

PHILIPS

'APPLIANCE AND HOUSEWARE ANNEX

SOUTH OMAHA

24th and "O" Streets

ENTER TODAY!

Martha Bohlsens

Homemaker's Club of the Air

CONTEST ENDS FEBRUARY 28TH

I my 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 KOIL Tues. & Thurs. 3.15 F. 11.

KOWH-- Wed. & Fri. 10:45 A. M.

KBON-- Monday 5.30 A. M.

NEBRASKA-IOWA ELECTRICAL COUNCIL Look at this List of Prizes

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

OFFICIAL RULES

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.

The contest begins Monday, January 26, and ends Midnight, Saturday, February 28. All entries postmarked later than Midnight, February 28, will not be considered.

awarded on the basis of originality, sincer-ity, and aptness of thought. Neatness and

thought. Neathess 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.

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.

.. ORGANIZES P. T. A.

Hope Luthern 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 ehld the first and third Wednesdays of the month in tthe Churchbasement. *

THE WAITER'S COLUMN H. W. Smith-Ha 0800 R. R. Boys serving with a smile

Musician Headwaiter at all times using effort to help those that cannot helf hemselves. 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 imes. 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 groandhog did show his shadow on February 2, 1948.

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 seeking fat you turn in.

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 several continuous webs of nbers 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 . 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 promen by nearly 10 years of

NEBRASKA COMMITTEE



United States Brewers Foundation

Charles E. Sandall, State Direc. 710 First Nat'l Bank Bldg., Lincoln

Save used cooking fat. Meat dealers will buy every pound you turn in.

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

Northwestern university.
"It is the responsibility of every business executive to face squarely the task of preparing his company,

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 leader—sh

KSWI KFMX

1560 RADIO

FM 96.1 LOG

KSWI-KFMX RADIO PROGRAM FOR FEB. 1st to FEB. 7th

KSWI PROGRAM LOG FOR SUNDAY, FEB. 1

6:15 Sign On, News 6:20 Musical Reveille

6:55 News 7:00 Sunday Serenade

7:30 Melody In Rhythm 8:00 News 8:05 Cavalcade of Music

8:30 Wings of Healing 9:00 Uncle Buck's 10:00 Symphony of Melody 10:30 First Christian Church Organ

10:45 First Christian Church 11:30 Curtain Calls

12:00 South Omaha Hour 12:30 News

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 Rendesvous 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 VFW 9:15 LET'S DANCE 9:55 News

10:00 SIGN OFF-KFMX

KSWI PROGRAM LOG FOR

MONDAY THRU FRIDAY 6:15 Sign On, News 6:20 Markets With Mac

6:25 Markets With M 6:30 Songs of West 7:00 NEWS

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

6:20 Rise And Shine 10:15 Stitchin Time 6:30 Morning Moods 10:30 Musical Jamboree 7:00 NEWS 7:15 Weather; Music 11:00 Something Old, Something

New 7:30 Musical Workshop 11:15 Town Crier 8:00 NEWS 11:20 Markets With Mac 8:05 C. B. Special 9:00 Gems-of Melody 11:25 Musical Caravan 11:45 Sons of the Pioneers 9:30 Harmony Hall

12:00 Noon Day Varieties 9:50 Grain Quotations 12:15 Markets With Mac 10:00 Morning Devotions 12:30 News 10:15 Rhythm & Reason

10:30 Musical Jamboree 12:45 Rhapsody In Rhythm 11:00 Charlie Zahn at the Organ 1:00 South Omaha Hour 1:30 Patterns In Music 11:15 Town Crier 1:45 Gardner's Exchange

11:30 Musical Caravan 12:00 Noonday Varieties 2:00 Markets With Mac 12:15 Market Roundup

9:00 Feb. 5-Hockey-Omaha-

9:00 Feb. 6-Four Scores from

SATURDAY

Kansas City

VFW

10:00 SIGN OFF-KFMX

6:15 Sigr. On, News

9:15 Let's Dance

Daily:

9:55 News

2:05 Rhythm Rambles 12:30 NEWS 2:30 Riders of the Purple Sage 12:45 Rhapsody In Rhythm 2:45 Show Tune Time 1:00 South Omaha Hour

2:55 NEWS 1:30 Forward March 3:00 MUSICAL JACKPOT 1:45 Saddle Rhythm Time 3:30 1560 CLUB 4:45 SPORTS ALBUM 2:00 News 2:05 Rhythm Rambles

5:00 Easy Rhythm 2:30 Riders Of The Purple Sage 5:30 Main Stem Derby, Junior 2:45 Show Tune Time 5:45 Five-Star Final 3:00 Musical Jackpot 6:00 Sign Off-KSWI 3:30 MAIN STEM DERBY 6:00 Easy To Remember-KFMX

4:45 Sports Album 6:30 Salon Serenade 5:00 Easy Rhythm 7:00 Meet The Band 5:30 Just For Fun 7:15 The Stork Club Presents 5:45 FIVE STAR FINAL 7:30 Council Capers

6:00 KSWI Sign Off 7:55 News 6:00 KFMX-Rainbow Rendezvous 8:00 Rhythm Doodlers 6:30 Salon Serenade 8:00 Feb. 6th-Basketball-T.J.-7:00 Homespun Harmonies A.L.

7:30 Council Capers 7:00 NEWS 8:00 D'Artega Presents 8:30 Charlie Zahn at the Organ

8:15 Song Souvenirs 8:30 Club Rendezvous

8:45 Tropicana 8:55 News

9:00 Feb. 3-Hockey-Houston 9:00 HOCKEY—OMAHA-DALLAS 10.00 KFMX Sign Off

9:00 Feb. 4-Let's Dance MAIN STEM DERBY LISTEN

Feb. 2-Let's Dance

Mon., Wed., Fri.:

8:55 News

8:15 Song Souvenirs

8:45 Time To Dance

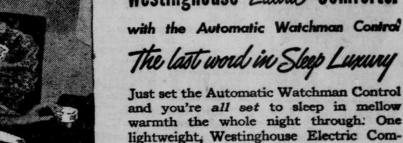
Special services conducted during this period of Lent have as their objective a mediation upon the suffering and death of our Saivor. They are not ntended to excite sympathy for Jesus, but rather to bring us to a fuller realization of our own unworthiness and sinfulness, for which Jesus came to suffer and die. Special Lenten services will, therefore, be conducted at Hope Lutheran every Wednesday eveing 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, meessages of sympathy and e-utiful 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 endeavoured to lighten our burden in our sad hour. Mrs. Lena Sampsson, Wife. Miss Mary Sampson, Daughter. Mr. Asa. and Walter Sampson, Brothers. Miss louise Perkins, Grand daughter. Mrs. Arnetta





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

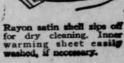
A blessing to persons allergic to work not an ounce of animal fibers in the entire Comforter ::: mothproof, too: 72" x 86". for ample tuck-in. Approved by Underwriters' Laboratories, Inc. Come in for a demonstration.











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