

Give them a **WESTINGHOUSE DUO** and they'll come home after school

It's an automatic **RADIO-PHONOGRAPH**... that plays 50 minutes of uninterrupted recorded music by pressing the single-button control.

But you can **LIFT OUT** the radio and plug it in anywhere.

It's a real 2 in 1 instrument! Stunning air-stream cabinet in rich, dark mahogany or toasted blond mahogany finish. This sensational set will bring them home for their after school fun. \$99.85

EVERY STUDENT WANTS A **Westinghouse LITTLE JEWEL**

Here's a console radio in capsule form, packing tone, power and performance you'll have to hear to believe! Styled on all sides, it has a retractable handle for carrying from room to room. Only 9 1/4" x 6" x 6". It's ideal for small spaces. Green and gold or ivory and gold. A swell gift for a smart student! \$36.95

A WESTINGHOUSE **LIBRARY MODEL**

Small, smart and powerful . . . the ideal radio for bookshelf, mantel or table . . . rich mahogany veneer cabinet . . . easy-to-see, easy-to-tune dial . . . big radio performance that will wow the whole dormitory, at a small radio price that won't upset the budget. \$39.95

Listen . . . and you'll buy **Westinghouse**

PHILIPS
APPLIANCE AND HOUSEWARE ANNEX
SOUTH OMAHA
24th and "O" Streets



Winsome

This winsome lass "models" a fabric napkin that will never be laundered. The fabric, nonwoven, is made by a completely new process, recently patented. Spinning and weaving are entirely eliminated, according to National Patent Council. Several continuous webs of fibers come off a set of cards in a wide strip and are laid over each other, forming a "lap." The "lap" goes into a binding machine which deposits an adhesive on the face of the material to bind the individual fibers into place. When soiled, the napkin is thrown away.

Control from Within Maintains High

Much of the success of the brewing industry's Self-Regulation Program to maintain wholesome conditions where beer is sold is due to the democratic manner in which the program operates.

Although the Nebraska Committee works closely with tavern owners, the actual task of preventing violations is the responsibility of the retailer. These men are concerned with their standing in their respective communities; careful of the reputation of the industry in which they serve. They do not want law violators in their ranks, nor unwholesome conditions surrounding the sale of beer.

Industry control from within is the best insurance for maintaining high business standards. Beer industry Self-Regulation is an effective program — so proven by nearly 10 years of experience.

KSWI KFMX
1560 FM 96.1
RADIO LOG

KSWI-KFMX RADIO PROGRAM FOR FEB. 1st to FEB. 7th	7:15 Weather—Hit of the Day 7:30 Platter Chatter 7:45 Spotlight Parade 8:00 News 8:05 Missouri Valley Hour 8:30 Weather 8:55 NEWS 9:00 Daily Chapel 9:15 Listen Ladies 9:50 Opening Grain Quotations 9:55 Markets With Mac 10:00 Number Please 10:15 Stitches Time 10:30 Musical Jamboree 11:00 Something Old, Something New 11:15 Town Crier 11:20 Markets With Mac 11:25 Musical Caravan 11:45 Sons of the Pioneers 12:00 Noon Day Varieties 12:15 Markets With Mac 12:30 News 12:45 Rhapsody In Rhythm 1:00 South Omaha Hour 1:30 Patterns In Music 1:45 Gardner's Exchange 2:00 Markets With Mac 2:05 Rhythm Rambles 2:30 Riders of the Purple Sage 2:45 Show Tune Time 2:55 NEWS 3:00 MUSICAL JACKPOT 3:30 1560 CLUB 4:45 SPORTS ALBUM 5:00 Easy Rhythm 5:30 Main Stem Derby, Junior 5:45 Five-Star Final 6:00 Sign Off—KSWI 6:00 KFMX—Rainbow Rendezvous 6:30 COLUMBIA RECORD SHOP 7:00 Candlelight & Silver 7:30 Council Capers 7:55 News 8:00 At Ease 8:30 Musically Yours 8:45 Musical Moments 8:55 News 9:00 Four Scores from VFV 9:15 LET'S DANCE 9:55 News 10:00 SIGN OFF—KFMX	KSWI PROGRAM LOG FOR SUNDAY, FEB. 1	KSWI PROGRAM LOG FOR MONDAY THRU FRIDAY
6:15 Sign On, News 6:20 Musical Reveille 6:55 News 7:00 Sunday Serenade 7:30 Melody In Rhythm 8:00 News 8:45 Cavalcade of Music 9:30 Wings of Healing 9:00 Uncle Buck's 10:00 Symphony of Melody 10:30 First Christian Church Organ Music 10:45 First Christian Church 11:30 Curtain Calls 12:00 South Omaha Hour 12:30 News 12:45 Memories 1:15 Pipes of Melody 1:30 Co. Bluffs Church Choir 2:00 Matinee Melodies 2:30 Carefree Capers 3:00 Shades In Harmony 3:30 Charlie Barnet's Orch. 4:00 City Chorus 4:15 Waltz Time 4:30 Fashions In Rhythm 5:00 Proudly We Hail 5:30 Easy To Remember 5:45 FIVE STAR FINAL 6:00 Sign Off—KSWI 6:00 KFMX—Rainbow Rendezvous 6:30 COLUMBIA RECORD SHOP 7:00 Candlelight & Silver 7:30 Council Capers 7:55 News 8:00 At Ease 8:30 Musically Yours 8:45 Musical Moments 8:55 News 9:00 Four Scores from VFV 9:15 LET'S DANCE 9:55 News 10:00 SIGN OFF—KFMX	6:15 Sign On, News 6:20 Rise And Shine 6:30 Morning Moods 7:00 NEWS 7:15 Weather; Music 7:30 Musical Workshop 8:00 NEWS 8:05 C. B. Special 9:00 Gems of Melody 9:30 Harmony Hall 9:50 Grain Quotations 10:00 Morning Devotions 10:15 Rhythm & Reason 10:30 Musical Jamboree 11:00 Charlie Zahn at the Organ 11:15 Town Crier 11:30 Musical Caravan 12:00 Noonday Varieties 12:15 Market Roundup 12:30 NEWS 12:45 Rhapsody In Rhythm 1:00 South Omaha Hour 1:30 Forward March 1:45 Saddle Rhythm Time 2:00 News 2:05 Rhythm Rambles 2:30 Riders of the Purple Sage 2:45 Show Tune Time 3:00 Musical Jackpot 3:30 MAIN STEM DERBY 4:45 Sports Album 5:00 Easy Rhythm 5:30 Just For Fun 5:45 FIVE STAR FINAL 6:00 KSWI Sign Off 6:00 KFMX—Rainbow Rendezvous 6:30 Salon Serenade 7:00 Homespun Harmonies 7:30 Council Capers 7:00 NEWS 8:00 D'Artega Presents 8:15 Song Souvenirs 8:30 Club Rendezvous 8:45 Tropicana 8:55 News 9:00 HOCKEY—OMAHA-DALLAS 10:00 KFMX Sign Off		

LISTEN TO MAIN STEM DERBY

Special services conducted during this period of Lent have as their objective a mediation upon the suffering and death of our Savior. They are not intended to excite sympathy for Jesus, but rather to bring us to a fuller realization of our own unworthiness and sinfulness, for which Jesus came to suffer and die. Special Lenten services will, therefore, be conducted at Hope Lutheran every Wednesday evening at 8 o'clock. The public is heartily welcomed to attend.

—CARD OF THANKS—
We wish to extend our heartfelt thanks and appreciation for the acts of kindness, messages of sympathy and beautiful floral offerings received from many friends in Omaha and other cities during the illness and death of our beloved husband, father, brother, grandfather, cousin, Mr. Arthur Sampson who departed this life Friday January 16th 1948. Especially thank Rev. E. F. Ridley, Rev. O. J. Burchardt, Rev. Foster Goodlett, Rev. A. N. Ridley, Rev. John Olds and all who endeavored to lighten our burden in our sad hour. Mrs. Lena Sampson, Wife, Miss Mary Sampson, Daughter, Mr. Asa and Walter Sampson, Brothers, Miss Louise Perkins, Grand daughter, Mrs. Arnetta Sawyer, Cousin.

ENTER TODAY!

Martha Bohlsen's

Homemaker's Club of the Air
10th ANNIVERSARY CONTEST
CONTEST ENDS FEBRUARY 28TH

\$750⁰⁰ in PRIZES

Easy to Enter—Nothing to Buy

Martha Bohlsen's ten years on the air is a record to be proud of, and in her honor, the entire electrical industry is sponsoring this contest. It's easy to enter . . . there's nothing to buy. Simply tell in your own way, in 50 words or less, why you like the Homemaker's Club of the Air. It's sincerity and simplicity that count. This contest closes Saturday, February 28th, at midnight. Don't miss out—send in your entry now!

Tune in Homemaker's Club of the Air Heard Daily Over These Stations

WOW-- Saturday 9:00 A. M.
KOIL-- Tues. & Thurs. 3:15 P. M.
KOWH-- Wed. & Fri. 10:45 A. M.
KBON-- Monday 7:30 A. M.

NEBRASKA-IOWA ELECTRICAL COUNCIL

Look at this List of Prizes

1st Prize —ELECTRIC RANGE
2nd Prize —ELECTRIC REFRIGERATOR
3rd Prize —ELECTRIC WATER HEATER
4th Prize —ELECTRIC ROASTER
5th Prize —ELECTRIC MIXER
6th Prize —ELECTRIC TOASTER
7th & 8th Prizes—ELECTRIC IRONS

OFFICIAL RULES

1. Simply complete this statement in 50 words or less: "I like the Homemaker's Club of the Air because . . ." Write on one side of paper and mail to: NEBRASKA-IOWA ELECTRICAL COUNCIL, P. O. Box 1055, Omaha, Nebraska. Be sure to include your name and address.

2. Anyone is eligible to enter except employees of the Nebraska-Iowa Electrical Council, its advertising agency, and their families. Contest subject to all Federal and State regulations.

3. All entries must be the original work of the contestant, submitted in his own name. Only one entry may be submitted by any one person.

4. Prizes as listed elsewhere in this advertisement will be awarded on the basis of originality, sincerity, and aptness of thought. Neatness and proper spelling are not required. In cases of ties, duplicate awards will be made. The decision of the impartial judges will be final. All entries become the property of the Nebraska-Iowa Electrical Council and none can be returned.

5. The contest begins Monday, January 28, and ends Midnight, Saturday, February 28. All entries postmarked later than Midnight, February 28, will not be considered.

6. Winners will be announced over the Homemaker's Club of the Air radio program and will be notified by mail. A list of the winners will be sent to all contestants requesting one and sending a self-addressed, stamped envelope.

Save Little Fat Too

Many women think of saving used kitchen fat only when they have lots of it, frying bacon, for instance. But all meats have some fat, and bones and table scraps will yield a surprising amount when they are heated, and every drop is scraped into your fat salvage container.

NEBRASKA COMMITTEE
United States Brewers Foundation
Charles E. Sandall, State Director
710 First Nat'l Bank Bldg., Lincoln

ORGANIZES P. T. A.
Hope Lutheran School, 30 and Corby St., organized a P. T. A. recently with Mrs. Gwendolyn Wagoner, Vice President; Mr. Walter Hadley, Secretary; Mrs. Mary Mason, Treasurer. Meetings are held the first and third Wednesdays of the month in the Churchbasement.

THE WAITER'S COLUMN
H. W. Smith—Ha 0800
R. R. Boys serving with a smile on wheels.
Musician Headwaiter at all times using effort to help those that cannot help themselves.
Omaha Club waiters with Capt. Earl Jones rendering fine service to the members and friends.
Waiters at the Hill Hotel in the front line on service at all times.
Waiters at the Omaha Athletic Club on the up-and-go service at all times.
Waiters at the Paxton Hotel very much on the improve on rapid service during the cold winter days even though the groundhog did show his shadow on February 2, 1948.

URGES "NEW LOOK" IN MANAGEMENT

CHICAGO — "Top management must make a decision to get its house in order quickly," Robert W. Jackson, president of Aldens, Inc., third largest mail order company in the U.S., said before a joint meeting here of the Office Management Association of Chicago and Northwestern University.

"It is the responsibility of every business executive to face squarely the task of preparing his company, division, department or unit for the readjustments that are necessary to take advantage of current and future opportunities."

Basic principles of management policies, plan of organization and personnel—were forgotten in the last couple easy profit years, he declared in pointing out that management must crystallize its own thinking as to policy, must install a plan of organization that will work, and replace some key executives to restore personnel leadership.

Add Years to Life
Proper oiling of electric motors will add years to their lives. Now is a good time to make a check on the alignment of the bolts and to clean dirt and dust away from the ventilation holes of the motor. If you don't have a delayed-action fuse to protect the motor against overloads, it might be a good idea to install one. All in all, a motor checkup right now may save you hours of time and trouble later on.

Thrifty women would just as soon throw out pennies as a scrap of fat. Your meat dealer will pay for every pound of used cooking fat you turn in.

ALL SET for Sleep Comfort

Westinghouse Electric Comforter
with the Automatic Watchman Control
The last word in Sleep Luxury

Just set the Automatic Watchman Control and you're all set to sleep in mellow warmth the whole night through. One lightweight, Westinghouse Electric Comforter is all you'll ever need even on the coldest nights. Plugs into any a-c outlet. The bedside control, dainty as a powder box, will then automatically maintain the selected degree of warmth regardless of changes in room temperature.

The lush rayon satin cover is available in three rich, gorgeous colors: Rose, Blue or Green. It is easily dry-cleaned and the inner warming sheet can be removed for laundering.

A blessing to persons allergic to wool, not an ounce of animal fibers in the entire Comforter! : : mothproof, too! 72" x 86", for ample tuck-in. Approved by Underwriters' Laboratories, Inc. Come in for a demonstration!

49.85

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SOUTH OMAHA
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