

Radio
Station
WOW

RADIO NEWS TOWER

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

Complete Radio Program News From Radio Station WOW

5000
Watts
590 Kc.

VOL. II—No. 7

OMAHA, NEBRASKA, APRIL 1, 1938

PUBLISHED MONTHLY

4 OMAHA FOOD SHOWS BEGIN

WOW Starts 16th Year On Saturday April 2

WOW is making plans to celebrate its 15th birthday on April 2. For on that date WOW will have completed its 5,275th successive day on the air!

Plans for both a public observance of the anniversary and a special broadcast in honor of the event are being formulated by Program Manager Harry Burke and Howard O. Peterson, local advertising and promotion manager.

During the 15-year period, WOW on two occasions was "off the air" due to technical difficulties, but the sum total of all the time off due to breakdowns is estimated by Chief Engineer William J. Kotera at less than 15 hours.

In the early days WOW shared time with other stations, but despite this fact the number of hours "on the air" averages better than 16 hours a day, Kotera said, or a total of more than 85,000 hours!

In the early days WOW had two announcers, two engineers, two women employes and a manager—seven employes in all.

WOW now employs 40 persons full time and many others part time, occupies 10 times as much space and is housed in one of the most efficient and luxurious studios in America.

WINTER CRUISE PUTS FOSTER IN THE PINK

Foster May is wearing a late August tan. He is the picture of health after his mid-March vacation. Accompanied by Mrs. May, Foster drove to New Orleans, and from there went on a nine-day cruise on a "banana liner" to Central America and the Caribbean sea.

Mr. and Mrs. May were on ship-board seven of their nine days at sea, the other two days being spent in short inland trips at points of interest.

"It was a grand rest," Foster said. "About all we did was sleep, play shuffle-board and other deck games."

Record Gurgles For Sound Effects!



BABY REYNOLDS SNAPPED ACTUALLY MAKING SOUND EFFECTS!

Next time you hear baby laughing, gurgling or crying in a dramatic skit on WOW, it will probably be the sounds made by this baby—10-month-old John Milton Reynolds.

Baby John's mama was his director and prompter. For an hour she coaxed the baby, and every sound emitted was put on a wax recording for WOW's "sound effects" library and for future use.

New Spring 'Radio Menu' Sure to Please

Spring finds four of Omaha's largest food manufacturers turning to WOW to increase sales, expand markets and provide hundreds of hours of pleasure and enlightenment for the 660,000 radio families in the WOW area.

First, on March 17, Paxton & Gallagher undertook sponsorship of the "Musical Clock," a week-day half hour of early-morning transcribed popular tunes.

Secondly, the Uncle Sam's Breakfast Food Company, on March 17, began bringing WOW listeners "The Junior Roundtable" every Thursday at 4:15 p. m.—a program of discussion of children's problems by children.

Then on March 21 the P. F. Petersen Baking Company arranged to present "The Corn Tussle News" every week day except Saturday at 11 a. m. This is a narrative of the "doings" of "Toby and Susie," two lovable characters in the country newspaper business.

Lastly, on March 28, the Iten-Barmettler Biscuit Company resumed an old association with Foster May by sponsoring the "Man on the Street" every week day at 12:45 p. m.

To the housewife, the signing of these four contracts means a better acquaintance with a group of fine quality Omaha products along with the assured continuance of four of her favorite radio programs.

To thousands within the radio industry, others in advertising, merchandising and selling, as well as to many interested in business trends, this turn to radio will be interesting and significant.

CHOIR ON WOW . . .

One of the nation's finest choral organizations, the Hasting College A Capella choir, gave a program March 26 on WOW, under the direction of Hayes M. Fuhr.

. . . MAY FOR TEEZERS PETER PAN FUNSTERS P. & G. TIME



Otto H. Barmettler and Foster May discuss "Teezers," a tempting Iten-Barmettler butter cracker, as they prepared for the new sponsorship of the "Man on the Street" programs. Foster, 12 years ago, was a cracker salesman for Mr. Barmettler.



Here are your new friends, "Toby and Susie," leads in the new "Cornstussle News" program for Peter Pan bread, rolls, cakes and pastry. They'll tug at your heartstrings and give you many a chuckle. Get the habit of tuning to "Toby and Susie" every week-day morning except Saturday, 11 to 11:15, on WOW.



Dorothy Delfs, WOW hostess, serves a steaming cup of Butter-Nut coffee to Ray Olson, master of ceremonies for the Paxton & Gallagher Musical Clock program. Hear it every week day morning, 7:30 to 8, followed by "Coffee Pot Inn."

Methodists in 7 States Hear Bishop Oxnam

Bishop G. Bromley Oxnam of the Omaha area of the Methodist church is highly pleased with the response and achievements thus far of the new "Methodist Radio Hour" on WOW each Sunday afternoon, 3.30 to 4.

Since the series started February 20, Bishop Oxnam has received an average of more than 200 letters a week. His secretary, Miss Mabel L. Krueger, made a spot map of points from which mail was received, and learned that listeners as far east as Dubuque, Iowa, west as far as Ogallala, south as far as Kansas City and north past Sioux Falls are regular listeners to the Methodist hour. Letters have also been received from scattered more distant points in South Dakota, Minnesota, Missouri, Kansas and Colorado.

The bishop's subjects during March were:

- March 6—"The Playwright as Preacher."
- March 13—"Radical and Reactionary" and "The Social Creed of the Churches."
- March 20—"The Most Important Word that Fell from the Lips of Jesus" and a dramatization of the life of Bishop Hartzell.
- March 27—"The American Youth Looks Forward to What?"

Each week the addresses have been printed in booklet form and are available for 10 cents each. Requests should be sent direct to the bishop's office, 870 Insurance building, Omaha.

ROSICRUCIANS

"Mysteries of Life" is the intriguing title of the new series of philosophical and scientific discussions sponsored weekly on WOW by the Rosicrucian society. The theme song is "Ah, Sweet Mystery of Life." The new program is heard Thursdays, 10:15 p. m. to 10:30 p. m. A study course in the teachings of the society is offered to listeners.

NETWORK CHANGES

Thousands of WOW's listeners' habits were changed a bit recently when the Fibber and Molly (Johnson's Wax) show was changed from Monday nights to 8:30 p. m., Tuesday nights. The popular "Hour of Charm" program, featuring Phil Spitalny's orchestra. (General Electric) was switched to Mondays at 8 p. m.

EAT MORE SALMON

WOW was selected in this area to carry part of the largest advertising campaign ever attempted for canned salmon by the Canned Salmon Industry of Seattle. The campaign has been in progress since the beginning of the Lenten season.

CARPENTER ON AIR

Terry Carpenter of Scottsbluff, Neb., former congressman, has purchased a half hour weekly, Sunday nights, 9 to 9:30, on WOW, beginning April 24. Carpenter is a candidate for governor of Nebraska.

W. O. W. Society Extends Huge Neon Welcome



Twelve feet high, 60 feet wide, this, one of the largest Neonized signs in Omaha, has just been put up by the Woodmen of the World. It stands on the Avery building on the 10th street viaduct, where every Union depot visitor will be able to see its message of welcome.

IMPROVE YOUR GOLF . . . By Stanley Davies

By STANLEY DAVIES
Omaha Field Club "Pro"

Note: Tune-in to WOW every Wednesday at 10:15 p. m. and hear Mr. Davies discuss the golf news of the moment and "How to Improve Your Game."

The fundamentals that govern the golf swing are exacting masters, few in number, but each one contributes to produce a rhythmic coordination of controlled body motion and arm and hand action.

Control of the club head will give one distance and direction. To acquire this control, an understanding of a few basic principles is necessary.

Just getting up and hitting the ball without this knowledge soon disillusiones one and he loses the joy of golf. Playing golf correctly brings back the fun of hearing the resounding click we all enjoy and brings us to the links to try again.

ALL FOR HEALTH

The smile of health comes with 18 holes of golf, especially if played well. Everyone should play golf. There is no exercise that involves more muscles of the body than golf when played correctly.

More folks play golf than attend all athletic sports put together. The game offers fine associations and good business contacts, as well as delightful hours in God's open spaces.

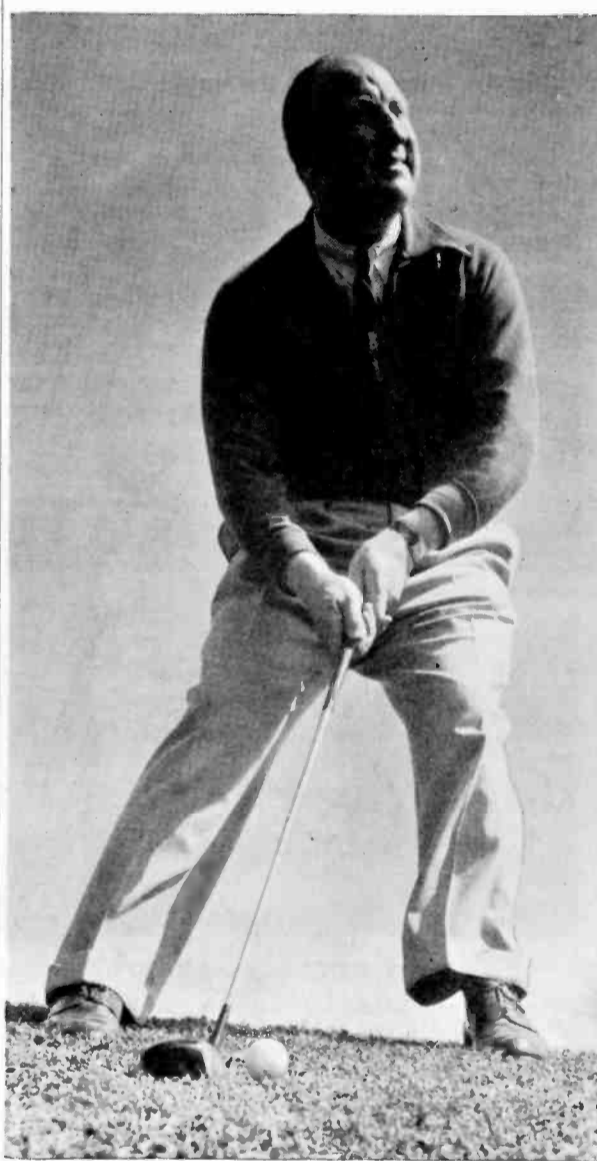
In this article and subsequent articles I will try to give you understandable golf, dealing minutely with each phase of the swing.

FIRST ESSENTIAL

There are two points of pressure in the left hand when gripping. First, the firm grip of the last three fingers, and, secondly, the index finger and the thumb supporting each other. Apply this left-hand grip with the club off the ground (in the vertical position). Then turn the left hand and wrist firmly to the right until all the knuckles are visible. This action gives you a firm hold of the club. This is essential, for the reason that it is the left hand which controls the stroke in its entirety, and it is the left hand that keeps the continuity of the stroke throughout the swing. When assuming the position of the left hand on the club, make certain that the club-head remains at right angles to the line of flight. In other words, do not twist the club-head out of line when applying the grip.

With the right hand, grip firmly with the index finger and thumb, letting the next two fingers rest lightly on the shaft while the little finger overlaps the index finger of the left hand.

I recommend, as I stated, that the gripping of the club be done off the ground and at the verticle position. In fact, the hands on a level with the eyes. All the world's best golfers take their grips in this manner.



Stanley Davies . . . illustrating correct golf club grip.

8,000 Camps Vie For Prizes in Member Drive

The Woodmen of the World Life Insurance Society's 13th major national membership campaign has just swept past the half-way mark in a blaze of glory. The campaign, which opened March 1, is known as the President's All-Member campaign, and honors President De Emmet Bradshaw for his leadership and for his 39 years of official service to the society. The drive also recognizes the efforts of the individual members of the organization. All of the society's 8,000 camps are participating in this concerted membership effort, which is expected to set a new record for members secured and life protection written. It is scheduled to close April 15.

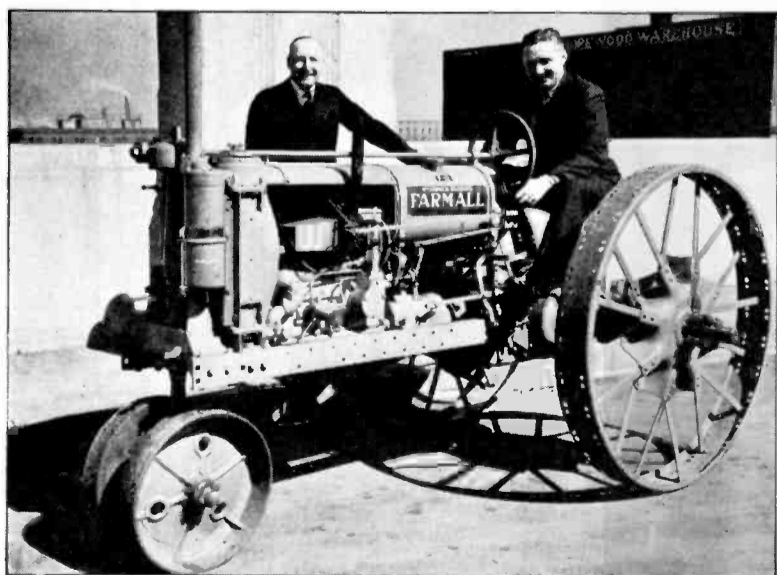
Many Prizes

Individual members have an opportunity to win one or more of 44 prizes offered by the campaign's sponsors. These premiums range from a smart automatic pencil or rolled gold lapel emblem for an application of \$1,000 of life protection to a handsome 21-jewel Elgin railroad watch for applications totalling \$42,000. Other prizes include gold W. O. W. emblem rings, men's wrist and pocket watches, beautiful electric alarm or mantel clocks, pen and pencil sets, toasters, irons, electric roasters and mixers, and 26-piece sets of Community or 1847 Rogers silver. The Woodmen financial secretary or fieldman in your community can furnish further information concerning the campaign.

Workers Help

Employees in the Woodmen headquarters and radio station WOW in Omaha have been organized for the drive and are making an excellent showing. Dr. Herbert B. Kennedy, associate medical director, is directing the employees' activities in the campaign. William Johnson, chief auditor, heads the male workers, and Emma Wood, secretary to President Bradshaw, leads the female employees.

BUCK BURKE RIDES AGAIN!



Ride 'em, Harry Burke! Arch Stafford, vice president of Pennfield and Paraland Motor Oils, shows Harry the McCormick-Deering tractor some WOW farm listener will win because he uses these fine oils.

WOW

The Radio News Tower is published monthly by the Woodmen of the World Life Insurance Society.

Publication and editorial offices are located in the Insurance Building, 17th and Farnam Streets, in Omaha, Nebraska.

Subscription price is 50 cents per year.

Bill Wiseman, editor.

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Robert L. Ripley's "Believe It or Not" program for Huskies will change from Saturday nights to 8 p. m. each Tuesday, starting the 24th of April.

The Brown & Williamson Tobacco Co., makers of Raleigh and Kool cigarets, has announced a change in plans, and the program "Wig Waggin' with Wag" will not be under this company's sponsorship as had been previously contemplated.

IN SETTING OF BEAUTY



Beautiful music in a beautiful setting! It's the Crosby-Carlson-Meyer Mortuary quartet, singing near the indoor garden. Hear them next Sunday at 9:45 a. m. They'll gladly sing your request.

Didja Know? . . .

By Bill Wiseman

Here lies a comedian . . . and here he parks—
In death as in life . . . no quotation marks!

MARCH MADNESS

The rhythmic rave of the month of March was (and is, I'm afraid) "Ti-Pi-Tin," a Mexican waltz ditty, with the Spanish and English lyrics by Maria Grever and Ray Leveen, and the music, if any, by Miss Grever (with implied apologies, we hope, to Composer Waldteufel).



Bill Wiseman

Neither the assorted track workers under the 16th street viaduct, nor Professor Martin Bush (and nobody in between) seems to be able to tell us the meaning of the phrase "Ti-Pi-Tin." Nor did we find any clue in the lyrics themselves. The words simply relate a lot of romantic whoopla about a gal named Rosita and a spick named Manuelo, and they aren't nearly as clever as "Ferdinand the Bull."

The music is hybrid. There's a bit of "Vieni, Vieni," a strain or two of "Bei Mir Bist," etc., and the grandparent was unquestionably Mr. Waldteufel, who wrote "Estudiantina," a piece you all know but may not recognize by name.

Horace Heidt records it for Brunswick, with Lysbeth Hughes, Larry Cotton, The Kings and the Glee club assisting.

The dashing Signor Rayolio Olssonio slaps out a mean fandango when he plays it for you on the P. & G. Musical Clock.

—wow—

SIC TRANSIT GLORI!

You laughed when we told you of the many-titled "Bei Mir Bist Du Schoen," but George, the headwaiter at the Hill, didn't. The Four Dons had been playing the February menace all evening by request and George was about ready to scream. Up stepped a sweet young thing and lisped sweetly: "Gee, mister! That's a nice tune. What's the name of it?"

Whereupon, George, squelching a desire to commit mayhem, replied softly: "Old Black Joe."

—wow—

SLOGAN CAMPAIGN

Just in case you're planning a radio advertising campaign on WOW, may we suggest some new slogans?

Optometrists: "You'll never be optimistic if you have misty optics."
For chewing gum: "For chewy people."

For cigarettes: "Watch our smoke!"
For candy: "To-eat, to-eat, to-eat." (Say it fast)
For dentists: "Be true to your teeth or your teeth will be false to you!" (B-r-r-r-r-r-r-r!;:xz!;')

—wow—

TRA LA LA!

We're still laughing over Tide's cartoon, depicting an "Amos 'n' Andy" fan washing his teeth with Campbell's Tomato Soup!

Ralph Wagner, Foster May and Soren Munkhof and offices of the "red room" all wear spats. Each is a noospaper man (haw!).

—wow—

DR. JEKYL AND MR. BURKE

Harry Burke has been having tooth trouble, which is unfunny, any way you look at it. But it recalls a couple of years ago when Harry loosened and lifted out a bridge one night when he was the only announcer on duty. Just to show you how ingenious Harry is, this is what he did: He made four "station breaks" on a record and went to the dentist to have his tooth fixed. As you were listening-in to him announce, he was actually in a dentist chair, having the doc fix 'em up!

PLAN NEW SHOW . . .

Raymond Paige is on the verge of signing a contract for a network show to follow "Hollywood Mardi Gras."

O. H. Barmettler Once Foster's Employer

(See picture, page 1)

History, in a sense, is repeating itself in the new relation under which the Iten-Barmettler Biscuit Company undertakes sponsorship of Foster May's "Man on the Street" broadcasts on WOW.

For 12 years ago, as a young man getting his first business experience, Foster May was a cracker salesman, and his employer was none other than Otto H. Barmettler, now president of the Iten-Barmettler Biscuit Company. That was before Foster thought of radio.

Mr. Barmettler, however, has watched Foster's colorful rise to prominence with keen interest and admiration down through the years.

"I have always had a high regard for Mr. Barmettler," said Foster. "In his employ, I learned the fundamental principles of good salesmanship, business honesty and the value of constantly building good will. I am extremely happy to work again under Mr. Barmettler's banner, and I shall work with all my might to provide good programs for Mr. Barmettler's 'Man on the Street' listeners."

Straightline Plant

Foster's first program under his new sponsor went on the air March 28, at the usual time, 12:45 p. m.

The Iten-Barmettler company operates one of the most efficient and hygienic baking plants in the country at 30th and Taylor streets.

The beautiful multi-windowed "straightline" plant, which has 84,000 square feet of floor space, almost all on one floor, is one of the most interesting institutions in Omaha. There the visitor can see the huge oven, 20 feet wide and 70 feet long. He may see a machine which stamps out 2,600 crackers in one minute. He may see a battery of seven huge "mixmasters" whipping marshmallow into fluffy softness, and huge kettles where 10,000 pounds of chocolate are mixed daily in air-conditioned rooms.

A Real Expert

Foster May, from time to time, will relate more of the amazing and interesting points about the plant.

The plant regularly employs 125 workers. It provides a cafeteria, rest rooms and first aid department.

Mr. Barmettler keeps in close personal touch with every phase of the business. He is recognized as one of the leading "cracker men" in the nation. His own association with the cracker-baking business dates back 45 years.

Barmettler's three sons are associated with him in the business—R. O. Barmettler as a vice president, W. T. Barmettler as sales manager and John Barmettler as a city salesman.

The directors of the company also include F. G. Salerno, a vice presi-

WOW Covers Tornado



When a twister hit a McCall, Iowa, school house March 15, Foster May got on the job quickly and described the thrilling event direct from the scene.

Lyle De Moss is New 'Papa' For Junior Round Table Show

It's like a father talking things over with his own children—this new version of "The Junior Roundtable," on WOW every Thursday afternoon at 4:15, under sponsorship of Uncle Sam's Breakfast Food.

The "father" is Lyle De Moss, and he has an amazing knack of inducing the boys and girls at the "Roundtable" to speak their minds.

The "Junior Roundtable" is a

"session" in the WOW studios in which five boys and girls, 6 to 12 years of age, get together once a week and discuss the things that interest themselves.

The members of the "panel" are selected from schools in different parts of the city. Questions suggested for discussion are arranged by Leon O. Smith, assistant superintendent of schools.

WALIN BAND ON NBC, TWICE A WEEK

Bud Walin's orchestra, currently featured from the Music Box, is now being carried by an NBC network at midnight (Omaha time), Tuesday and Thursday nights. Paul Christiansen's orchestra is carried over the same network, same time, Saturday night, from Hotel Paxton.

LIGGETT & MYERS SPORTS REVIEW

The Liggett & Myers Tobacco Co. (Chesterfields), will start a sports review on WOW and a large NBC network April 18. The program will be heard at 5:30 p. m., Omaha time.

dent; W. R. Avery, secretary-treasurer; Mrs. Katherine Iten, Fred Scribner and Edward J. Svoboda.

The Iten-Barmettler company welcomes visitors in the plant, and special guides are provided on Wednesday from 9 a. m. to 11 a. m. and 1 p. m. to 3 p. m.

Toby and Susie Win Friends Over WOW

(See picture, page 1)

"Toby" and "Susie," characters in the new "Cornstussle News" program, are fast gaining a foothold in the hearts of WOW listeners.

Under sponsorship of the P. F. Petersen Baking Company, this new series began March 21, and is heard every week day except Saturday at 11 a. m. on WOW.

The Peter Pan "Toby and "Susie" act has a background of real achievement and experience. Toby was on the Orpheum circuit for two years, and has appeared on other major vaudeville circuits; has made several commercial movie shorts. For 12 consecutive years, Neil (Toby) and Caroline Schaffner headed their own stock company, known as the "Schaffner Players," which toured throughout Iowa, Illinois and Missouri. (This group still holds the world's record of playing the longest run to the largest number of paid admissions in a city of 30,000 population, record being established in Ottumwa, Iowa, where the "Schaffner Players" played nine consecutive months to 225,000 paid admissions.)

Then, conceiving the radio version of a "Toby" character, Toby and Susie made their air debut, soon to become the favorites of thousands of radio fans.

CRIMINOLOGIST

Ned Wever, "Dick Tracy" to WOW listeners, has made a personal hobby of studying crime detection methods used by famous fiction sleuths.

Musical Clocker Ray Olson Is Emcee of Great Versatility

A man of many talents is Ray Olson, master of ceremonies for the "Musical Clock," now sponsored by Paxton & Gallagher Co., for its many fine Butter-Nut products.

Ray came to WOW almost a year ago from station WNAX, Yankton, S. D., where he had been program manager. He has been in radio for five years. He gives Superior, Wis., as his home town.

Besides controlling the "cuckoo" and giving you the exact time, weather news and forecasts, and a lot of interesting facts every weekday morning, Ray handles regular "tricks" on the WOW announcing staff and frequently is called on to sing.

Ray is an excellent baritone. He has sung in church choirs and with dance bands. He also plays the trombone, and formerly played with the Duluth Naval Reserve band.

Ray and his fellow announcer, Gaylord Avery, live together in a downtown hotel.

The Paxton & Gallagher "Musical Clock" is on the air every week day, 7:30 a. m. to 8 a. m. It is followed immediately by the popular "Coffee Pot Inn" program for Butter-Nut coffee.

ODDITIES

Blue is the favorite color of radio's glamour girls for daytime wear, according to a recent fashion-hobby questionnaire submitted to NBC artists. White is the unanimous choice for evening.

Rainger and Robin wrote their newest hit, "Thanks for the Memory," in less than a week.

An oil derrick is being erected on Bob Burns' estate in the hills near Los Angeles.

SAMPLE RADIO SCRIPT . . . By Jettabee Ann Hopkins

Note: Every radio program is produced from a "script." Herewith Miss Hopkins gives an example of a typical script such as might be written for "The Jangles." It is an excellent example of good script writing.—The Editor.

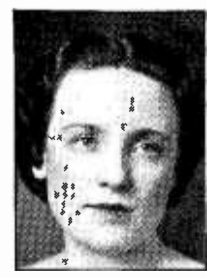
Friday, April 1, "The Jangles," 5:30 p. m., by Jettabee Ann Hopkins.

Announcer: WOW presents "The Jangles!"

Theme: "Angela Mia" to full . . . then fade out for—

Announcer: And so we come to "April Fool's day" in Harbor valley.

Jennie barely slept a wink last night, trying to think up ways and means of "April Foolin'" the family today. There she is at the breakfast table with Jerry and Jack. There's a merry twinkle in Jennie's eyes that denotes something or other. Let's find out what she has "up her sleeve!"
(Pause five seconds here. Effect dishes)



Jettabee Ann Hopkins

Jack: Well, Jennie, you seem to

be in an unusually good mood this morning. Any special reason for it?

Jennie: I'm just very much glad this is Friday and there is no more school this week.

Jack: Oh, I see. You're sure you haven't anything else on your mind?

Jennie: Oh-h-h-h-h, no! Mother Jerry, I don't very much think I want anything more to eat.

Jerry: Now, wait a minute, Jennie. You can't leave the table yet. You haven't finished your milk.

Jennie: But I'm not so very much hungry.

Jerry: That's no excuse at all. Come on, now! Drink it down! That's a girl! Now you can leave the table.

(Effect glass placed on table)
Jennie: Excuse me, please.

(Effect chair being moved from table)
I'll go get my books and things (fade from mike).

(Effect door open and shut)
Jack: I'd give a nickel to know what that kid has "up her sleeve" today. Did you take a good look at her, Jerry? She was simply bubbling over with something or other. I'll have another cup of coffee, if there's any left.

Jerry: Just enough for one more cup.

(Effect pouring coffee)
There you are! More toast?

Jack: Please.
(Effect moving plate)

Thanks. Some day I'm going to show you how to make toast without burning it.

(Effect baby crying—in room)
Oh-oh! What started that?

Jerry: You're closer to Jimmy's basket than I am. Jiggle it a little with your foot. He'll go right back to sleep. It isn't time for his bottle yet.

Jack: How can I jiggle his basket and drink coffee at the same time? Come on, Jim! Quiet down! Give a poor man a chance to, at least, eat his breakfast in peace.

(Effect baby cry stop)
Attaboy! See how he minds me! Hand me the marmalade.

(Effect dish moved)
Jerry: Goodness, what an appetite you're developing! Why—
(Effect telephone ring)

Jack: Now, don't tell me I'm closer to the telephone than you are. You can reach it from there.

Jerry: I know.
(Effect receiver off hook)

Hello! Oh, hello, Uncle Charlie! No, we haven't had any company . . . Sorry. I guess we can't have our names in your newspaper this week . . . Yes, I'll call you back if I hear of any news you can use . . . Bye . . .

(Effect receiver on hook)

Poor Uncle Charlie! He says he hasn't any news at all for the Herald this week. Well, I've got to get these dishes out of the way and get at my ironing.

(Effect picking up dishes)
Jack: You could at least wait to pick up the dishes until I get through eating.

Jerry: Darling, with an appetite like yours, I'd be waiting all day . . . I wonder what happened to Jennie! It's almost time for school. (Call) Jennie! Jennie! Hadn't you better hurry?

(Effect door open and shut)
Jennie: (approaching mike) I'm ready to go now just as soon as I tell you good-bye.

Jack: Good heavens, Jerry! Look at her! Jennie, what's the matter with your face? It's all spotted!

Jerry: Jennie, you don't feel sick, do you?

Jennie: No; I feel pretty fine. Good-bye.

Jack: Hey, you! Wait a minute! Jerry, she couldn't have the measles again, could she?

Jerry: I don't think so. But her hands are so hot. Jennie, let me see your tongue! It looks all right. Oh, dear! Jack, you call Doctor Donatelli and I'll—

Jack: Say, it might be scarlet fever! There's another case in town.
(Continued to page 7)

Keep This WWS Schedule For

FRIDAY, APRIL 1

- 6:00—Thesaurus, ET (S)
- 6:30—Farm Front News, (S)
- 6:40—Markets, (S)
- 6:45—Thesaurus, ET (S)
- 7:00—Lem and Martha, ET (C)
- 7:15—WOW News Tower, (S)
- 7:30—Musical Clock, ET (C)
- 8:00—Coffee Pot Inn, (C)
- 8:15—Hymns of Cheer, (S)
- 8:30—Pretty Kitty Kelly, ET (C)
- 8:45—Amanda Snow, N (S)
- 9:00—Mrs. Wiggs, N (C)
- 9:15—John's Other Wife, N (C)
- 9:30—Just Plain Bill, N (C)
- 9:45—Woman in White, N (C)
- 10:00—David Harum, N (C)
- 10:15—Backstage Wife, N (C)
- 10:30—How to Be Charming, N (C)
- 10:45—Hello, Peggy! N (C)
- 11:00—Toby and Susie, ET (C)
- 11:15—The O'Neills, N (C)
- 11:30—Aunt Sally, (S)
- 11:45—Homemakers Club of the Air, (C)
- 12:00—Markets, (S)
- 12:15—Records, (S)
- 12:45—Foster May, Man on the Street, (C)

- 1:00—WOW Orch. (S)
- 1:05—Markets, (S)
- 1:15—Records, (S)
- 1:30—Houseboat Hannah, ET (C)
- 1:45—Judy and Jane, ET (C)
- 2:00—Pepper Young, N (C)
- 2:15—Ma Perkins, N (C)
- 2:30—Vic and Sade, N (C)
- 2:45—Guiding Light, N (C)
- 3:00—Lorenzo Jones, N (C)
- 3:15—Mary Marlin, N (C)
- 3:30—Hughes, N (C)
- 3:45—Kitty Keene, ET (C)
- 4:00—People in the Headlines, (S)
- 4:15—NBC, (S)
- 4:30—Records, (S)
- 4:35—Police Bulletins, (S)
- 4:45—Creighton University, (S)
- 5:00—Dick Tracy, ET (C)
- 5:15—Terry and the Pirates, ET (C)
- 5:30—Jangles, (S)
- 5:35—Orphan Annie, N (C)
- 6:00—WOW News Tower, (S)
- 6:30—Wig Waggin' with Wagner, (S)
- 6:45—WOW Orch. (S)
- 6:55—Jacobson Skit, (C)
- 7:00—Rutens and Allen, N (C)
- 7:30—Voice of Firestone, N (C)
- 8:00—Hour of Charm, N (C)
- 8:30—Music for Moderns, N (S)
- 9:00—Contented Hour, N (C)
- 9:30—Foliate Public Hero, N (C)
- 10:00—Amos and Andy, N (C)
- 10:15—Wig Waggin' with Wagner, (S)
- 10:20—Hotel Park Central, N (S)
- 10:30—WOW News Tower, (S)
- 10:45—Beverly Hills Orch, N (S)
- 11:00—Hotel Lexington Orch, N (S)
- 11:45—Grand Terrace Cafe, N (S)
- 12:00—Hotel Statler Orch, N (S)
- 12:30—L. A. Biltmore Orch, N (S)

- 7:15—WOW News Tower, (S)
- 7:30—P. & G. Musical Clock, ET (C)
- 8:00—Coffee Pot Inn, (C)
- 8:15—Hymns of Cheer, (S)
- 8:30—Pretty Kitty Kelly, ET (C)
- 8:45—NBC, (S)
- 9:00—Mrs. Wiggs, N (C)
- 9:15—John's Other Wife, N (C)
- 9:30—Just Plain Bill, N (C)
- 9:45—Woman in White, N (C)
- 10:00—David Harum, N (C)
- 10:15—Backstage Wife, N (C)
- 10:30—Homemakers' Exchange, N (C)
- 10:45—Mystery Chef, ET (C)
- 11:00—Toby's Cornhusk News, (C)
- 11:15—The O'Neills, N (C)
- 11:30—Aunt Sally, (S)
- 11:45—Records, (S)
- 11:50—Records, (S)
- 12:00—De Kalb Agricultural Association, ET (C)
- 12:15—NBC, (S)
- 12:30—WOW News Tower, (S)
- 12:40—Records, (S)
- 12:45—Foster May, Man on the Street, (C)
- 1:00—WOW Orch. (S)
- 1:15—Markets, (S)
- 1:25—Records, (S)
- 1:30—Houseboat Hannah, ET (C)
- 1:45—Judy and Jane, ET (C)
- 2:00—Pepper Young, N (C)
- 2:15—Ma Perkins, N (C)
- 2:30—Vic and Sade, N (C)
- 2:45—Guiding Light, N (C)
- 3:00—Lorenzo Jones, N (C)
- 3:15—Mary Marlin, N (C)
- 3:30—Hughes, N (C)
- 3:45—Kitty Keene, ET (C)
- 4:00—People in the Headlines, (S)
- 4:15—Junior Roundtable, (C)
- 4:30—NBC, (S)
- 4:45—Little Man, (S)
- 4:55—Vocal Varieties, N (C)
- 5:15—WOW Orch. (S)
- 5:30—Jangles, (S)
- 5:45—Orphan Annie, N (C)
- 6:00—WOW News Tower, (S)
- 6:15—Vocal Varieties, N (C)
- 6:30—Wig Waggin' with Wagner, (S)
- 6:45—Vic Arden's Orch, ET (C)
- 7:00—Royal Galatin Program, N (C)
- 8:00—Good News of 1938, N (C)
- 9:00—Kraft Music Hall, N (C)
- 10:00—Amos and Andy, N (C)
- 10:15—Mysteries of Life, ET (C)
- 10:20—Hotel Ambassador Orch, N (S)
- 10:30—WOW News Tower, (S)
- 10:45—Chez Paree Orch, N (S)
- 11:00—Hotel Statler Orch, N (S)
- 11:30—Hotel Hill Orch, N (S)
- 11:45—Grand Terrace Cafe, N (S)
- 12:00—Musical Box, N (S)
- 12:30—Detroit Athletic Club Orch, N (S)

- 8:00—Turn Back the Clock, N (S)
- 8:15—Vagabond Adventures, N (S)
- 8:30—Chapel Service, Rev. Brown, (S)
- 9:45—Garden of Memory, (C)
- 10:15—Eddie Butler, (S)
- 10:30—Angler and Hunter, N (S)
- 10:45—Norsemen Quartet, N (S)
- 11:00—Arrington Time Signal, N (S)
- 11:00—NBC Home Symphony, N (S)
- 11:30—Round Table Discussion, N (S)
- 12:00—Al and Lee Reiser, N (S)
- 12:15—WOW News Tower, (S)
- 12:30—Silver Strings, N (S)
- 1:00—Mrs. Wiggs, N (C)
- 1:05—WOW Orch. (S)
- 1:30—Thatcher Colt Mysteries, N (C)
- 2:00—Radio News Reel, N (C)
- 2:30—WOW Orch. (S)
- 3:00—Strange as It Seems, ET (C)
- 3:15—Romance Melodies, N (S)
- 3:30—Methodist Radio Hour, (C)
- 4:00—Marion Talley, N (C)
- 4:30—Mickey Mouse Theater, N (C)
- 5:00—Catholic Hour, N (S)
- 5:30—A Tale of Today, N (C)
- 6:00—Jello Program, N (C)
- 6:30—Interesting Neighbors, N (C)
- 7:00—Chase and Sanborn, N (C)
- 8:00—Manhattan Merry-Go-Round, N (C)
- 8:30—Famillar Music, N (C)
- 9:00—Sealest Rising Stars, N (C)
- 9:30—Norman Cloutier's Orch, N (S)
- 10:00—John Clinch, (S)
- 10:30—WOW News Tower, (C)
- 10:45—Chermot Ballroom, (S)
- 11:00—Evening Reveries, (S)
- 11:30—Bal Tabarin Orch, N (S)
- 12:00—Music Box, N (S)
- 12:30—Cosmopolitan Hotel Orch, N (S)

- 9:15—John's Other Wife, N (C)
- 9:30—Just Plain Bill, N (C)
- 9:45—Woman in White, N (C)
- 10:00—David Harum, N (C)
- 10:15—Backstage Wife, N (C)
- 10:30—How to Be Charming, N (C)
- 10:45—Hello, Peggy! N (C)
- 11:00—Toby's Cornhusk News, (C)
- 11:15—The O'Neills, N (C)
- 11:30—Aunt Sally, (S)
- 11:45—WOW Orch. (S)
- 12:00—Records, (S)
- 12:10—Records, (S)
- 12:30—WOW News Tower, (C)
- 12:40—Records, (S)
- 12:45—Foster May, Man on the Street, (C)
- 1:00—WOW Orch. (S)
- 1:05—Markets, (S)
- 1:15—Records, (S)
- 1:30—Houseboat Hannah, ET (C)
- 1:45—Judy and Jane, ET (C)
- 2:00—Pepper Young, N (C)
- 2:15—Ma Perkins, N (C)
- 2:30—Vic and Sade, N (C)
- 2:45—Guiding Light, N (C)
- 3:00—Lorenzo Jones, N (C)
- 3:15—Mary Marlin, N (C)
- 3:30—Hughes, N (C)
- 3:45—Kitty Keene, ET (C)
- 4:00—People in the Headlines, (S)
- 4:15—The Vagabonds, N (S)
- 4:30—Records, (S)
- 4:35—Police Bulletins, (S)
- 4:45—Creighton University, (S)
- 5:00—Dick Tracy, ET (C)
- 5:15—Terry and the Pirates, ET (C)
- 5:30—Jangles, (S)
- 5:35—Orphan Annie, N (C)
- 6:00—WOW News Tower, (S)
- 6:15—Uncle Ezra, N (C)
- 6:30—Wig Waggin' with Wagner, (S)
- 6:45—Happy Jack, N (S)
- 7:00—One Man's Family, N (C)
- 7:30—Tommy Dorsey Program, N (C)
- 8:00—Town Hall Tonight, N (C)
- 8:30—Your Hollywood Parade, N (C)
- 10:00—Amos and Andy, N (C)
- 10:15—Down the Fairway, (S)
- 10:30—WOW News Tower, (C)
- 10:45—Hotel Billmore Orch, N (S)
- 11:00—Hotel Statler Orch, N (S)
- 11:30—Lights Out, N (S)
- 12:00—Hotel Statler, N (S)
- 12:30—L. A. Biltmore Orch, N (S)

MONDAY, APRIL 11

- 6:00—Thesaurus, ET (S)
- 6:30—Farm Front News, (S)
- 6:40—Markets, (S)
- 6:45—Thesaurus, ET (S)
- 7:00—Lem and Martha, ET (C)
- 7:15—WOW News Tower, (S)
- 7:30—Musical Clock, ET (C)
- 8:00—Coffee Pot Inn, (C)
- 8:15—Hymns of Cheer, (S)
- 8:30—Pretty Kitty Kelly, ET (C)
- 8:45—Amanda Snow, N (S)
- 9:00—Mrs. Wiggs, N (C)
- 9:15—John's Other Wife, N (C)
- 9:30—Just Plain Bill, N (C)
- 9:45—Woman in White, N (C)
- 10:00—David Harum, N (C)
- 10:15—Backstage Wife, N (C)
- 10:30—How to Be Charming, N (C)
- 10:45—Hello, Peggy! N (C)
- 11:00—Toby and Susie, ET (C)
- 11:15—The O'Neills, N (C)
- 11:30—Aunt Sally, (S)
- 11:45—Homemakers Club of the Air, (C)
- 12:00—Markets, (S)
- 12:15—Records, (S)
- 12:45—Foster May, Man on the Street, (C)

- 1:00—WOW Orch. (S)
- 1:05—Markets, (S)
- 1:15—Records, (S)
- 1:30—Houseboat Hannah, ET (C)
- 1:45—Judy and Jane, ET (C)
- 2:00—Pepper Young, N (C)
- 2:15—Ma Perkins, N (C)
- 2:30—Vic and Sade, N (C)
- 2:45—Guiding Light, N (C)
- 3:00—Lorenzo Jones, N (C)
- 3:15—Mary Marlin, N (C)
- 3:30—Hughes, N (C)
- 3:45—Kitty Keene, ET (C)
- 4:00—People in the Headlines, (S)
- 4:15—Junior Roundtable, (C)
- 4:30—NBC, (S)
- 4:45—Little Man, (S)
- 4:55—Vocal Varieties, N (C)
- 5:15—WOW Orch. (S)
- 5:30—Jangles, (S)
- 5:45—Orphan Annie, N (C)
- 6:00—WOW News Tower, (S)
- 6:15—Vocal Varieties, N (C)
- 6:30—Wig Waggin' with Wagner, (S)
- 6:45—Vic Arden's Orch, ET (C)
- 7:00—Royal Galatin Program, N (C)
- 8:00—Good News of 1938, N (C)
- 9:00—Kraft Music Hall, N (C)
- 10:00—Amos and Andy, N (C)
- 10:15—Mysteries of Life, ET (C)
- 10:20—Hotel Ambassador Orch, N (S)
- 10:30—WOW News Tower, (S)
- 10:45—Chez Paree Orch, N (S)
- 11:00—Hotel Statler Orch, N (S)
- 11:30—Hotel Hill Orch, N (S)
- 11:45—Grand Terrace Cafe, N (S)
- 12:00—Musical Box, N (S)
- 12:30—Detroit Athletic Club Orch, N (S)

TUESDAY, APRIL 5

- 6:00—Thesaurus, ET (S)
- 6:30—Farm Front News, (S)
- 6:40—Markets, (S)
- 6:45—Thesaurus, ET (S)
- 7:00—Lem and Martha, ET (C)
- 7:15—WOW News Tower, (S)
- 7:30—P. & G. Musical Clock, ET (C)
- 8:00—Coffee Pot Inn, (C)
- 8:15—Hymns of Cheer, (S)
- 8:30—Pretty Kitty Kelly, ET (C)
- 8:45—NBC, (S)
- 9:00—Mrs. Wiggs, N (C)
- 9:15—John's Other Wife, N (C)
- 9:30—Just Plain Bill, N (C)
- 9:45—Woman in White, N (C)
- 10:00—David Harum, N (C)
- 10:15—Backstage Wife, N (C)
- 10:30—Homemakers' Exchange, N (C)
- 10:45—Mystery Chef, ET (C)
- 11:00—Toby's Cornhusk News, (C)
- 11:15—The O'Neills, N (C)
- 11:30—Aunt Sally, (S)
- 11:45—Records, (S)
- 11:50—Records, (S)
- 12:00—De Kalb Agricultural Association, ET (C)
- 12:15—NBC, (S)
- 12:30—WOW News Tower, (S)
- 12:40—Records, (S)
- 12:45—Foster May, Man on the Street, (C)
- 1:00—WOW Orch. (S)
- 1:15—Markets, (S)
- 1:25—Records, (S)
- 1:30—Houseboat Hannah, ET (C)
- 1:45—Judy and Jane, ET (C)
- 2:00—Pepper Young, N (C)
- 2:15—Ma Perkins, N (C)
- 2:30—Vic and Sade, N (C)
- 2:45—Guiding Light, N (C)
- 3:00—Lorenzo Jones, N (C)
- 3:15—Mary Marlin, N (C)
- 3:30—Hughes, N (C)
- 3:45—Kitty Keene, ET (C)
- 4:00—People in the Headlines, (S)
- 4:15—Junior Roundtable, (C)
- 4:30—NBC, (S)
- 4:45—Little Man, (S)
- 4:55—Vocal Varieties, N (C)
- 5:15—WOW Orch. (S)
- 5:30—Jangles, (S)
- 5:45—Orphan Annie, N (C)
- 6:00—WOW News Tower, (S)
- 6:15—Vocal Varieties, N (C)
- 6:30—Wig Waggin' with Wagner, (S)
- 6:45—Vic Arden's Orch, ET (C)
- 7:00—Royal Galatin Program, N (C)
- 8:00—Good News of 1938, N (C)
- 9:00—Kraft Music Hall, N (C)
- 10:00—Amos and Andy, N (C)
- 10:15—Mysteries of Life, ET (C)
- 10:20—Hotel Ambassador Orch, N (S)
- 10:30—WOW News Tower, (S)
- 10:45—Chez Paree Orch, N (S)
- 11:00—Hotel Statler Orch, N (S)
- 11:30—Hotel Hill Orch, N (S)
- 11:45—Grand Terrace Cafe, N (S)
- 12:00—Musical Box, N (S)
- 12:30—Detroit Athletic Club Orch, N (S)

FRIDAY, APRIL 8

- 6:00—Thesaurus, ET (S)
- 6:30—Farm Front News, (S)
- 6:40—Markets, (S)
- 6:45—Thesaurus, ET (S)
- 7:00—Lem and Martha, ET (C)
- 7:15—WOW News Tower, (S)
- 7:30—Musical Clock, ET (C)
- 8:00—Coffee Pot Inn, (C)
- 8:15—Hymns of Cheer, (S)
- 8:30—Pretty Kitty Kelly, ET (C)
- 8:45—NBC, (S)
- 9:00—Mrs. Wiggs, N (C)
- 9:15—John's Other Wife, N (C)
- 9:30—Just Plain Bill, N (C)
- 9:45—Woman in White, N (C)
- 10:00—David Harum, N (C)
- 10:15—Backstage Wife, N (C)
- 10:30—Homemakers' Exchange, N (C)
- 10:45—Mystery Chef, ET (C)
- 11:00—Toby's Cornhusk News, (C)
- 11:15—The O'Neills, N (C)
- 11:30—Aunt Sally, (S)
- 11:45—Records, (S)
- 11:50—Records, (S)
- 12:00—De Kalb Agricultural Association, ET (C)
- 12:15—NBC, (S)
- 12:30—WOW News Tower, (S)
- 12:40—Records, (S)
- 12:45—Foster May, Man on the Street, (C)
- 1:00—WOW Orch. (S)
- 1:05—Markets, (S)
- 1:15—Records, (S)
- 1:30—Houseboat Hannah, ET (C)
- 1:45—Judy and Jane, ET (C)
- 2:00—Pepper Young, N (C)
- 2:15—Ma Perkins, N (C)
- 2:30—Vic and Sade, N (C)
- 2:45—Guiding Light, N (C)
- 3:00—Lorenzo Jones, N (C)
- 3:15—Mary Marlin, N (C)
- 3:30—Hughes, N (C)
- 3:45—Kitty Keene, ET (C)
- 4:00—People in the Headlines, (S)
- 4:15—Junior Roundtable, (C)
- 4:30—NBC, (S)
- 4:45—Little Man, (S)
- 4:55—Vocal Varieties, N (C)
- 5:15—WOW Orch. (S)
- 5:30—Jangles, (S)
- 5:45—Orphan Annie, N (C)
- 6:00—WOW News Tower, (S)
- 6:15—Vocal Varieties, N (C)
- 6:30—Wig Waggin' with Wagner, (S)
- 6:45—Vic Arden's Orch, ET (C)
- 7:00—Royal Galatin Program, N (C)
- 8:00—Good News of 1938, N (C)
- 9:00—Kraft Music Hall, N (C)
- 10:00—Amos and Andy, N (C)
- 10:15—Mysteries of Life, ET (C)
- 10:20—Hotel Ambassador Orch, N (S)
- 10:30—WOW News Tower, (S)
- 10:45—Chez Paree Orch, N (S)
- 11:00—Hotel Statler Orch, N (S)
- 11:30—Hotel Hill Orch, N (S)
- 11:45—Grand Terrace Cafe, N (S)
- 12:00—Musical Box, N (S)
- 12:30—Detroit Athletic Club Orch, N (S)

THURSDAY, APRIL 14

- 6:00—Thesaurus, ET (S)
- 6:30—Farm Front News, (S)
- 6:40—Markets, (S)
- 6:45—Thesaurus, ET (S)
- 7:00—Lem and Martha, ET (C)
- 7:15—WOW News Tower, (S)
- 7:30—Musical Clock, ET (C)
- 8:00—Coffee Pot Inn, (C)
- 8:15—Hymns of Cheer, (S)
- 8:30—Pretty Kitty Kelly, ET (C)
- 8:45—NBC, (S)
- 9:00—Mrs. Wiggs, N (C)
- 9:15—John's Other Wife, N (C)
- 9:30—Just Plain Bill, N (C)
- 9:45—Woman in White, N (C)
- 10:00—David Harum, N (C)
- 10:15—Backstage Wife, N (C)
- 10:30—Homemakers' Exchange, N (C)
- 10:45—Mystery Chef, ET (C)
- 11:00—Toby's Cornhusk News, (C)
- 11:15—The O'Neills, N (C)
- 11:30—Aunt Sally, (S)
- 11:45—Records, (S)
- 11:50—Records, (S)
- 12:00—De Kalb Agricultural Association, ET (C)
- 12:15—NBC, (S)
- 12:30—WOW News Tower, (S)
- 12:40—Records, (S)
- 12:45—Foster May, Man on the Street, (C)
- 1:00—WOW Orch. (S)
- 1:05—Markets, (S)
- 1:15—Records, (S)
- 1:30—Houseboat Hannah, ET (C)
- 1:45—Judy and Jane, ET (C)
- 2:00—Pepper Young, N (C)
- 2:15—Ma Perkins, N (C)
- 2:30—Vic and Sade, N (C)
- 2:45—Guiding Light, N (C)
- 3:00—Lorenzo Jones, N (C)
- 3:15—Mary Marlin, N (C)
- 3:30—Hughes, N (C)
- 3:45—Kitty Keene, ET (C)
- 4:00—People in the Headlines, (S)
- 4:15—The Vagabonds, N (S)
- 4:30—Records, (S)
- 4:35—Police Bulletins, (S)
- 4:45—Creighton University, (S)
- 5:00—Dick Tracy, ET (C)
- 5:15—Terry and the Pirates, ET (C)
- 5:30—Jangles, (S)
- 5:35—Orphan Annie, N (C)
- 6:00—WOW News Tower, (S)
- 6:15—Uncle Ezra, N (C)
- 6:30—Wig Waggin' with Wagner, (S)
- 6:45—Happy Jack, N (S)
- 7:00—One Man's Family, N (C)
- 7:30—Tommy Dorsey Program, N (C)
- 8:00—Town Hall Tonight, N (C)
- 8:30—Your Hollywood Parade, N (C)
- 10:00—Amos and Andy, N (C)
- 10:15—Down the Fairway, (S)
- 10:30—WOW News Tower, (C)
- 10:45—Hotel Billmore Orch, N (S)
- 11:00—Hotel Statler Orch, N (S)
- 11:30—Lights Out, N (S)
- 12:00—Hotel Statler, N (S)
- 12:30—L. A. Biltmore Orch, N (S)

SATURDAY, APRIL 2

- 6:00—Thesaurus, ET (S)
- 6:30—Farm Front News, (S)
- 6:40—Markets, (S)
- 6:45—Thesaurus, ET (S)
- 7:00—Lem and Martha, ET (C)
- 7:15—WOW News Tower, (S)
- 7:30—P. & G. Musical Clock, ET (C)
- 8:00—Coffee Pot Inn, (C)
- 8:15—Sunshine Express, N (S)
- 8:30—Kitchen Kapers, N (S)
- 9:15—Charioters, N (S)
- 9:30—Music International, N (S)
- 9:45—Aunt Sally, (S)
- 10:00—Eucle Tom's Playhouse, (S)
- 10:30—Music and American Youth, N (S)
- 11:00—Markets, (S)
- 11:10—Records, (S)
- 11:15—Eddie Butler, (S)
- 11:30—Lex Ball, N (S)
- 12:00—Netherland Plaza Hotel Orch, N (S)
- 12:15—NBC, (S)
- 12:30—WOW News Tower, (C)
- 12:45—Records, (S)
- 12:45—Foster May, Man on the Street, (C)

- 1:00—U. S. Department of Agriculture, (S)
- 1:15—Music for Everyone, N (S)
- 1:30—Hotel Paxton Orch, (S)
- 2:00—Golden Melodies, N (S)
- 2:30—Oshkosh, ET (C)
- 3:00—Calling All Stamp Collectors, N (S)
- 3:15—Walter Kelsey and Orch, N (S)
- 3:30—WOW Orch. (S)
- 3:45—WOW News Tower, (S)
- 4:00—Great Play, N (S)
- 5:00—El Chico, N (S)
- 5:30—Civic Calendar, (S)
- 5:45—Religion in the News, N (S)
- 6:00—WOW News Tower, (S)
- 6:15—Three Maids and Their Mike, (S)
- 6:30—Wig Waggin' with Wagner, (S)
- 6:45—Jean Sablon, Singer, N (S)
- 7:00—Believe It or Not, N (C)
- 7:30—Log Cabin, (C)
- 8:00—Al Roth and Orch, N (S)
- 8:30—American Portraits, N (S)
- 9:00—NBC Symphony, N (S)
- 10:30—WOW News Tower, (S)
- 10:45—Wig Waggin' with Wagner, (S)
- 11:00—Hotel Statler, N (S)
- 11:30—Chermot Ballroom, (S)
- 12:00—Athletic Club, (S)
- 12:30—Hotel Paxton Orch, N (S)
- 12:45—Hotel Hill—Four Dons, (S)
- 1:00—Music Box, (S)
- 1:15—Thesaurus, ET (S)

- 1:15—Records, (S)
- 1:30—Houseboat Hannah, ET (C)
- 1:45—Judy and Jane, ET (C)
- 2:00—Pepper Young, N (C)
- 2:15—Ma Perkins, N (C)
- 2:30—Vic and Sade, N (C)
- 2:45—Guiding Light, N (C)
- 3:00—Lorenzo Jones, N (C)
- 3:15—Mary Marlin, N (C)
- 3:30—Hughes, N (C)
- 3:45—Kitty Keene, ET (C)
- 4:00—People in the Headlines, (S)
- 4:15—Junior Roundtable, (C)
- 4:30—NBC, (S)
- 4:45—Little Man, (S)
- 4:55—Vocal Varieties, N (C)
- 5:15—WOW Orch. (S)
- 5:30—Jangles, (S)
- 5:45—Orphan Annie, N (C)
- 6:00—WOW News Tower, (S)
- 6:15—Vocal Varieties, N (C)
- 6:30—Wig Waggin' with Wagner, (S)
- 6:45—Vic Arden's Orch, ET (C)
- 7:00—Royal Galatin Program, N (C)
- 8:00—Good News of 1938, N (C)
- 9:00—Kraft Music Hall, N (C)
- 10:00—Amos and Andy, N (C)
- 10:15—Mysteries of Life, ET (C)
- 10:20—Hotel Ambassador Orch, N (S)
- 10:30—WOW News Tower, (S)
- 10:45—Chez Paree Orch, N (S)
- 11:00—Hotel Statler Orch, N (S)
- 11:30—Hotel Hill Orch, N (S)
- 11:45—Grand Terrace Cafe, N (S)
- 12:00—Musical Box, N (S)
- 12:30—Detroit Athletic Club Orch, N (S)

SATURDAY, APRIL 9

- 6:00—Thesaurus, ET (S)
- 6:30—Farm Front News, (S)
- 6:40—Markets, (S)
- 6:45—Thesaurus, ET (S)
- 7:00—Lem and Martha, ET (C)
- 7:15—WOW News Tower, (S)
- 7:30—Musical Clock, ET (C)
- 8:00—Coffee Pot Inn, (C)
- 8:15—Sunshine Express, N (S)
- 8:30—Kitchen Kapers, N (S)
- 9:15—Charioters, N (S)
- 9:30—Music International, N (S)
- 9:45—Aunt Sally, (S)
- 10:00—Eucle Tom's Playhouse, (S)
- 10:30—Music and American Youth, N (S)
- 11:00—Markets, (S)
- 11:10—Records, (S)
- 11:15—Eddie Butler, (S)
- 11:30—Lex Ball, N (S)
- 12:00—Netherland Plaza Hotel Orch, N (S)
- 12:15—NBC, (S)
- 12:30—WOW News Tower, (C)
- 12:45—Records, (S)
- 12:45—Foster May, Man on the Street, (C)
- 1:00—WOW Orch. (S)
- 1:05—Markets, (S)
- 1:15—Records, (S)
- 1:30—Houseboat Hannah, ET (C)
- 1:45—Judy and Jane, ET (C)
- 2:00—Pepper Young, N (C)
- 2:15—Ma Perkins, N (C)
- 2:30—Vic and Sade, N (C)
- 2:45—Guiding Light, N (C)
- 3:00—Lorenzo Jones, N (C)
- 3:15—Mary Marlin, N (C)
- 3:30—Hughes, N (C)
- 3:45—Kitty Keene, ET (C)
- 4:00—People in the Headlines, (S)
- 4:15—The Vagabonds, N (S)
- 4:30—Records, (S)
- 4:35—Police Bulletins, (S)
- 4:45—Creighton University, (S)
- 5:00—Dick Tracy, ET (C)
- 5:15—Terry and the Pirates, ET (C)
- 5:30—Jangles, (S)
- 5:35—Orphan Annie, N (C)
- 6:00—WOW News Tower, (S)
- 6:15—Uncle Ezra, N (C)
- 6:30—Wig Waggin' with Wagner, (S)
- 6:45—Happy Jack, N (S)
- 7:00—One Man's Family, N (C)
- 7:30—Tommy Dorsey Program, N (C)
- 8:00—Town Hall Tonight, N (C)
- 8:30—Your Hollywood Parade, N (C)
- 10:00—Amos and Andy, N (C)
- 10:15—Down the Fairway, (S)
- 10:30—WOW News Tower, (C)
- 10:45—Hotel Billmore Orch, N (S)
- 11:00—Hotel Statler Orch, N (S)
- 11:30—Lights Out, N (S)
- 12:00—Hotel Statler, N (S)
- 12:30—L. A. Biltmore Orch, N (S)

- 1:15—Records, (S)
- 1:30—Houseboat Hannah, ET (C)
- 1:45—Judy and Jane, ET (C)
- 2:00—Pepper Young, N (C)
- 2:15—Ma Perkins, N (C)
- 2:30—Vic and Sade, N (C)
- 2:45—Guiding Light, N (C)
- 3:00—Lorenzo Jones, N (C)
- 3:15—Mary Marlin, N (C)
- 3:30—Hughes, N (C)
- 3:45—Kitty Keene, ET (C)
- 4:00—People in the Headlines, (S)
- 4:15—Junior Roundtable, (C)
- 4:30—NBC, (S)
- 4:45—Little Man, (S)
- 4:55—Vocal Varieties, N (C)
- 5:15—WOW Orch. (S)
- 5:30—Jangles, (S)
- 5:45—Orphan Annie, N (C)
- 6:00—WOW News Tower, (S)
- 6:15—Vocal Varieties, N (C)
- 6:30—Wig Waggin' with Wagner, (S)
- 6:45—Vic Arden's Orch, ET (C)
- 7:00—Royal Galatin Program, N (C)
- 8:00—Good News of 1938, N (C)
- 9:

April Hear Your Radio Set!

SATURDAY, APRIL 16
6:00—Thesaurus, ET (S)
6:30—Farm Front News, (S)
7:00—Markets, (S)
7:05—Oshkosh, ET (C)
7:15—WOW News Tower, (S)
7:30—P. & G. Musical Clock, ET (C)
7:40—Coffee Pot Inn, (C)
7:45—Sunshine Express, N (S)
8:00—Kitchen Kapers, N (S)
9:15—Charioteers, N (S)
9:30—Music International, N (S)
9:45—Aunt Sally, (S)
10:00—Florence Hale's Radio Column, N (S)
10:15—Markets, (S)
10:25—Records, (S)
10:30—Uncle Tom's Playhouse, (S)
11:00—Thesaurus, ET (S)
11:15—Eddie Butler, (S)
11:30—Rex Battle Ensemble, N (S)
12:00—Netherland Plaza Hotel Orch., N (S)
12:15—NBC, (S)
12:30—WOW News Tower, (C)
12:40—Records, (S)
12:45—Foster May, Man on the Street, (C)
1:00—U. S. Department of Agriculture, (S)
1:15—Music for Moderns, N (S)
1:30—Hotel Paxton Orch., (S)
2:00—Golden Melodies, N (S)
2:30—Swingology, N (S)
2:30—Calling All Stamp Collectors, N (S)
2:45—Walker, Lester and Orch., N (S)
3:30—WOW Orch., (S)
3:45—Vox Pop, N (S)
4:00—Great Plays, N (S)
5:00—El Chico, N (S)
5:30—Clive Canard, (S)
5:45—Religion in the News, N (S)
6:00—WOW News Tower, (S)
6:15—Three Maids and Their Mike, (S)
6:30—Wig Waggin' with Wagner, (S)
6:45—Jean Sablon, N (S)
7:00—Believe It or Not, N (C)
7:30—Log Cabin, N (C)
8:00—Al Roth and Orch., N (S)
8:00—American Portraits, N (S)
8:30—NBC Symphony, N (S)
10:30—WOW News Tower, (S)
10:45—Wig Waggin' with Wagner, (S)
10:50—Hotel Statler, N (S)
11:00—Chermot Ballroom, (S)
11:30—Athletic Club, (S)
12:00—Hotel Paxton Orch., N (S)
12:30—Music Box, (S)
12:45—Hill Hotel—Four Dons, (S)
1:15—Thesaurus, ET (S)

SUNDAY, APRIL 17
6:30—National Park Sunrise Services, (S)
7:30—Kidodlers, N (S)
7:45—Antonia News Club, N (S)
8:00—Turn Back the Clock, N (S)
8:15—Vagabond Adventures, N (S)
8:30—Chapel Service, Rev. Brown, (S)
9:45—Garden of Memory, (C)
10:15—Eddie Butler, (S)
10:30—Angler and Hunter, N (S)
10:45—Norsemen Quartet, N (S)
11:00—Arlington Time Signal, N (S)
11:00—NBC Home Symphony, N (S)
11:30—Round Table Discussion, N (S)
12:00—Easter Parade, N (S)
12:15—WOW News Tower, (C)
12:30—Silver Strings, N (S)
1:00—WOW Orch., (S)
1:30—Thatcher Colt Mysteries, N (C)
2:00—Radio News Reel, N (C)
2:30—WOW Orch., (S)
3:00—Strange as It Seems, ET (C)
3:15—Romance Melodies, N (S)
3:30—Methodist Radio Hour, (C)
4:00—Marion Talley, N (C)
4:30—Mickey Music Theater, N (C)
5:00—Catholic Hour, N (S)
5:30—A Tale of Today, N (C)
5:45—Jello Program, N (C)
6:00—Interesting Neighbors, N (C)
7:00—Chase and Sanborn, N (C)
8:00—Manhattan Merry-Go-Round, N (C)
8:30—Familiar Music, (S)
9:00—Symphony Variations, N (S)
9:30—Norman Cloutier's Orch., N (S)
10:00—Job Clinic, (S)
10:30—WOW News Tower, (C)
10:45—Chermot Ballroom, (S)
11:00—Evening Reveries, (S)
11:30—Bal Tabarin Orch., N (S)
12:00—Music Box, (S)
12:30—Cosmopolitan Hotel Orch., N (S)

MONDAY, APRIL 18
6:00—Thesaurus, ET (S)
6:30—Farm Front News, (S)
6:40—Markets, (S)
6:45—Thesaurus, ET (S)
6:50—Lem and Martha, ET (C)
7:15—WOW News Tower, (S)
7:30—P. & G. Musical Clock, ET (C)
8:00—Coffee Pot Inn, (C)
8:15—Hymns of Cheer, (S)
8:30—Pretty Kitty Kelly, ET (C)
8:45—NBC, (S)
9:00—Mrs. Wiggs, N (C)
9:15—John's Other Wife, N (C)
9:30—Just Plain Bill, N (C)
9:45—Woman in White, N (C)
10:00—David Harum, N (C)
10:15—Backstage Wife, N (C)
10:30—How to Be Charming, N (C)
10:45—Betty Moore, N (C)
11:00—Toby's Cornucopious News, (C)
11:15—The O'Neills, N (C)
11:30—Aunt Sally, (S)
11:45—WOW Orch., (S)
12:00—Markets, (S)
12:10—Records, (S)
12:15—NBC, (S)
12:30—WOW News Tower, (C)
12:40—Records, (S)
12:45—Foster May, Man on the Street, (C)
1:00—WOW Orch., (S)
1:15—Markets, (S)
1:25—Records, (S)
1:30—Houseboat Hannah, ET (C)
1:45—Judy and Jane, ET (C)
2:00—Pepper Young, N (C)
2:15—Ma Perkins, N (C)
2:30—Vic and Sade, N (C)
2:45—Guiding Light, N (C)
3:00—Lorenzo Jones, N (C)
3:15—Mary Marlin, N (C)
3:30—Hughesreel, N (C)
3:45—Kitty Keene, ET (C)
4:00—People in the Headlines, (S)
4:15—NBC, (S)
4:25—Records, (S)
4:35—Police Bulletins, (S)
4:45—Creighton University, (S)
5:00—Dick Tracy, ET (C)
5:15—Terry and the Pirates, ET (C)
5:30—Chesterfield, N (C)
5:45—Orphan Annie, N (C)
6:00—WOW News Tower, (S)
6:30—Wig Waggin' with Wagner, (S)
6:45—Happy Jack, N (S)
7:00—One Man's Family, N (C)
7:30—Tommy Dorsey Program, N (C)
8:00—Town Hall Tonight, N (C)
8:30—Your Hollywood Parade, N (C)
10:00—Amos and Andy, N (C)
10:15—Down the Fairway, (S)
10:30—WOW News Tower, (C)
10:45—Hotel Biltmore Orch., N (S)
11:00—Chermot Ballroom, (S)
11:30—Lights Out, N (S)
12:00—Hotel Statler, N (S)
12:30—L. A. Biltmore Orch., N (S)

TUESDAY, APRIL 19
6:00—Thesaurus, ET (S)
6:30—Farm Front News, (S)
6:40—Markets, (S)
6:45—Thesaurus, ET (S)
7:00—Lem and Martha, ET (C)
7:15—WOW News Tower, (S)
7:30—P. & G. Musical Clock, ET (C)
8:00—Coffee Pot Inn, (C)
8:15—Hymns of Cheer, (S)
8:30—Pretty Kitty Kelly, ET (C)
8:45—NBC, (S)
9:00—Mrs. Wiggs, N (C)
9:15—John's Other Wife, N (C)
9:30—Just Plain Bill, N (C)
9:45—Woman in White, N (C)
10:00—David Harum, N (C)
10:15—Backstage Wife, N (C)
10:30—Homemakers' Exchange, N (C)
10:45—Nebraska College of Agriculture, (S)
11:00—Toby's Cornucopious News, (C)
11:15—The O'Neills, N (C)

11:30—Coffee Pot Inn, (C)
11:45—Homemakers' Club, (C)
12:00—The Radio Agricultural Association, ET (C)
12:15—Midday Melodies, ET (C)
12:30—WOW News Tower, (C)
12:40—Records, (S)
12:45—Foster May, Man on the Street, (C)
1:00—WOW Orch., (S)
1:15—Markets, (S)
1:25—Records, (S)
1:30—Houseboat Hannah, ET (C)
1:45—Judy and Jane, ET (C)
2:00—Pepper Young, N (C)
2:15—Ma Perkins, N (C)
2:30—Vic and Sade, N (C)
2:45—The Guiding Light, N (C)
3:00—Lorenzo Jones, N (C)
3:15—Mary Marlin, N (C)
3:30—Hughesreel, N (C)
3:45—Kitty Keene, ET (C)
4:00—People in the Headlines, (S)
4:15—NBC, (S)
4:30—NBC, (S)
4:45—Little Man, (S)
5:00—Dick Tracy, ET (C)
5:15—Terry and the Pirates, ET (C)
5:30—Chesterfield, N (C)
5:45—Orphan Annie, N (C)
6:00—WOW News Tower, (S)
6:15—Vocal Varieties, N (C)
6:30—Wig Waggin' with Wagner, (S)
6:45—Vic Arden and Guests, ET (C)
7:00—Johnny with Russ Morgan, N (C)
7:30—Lady Esther Serenade, N (C)
8:00—Vox Pop, N (C)
8:30—Fibber McGee and Molly, N (C)
9:00—Police Bulletins, (S)
9:30—Hollywood Gossip, N (C)
9:45—Dale Carnegie, N (C)
10:00—Amos and Andy, N (C)
10:15—Wig Waggin' with Wagner, (S)
10:30—Merry Gardens Orch., N (C)
10:45—WOW News Tower, (C)
10:50—Rainbow Room Orch., N (S)
11:00—Music Box, (S)
11:30—Hotel Statler, N (S)
11:45—Chermot Ballroom, (S)
12:00—Hotel Paxton Orch., N (S)
12:30—L. A. Biltmore Orch., N (S)

WEDNESDAY, APRIL 20
6:00—Thesaurus, ET (S)
6:30—Farm Front News, (S)
6:40—Markets, (S)
6:45—Thesaurus, ET (S)
6:50—Lem and Martha, ET (C)
7:15—WOW News Tower, (S)
7:30—P. & G. Musical Clock, ET (C)
8:00—Coffee Pot Inn, (C)
8:15—Hymns of Cheer, ET (C)
8:30—Pretty Kitty Kelly, ET (C)
8:45—NBC, (S)
9:00—Mrs. Wiggs, N (C)
9:15—John's Other Wife, N (C)
9:30—Just Plain Bill, N (C)
9:45—Woman in White, N (C)
10:00—David Harum, N (C)
10:15—Backstage Wife, N (C)
10:30—How to Be Charming, N (C)
10:45—Betty Moore, N (C)
11:00—Toby's Cornucopious News, (C)
11:15—The O'Neills, N (C)
11:30—Aunt Sally, (S)
11:45—WOW Orch., (S)
12:00—Markets, (S)
12:10—Records, (S)
12:15—NBC, (S)
12:30—WOW News Tower, (C)
12:40—Records, (S)
12:45—Foster May, Man on the Street, (C)
1:00—WOW Orch., (S)
1:15—Markets, (S)
1:25—Records, (S)
1:30—Houseboat Hannah, ET (C)
1:45—Judy and Jane, ET (C)
2:00—Pepper Young, N (C)
2:15—Ma Perkins, N (C)
2:30—Vic and Sade, N (C)
2:45—Guiding Light, N (C)
3:00—Lorenzo Jones, N (C)
3:15—Mary Marlin, N (C)
3:30—Hughesreel, N (C)
3:45—Kitty Keene, ET (C)
4:00—People in the Headlines, (S)
4:15—NBC, (S)
4:25—Records, (S)
4:35—Police Bulletins, (S)
4:45—Creighton University, (S)
5:00—Dick Tracy, ET (C)
5:15—Terry and the Pirates, ET (C)
5:30—Chesterfield, N (C)
5:45—Orphan Annie, N (C)
6:00—WOW News Tower, (S)
6:30—Wig Waggin' with Wagner, (S)
6:45—Happy Jack, N (S)
7:00—One Man's Family, N (C)
7:30—Tommy Dorsey Program, N (C)
8:00—Town Hall Tonight, N (C)
8:30—Your Hollywood Parade, N (C)
10:00—Amos and Andy, N (C)
10:15—Down the Fairway, (S)
10:30—WOW News Tower, (C)
10:45—Hotel Biltmore Orch., N (S)
11:00—Chermot Ballroom, (S)
11:30—Lights Out, N (S)
12:00—Hotel Statler, N (S)
12:30—L. A. Biltmore Orch., N (S)

THURSDAY, APRIL 21
6:00—Thesaurus, ET (S)
6:30—Farm Front News, (S)
6:40—Markets, (S)
6:45—Thesaurus, ET (S)
6:50—Lem and Martha, ET (C)
7:15—WOW News Tower, (S)
7:30—P. & G. Musical Clock, ET (C)
8:00—Coffee Pot Inn, (C)
8:15—Hymns of Cheer, (S)
8:30—Pretty Kitty Kelly, ET (C)
8:45—NBC, (S)
9:00—Mrs. Wiggs, N (C)
9:15—John's Other Wife, N (C)
9:30—Just Plain Bill, N (C)
9:45—Woman in White, N (C)
10:00—David Harum, N (C)
10:15—Backstage Wife, N (C)
10:30—Homemakers' Exchange, N (C)
10:45—Mystery Chef, ET (C)
11:00—Toby's Cornucopious News, ET (C)
11:15—The O'Neills, N (C)
11:30—Aunt Sally, (S)
11:45—WOW Orch., (S)
12:00—Markets, (S)
12:15—NBC, (S)
12:30—WOW News Tower, (C)
12:40—Records, (S)
12:45—Foster May, Man on the Street, (C)
1:00—WOW Orch., (S)
1:15—Markets, (S)
1:25—Records, (S)
1:30—Houseboat Hannah, ET (C)
1:45—Judy and Jane, ET (C)
2:00—Pepper Young, N (C)
2:15—Ma Perkins, N (C)
2:30—Vic and Sade, N (C)
2:45—Guiding Light, N (C)
3:00—Lorenzo Jones, N (C)
3:15—Mary Marlin, N (C)
3:30—Hughesreel, N (C)
3:45—Kitty Keene, ET (C)
4:00—People in the Headlines, (S)
4:15—NBC, (S)
4:25—Records, (S)
4:35—Police Bulletins, (S)
4:45—Creighton University, (S)
5:00—Dick Tracy, ET (C)
5:15—Terry and the Pirates, ET (C)
5:30—Chesterfield, N (C)
5:45—Orphan Annie, N (C)
6:00—WOW News Tower, (S)
6:30—Wig Waggin' with Wagner, (S)
6:45—Happy Jack, N (S)
7:00—One Man's Family, N (C)
7:30—Tommy Dorsey Program, N (C)
8:00—Town Hall Tonight, N (C)
8:30—Your Hollywood Parade, N (C)
10:00—Amos and Andy, N (C)
10:15—Down the Fairway, (S)
10:30—WOW News Tower, (C)
10:45—Hotel Biltmore Orch., N (S)
11:00—Chermot Ballroom, (S)
11:30—Lights Out, N (S)
12:00—Hotel Statler, N (S)
12:30—L. A. Biltmore Orch., N (S)

8:00—Coffee Pot Inn, (C)
8:15—Hymns of Cheer, (S)
8:30—Pretty Kitty Kelly, ET (C)
8:45—NBC, (S)
9:00—Mrs. Wiggs, N (C)
9:15—John's Other Wife, N (C)
9:30—Just Plain Bill, N (C)
9:45—Woman in White, N (C)
10:00—David Harum, N (C)
10:15—Backstage Wife, N (C)
10:30—How to Be Charming, N (C)
10:45—Hello, Peggy! N (C)
11:00—Toby and Susie, N (C)
11:15—The O'Neills, N (C)
11:30—Aunt Sally, (S)
11:45—Homemakers' Club of the Air, (C)
12:00—Markets, (S)
12:10—Records, (S)
12:15—NBC, (S)
12:30—Foster May, Man on the Street, (C)
1:00—Marsh & Marsh, (C)
1:05—WOW Orch., (S)
1:15—Markets, (S)
1:25—Records, (S)
1:30—Houseboat Hannah, ET (C)
1:45—Judy and Jane, ET (C)
2:00—Pepper Young, N (C)
2:15—Ma Perkins, N (C)
2:30—Vic and Sade, N (C)
2:45—Guiding Light, N (C)
3:00—Lorenzo Jones, N (C)
3:15—Mary Marlin, N (C)
3:30—Hughesreel, N (C)
3:45—Kitty Keene, ET (C)
4:00—WOW News Tower, (S)
4:15—WOW Orch., (S)
4:30—Records, (S)
4:35—Police Bulletins, (S)
4:45—Creighton University, (S)
5:00—Dick Tracy, ET (C)
5:15—WOW Orch., (S)
5:30—Jangles, (S)
5:45—WOW News Tower, (S)
6:00—WOW News Tower, (C)
6:15—Uncle Ezra, N (C)
6:30—Wig Waggin' with Wagner, (S)
6:45—Hughesreel, N (C)
6:50—Contest Hour, N (C)
7:00—Waltz Time, N (C)
8:00—True Stories, N (C)
9:00—First Nighter, N (C)
9:15—Hollywood Gossip, N (C)
9:30—People in the News, N (C)
10:00—Amos and Andy, N (C)
10:15—Wig Waggin' with Wagner, (S)
10:30—Oriental Gardens Orch., N (S)
10:45—WOW News Tower, (C)
11:00—Chez Paree Orch., N (S)
11:30—Rio del Mar Orch., N (S)
12:00—Netherland Plaza Hotel, N (S)
12:30—Hotel St. Paul Orch., N (S)

FRIDAY, APRIL 22
6:00—Thesaurus, ET (S)
6:30—Farm Front News, (S)
6:40—Markets, (S)
6:45—Thesaurus, ET (S)
6:50—Lem and Martha, ET (C)
7:15—WOW News Tower, (S)
7:30—P. & G. Musical Clock, ET (C)
8:00—Coffee Pot Inn, (C)
8:15—Hymns of Cheer, ET (C)
8:30—Pretty Kitty Kelly, ET (C)
8:45—NBC, (S)
9:00—Mrs. Wiggs, N (C)
9:15—John's Other Wife, N (C)
9:30—Just Plain Bill, N (C)
9:45—Woman in White, N (C)
10:00—David Harum, N (C)
10:15—Backstage Wife, N (C)
10:30—Homemakers' Exchange, N (C)
10:45—Mystery Chef, ET (C)
11:00—Toby's Cornucopious News, ET (C)
11:15—The O'Neills, N (C)
11:30—Aunt Sally, (S)
11:45—WOW Orch., (S)
12:00—Markets, (S)
12:10—Records, (S)
12:15—NBC, (S)
12:30—WOW News Tower, (C)
12:40—Records, (S)
12:45—Foster May, Man on the Street, (C)
1:00—WOW Orch., (S)
1:15—Markets, (S)
1:25—Records, (S)
1:30—Houseboat Hannah, ET (C)
1:45—Judy and Jane, ET (C)
2:00—Pepper Young, N (C)
2:15—Ma Perkins, N (C)
2:30—Vic and Sade, N (C)
2:45—Guiding Light, N (C)
3:00—Lorenzo Jones, N (C)
3:15—Mary Marlin, N (C)
3:30—Hughesreel, N (C)
3:45—Kitty Keene, ET (C)
4:00—People in the Headlines, (S)
4:15—NBC, (S)
4:25—Records, (S)
4:35—Police Bulletins, (S)
4:45—Creighton University, (S)
5:00—Dick Tracy, ET (C)
5:15—Terry and the Pirates, ET (C)
5:30—Chesterfield, N (C)
5:45—Orphan Annie, N (C)
6:00—WOW News Tower, (S)
6:30—Wig Waggin' with Wagner, (S)
6:45—Happy Jack, N (S)
7:00—One Man's Family, N (C)
7:30—Tommy Dorsey Program, N (C)
8:00—Town Hall Tonight, N (C)
8:30—Your Hollywood Parade, N (C)
10:00—Amos and Andy, N (C)
10:15—Down the Fairway, (S)
10:30—WOW News Tower, (C)
10:45—Hotel Biltmore Orch., N (S)
11:00—Chermot Ballroom, (S)
11:30—Lights Out, N (S)
12:00—Hotel Statler, N (S)
12:30—L. A. Biltmore Orch., N (S)

SATURDAY, APRIL 23
6:00—Thesaurus, ET (S)
6:30—Farm Front News, (S)
6:40—Markets, (S)
6:45—Thesaurus, ET (S)
6:50—Lem and Martha, ET (C)
7:15—WOW News Tower, (S)
7:30—P. & G. Musical Clock, ET (C)
8:00—Coffee Pot Inn, (C)
8:15—Hymns of Cheer, ET (C)
8:30—Pretty Kitty Kelly, ET (C)
8:45—NBC, (S)
9:00—Mrs. Wiggs, N (C)
9:15—John's Other Wife, N (C)
9:30—Just Plain Bill, N (C)
9:45—Woman in White, N (C)
10:00—David Harum, N (C)
10:15—Backstage Wife, N (C)
10:30—How to Be Charming, N (C)
10:45—Hello, Peggy! N (C)
11:00—Toby and Susie, N (C)
11:15—The O'Neills, N (C)
11:30—Aunt Sally, (S)
11:45—WOW Orch., (S)
12:00—Markets, (S)
12:10—Records, (S)
12:15—NBC, (S)
12:30—Foster May, Man on the Street, (C)
1:00—Marsh & Marsh, (C)
1:05—WOW Orch., (S)
1:15—Markets, (S)
1:25—Records, (S)
1:30—Houseboat Hannah, ET (C)
1:45—Judy and Jane, ET (C)
2:00—Pepper Young, N (C)
2:15—Ma Perkins, N (C)
2:30—Vic and Sade, N (C)
2:45—Guiding Light, N (C)
3:00—Lorenzo Jones, N (C)
3:15—Mary Marlin, N (C)
3:30—Hughesreel, N (C)
3:45—Kitty Keene, ET (C)
4:00—WOW News Tower, (S)
4:15—WOW Orch., (S)
4:30—Records, (S)
4:35—Police Bulletins, (S)
4:45—Creighton University, (S)
5:00—Dick Tracy, ET (C)
5:15—Terry and the Pirates, ET (C)
5:30—Chesterfield, N (C)
5:45—Orphan Annie, N (C)
6:00—WOW News Tower, (S)
6:30—Wig Waggin' with Wagner, (S)
6:45—Happy Jack, N (S)
7:00—One Man's Family, N (C)
7:30—Tommy Dorsey Program, N (C)
8:00—Town Hall Tonight, N (C)
8:30—Your Hollywood Parade, N (C)
10:00—Amos and Andy, N (C)
10:15—Down the Fairway, (S)
10:30—WOW News Tower, (C)
10:45—Hotel Biltmore Orch., N (S)
11:00—Chermot Ballroom, (S)
11:30—Lights Out, N (S)
12:00—Hotel Statler, N (S)
12:30—L. A. Biltmore Orch., N (S)

7:15—WOW News Tower, (S)
7:30—Musical Clock, ET (C)
8:00—NBC, (S)
8:15—NBC, (S)
8:30—NBC, (S)
8:45—Woman in White, N (C)
9:00—David Harum, N (C)
9:15—Backstage Wife, N (C)
9:30—How to Be Charming, N (C)
9:45—Betty Moore, N (C)
10:00—NBC, (S)
10:15—The O'Neills, N (C)
10:30—Hello, Peggy! N (C)
10:45—Betty Moore, N (C)
10:55—NBC, (S)
11:00—Toby's Cornucopious News, (C)
11:15—Mrs. Wiggs, N (C)
11:30—John's Other Wife, N (C)
11:45—Just Plain Bill, N (C)
12:00—Markets, (S)
12:15—NBC, (S)
12:30—WOW News Tower, (C)
12:40—Records, (S)
12:45—Foster May, Man on the Street, (C)
1:00—Pepper Young, N (C)
1:15—Ma Perkins, N (C)
1:30—Vic and Sade, N (C)
1:45—Guiding Light, N (C)
2:00—Lorenzo Jones, N (C)
2:15—Mary Marlin, N (C)
2:30—Hughesreel, N (C)
2:45—NBC, (S)
2:50—NBC, (S)
3:00—NBC, (S)
3:15—NBC, (S)
3:30—NBC, (S)
3:45—NBC, (S)
4:00—WOW News Tower, (S)
4:15—NBC, (S)
4:30—NBC, (S)
4:45—NBC, (S)
4:55—NBC, (S)
5:00—Dick Tracy, ET (C)
5:15—Uncle Ezra, N (C)
5:30—NBC, (S)
5:45—WOW News Tower, (S)
6:00—Burns and Allen, N (C)
6:30—Voice of Firestone, N (C)
7:00—Hour of Charm, N (C)
7:30—Music for Moderns, N (C)
8:00—Contest Hour, N (C)
8:30—Faustaf Public Hero, N (C)
9:00—Amos and Andy, N (C)
9:15—Wig Waggin' with Wagner, (C)
9:30—NBC, (S)
9:45—WOW News Tower, (C)
10:00—NBC, (S)

SUNDAY, APRIL 24
6:00—Thesaurus, ET (S)
6:30—Farm Front News, (S)
6:40—Markets, (S)
6:45—Thesaurus, ET (S)
6:50—Lem and Martha, ET (C)
7:15—WOW News Tower, (S)
7:30—P. & G. Musical Clock, ET (C)
8:00—Coffee Pot Inn, (C)
8:15—Hymns of Cheer, ET (C)
8:30—Pretty Kitty Kelly, ET (C)
8:45—NBC, (S)
9:00—Mrs. Wiggs, N (C)
9:15—John's Other Wife, N (C)
9:30—Just Plain Bill, N (C)
9:45—Woman in White, N (C)
10:00—David Harum, N (C)
10:15—Backstage Wife, N (C)
10:30—How to Be Charming, N (C)
10:45—Hello, Peggy! N (C)
11:00—Toby and Susie, N (C)
11:15—The O'Neills, N (C)
11:30—Aunt Sally, (S)
11:45—WOW Orch., (S)
12:00—Markets, (S)
12:10—Records, (S)
12:15—NBC, (S)
12:30—Foster May, Man on the Street, (C)
1:00—Marsh & Marsh, (C)
1:05—WOW Orch., (S)
1:15—Markets, (S)
1:25—Records, (S)
1:30—Houseboat Hannah, ET (C)
1:45—Judy and Jane, ET (C)
2:00—Pepper Young, N (C)
2:15—Ma Perkins, N (C)
2:30—Vic and Sade, N (C)
2:45—Guiding Light, N (C)
3:00—Lorenzo Jones, N (C)
3:15—Mary Marlin, N (C)
3:30—Hughesreel, N (C)
3:45—Kitty Keene, ET (C)
4:00—WOW News Tower, (S)
4:15—WOW Orch., (S)
4:30—Records, (S)
4:35—Police Bulletins, (S)
4:45—Creighton University, (S)
5:00—Dick Tracy, ET (C)
5:15—Terry and the Pirates, ET (C)
5:30—Chesterfield, N (C)
5:45—Orphan Annie, N (C)
6:00—WOW News Tower, (S)
6:30—Wig Waggin' with Wagner, (S)
6:45—Happy Jack, N (S)
7:00—One Man's Family, N (C)
7:30—Tommy Dorsey Program, N (C)
8:00—Town Hall Tonight, N (C)
8:30—Your Hollywood Parade, N (C)
10:00—Amos and Andy, N (C)
10:15—Down the Fairway, (S)
10:30—WOW News Tower, (C)
10:45—Hotel Biltmore Orch., N (S)
11:00—Chermot Ballroom, (S)
11:30—Lights Out, N (S)
12:00—Hotel Statler, N (S)
12:30—L. A. Biltmore Orch., N (S)

MONDAY, APRIL 25
6:00—Thesaurus, ET (S)
6:30—Farm Front News, (S)
6:40—Markets, (S)
6:45—Thesaurus, ET (S)
6:50—Lem and Martha, ET (C)
7:15—WOW News Tower, (S)
7:30—P. & G. Musical Clock, ET (C)
8:00—Coffee Pot Inn, (C)
8:15—Hymns of Cheer, (S)
8:30—Pretty Kitty Kelly, ET (C)
8:45—NBC, (S)
9:00—Mrs. Wiggs, N (C)
9:15—John's Other Wife, N (C)
9:30—Just Plain Bill, N (C)
9:45—Woman in White, N (C)
10:00—David Harum, N (C)
10:15—Backstage Wife, N (C)
10:30—Homemakers' Exchange, N (C)
10:45—Nebraska College of Agriculture, (S)
11:00—NBC, (S)
11:15—The O'Neills, N (C)

7:15—WOW News Tower, (S)
7:30—Musical Clock, ET (C)
8:00—NBC, (S)
8:15—NBC, (S)
8:30—NBC, (S)
8:45—Woman in White, N (C)
9:00—David Harum, N (C)
9:15—Backstage Wife, N (C)
9:30—How to Be Charming, N (C)
9:45—Betty Moore, N (C)
10:00—NBC, (S)
10:15—The O'Neills, N (C)
10:30—Hello, Peggy! N (C)
10:45—Betty Moore, N (C)
10:55—NBC, (S)
11:00—Toby's Cornucopious News, (C)
11:15—Mrs. Wiggs, N (C)
11:30—John's Other Wife, N (C)
11:45—Just Plain Bill, N (C)
12:00—Markets, (S)
12:15—NBC, (S)
12:30—WOW News Tower, (C)
12:40—Records, (S)
12:45—Foster May, Man on the Street, (C)
1:00—Pepper Young, N (C)
1:15—Ma Perkins, N (C)
1:30—Vic and Sade, N (C)
1:45—Guiding Light, N (C)
2:00—Lorenzo Jones, N (C)
2:15—Mary Marlin, N (C)
2:30—Hughesreel, N (C)
2:45—NBC, (S)
2:50—NBC, (S)
3:00—NBC, (S)
3:15—NBC, (S)
3:30—NBC, (S)
3:45—NBC, (S)
4:00—WOW News Tower, (S)
4:15—NBC, (S)
4:30—NBC, (S)
4:45—NBC, (S)
4:55—NBC, (S)
5:00—Dick Tracy, ET (C)
5:15—Uncle Ezra, N (C)
5:30—NBC, (S)
5:45—WOW News Tower, (S)
6:00—Burns and Allen, N (C)
6:30—Voice of Firestone, N (C)
7:00—Hour of Charm, N (C)
7:30—Music for Moderns, N (C)
8:00—Contest Hour, N (C)
8:30—Faustaf Public Hero, N (C)
9:00—Amos and Andy, N (C)
9:15—Wig Waggin' with Wagner, (C)
9:30—NBC, (S)
9:45—WOW News Tower, (C)
10:00—NBC, (S)

TUESDAY, APRIL 26
6:00—Thesaurus, ET (S)
6:30—Farm Front News, (S)
6:40—Markets, (S)
6:45—Thesaurus, ET (S)
6:50—Lem and Martha, ET (C)
7:15—WOW News Tower, (S)
7:30—P. & G. Musical Clock, ET (C)
8:00—Coffee Pot Inn, (C)
8:15—Hymns of Cheer, ET (C)
8:30—Pretty Kitty Kelly, ET (C)
8:45—NBC, (S)
9:00—Mrs. Wiggs, N (C)
9:15—John's Other Wife, N (C)
9:30—Just Plain Bill, N (C)
9:45—Woman in White, N (C)
10:00—David Harum, N (C)
10:15—Backstage Wife, N (C)
10:30—How to Be Charming, N (C)
10:45—Hello, Peggy! N (C)
11:00—Toby and Susie, N (C)
11:15—The O'Neills, N (C)
11:30—Aunt Sally, (S)
11:45—WOW Orch., (S)
12:00—Markets, (S)
12:10—Records, (S)
12:15—NBC, (S)
12:30—Foster May, Man on the Street, (C)
1:00—Marsh & Marsh, (C)
1:05—WOW Orch., (S)
1:15—Markets, (S)
1:25—Records, (S)
1:30—Houseboat Hannah, ET (C)
1:45—Judy and Jane, ET (C)
2:00—Pepper Young, N (C)
2:15—Ma Perkins, N (C)
2:30—Vic and Sade, N (C)
2:45—Guiding Light, N (C)
3:00—Lorenzo Jones, N (C)
3:15—Mary Marlin, N (C)
3:30—Hughesreel, N (C)
3:45—Kitty Keene, ET (C)
4:00—WOW News Tower, (S)
4:15—WOW Orch., (S)
4:30—Records, (S)
4:35—Police Bulletins, (S)
4:45—Creighton University, (S)
5:00—Dick Tracy, ET (C)
5:15—Terry and the Pirates, ET (C)
5:30—Chesterfield, N (C)
5:45—Orphan Annie, N (C)
6:00—WOW News Tower, (S)
6:30—Wig Waggin' with Wagner, (S)
6:45—Happy Jack, N (S)
7:00—One Man's Family, N (C)
7:3

"WIG WAGGIN' WITH WAG"

By RALPH WAGNER
Sports Editor, WOW

One month from now baseball leagues throughout our country will be in the midst of their spring campaigns. Lou Gehrig will be slamming out three-baggers and the great "Dizzy" Dean of the St. Louis Cardinals will be trying to get back into the winning column with the aid of his good right arm.



There is one chap in the major leagues who is starting his 13th season under the "big top." Mel Ott, who started with the Giants when he was 16 years of age, says 13 holds no jinx for him. He declares he walks under ladders and isn't afraid of crossing the path of black cats.

Mel Ott has been in the headlines so long, it seems hard to believe he is only 29 years of age. At this age, you know, most ball players are just beginning to hit their stride. Ott already has been on top a full decade, and he has another 10 years to go before age strikes him down, barring, of course, injuries.

Already Ott holds the all-time National league mark of 306 home runs. This is seven more than Rogers Hornsby's old record, but far behind the great Babe Ruth's American league mark of 729 homers.

Ott started for years as an outfielder with the Giants, but last summer he was switched to the infield, playing third base. His shift to the infield—a major factor in New York's pennant drive last summer—has given Ott new enthusiasm. At third base Ott must keep on his toes every minute. Last year the change boomed his batting average—snapped from his worst slump right after the change from the outfield to third base and finished with .294 and a share in the home run title.

I don't know why I brought up Mel Ott's long career with the Giants, only to show, perhaps, that he is one athlete who has taken care of himself and still going strong in the big leagues. He has seen older ball players come and go from the majors; watched some of them drift from baseball entirely and others slide down the ladder to the minors.

Mel Ott, I think, is a grand example for young and ambitious baseball players to follow.

Madcap Maxie Baer of the California's big Baers, was in Omaha the other morning, accompanied by his little brother, Buddy (weight 245 pounds, height 6 feet 6 inches), and their manager, 5 feet tall, Ancil Hoffman. The party was bound for Oakland, Calif., home of the big California Baers.

Four years ago, in an interview over WOW, Madcap Baer told his listeners he was enroute to New York City to win the world's championship. What's more, he was going to win the title. And what is still more, Madcap Baer won the championship—the richest of all championships.

So, when the big California Baers and their manager stopped in Omaha the other morning, I asked Madcap Maxie if he was going to win the championship from Louis when they fight for the title in September.

"I told you in 1934 what I was going to do to Primo Carnera, and I did it," said Madcap Maxie. "Now, when I tell you I will beat Louis for the championship, will you believe me?"

What would you do with a fellow like Madcap Maxie Baer?

Garber for Grape-Nuts

Jan Garber, known as "The Idol of the Airlanes," will introduce his orchestra to the insanities of Gracie Allen and George Burns when he joins the Grapenuts program Monday, April 11, for a series of appearances every Monday at 7 p. m., over WOW.

They're O. K., B'Gosh! . . .



Yes, sir! Good things come in pairs—such as "Lem and Martha," stars of the OshKosh B'Gosh show, week days, 7 a. m.

Chapel Describes Arrest as a Spy!

By JOHN K. CHAPEL
WOW Announcer

The story of our last trip to Europe would not be complete without telling of an experience we had with federal authorities. The incident occurred in Poland.

After passing the border from Germany, our train paused temporarily midway between Posen and Warsaw. Here my restless disposition got me into more trouble. I stepped off the train and snapped several pictures.

Result: Confiscation of kodak, arrest, wire to Kolo police department with instructions to send a detail of men for the prisoner, several mile ride in a drowska and final disposition of the case in a small, interesting village once used as the hunting grounds of King Casimir of Poland and today the military training site for the army.

Name Familiar
At police headquarters the district garrison head inspected the baggage and our special passport and documents. Upon seeing the signatures of Secretary of State Cordell Hull, Governor R. L. Cochran and others, a hurried exchange of Polish phrases rang down the length of the corridor. The heavily-mustached officer in charge then recognized the family name, "Kuropatkin." After that everyone was apologetic and extremely polite.

The situation that was tense and very unpleasant a moment ago now became like a welcome reception committee. A long distance telephone call to Warsaw military headquarters resulted in our release from all charges of espionage. I did not realize up to this time that speaking Polish had placed me under greater suspicion.

HOMEMAKING WITH MARTHA

By MARTHA BOHLSSEN
of Radio Homemakers' Club

Right now we find ourselves more than half way through the Lenten season and in enthusiastic anticipation of Easter.

In many homes, during the season of Lent, it is necessary to omit meat from the menu, and as we approach the end of the season we find homemakers rather eager to receive new suggestions for such menus.

Fish and sea foods seem to be the most popular meat substitute. This is because they are so very valuable in the diet. Fish furnishes a rich supply of protein and certain vitamins and minerals that are difficult to get in sufficient quantities in any other way.

There are four ways in which fish can be prepared—boiling or steaming, baking, broiling and frying. Of these, broiling and frying are perhaps the most popular methods. To determine which method is most desirable, the fish itself should be taken into consideration. They are divided into two classifications—the fat fish and the lean or dry-meated fish. Haddock, cod and halibut belong to the classification of dry fish, while mackerel, salmon and shad belong to the fat-fish classification. Fat fish are excellent for broiling, baking or frying, while the lean fish are more delicious when some form of moisture is added, as in baking or steaming.



Martha Bohlsen

You Ask 'Em and We'll Answer 'Em!

Have you some question in your mind about some WOW or NBC network personality you'd like to have answered?

If you have, send it in. The News Tower, starting this month, will attempt to give regular Questions and Answers service on all radio matters.

Please keep your questions brief. Those questions which seem to be of general interest will be published.

—wow—

Mrs. R. Farlow,
800 Market St.,
Beatrice, Neb.

Question: There is a great likeness in the voices of "Jack" of "The Jangles" cast and Ralph Wagner, the sportscaster. Are we right in thinking two persons have given the sports news?

Answer: Yes, and very observant you are, too! For a time Jack Krell of "The Jangles" cast did read Mr. Wagner's sports news.

—wow—

Question: Why did Nelson Eddy leave the Chase and Sanborn hour?

Answer: It was announced on that program that Mr. Eddy left to fill concert engagements.

—wow—

Mrs. Mary Obenfelder,
Kearney, Neb.

Question: What is this "facsimile" business we hear so much about and how does it differ from television?

Answer: Facsimile is the transmission of printed matter, or printed photographs by radio. Facsimile may one day "deliver" your newspaper into your living room. Television includes the actual photography at the time of the broadcast, such as sending the action in a play by radio, or transmission of the likeness of the radio performer as he or she is performing.

—wow—

A. L. Hokeman,
Lincoln, Neb.

Question: Did Foster May resign? Is Lyle De Moss to take his place?

Answer: No, and double NO. Mr. May just returned from a vacation and is back at his regular duties. Mr. De Moss came to WOW to assist Harry Burke in the program department. His principal duties will be producing local radio programs.

HOW TO TALK

By MILTON REICK

Note.—Mr. Reick writes and produces "Little Man" for WOW listeners.

Good diction is considered one of the greatest assets of a successful speaker, singer or an actor. It is nonetheless important for a person of business or of social interests.

It is a delight to listen to one whose diction may be considered perfect. Sometimes such a one has good diction naturally; sometimes he has labored hours to acquire it.

A clear understanding of what good diction is and the habits necessary to acquire that diction will greatly aid in insuring its permanency. Pronunciation and enunciation of words are the two main phases of diction. By pronunciation is meant the correctness of sound and accent with which words are pronounced; by enunciation is meant the distinctness and fulness with which the words are uttered.

Vowels Important

In the development of good diction, both the vowels and the consonants must be considered. Vowels give the music to the words and the consonants give the form. To give the full value of the vowels, remember that the A's must be pure, the E's, the I's and the U's sustained, and the O's open. If you will read a passage of good literature, preferably poetry, bringing out only the vowel sounds, and then reread, pronouncing the entire words, you will find that your tones have gained much in speech melody.

Pronunciation, as has been stated, refers to the correctness with which words are uttered. It includes (1) giving to vowels and consonants their correct sounds, (2) syllabication, or dividing the words into their proper syllables, and (3) placing the accent on the right syllable.

Rev. R. R. Brown's World Radio Congregation

By the

Rev. R. R. Brown, D.D., Minister of Radio Station WOW, Pastor-Evangelist of the Omaha Gospel Tabernacle, Christian and Missionary Alliance.

On Sunday morning, April 8, 1923, we stood for the first time before the microphone in the studio of a radio station whose call letters were then WOAW.

Gathered around us were singers, instrumentalists and curious spectators. We were frightened! We were thrilled, too! That was 15 years ago.

There were only a few broadcasting stations in the middle west at that time. Those close to radio predicted great things for it, while others thought it only a novelty.

In the field of religious broadcasting we found ourselves pretty much alone. We had no programs or suggested material to guide us. We were pioneering. Ours was not a remote control pickup of a regular church service, but a program of songs, music and a sermon built especially for the radio audience. Would people listen to religion by radio? Some stated frankly broadcast religion would lose its dignity, reverence and worshipful spirit. But all these fears have since been disproven.

No More Fears

Some opposed religion by radio because they said it would affect the attendance at church services. But time has proven that this fear was ungrounded. Gradually all opposition has been swept away.

We learned that sincerity was fundamental to radio success. In one of our first letters a listener wrote that he not only heard what we said, but felt our convictions.

We also soon discovered that we could not please everyone. We determined to stay within our character and give the message in sermon and song that we felt would please God. We have constantly endeavored to improve our programs without surrendering our ministry. We have also found that the radio audience is sympathetic and tolerant.

First in America

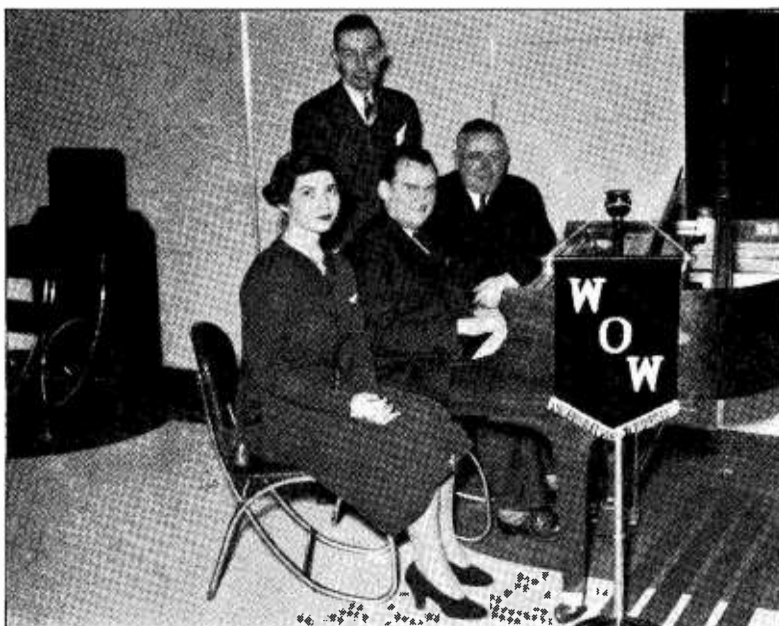
Little did we dream that we would continue for 15 years, nor that this program was to become known as the "first non-denominational radio service in America," and probably now the most continuous, as well as being the first organized radio congregation. Fifteen years! And the program has never been omitted one Sunday! It is indeed an institution.

In this anniversary message, may we express our thanks to the Woodmen of the World Life Insurance Society, owners and operators of radio station WOW; its president, De E. Bradshaw, and officers for generously and enthusiastically keeping the ministry of the World Radio Congregation on the air. We are grateful to the station officials and staff for the respectful consideration and interest they have always shown. We are deeply indebted to our singers and musicians of the Omaha Gospel Tabernacle, whose faithfulness has made the work possible. The cooperation of the local ministers has been an encouragement to us. We would also say "Thank you" to our devoted listeners. But above all, we would thank our Heavenly Father, Who has made our services a blessing to tens of thousands of shut-ins, aged, infirm, the sick, and men and women of every walk of life.

TRUANT ARNALL . . .

Curtis Arnall, Omaha boy in "Pepper Young's Family," has named his sailboat "Truant" in honor of his boyhood suppressed desire.

CHEER UP AND SING!



Ida Gitlin, Eddie Butler, John Halpine and Ray Olson (standing). It's those Hymns of Cheer singers you enjoy so much on WOW.

NU YAWK

Baker is Now a Dine-and-Dance Boy . . .

New York City. I'm sorry that you will have to stagger through this long hand, but since the Omaha contingent has thinned out here, the one decent type-writer has gone back to Omaha with George Stearns, who has only about four more payments on it. There is one typewriter here, and I tried that, but take my word for it, it is worse than long hand. You see, the letter "I" is busted



Russ Baker

on it, and every time you want to write a word with an "I" in it, you have to think of a synonym without an "I." It's all very trying, and tends to make the writer a little wild-eyed and slap happy. Besides, I am an actor, and who ever heard of an actor writing a letter without "I's" in it? It's unthinkable.

Dances for Dinner

There has been a lot of talk going around for centuries about people singing for their suppers. Remember? Well, last week I danced for a sirloin with French fries. Here's how come: There's a very nice little restaurant on the 24th floor of a building up at 59th and Broadway. It's even a little bit on the swanky side. It has changed management recently and the new boss has taken two of the tables away and put a dance floor where they used to be. He also put in one of those loud-speaker systems, to furnish dance music during dinner. So what happened? So nobody danced, and the manager was very unhappy. He was all set to put the tables back and the regular floor with it, when he got an idea. He went to a friend who runs a dancing academy and said: "Wally (everybody calls him Wally), here I am with a nice genteel place, with a dollar-and-a-quarter dinner, with educated waiters, with soft lights and sweet music; with a dance floor, but nobody will dance. Why is that?"

They Won't Dance

Then Wally, who has answers for everything, said: "People aren't used to dancing in your place. They don't know they're supposed to dance there. They're all dying to dance, but they're afraid to get up and be the first ones on the floor. All you need is somebody to be first."

Wally says: "I will guarantee to have people dancing in your place tomorrow night, and all it will cost you is two dinners and two cocktails per night. Is it a deal?"

The manager, who was very worried about the whole business, took a chance. "It's a deal. How are you going to do it?"

"Easy," said Wally, nonchalantly lighting a butt. "I will send one of the ladies and one of the gentlemen instructors from my ballroom dancing department to your place for dinner, and whenever the music starts they will get up and dance, in return for which they get the dinner for nix. Okay?"

Learn by Mail

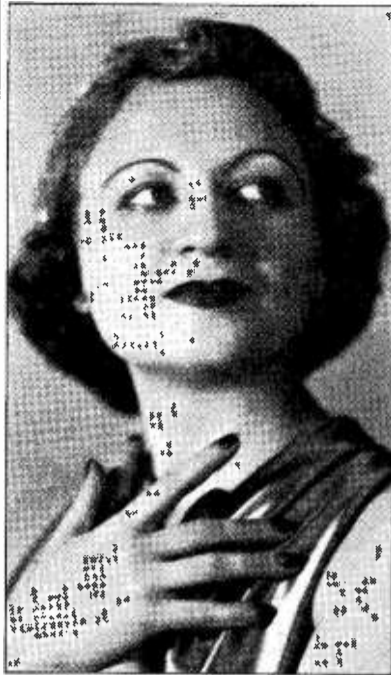
Well, to make a long story short, Wally does not have any instructors or any dancers, either, in his ballroom department, because everybody in New York learned to dance by correspondence from the Fleishman's Yeast program. So he went to one of the girl students in his tap and soft shoe department, with whom (thank goodness) I am acquainted, and asked her if she wanted to take a friend and dance for her dinner. Being a little underfed herself, she acquiesced, and Baker, lucky fellow, was her escort.

It was the first time I had eaten at a table with a tablecloth on it for months, and it raised my emotional tone, no end. And the sirloin was excellent. We must have been a success, because by the end of the evening everybody was dancing like mad. And the manager came over with a smile from here to here, and patted us on the head and positively beamed.

Be good, keep me posted and don't smoke in the studios!

RUSS BAKER,
The Gotham Gadabout.

SONGSTRESS



Vicki Chase, lyric soprano, an NBC star of the first order, was a discovery of the late "Roxy." You've heard her on many fine WOW programs.

MANCHESTER WINS PACKAGE HONORS

The Manchester Biscuit Company, whose products are familiar to all WOW listeners, has been chosen for a national award in the 1937 All-America Package Competition. The award was for the package of the product "Flame Kissed Zwieback Toast." President J. J. Larkin received the award at a dinner in Chicago on March 23. The "package competition" award is the envy of food advertising experts all over the country. Mr. Larkin personally designed the prize-winning carton.

WOW HELPS USED CAR WEEK SUCCEED

WOW played an important role in National Used Car Exchange Week in the middle west, March 5 to 12. National car manufacturers sponsored announcement campaign on WOW prior to and during the week, and many local dealers used "tie-ins." According to the automobile and radio trade press, the week was very successful. Hundreds of used cars were sold, thus putting dealers in a better position for the spring new-car business.

LEARNS TO SKI . . .

Carlton KaDell, the Omaha boy NBC announcer, has learned to ski at Big Bear Lake, a mountain resort 100 miles northeast of Los Angeles.

White Spotters' Quiz Spurs Interest

The entire middle west has become a school room, with Nebraskan's in the front row, each Sunday afternoon when the "Nebraska White Spot Parade" goes on the air.

On recent broadcasts a "Questions and Answers" continuity has been prepared by WOW's program manager, Harry Burke. This enables the announcer to raise important interesting questions about Nebraska and then to answer them on the same program.

Civic leaders everywhere report the radio "White Spot" series has had a profound effect in crystallizing state loyalty and inciting admiration and friendliness among outstaters.

The "White Spot" program goes on the air each Sunday at 2:30 p. m. over a Nebraska network, including KGKY, Scottsbluff; KGNF, North Platte; KGFV, Kearney; WAAW, Omaha. It originates in WOW's studios and features WOW talent.

DAVID HARUM HAS NEW SEED OFFER

"David Harum," with his kindly manner of helping those in need, enters his third successive year as one of the leading daytime programs on the air. Hundreds of letters received daily by B. T. Babbitt, Inc., tell of the cheer and brightness this homely philosopher brings into the lives of his listeners.

Beginning April 1, and thereafter daily, through April 15, this program will sponsor an offer of three packages of "different" flower seeds for 10 cents and a Bab-O label.

Hear "David Harum" over station WOW at 10 a. m., Mondays through Fridays.

HE'S ALWAYS 'GAY'

Gaylord Avery, popular young WOW announcer, is appropriately nicknamed "Gay." He always has a smile on his face and a shine on his shoes. The smile is just his natural geniality. The omnipresent "shine" is evidence that he practices what he preaches. He's the lad who makes most of the Dyan-shine announcements on WOW!

DE KALB GROUP IN SEED CORN TALKS

The science of correct corn breeding, an almost invaluable service to farmers, is being discussed twice weekly on WOW on the the broadcasts of the De Kalb Agricultural association. The programs, on the air Tuesdays and Thursdays at noon, include talks by Prof. R. R. St. John, for 14 years with the U. S. department of agriculture, and talks with actual farmers who have been testing and using the hybrid corn plan.

HELLO, PEGGY



Easy to look at, and interesting to hear, is Eunice Howard, who plays the title role in Drano's "Hello, Peggy!" every Wednesday and Friday at 10:45 a. m. on WOW.

WOW Folks Salute Bluffs Neighbors

As a gesture of friendliness to Council Bluffs business, professional and community life, WOW broadcast a gay "special events" party, Tuesday, March 29, direct from the Hotel Chieftain ballroom.

WOW's own studio orchestra, with Lucille Lynam, soloist, and a host of WOW artists participated.

The Council Bluffs Chamber of Commerce assisted with arrangements.

As an additional feature of the broadcast, the program called for a short speech by the newly-elected mayor of Council Bluffs.

"REFLEX ACTION" ABSORENE FEATURE

Sports, home economics, humor, philosophy, religion, golf, radio—and comes now still another subject of discussion for this April WOW News Tower magazine.

This one is spring cleaning! The newest wrinkle in this current topic is "reflex action" wallpaper cleaner. It's a cleaner which, when rolled downward, automatically rolls back up, getting double action.

This labor-saving tip for housewives comes from The Absorene Manufacturing Company, which is exploiting Absorene Wallpaper Cleaner, H. R. H. Paint Surface Cleaner and ZEV, for cleaning and bleaching floors, over WOW.

C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

¶ HAPPY DAY OUT THERE!

¶ Here am I and there are you, but I was very near the past tense this morning . . . I could almost hear people say . . . "She was the woman who . . ."

¶ It was thus and so . . . the street car having come to a stop for persons who wished to trade a little slug for a ride . . . I proceeded to step forward to the accommodat-



Aunt Sally

ing car. The driver of an automobile decided that time and traffic menace waits for no mere woman . . . and he came right through. A strong arm from the rear pulled me out of the path of the would-be murderer and . . . Well, let's skip it for . . . Here am I and there are you.

¶ Seems to me . . . two things are essential in this present-day traffic . . . obedience of the laws . . . the rules of the road . . . and timing. Hold that though, please, while I remind you that we are all children . . . we never grow up when it comes to obedience. We disobey at 5, and we still do so at 40. We sneak cookies at 5, and we sneak through red lights at 40. At 5 we are glad we got the cookies, and at 40 we're glad we didn't get caught.

¶ Mothers and fathers go home to punish the little child who has been naughty at home while they were downtown disobeying all the traffic laws.

¶ I was just thinking what perfect timing would do to traffic. Did you ever think how radio is scheduled—every program on time?

¶ If you will notice . . . a program in New York or Hollywood stops for station identification, and WOW is right there to tell you that you are dialed to WOW in Omaha. Perfect timing and everything runs smoothly. If your Aunt Sally is holding the hour of 11:30 . . . and you will be so indulgent as to allow her to chat with you . . . you will find her there at 11:30 . . . not a half minute late. And so it is with all programs and all announcers in radio . . . Everything is perfectly timed. If this fact were not true one program would be bumping into another, and it would be hit and miss all through the day . . . same as it is on the highway right now, as the wheels go round and round. Well . . .

¶ What are we going to do about it? I was just thinking . . . Why not conduct traffic like we radio? . . . Obedience to the rules, perfect timing and courtesy.

Ode to Careless Motorists

Tom Jones has gone to heavenly heights;

He tried to drive without his lights. Jack Hayes, this busy life forsakes, For he never would relin his brakes. Here's all that's left of Amos Bossing,

For he tried to beat it to the crossing. No more for Brown are earthly smiles—

He took a curve at forty miles. Tom Small has gone to his abode— He kept to the middle of the road. Here lies our friend, poor Tommy Dix,

For booze and gasoline wouldn't Mix.

Jim Henry's friends are all bereft, For he made a short turn to the left. Ben Gray is free from earthly pains; A rainy day and he had no chains. Poor Bill's beneath the sod, alas! He speeded up and tried to pass.

¶ And that's how 'tis . . .

YOUR AUNT SALLY.

REVEAL SEALTEST WINNER, APRIL 10

Grand prize award in the Sealtest Rising Musical Stars contest will be announced April 10, when Frances Blaisdell, flutist, will be featured as a guest artist. The program is heard at 9 p. m., Sundays, on WOW.

JANGLES SCRIPT . . . By Jettabee Ann Hopkins

(Continued from page 1)

Jennie, are you sure you feel all right?

(Effect receiver off hook)

Jerry: Hello, Tillie! Call Doctor Donatelli for me, will you? . . . No, the baby isn't sick. It's Jennie. We don't know what's wrong with her. Ten minutes ago she was all right and now . . . Yes, hurry, will you? (Aside) Jennie, you'd better go in and lie down on the couch. Cover her up with a blanket, Jack. Keep her away from Jimmie. (In phone) Hello, Doctor Donatelli! This is Jerry. I'm afraid Jennie's coming down with something. She's . . .

Jennie: Let me tell him.

Jerry: No, Jennie. Go on in and lie down.

Jennie: But I want to talk to him. Jack: Better humor her if she's sick. Might make her temperature rise if she gets excited.

Jerry: Wait a minute, Doctor Donatelli! Jennie wants to tell you something. Here, Jennie! But hurry. Oh, Jack! Her hands are like ice now.

Jennie: Hello, Doctor Donatelli! I did it. I "April fooled" them.

Jack: You what?

Jennie: Uh-huh! I painted the spots on out of my color box, Doctor Donatelli. Goodness! They look

so real! They almost had me "April fooled," too. G'bye! You don't need to come over now.

(Effect receiver back on hook)

Jack: Why, you little imp! You ought to be—

Jennie: I did fool you, didn't I?

Jack: Not quite. Jerry, Jennie's just trying to get out of staying home, that's all. She looks sick. Don't you think she needs some castor oil?

Jennie: But I'm not really, truly sick. They'll wash off. They're just color paint spots. See! I kin wash them off.

Jerry: Yes; she'd better have some castor oil. Here's the bottle!

Jack: Thanks.

(Effect stopper from bottle)

Jennie: No; but don't you see? I was just fooling you. I tried for a long time to think what I should do. Wait! I'll wash them off with the towel here at the sink. See?

(Effect wringing towel out of water)

Looky!

Jack: Tch-tch-tch! Isn't that a crime, Jerry? Here she tried to fool us and she fooled herself. Here, Jennie! Take this down like a little lady.

Jennie: But it makes me sick at

my stummick.

Jack: You'll be sicker if you don't take it, from the looks of you. You see, you needn't have painted spots on. There were spots there, anyway. Weren't there, Jerry?

Jerry: Yes.

Jennie: Oh, dear!

Jack: Open your mouth:

Jennie: But . . . All right.

Jack: Swallow it down.

Jennie: Why, why, it didn't taste . . . it . . .

Jack: "April fool!" It wasn't castor oil.

Jerry: And you haven't any spots, really.

Jennie: Honest? Oh, gracious! You've very much had me scared. G'bye! I'm going to school before I get "April fooled" agin by my own joke. I don't think it was very funny, so there.

(Effect door slam)

(Bring up theme—fade as BG for:)

Announcer: And so ends our April Fool session with "The Jangles." Jerry and Jack had Jennie pretty worried there for a few minutes. Don't miss tomorrow's story of "The Jangles," brought you at 5:30 by Jettabee Ann Hopkins. (Theme up to break)

NETWORK STARS YOU HEAR ON WOW

Franciska Gaal's Name is Stickler For Bing Crosby



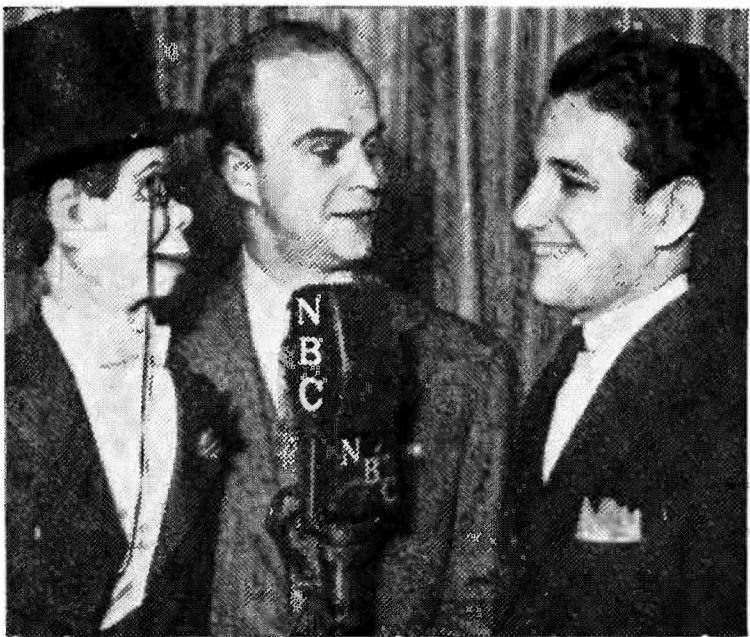
Correctly it's "Fran-ceska Gall," spelled Franciska Gaal. Bing Crosby muffed it when the Hungarian star recently appeared in the Kraft Music Hall.

CHEVY STARS



Ralph Kirbery and Marian Shelby are two of the stars you hear regularly on WOW on Chevrolet's "Musical Moments" transcriptions.

CARTER MEETS OLD FRIENDS



In 1931, Edgar Bergen and "Charlie" were on a vaudeville program with John Carter, tenor. Now all three star again on the Chase and Sanborn hour at 7 o'clock Sunday nights.

Amos 'n' Andy On Air Ten Years



"Amos 'n' Andy" recently celebrated their 10th anniversary on the air. The statistical experts say the famous pair, now on for Campbell Soups, has a regular audience of 40,000,000 listeners!

NICE FELLA!



He's really a nice chap, this Boris Karloff, bad man of the movies. Hear him as star in the new "Lights Out" drama series on WOW at 11:30 Wednesday nights.

LEADING LUDDY



Barbara Luddy now plays leading roles opposite Les Tremayne on Campana's "First-Nighters," at 9 p. m., Fridays, on WOW.

"Baby Snooks" is Brice's Rival of Other 'Air' Tots



"Baby Snooks" is no baby at all, but is actually the famed comedienne, Fanny Brice. Which do you enjoy most—"Baby Snooks," "Charlie McCarthy" or "Betty Lou"? Did you know none are real children?

SNITZY SNAZZY!

Ken Carpenter stumbled against Bob Burns' bazooka case at the Kraft Music Hall rehearsal. "Don't kick that case around," said Bing Crosby. "Burns' Grandpa Snazzy is sittin' in there frying eggs."

SKIPPER McGEE!



Your old friend, Fibber McGee, mends his boat in preparation for longer summer weekends due to the change in time of his program. The new time is 8:30, Tuesday nights.

JEALOUS?



"I'm Mickey Mouse. Remember me? I'm no relation to Snow White and her funny-looking dwarfs. I'm the gent you hear on WOW every Sunday afternoon at 4:30."

Joe Penner couldn't speak a word of English when he came to America from Hungary at the age of 10.

It's Only Au Revoir For Arturo Toscanini



It's au revoir—not good-bye—for Arturo Toscanini and his famed NBC Symphony orchestra. He returns as conductor of the 90-piece orchestra next October. The broadcast, Saturday nights on WOW, will continue under the batons of Artur Rodzinski, Pierre Monteaux and others.