eisenhower's special train, and in its use "the enemy will suffer the irony of creating the voice of freedom that will accompany the Allied high command to Berlin."

FUN AND FASHIONS VIA SPECIAL DELIVERY



This trio concocts and presents the interesting and amusing new "Special Delivery" programs you hear on WOW at 8:30 a. m., Mondays, Wednesdays and Fridays, sponsored by The Aquila. The new feature mixes fun with fashion news.

Ray Clark, Joy Barton (portrayed by Barbara Bates) and Lyle Odden, organist, do the broadcasts, and Louise Malmberg (center), advertising manager of The Aquila, helps Miss Bates with the writing of the scripts.

Experts Praise Forum Mike Voice

Ray Clark of the WOW staff, conductor of the McKesson & Robbins "Noonday Forum" (12:45 p. m., week days), was singled out among many radio men for a high honor in the H. P. Davis National Memorial Announcers' Awards.



Ray Clark

The board of judges, which consisted of five prominent Hollywood radio producers, cited Mr. Clark for Second Honorable Mention.

"They spoke very highly of Mr. Clark's announcing," wrote Marjorie Stewart, director of the Microphone Playhouse and the Davis Awards Foundation.

Clark's award came in the "regional frequency" classification; that is, NBC stations which serve large regions, such as WOW. A first award in the "small stations" classification went to H. Jack Wells, announcer at Station KODY, North Platte. (See page 5 for details.)

Clark will receive an engraved certificate.

In addition to his "Noonday Forum" work, Clark is WOW's chief newscaster. He works with Barbara Bates in the new "Special Delivery" feature (8:30 a. m., Mondays, Wednesdays and Fridays) for "The Aquila," and on Mondays he takes a regular announcer's shift.

During the past month many famed notables have faced Clark's "Noonday Forum" microphone. Interesting stories were told to Forum listeners by—

Lieut. William Shea, just returned from 30 months combat service in the European theater.

Ralph Budd, President of the Burlington Railroad, in Omaha to celebrate the anniversary of streamlined trains.

J. Monroe Johnson, Washington chief of the Office of Defense Transportation.

Basil Manley, Washington, Chairman of the Federal Power Commission.

Major Mommersteeg, a chaplain in the Netherlands Army, just returned from combat areas.

Roddy MacDowall, child movie star.

During the month Clark also brought Forum listeners several unusual remote "special event" broadcasts. One was a close-up word picture of the B-29 Superfortress from the Martin plant at Fork Crook, and another came from an important Pasture-Forage-Livestock meeting at Holdrege, Neb.

V...—

AUNT SALLY

(Continued from page 4)

Thank-you letters are important, so I ask you to cooperate in this matter. If a postal card or stamp is sent to you at any time, please use it to write to the sender.

And please turn your ears this way again. Uncle Sam's request is that Christmas packages be mailed early. Now, are you listening? There is to be no PEEPING BEFORE CHRISTMAS! Last year I received some letters before Christmas, thanking me for packages that were not supposed to be opened for two weeks. I want to think about all of you on Christmas morning as joining me in the fun of opening packages, and I never deep in a single one, so I want you to save your packages, too—all of them. Will you do that?

And to all my dear children, my good friends of the air, to all readers of the News Tower, I send my very best wishes for a Merry Christmas and a New Year that will bring PEACE ON EARTH.

Well, 'bye for now!

YOUR AUNT SALLY.

LATE NEWS BULLETINS

Laurette Fillbrandt has stepped into the role of Jennifer Burton, young daughter of Dr. Paul Burton, in NBC's "Woman in White."

V...—

Additions to the cast of NBC's "Lora Lawton" are Irene Wicker as Countess Francesca Donatello and Karl Weber as Adam Collingswood, career diplomat.

V...—

There's a real-life double for the Patti Dawson of NBC's "Rosemary." It's "Pat" Carrington, daughter of Author Elaine Carrington.

V...—

Latest member of NBC's "KC Jamboree" is pretty June Lyon, pianist.

"Singing Lady" Irene Wicker is back on the air, but in a new role.

Miss Wicker, who won celebrity in her original singing-narrative programs for children, is heard currently as the American-born Countess Donatello in "Lora Lawton" (NBC, five-a-week, 9 a. m., WOW).

V...—

Larry Stevens, Jack Benny's singing discovery, is first new personality to be signed by RCA records since the recording ban ended recently.

V...—

Staats Cotsworth has joined the cast of NBC's "Right to Happiness" in the role of Alex Delavan, a Hollywood film director.

NEWS LETTERS

(Continued from page 2)

YESSIREE!

Logan, Iowa—Indeed I do intend to renew my subscription to WOW News Tower! I should not think of being without it—filled, as it is, with such interesting items about our favorite programs and radio stars, and providing such a complete record of programs.

The appreciation of the Wolfe family for your excellent programs is still as fervent as ever.

I enclose \$1 for a two-year subscription.

MRS. WALTER I. WOLFE.

V...—

GRAND ANNOUNCERS

Hartington, Neb.—Enclosed find 50 cents to pay for the WOW News Tower for another year. And I also want to add a few words of praise to WOW, letting you know what a grand station we think it is. Your newscasters are fine. We especially like Ray Olson's and Ray Clark's voices. They are grand. We like the News Tower magazine for its pictures and small scratches of interest. Of course, the rest of the programs are fine if one has time to listen. Thank you.

(Signed) DENNIS MURPHY.

V...—

EVERY PAGE!

Correctionville, Iowa—Thank you for your kindly reminder, and please accept my renewal for two years. (\$1 enclosed) I wouldn't want to miss a single issue of WOW News Tower. I enjoy its every page and it helps me to tune in on the best radio programs. They are always to be found on WOW.

Very respectfully,

(Signed)

MRS. JENNIE STUBBS.

V...—

LAUDS SPONSORS

Nebraska City—I think a radio station should be commended as well as criticized when the occasion warrants.

The two programs directly following the News Tower, Monday night, were fine and greatly enjoyed by our party, young and old, listening in. Programs, I believe, were sponsored by Longines Watch Company and the Falstaff Brewing Company.

Yours truly,

H. O. RICE.

WOW NEWS SCHEDULE

(NOTE.—WOW will instantly interrupt any program at any time for important news flashes or bulletins.)

The regularly scheduled newscasts on WOW are as follows:

- 6:00 A. M.—News Tower..... Daily except Sun.
- 7:00 A. M.—Alex Dreier..... Daily except Sun.
- News Summary, NBC..... Sun.
- 7:30 A. M.—News Tower..... Daily except Sun.
- 8:00 A. M.—World News Review. Mon., Tue., Wed., Thu., Fri.
- 8:15 A. M.—WOW News Tower..... Sun.
- 9:15 A. M.—Robert St. John—News..... Mon. Thru Fri.
- 9:30 A. M.—Omaha's Front Page..... Sun.
- 10:00 A. M.—News Tower..... Sun.
- 11:00 A. M.—World Front..... Sun.
- 11:15 A. M.—Alex Dreier..... Sat.
- 11:45 A. M.—Local News..... Sat.
- 12:00 Noon—Four-Bell News Roundup.....
- Mon., Tue., Wed., Thu., Fri.
- Foster May..... Sat.
- News Tower..... Sun.
- 12:30 P. M.—News Tower..... Sat.
- 2:30 P. M.—Max Hill..... Sun.
- 4:30 P. M.—John W. Vandercook..... Sat.
- 5:30 P. M.—Four-Bell News and Sports... Daily except Sun.
- 6:15 P. M.—News of the World, NBC.....
- Mon., Tue., Wed., Thu., Fri.
- 6:45 P. M.—Highlights of News..... Mon., Wed., Fri., Sat.
- 6:55 P. M.—News..... Sun.
- 10:00 P. M.—News Tower..... Daily
- 11:00 P. M.—News Reports, NBC..... Sun.
- 11:15 P. M.—News, NBC..... Tue., Thu., Sat.
- 11:55 P. M.—News Reports, NBC..... Daily
- 12:55 A. M.—News..... Daily

WOW'S DECEMBER NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "12/44" 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 Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Paxton & Gallagher Penn Tobacco Studebaker Dentyne Gum—Falstaff Overland Greyhound	4-Bell News—Sports Phillips "66" Studebaker Penn Tobacco Fairmont Dentyne Gum—Falstaff Overland Greyhound	Great Gildersleeve Kraft
6:00	Chesterfield Music Shop	Chesterfield Music Shop	Chesterfield Music Shop	Chesterfield Music Shop	Chesterfield Music Shop	Starring Curt Massey Schutter Candy Co.	Jack Benny Lucky Strike
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 News
6:30	Pfd. Melodies—Hamm	Skippy Hollywood Theater—Skippy Peanut Butter	Jimmie Fidler—Arrid	Bob Burns Lifebuoy	Prof. Melodies—Hamms	Eye-Witness, Hamms	Chase & Sanborn Hour
6:45	News, Groves	Johnny Presents Ginny Simms Philip Morris	Mr. and Mrs. North Woodbury Products	Frank Morgan Show Maxwell House Coffee	Cities Service Highway in Melody	Gaslight Gaieties P. & G. Teel	One Man's Family Standard Brands Fleischmann Yeast
7:00	Cavalcade of America Du Pont	A Date With Judy Turns	Carton of Cheers Raleighs	Dinah Shore Birdseye	Duffy's Tavern Ipana— Minit Rub	Truth or Consequences P. & G. Duz	Manhattan Merry-Go-Round Dr. Lyons
7:30	Voice of Firestone Concert	Mystery Theater Molle Shaving Cream	The Eddie Cantor Show Sal Hepatica	Kraft Music Hall Bing Crosby	Waltz Time Phillips Milk of Magnesia	National Barn Dance Alka-Seltzer	American Album of Familiar Music Bayer Aspirin
8:00	Telephone Hour Bell Telephone	Fibber McGee and Molly Johnson Wax	Mr. District Attorney Ipana—Vitalis	Joan Davis and Jack Haley Sealtest	People Are Funny Wings Cigarettes	Can You Top This? Colgate Dental Cream	Hour of Charm General Electric
8:30	Information Please H. J. Heinz	Bob Hope Pepsodent	Kay Kyser Lucky Strike	Abbott and Costello Camels	Amos 'n' Andy Lever Rinso	Palmolive Party	Comedy Theater Old Gold
9:00	Contented Hour Carnation Milk	Hildegard Raleighs	The Drene Show Rudy Vallee	The Drene Show Rudy Vallee	Bill Stern—Colgate	Grand Ole Opry Prince Albert	WOW News Tower Kilpatrick's Uncle Sam's
9:30	Dr. I. Q. Mars, Inc.	C. B. & Q. WOW News Tower Paxton & Gallagher Lever Bros.	C. B. & Q. WOW News Tower Paxton & Gallagher Lever Bros.	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	C. B. & Q. WOW News Tower Paxton & Gallagher Lever Bros.	C. B. & Q. WOW News Tower Paxton & Gallagher Nebraska Power	Walter Winchell Jergens Lotion
9:45	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports Nebraska Clothing	Sports	Hollywood Mystery Time—Woodbury
10:00	Symphonette Longines—Wittnauer	Dick Haymes Auto-Lite	Symphonette Longines—Wittnauer	Music America Loves RCA	Symphonette Longines—Wittnauer	I Sustain the Wings NBC	Wildroot News
11:00	Midnight Revue Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman	Midnight Revue Falstaff Beer	The Little Show Heilman	

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

MORNING AND AFTERNOON SCHEDULE

5:30 A. M.—Five-thirty Call..... Daily except Sun.
6:00 A. M.—Early Morning News Tower—Crow's Hybrid, Kellogg Feed..... 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.—Nothing But the Truth—Carey Salt..... Mon., Fri.
Time and Tunes..... Tue., Wed., Thu.
Markets..... Sat.
6:50 A. M.—Farm News and Music—Flex-O-Glass..... Tue., Thu., Sat.
6:55 A. M.—Reveille—Fair Store..... Daily except Sun.
7:00 A. M.—Alex Dreier—Skelly News..... Daily except Sun.
News Summary, NBC..... Sun.
7:05 A. M.—Sunrise Serenade..... Sun.
7:15 A. M.—Lyle, Stan and Lyle—Nutrena..... Mon., Wed., Fri.
Do You Remember..... Tue., Thu.
Dick Liebert, Organist, NBC..... Sat.
7:30 A. M.—WOW News Tower—Roberts, Byron Reed, Mid-Continent, Peter Paul
Boone County Neighbors, NBC..... Daily except Sun.
7:45 A. M.—Reveille Roundup—Groves Cold Tablets..... Mon., Wed., Fri.
Top of the Morning..... Tue., Thu., Sat.
8:00 A. M.—World News Review—National Biscuit..... Mon., Tue., Wed., Thu., Fri.
What's What Today?—Metropolitan Utilities..... Sat.
Al Williams Health System..... Sun.
8:05 A. M.—Neighborhood Song Shop—Malt-O-Meal..... Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—Nothing But the Truth—Carey Salt..... Tue., Wed., Thu.
Little Doghouse..... Sat.
WOW News Tower—Tek-Seed Hybrids..... Sun.
8:30 A. M.—Special Delivery—Aquila..... Mon., Wed., Fri.
Ranch House Jim—Omar, Inc..... Tue., Thu.
Homemakers Club—Nebraska Power..... Sat.
Chapel Service, Rev. R. R. Brown..... Sun.
8:45 A. M.—Korn-Kobblers—Beaumont Four-Way..... Mon., Wed., Fri.
9:00 A. M.—Lora Lawton—Babo and Aunt Polly's Soup Mix..... Mon., Tue., Wed., Thu., Fri.
Adventures of Omar—Omar, Inc..... Sat.
9:15 A. M.—Robert St. John, News—Miles Lab.—NBC..... Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Finders Keepers, NBC..... Mon., Tue., Wed., Thu., Fri.
Ranch House Jim—Omar..... Sat.
Omaha's Front Page—Nebraska Power..... Sun.
9:45 A. M.—Iowa Master Breeders..... Sun.
10:00 A. M.—Road of Life—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.
KC Jamboree—KC Baking Powder..... Sat.
WOW News Tower—Kilpatrick's Uncle Sam Breakfast Food..... Sun.
10:15 A. M.—Rosemary—P. & G. Crisco and Ivory..... Mon., Tue., Wed., Thu., Fri.
Gems and Jottings—Zales Jewelry..... Sat.
10:30 A. M.—Star Playhouse—P. & G. Dref, Crisco..... Mon., Tue., Wed., Thu., Fri.
Smilin' Ed McConnell—Buster Brown..... Sat.
Church in the Wildwood..... Sun.
10:45 A. M.—David Harum—Aunt Polly's Soup Mix, Babo..... Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Strictly Instrumental..... 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.—Victor Lindlahr—Serutan..... Mon., Tue., Wed., Thu., Fri.
Alex Dreier—John Morrell & Co..... Sat.
11:30 A. M.—Aunt Jenny—Lever Bros. Spry..... Mon., Tue., Wed., Thu., Fri.
Markets..... Sat.
Stradivari Orchestra—Prince Matchabelli Cosmetics..... Sun.
11:45 A. M.—Life Can Be Beautiful—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.
Omaha's Front Page..... Sat.
12:00 Noon—Four-Bell News, Markets..... Mon., Tue., Wed., Thu., Fri.
Poster May—Robinson Seed..... Sat.
WOW News Tower—Kilpatrick's, Uncle Sam's Breakfast Food..... Sun.
12:15 P. M.—Farm Magazine of the Air—Yager Seed Company..... Sun.
12:30 P. M.—Supreme Serenade—Merchants Biscuit..... Mon., Tue., Wed., Thu., Fri.
WOW News Tower—Peter Paul, Paxton & Gallagher..... Sat.
Defense Program..... Sun.
12:45 P. M.—Noonday Forum—McKesson-Robbins..... Daily except Sun.
Mitchell and Utley—American Dairy Association..... Sun.
1:00 P. M.—Guiding Light—Betty Crocker Soup..... Mon., Tue., Wed., Thu., Fri.
Farm Facts and Fun..... Sat.
Those We Love—General Foods..... Sun.
1:15 P. M.—Today's Children—General Mills..... Mon., Tue., Wed., Thu., Fri.
1:30 P. M.—Woman in White—General Mills..... Mon., Tue., Wed., Thu., Fri.
Police Bulletins..... Sat.
Westinghouse Concert..... Sun.
1:45 P. M.—Judy and Jane—Folger Coffee..... Mon., Tue., Wed., Thu., Fri.
2:00 P. M.—Woman of America—P. & G. Ivory Snow..... Mon., Tue., Wed., Thu., Fri.
Music, NBC..... Sat.
Sheaffer World News Parade—Sheaffer Pen..... Sun.
2:15 P. M.—Ma Perkins—P. & G. Oxydol..... Mon., Tue., Wed., Thu., Fri.
2:30 P. M.—Pepper Young—P. & G. Camay..... Mon., Tue., Wed., Thu., Fri.
Music, NBC..... Sat.
The Army Hour, NBC..... Sun.
2:45 P. M.—Right to Happiness—P. & G. Ivory Bar..... Mon., Tue., Wed., Thu., Fri.
3:00 P. M.—Backstage Wife—Sterling Products..... Mon., Tue., Wed., Thu., Fri.
Yank, the Army Weekly..... Sat.
3:15 P. M.—Stella Dallas—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri.
3:30 P. M.—Lorenzo Jones—Sterling Products..... Mon., Tue., Wed., Thu., Fri.
Nebraska-Iowa Quiz—Listerine Tooth Paste..... Sat.
3:45 P. M.—Young Widder Brown—Phillips Chemical..... Mon., Tue., Wed., Thu., Fri.
Rhythm Workshop..... Sat.
4:00 P. M.—When a Girl Marries—General Foods..... Mon., Tue., Wed., Thu., Fri.
Grand Hotel—Campana..... 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.
John W. Vandercook—Sentinel Radios..... Sat.
4:45 P. M.—Front Page Farrell—Hills Cold Tablets and Bisodol..... Mon., Tue., Wed., Thu., Fri.
Creighton University of the Air..... Sat.
5:00 P. M.—The Goldbergs—P. & G. Duz..... Mon., Tue., Wed., Thu., Fri.
The Baxters—PTA Program..... Sat.
Catholic Hour, NBC..... Sun.
5:15 P. M.—Music Room..... Daily except Sun.
5:25 P. M.—Barbara Bates Memory Album—Vicks..... Mon., Tue., Wed., Thu., Fri.

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